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2012-2013 Northwest Residential Lighting Market Tracking Study

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Report

2012-2013 Northwest Residential Lighting Market Tracking Study

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CONTENTS

Page

E EXECUTIVE SUMMARY viii
E.1 Project History viii
E.2 Study Overview viii
E.3 Conclusions ix
E.4 Recommendations x

1 INTRODUCTION 1
1.1 Project Overview 1
1.2 Study Overview 2
1.3 Report Organization 4

2 CFL SALES ASSESSMENT 5
2.1 Regional Sales 5
2.2 Sales by State 6
2.3 Sales by Store Type 7
2.4 Sales by CFL Type 8
2.5 Incentive CFL Sales 9
2.5.1 Utility Programs 9
2.5.2 Incentive Program Sales 12

3 SHELF SURVEYS 13
3.1 Approach 13
3.2 Results 14
3.2.1 Lamp Availability 14
3.2.2 Lamp Diversity 18
3.2.3 Average Price Paid per CFL 20
3.2.4 Fluorescent Tube Lamps 20
3.2.5 Promotional Materials 21

4 CONSUMER TELEPHONE SURVEYS 23
4.1 Approach 23
4.2 Results 24
4.2.1 Energy-Efficient Lamp Technologies 24
4.2.2 CFLs 25
4.2.3 Energy Independence and Security Act 28

5 UTILITY PROGRAM MANAGER INTERVIEWS 29
5.1 Approach 29
5.2 Results 29
5.2.1 Overview of Northwest Residential Lighting Incentive Programs 30

5.2.2 Residential Lighting Marketing, Outreach and Promotional Activities 31
5.2.3 Consumer Lighting Knowledge Research Activities 34
5.2.4 Current Northwest Utility Needs and Concerns 35

6 LIGHTING SUPPLIER INTERVIEWS 36
6.1 Approach 36
6.2 Results 36
6.2.1 Residential Market for CFLs – National 36
6.2.2 Residential Market for CFLs – Northwest 37
6.2.3 Residential Market for Incandescent Lamps – Northwest 40
6.2.4 Residential Market for LED Lamps – Northwest 41
6.2.5 Effects of EISA 43
6.2.6 Residential Lighting Marketing, Outreach and Promotional Activities 43

7 SUMMARY OF FINDINGS 46
7.1 Objective 1 46
7.2 Objective 2 47
7.3 Objective 3 48
7.4 Objective 4 49
7.5 Objective 5 49
7.6 Objective 6 50
7.7 Objective 7 52
7.8 Objective 8 53
7.9 Objective 9 54
7.10 Objective 10 55

8 CONCLUSIONS AND RECOMMENDATIONS 56
8.1 Conclusions 56
8.2 Recommendations 59

Appendix A - References 1

Appendix B - Data Collection Instruments 3

Appendix C - Detailed Shelf Survey Results 44
C.1 Retail Shelf Survey Sample Expansion Weights 44
C.2 Lamp Availability 44
C.3 Lamp Diversity 62
C.4 Average Price Paid per CFL 68
C.5 Fluorescent Tube Lamps 73
C.6 Promotional Materials 79

Appendix D – Detailed Consumer Telephone Survey Results 83
D.1 Sample Expansion Weights 83

D.2 Energy-Efficient Lamp Technologies 83
D.3 CFLs 86
D.4 Energy Independence and Security Act 96

Appendix E – 2012 ACE Model Input Assessment 100

Appendix F – Consumer Telephone Survey Banner Tables 119

TABLE OF TABLES

Table 1 Data Collection Activities, 2012-2013 Northwest Residential Lighting Tracking Study .. 3
Table 2 Lighting Retailer Shelf Survey Completes by Store Type and Geographic Sector, 2012-13 13
Table 3 Summary of EISA Efficiency Standards 16
Table 4 2013 Consumer Survey Population and Sample Sizes by State and RUCC Designation 24
Table 5 Disposition of 2013 Utility Program Manager Interviews 29
Table 6 2012 Utility Programs Overview 30
Table 7 Promotional Activities Among Residential Lighting Utility Program Representatives, 2012 32
Table 8 Technologies Promoted by Northwest Utilities, 2012 32
Table 9 Key Messages for Northwest Residential Lighting Promotional Activities Among Residential Lighting Utility Program Representatives, 2012 33
Table 10 2013 Supplier Profile 36
Table 11 Range of Reported Promotional and Non-Promotional Prices for General Purpose CFLs in the Northwest, 2010—2012 39
Table 12 Range of Reported Northwest Prices for Specialty CFLs 40
Table 13 Northwest Residential Lighting Promotional Activities Among Lighting Supplier Representatives, 2012 44
Table 14 Key Messages for Northwest Residential Lighting Promotional Activities Among Lighting Supplier Representatives, 2012 45
Table 15 Lighting Retailer Shelf Survey Sample Expansion Weights, 2012-13 44
Table 16 Price Paid Assumptions – Percentage of Time Consumers Purchase General Purpose CFLs by Wattage Category and Price 69
Table 17 2013 Consumer Survey Sample Expansion Weights 83
Table 18 Average Number and Percent of Total Lamps Purchased in 2012 by Lamp Type Among All Respondents, 2013 Surveys 85
Table 19 Disposition of All CFLs Ever Acquired Among All Respondents, 2010—2013 Surveys 88
Table 20 Disposition of General Purpose and Specialty CFLs Ever Acquired Among All Respondents, 2013 Surveys 88
Table 21 Awareness of EISA and its Implications, 2010—2013 Surveys 97
Table 22 Planned Action When 100 Watt or 75 Watt Incandescent Lamps are Phased Out, 2010—2013 Surveys 99

TABLE OF FIGURES

Figure 1 Estimated Northwest Energy Star CFL Sales, 2001-2012 6
Figure 2 Northwest Energy Star CFL Sales by State, 2006—2012 7
Figure 3 Northwest Energy Star CFL Sales by Store Type, 2006-2012 8
Figure 4 Northwest Energy Star CFL Sales by Store Type and CFL Type, 2011 and 2012 9
Figure 5 Tracked Northwest Promotional Energy Star CFL Sales by Store Category, 2007-201212
Figure 6 Percent of Northwest Stores Stocking CFLs, 2006—2012 45
Figure 7 Percent of Northwest Stores Stocking CFLs by CFL Type, 2006—2012 45
Figure 8 Percent of Northwest Stores Stocking CFLs by Store Category, 2006—2012 46
Figure 9 Percent of Northwest Stores Stocking CFLs by CFL Type and Store Category, 2006—2012 46
Figure 10 Percent of Northwest Stores Stocking Lamps by Lamp Technology, 2011—2012 47
Figure 11 Percent of Northwest Stores Stocking Lamps by Lamp Technology and Store Category, 2011—2012 48
Figure 12 Percent of Northwest Stores Stocking Lamps by Lamp Technology and Geography, 2011—2012 48
Figure 13 Percent of Northwest Stores Stocking Lamps by Lamp Technology, Store Category and Geography, 2011—2012 50
Figure 14 Percent of Lamps Stocked by Lamp Technology, 2011—2012 51
Figure 15 Percent of Lamps Stocked by Lamp Technology and Store Category, 2011—2012 51
Figure 16 Percent of Lamps Stocked by Lamp Technology and Geography, 2011—2012 52
Figure 17 Percent of Lamps Stocked by Lamp Technology, Store Category and Geography, 2011—2012 53
Figure 18 Percentage of High Brightness MSB Incandescent A-Lamps (1490—2600 lumens) That Meet EISA Standards, 2011—2012 54
Figure 19 Percentage of High Brightness MSB Incandescent A-Lamps (1490—2600 lumens) That Meet EISA Standards by Store Category, 2011—2012 55
Figure 20 Percentage of High Brightness MSB Incandescent A-Lamps (1490—2600 lumens) That Meet EISA Standards by Geography, 2011—2012 55
Figure 21 Percentage of High Brightness MSB Incandescent A-Lamps (1490—2600 lumens) That Meet EISA Standards by Store Category and Geography, 2011—2012 57
Figure 22 Percentage of Medium High Brightness MSB Incandescent A-Lamps (1050—1489 lumens) That Meet EISA Standards, 2011—2012 58
Figure 23 Percentage of Medium High Brightness MSB Incandescent A-Lamps (1050—1489 lumens) That Meet EISA Standards by Store Category, 2011—2012 58
Figure 24 Percentage of Medium High Brightness MSB Incandescent A-Lamps (1050—1489 lumens) That Meet EISA Standards by Geography, 2011—2012 59
Figure 25 Percentage of Medium High Brightness MSB Incandescent A-Lamps (1050—1489 lumens) That Meet EISA Standards by Store Category and Geography, 2011—2012 60
Figure 26 Percentage of Medium Low Brightness MSB Incandescent A-Lamps (750—1049 lumens) That Meet EISA Standards, 2011—2012 61
Figure 27 Percentage of Low Brightness MSB Incandescent A-Lamps (310—749 lumens) That Meet EISA Standards, 2011—2012 62
Figure 28 Average Number of CFL Models, 2006—2012 63

Figure 29 Average Number of CFL Models by CFL Type, 2006—2012 63
Figure 30 Average Number of CFL Models by Store Category, 2006—2012 64
Figure 31 Average Number of CFL Models by CFL Type and Store Category, 2006—2012 65
Figure 32 Average Number of Lamp Models by Lamp Technology, 2011—2012 65
Figure 33 Average Number of Lamp Models by Lamp Technology and Store Category, 2011—2012 66
Figure 34 Average Number of Lamp Models by Lamp Technology and Geography, 2011—201267
Figure 35 Average Number of Lamp Models by Lamp Technology, Store Category and Geography, 2011—2012 68
Figure 36 Average Price Paid per CFL, 2006—2012 70
Figure 37 Average Price Paid per CFL by CFL Type, 2006—2012 70
Figure 38 Average Price Paid per CFL by Store Category, 2006—2012 71
Figure 39 Average Price Paid per CFL by CFL Type and Store Category, 2006—2012 71
Figure 40 Average Price Paid per CFL by CFL Type and Geography, 2011 and 2012 72
Figure 41 Average Price Paid per CFL by CFL Style Category, Store Category and Geography, 2011 and 2012 73
Figure 42 Percent of Northwest Stores Stocking Fluorescent Tubes by Lamp Type and Store Category, 2012 74
Figure 43 Percent of Northwest Stores Stocking Fluorescent Tubes by Lamp Type and Geography, 2012 75
Figure 44 Percent of Northwest Stores Stocking Fluorescent Tubes by Lamp Type, Store Category and Geography, 2012 75
Figure 45 Percent of Fluorescent Tubes Stocked by Lamp Type and Store Category, 2012 76
Figure 46 Percent of Fluorescent Tubes Stocked by Lamp Type and Geography, 2012 76
Figure 47 Percent of Fluorescent Tubes Stocked by Lamp Type, Store Category and Geography, 2012 77
Figure 48 Average Number of Fluorescent Models by Lamp Type and Store Category, 2012 78
Figure 49 Average Number of Fluorescent Models by Lamp Type and Geography, 2012 78
Figure 50 Average Number of Fluorescent Models by Lamp Type, Store Category and Geography, 2012 79
Figure 51 Percent of Stores with Lighting Promotional Materials by Type of Lamp Promoted, 2012 80
Figure 52 Percent of Stores with Lighting Promotional Materials by Lamp Type and Store Category, 2012 80
Figure 53 Percent of Stores with Lighting Promotional Materials by Lamp Type and Geography, 2012 81
Figure 54 Awareness and Purchase of CFLs, LEDs, and Energy-Efficient Incandescent Lamps, 2013 Surveys 84
Figure 55 Likelihood of Energy-Efficient Incandescent and LED Lamp Purchases Within the Next Year Among Respondents Aware of Each Technology, 2013 Surveys 86
Figure 56 Consumer CFL Awareness and Purchaser Categories, 2005–2013 Surveys 87
Figure 57 Location of Most Recent CFL Purchase Among CFL Purchasers, 2010—2013 Surveys89
Figure 58 Satisfaction with CFLs Among CFL Purchasers, 2005–2013 Surveys 90
Figure 59 Best Features of CFLs Among CFL Purchasers, 2010–2013 Surveys 91
Figure 60 Worst Features of CFLs Among CFL Purchasers, 2011–2013 Surveys† 92

Figure 61 Level of Agreement with Statements Regarding CFLs Among CFL Purchasers, 2013 Surveys 93
Figure 62 Main Factors Preventing Additional CFL Installations Among CFL Purchasers, 2011—2013 Surveys 94
Figure 63 95
Figure 64 Likelihood of CFL to CFL Replacement Among CFL Purchasers Who Have One or More CFLs Installed, 2006—2013 Surveys 96

E EXECUTIVE SUMMARY

E.1 Project History

NEEA launched its first residential lighting market initiative in 1997 to advance awareness and use of energy-efficient compact fluorescent lamps (CFLs) and compact fluorescent light fixtures among Northwest residential customers. The project was designed to address CFL 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 as well as retailer education, branding, marketing and mass advertising.

Over the next decade, NEEA's residential lighting market interventions evolved along with the changing market. At various times throughout its evolution, the project provided salesperson training, advertising and marketing support (including cooperative marketing), upstream incentives to support sales of high-quality, low-priced CFLs. In 2006 and 2007 NEEA's upstream promotions excluded large do-it-yourself chains and wholesale clubs from participating and instead emphasized non-traditional CFL distribution channels (such as drug and grocery stores) and rural 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. Several other energy-efficiency program sponsors have continued to offer CFL incentives in the region since then, and NEEA has continued its residential lighting market tracking efforts.

E.2 Study Overview

The 2012-2013 residential lighting market tracking study had two key goals:

1. To enable NEEA to continue monitoring Northwest residential lighting market progress by tracking market metrics that were included in NEEA's prior residential lighting market tracking studies; and
2. To incorporate additional research objectives based on input from NEEA staff.

To support these goals, there are 10 objectives for the 2012-2013 study. These include:

1. Summarize annual Northwest residential Energy Star CFL sales (by state, retail channel, incentive sales versus non-incentive sales, and general purpose versus specialty CFL sales).
2. Characterize stocking (availability/diversity) and pricing for CFLs in Northwest retail stores.
3. Assess Northwest consumer awareness of CFLs; purchase, installation, and storage rates; perceptions of CFLs; and motivations for recent CFL purchases (or lack thereof), and

consumer familiarity (or lack thereof) with emerging lighting technologies and related regulations.
4. Understand attitudes and expectations of lamp supplier representatives (retailers/manufacturers) regarding future Northwest sales trends for CFLs, LED lamps, and incandescent lamps (particularly with regard to perceived effects of the Energy Independence and Security Act of 2007 [EISA]).
5. Evaluate key inputs to NEEA's ACE model and baseline assumptions.
6. Obtain a more complete picture of residential lighting market (beyond CFLs).
7. Better understand stocking and sales of EISA-qualifying versus non-qualifying lamps.
8. Characterize lighting marketing materials in Northwest retail stores.
9. Better understand drivers of customer decision-making regarding lamp purchases and influences on those decisions.
10. Better understand NEEA partner activities for consumer research on lighting knowledge/preferences and purchasing motivations.

To address the objectives above, the 2012-2013 study included six core tasks. These tasks include an assessment of regional CFL sales (for which Fluid Market Strategies gathers data on behalf of NEEA), a review and assessment of inputs to NEEA's Alliance Cost Effectiveness (ACE) Model, shelf surveys in Northwest retail stores that sell replacement lamps, computer-aided telephone interviews with Northwest consumers, and in-depth telephone interviews with residential lighting program managers at utilities serving Northwest customers as well as representatives of lighting suppliers (manufacturers' representatives and corporate representatives of retail stores).

E.3 Conclusions

Study results suggest the following conclusions:

1. Northwest residential Energy Star CFL sales increased slightly between 2011 and 2012, but it is unclear whether sales will continue to increase.
2. Big box stores still dominate the region's residential Energy Star CFL sales, but the big box landscape is changing somewhat in the Northwest.
3. Consumers may be shifting some of their focus away from CFLs and toward other energy-efficient lamp technologies.
4. Incandescent lamps still dominate retail store inventories but their retail presence is declining.
5. EISA's effects are becoming increasingly prominent in the region's retail stores—but lamps that do not meet the EISA standards are still widely available and consumer awareness of EISA is only moderate.
6. Lamp diversity (in terms of the average number of lamp models per store) declined across CFL, LED, and incandescent technologies in big box stores between 2011 and 2012.
7. The presence of LED lamps increased in the Northwest between 2011 and 2012, and this trend is likely to continue.
8. Promotional materials for replacement lamps are highly concentrated in urban stores throughout the Northwest.

9. Promotional messaging for replacement lamps in Northwest retail stores largely focuses on energy savings, money savings, and long lamp life—messages with which Northwest customers already seem familiar (at least for CFLs).
10. Regional stakeholders have conducted little research on consumer lighting knowledge, preferences, and purchasing motivations, and such research may be necessary to continue pushing consumers toward energy-efficient lamp choices**.**

E.4 Recommendations

Based on the conclusions described above, the DNV KEMA team recommends the following:

1. **Consistent regional messaging regarding energy-efficient lamps.** NEEA should consider working with the region's utilities (and other energy-efficiency program sponsors) as well as lamp manufacturers and retailers to develop consistent, region-wide messaging to support energy-efficient replacement lamp sales. A third of the utility program representatives who participated in the interviews requested this type of support. Half of the region's stores are already displaying some sort of promotional materials—and the concepts of energy or money savings and long lamp life dominate these messages. Since consumers already appear to be aware about these positive benefits among CFLs, there may be an opportunity to include other messages that will further drive consumers toward purchasing energy-efficient replacement lamps, such as raising consumer awareness and understanding of lumens, color temperature, and color rendering. NEEA is uniquely positioned to offer this sort of broad, regional support.

2. **Consumer knowledge, preferences, and purchasing motivations.** Related to the above recommendation, consider conducting further and more extensive research to understand consumer knowledge, preferences, and purchasing motivations for replacement lamps. This will enable the region's energy-efficiency program sponsors to develop more effective marketing messages to support energy-efficient lamp sales, and will enable NEEA to more effectively address objective 9 of its residential lighting market tracking efforts ("better understand drivers of customer decision-making regarding lamp purchases and influences on those decisions").

3. **Residential replacement lamp market tracking.** NEEA should also consider continuing its current market tracking efforts for residential replacement lamps. This is particularly important as the lighting market continues to evolve rapidly, and will help NEEA address one of its primary objectives in "[obtaining] a more complete picture of residential lighting market beyond CFLs" (study objective 6).

4. **Expanded market tracking efforts.** Related to the previous recommendation, NEEA should consider incorporating additional lamp types into its sales data tracking efforts. Given the uncertain future of CFL sales (including a possible leveling off or decline), the increasing impacts of EISA over time, and increasing market presence of LED lamps, expanding sales tracking efforts beyond 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 and gain a better understanding of the overall lighting market in the Northwest (again in support of study objective 6 referenced above).

5. **Educational efforts in rural areas.** Consider resuming NEEA's focus on rural areas with regard to educational and promotional efforts for energy-efficient lighting. Rural consumers in the Northwest typically have few (if any) big box stores in which they can shop for energy-efficient lamps, and are therefore less likely to be exposed to promotional materials regarding these products. (Recall that nearly two-thirds of urban stores visited during the late 2012/early 2013 shelf survey visits displayed promotional materials for replacement lamps compared to less than 10 percent of rural stores). These efforts may be particularly important going forward as the retail presence of LED lamps (and possibly energy-efficient incandescent lamps) increases, which in turn will present consumers with more energy-efficient lamp choices (and potentially more confusion regarding those choices).

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 residential lighting evaluations and market research studies for NEEA on roughly an annual basis since 2005, beginning with the 2005 Market Progress Evaluation Report (MPER1) for NEEA's Energy Star® Consumer Products initiative and most recently the 2011-2012 Northwest Residential Lighting Tracking and Monitoring Study in May, 2012.[1]

1.1 Project Overview

NEEA launched its first residential lighting market initiative in 1997 to advance awareness and use of energy-efficient compact fluorescent lamps (CFLs) and compact fluorescent light fixtures among Northwest residential customers. The project was designed to address CFL 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 as well as retailer education, branding, marketing and mass advertising.

During the late 1990s, the number of lamps and fixtures that qualified for inclusion in NEEA's initiatives expanded. As a result, NEEA staff wanted to ensure adequate market support at the retail level, so 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.

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 CFLs into the market. The promotion provided broad geographic sales coverage (including rural markets) and included numerous distribution channels (grocery, drug, small hardware, mass merchandise, and do-it-yourself (DIY) stores as well as wholesale clubs).

[1] KEMA, Inc., 2005—2012. Please refer to Appendix A (References) for complete citations.

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 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. 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. Several other energy-efficiency program sponsors have continued to offer CFL incentives in the region since then, and NEEA has continued its residential lighting market tracking efforts.

1.2 Study Overview

To help NEEA understand long-term market trends, each residential lighting market tracking study assesses the current state of the Northwest market and compares it to previous years' results. To support comparability of results from year to year—essential for a tracking study—the study's goals and objectives have remained similar over time.

Early discussions regarding the 2012-2013 study, however, suggested that given the recent, major changes in the overall residential lighting market (including legislation, new technologies, and the like), an expanded set of study of priorities may provide increased value to NEEA. Given this, there are two goals for the current study:
To enable NEEA to continue monitoring Northwest residential lighting market progress by tracking market metrics that were included in NEEA's prior residential lighting market tracking studies ("ongoing objectives"); and
To incorporate additional research objectives based on input from NEEA staff ("new objectives").

Overall, there are 10 objectives for the 2012-2013 study—five ongoing objectives, and five new objectives. The study's ongoing objectives include:

1. Summarize annual Northwest residential Energy Star CFL sales (by state, retail channel, incentive sales versus non-incentive sales, and general purpose versus specialty CFL sales).
2. Characterize stocking (availability/diversity) and pricing for CFLs in Northwest retail stores.
3. Assess Northwest consumer awareness of CFLs; purchase, installation, and storage rates; perceptions of CFLs; and motivations for recent CFL purchases (or lack thereof), and consumer familiarity (or lack thereof) with emerging lighting technologies and related regulations.
4. Understand attitudes and expectations of lamp supplier representatives (retailers/manufacturers) regarding future Northwest sales trends for CFLs, LED lamps, and in-

candescent lamps (particularly with regard to perceived effects of the Energy Independence and Security Act of 2007 [EISA]).
5. Evaluate key inputs to NEEA's ACE model and baseline assumptions.

The new objectives for the 2012-2013 study provide an expanded view of the Northwest residential lighting market and yield a more comprehensive understanding of partner activities in the region. As such, the new objectives for the 2012-2013 study include:

6. Obtain a more complete picture of residential lighting market (beyond CFLs).
7. Better understand stocking and sales of EISA-qualifying versus non-qualifying lamps.
8. Characterize lighting marketing materials in Northwest retail stores.
9. Better understand drivers of customer decision-making regarding lamp purchases and influences on those decisions.[2]
10. Better understand NEEA partner activities for consumer research on lighting knowledge/preferences and purchasing motivations.

To address the objectives above, the 2012-2013 study included six core tasks. These tasks include an assessment of regional CFL sales (for which Fluid Market Strategies gathers data on behalf of NEEA), a review and assessment of inputs to NEEA's Alliance Cost Effectiveness (ACE) Model, and the four data collection tasks as shown below in Table 1.

Table 1
Data Collection Activities, 2012-2013 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.	Stratification across geographic regions, store categories (national chain, regional chain, independent), and store types	96 retail stores*	December 2012—February 2013
Consumer Surveys	Computer-aided telephone interviews	List of Northwest zip codes from U.S. Census Bureau	Stratification by state and geographic region (urban versus rural) as defined by the U.S. Department of Agriculture Economic Research Service's Rural Urban Continuum Codes (RUCC)	776 consumers	January — February 2013
Utility Program Manager Interviews	In-depth telephone interviews	List of utility contacts provided by NEEA and updated by DNV KEMA staff	Attempted census of the 10 large and investor-owned utilities; even allocation of remaining sample points between medium-sized and small utilities	18 utility program managers	March—April 2013
Lighting Supplier Interviews	In-depth telephone interviews	List of manufacturers and retailers provided by Fluid Market Strategies	Attempted census of major lamp manufacturers and corporate representatives (lighting buyers) of national, regional, and local retail chains that serve the Northwest market	17 suppliers (12 manufacturer representatives; 5 retailer representatives)	March—April 2013

* Includes 76 shelf surveys conducted throughout the region under contract with NEEA and an additional 20 surveys conducted in Oregon under contract with Energy Trust of Oregon. This report includes results from all 96 surveys.

[2] Note that as stated in DNV KEMA's proposal for this study, the current set of research and data collection activities do not support a thorough exploration of this objective.

1.3 Report Organization

The 2012-2013 Northwest Residential Lighting Tracking Study is organized into eight chapters. Chapters two through six provide details on the methods employed in the research and data collection efforts conducted as part of the study and provide an overview of key results. The remaining chapters summarize the key findings and present DNV KEMA's resultant conclusions and recommendations.

Report chapters include the following:

- Chapter 2 describes the approach to and results of DNV KEMA's assessment of the residential CFL sales data that Fluid Market Strategies gathers for NEEA.
- Chapter 3 provides an overview of the method and results of shelf surveys conducted by DNV KEMA field researchers in retail stores throughout the Northwest.
- Chapter 4 summarizes the methodology for and results of DNV KEMA's telephone surveys with consumers throughout the Northwest.
- Chapter 5 describes the approach to and results of interviews with residential lighting program managers at utilities serving Northwest customers.
- Chapter 6 reviews the approach to and results of interviews with representatives of lamp manufacturing firms and corporate representatives of retail stores that sell lamps to Northwest consumers.
- Chapter 7 highlights key findings across the previous chapters organized by the ten study objectives.
- Chapter 8 summarizes the conclusions and recommendations based on study findings.

The report also includes six appendices:

- Appendix A includes the bibliography for this study.
- Appendix B provides the data collection instruments for the research efforts described in Table 1 above.
- Appendix C provides additional information regarding the methods utilized to conduct the lighting retail store shelf surveys as well as a more detailed discussion of findings from the shelf survey analyses.
- Appendix D provides additional information regarding the methods utilized to conduct the consumer telephone surveys as well as a more detailed discussion of findings from survey analyses.
- Appendix E is a memorandum describing DNV KEMA's review and assessment of inputs to NEEA's ACE model for residential lighting.
- Appendix F provides the consumer telephone survey banner tables.

2 CFL SALES ASSESSMENT

This chapter provides an overview of Northwest Energy Star CFL sales. The chapter also presents sales information by state, store type, and lamp type (general purpose versus specialty CFLs), as well as a review of regional sales of CFLs discounted by energy-efficiency program sponsors. Note that for the purposes of this report, the general purpose CFL category includes spiral CFLs and A-lamps and the specialty category includes all other CFL types. Also note that the Fluid Market Strategies does not enable presentation of results at the urban/rural geographic classifications.

2.1 Regional Sales

As described in prior Northwest residential lighting market tracking studies, NEEA's implementation contractors have tracked Energy Star CFL sales throughout the region for more than a decade.[3] 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]

Figure 1 shows Energy Star CFL sales for the region. Additionally, the figure shows the portion of sales comprised by CFLs sold with incentives provided by energy-efficiency program sponsors ("incentive sales") versus the portion comprised by non-incentive sales for each year. Total Energy Star CFL sales increased by approximately 6 percent between 2011 and 2012, with nearly 16.4 million CFLs sold in 2012 (16,369,341). This is noteworthy given the 15 percent decline in sales between 2010 and 2011 (from 18.2 million to 15.4 million CFLs).

As in 2011, CFLs sold with energy-efficiency program incentives represented just over half of total Energy Star CFL sales in the region in 2012. The number of Energy Star CFLs sold with incentives in the Northwest increased by 5 percent between 2011 and 2012, a much smaller year-to-year change than between 2010 and 2011 (when incentive sales increased by 37% between years). Similarly, the number of CFLs sold without incentives increased by 7 percent between 2011 and 2012 compared to a 40 percent *decrease* in non-incentive sales between 2010 and 2011.

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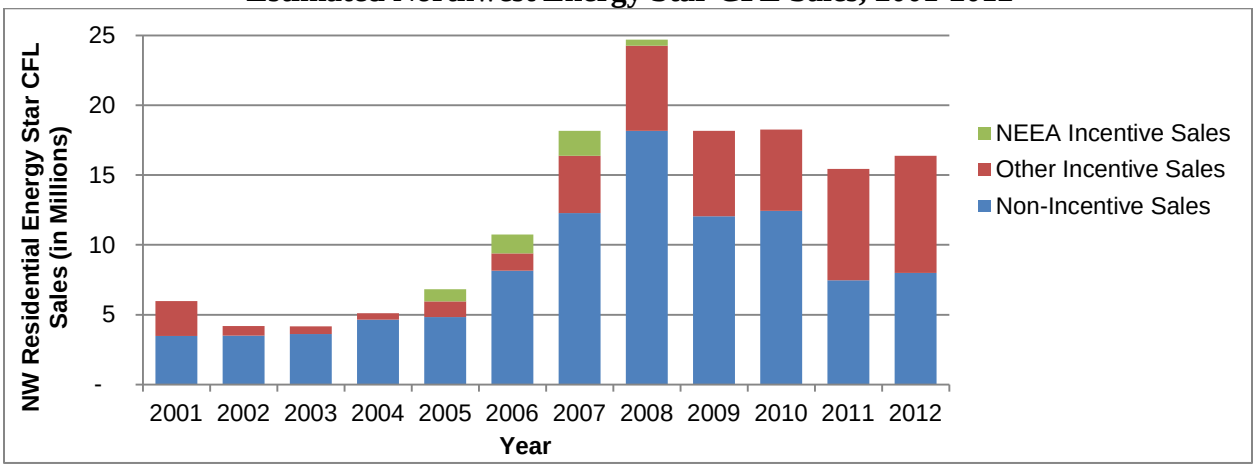
[3] Note that because tracking methods have improved over time, it is likely that annual estimates from earlier years tracked a smaller proportion of the overall Northwest CFL sales than estimates for later years.

[4] In 2012, note that approximately 18 percent of total regional CFL sales (including Energy Star and non-Energy Star sales) were based on extrapolations rather than actual sales data.

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

Despite this recent increase, non-incentive CFL sales in the Northwest still remain below 2006 levels.

Figure 1
Estimated Northwest Energy Star CFL Sales, 2001-2012



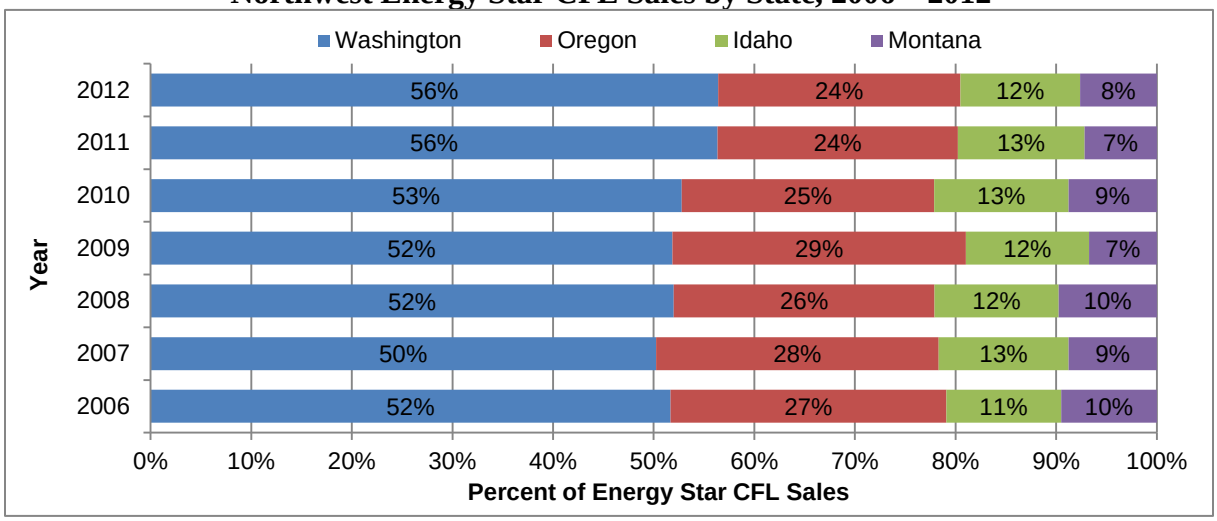
Sources: PECI, 2006; Fluid Market Strategies, 2007—2013.
Total annual Energy Star CFL sales are: 2001n=5,979,890; 2002n=4,195,880; 2003n=4,171,552; 2004n=5,097,690; 2005n=6,832,478; 2006n=10,751,906; 2007n=18,157,300; 2008n=24,710,098; 2009n=18,177,678; 2010n=18,248,040; 2011n=15,442,628; 2013n=16,369,341.

2.2 Sales by State

Figure 2 shows the proportion of Energy Star CFL sales by state in the Northwest for 2006 through 2012. Overall, the proportion of regional Energy Star CFL sales by state changed little in the Northwest between 2011 and 2012. The share of sales in Washington and Oregon stayed the same between 2011 and 2012, while Idaho's share declined by 1 percentage point and Montana's increased by 1 percentage point.

Total Energy Star CFL sales in 2012 were approximately 9.2 million in Washington, 3.9 million in Oregon, 1.95 million in Idaho, and 1.2 million in Montana. The distribution of sales by state closely mimics the distribution of population by state, except that lamp sales are slightly skewed toward Washington versus Oregon when compared to the population distribution (U.S. Census Bureau, 2012).

Figure 2
Northwest Energy Star CFL Sales by State, 2006—2012



Note: Percentages may not total 100% due to rounding.
Sources: Fluid Market Strategies, 2007—2013.
See Figure 1 for total annual Energy Star CFL sales.

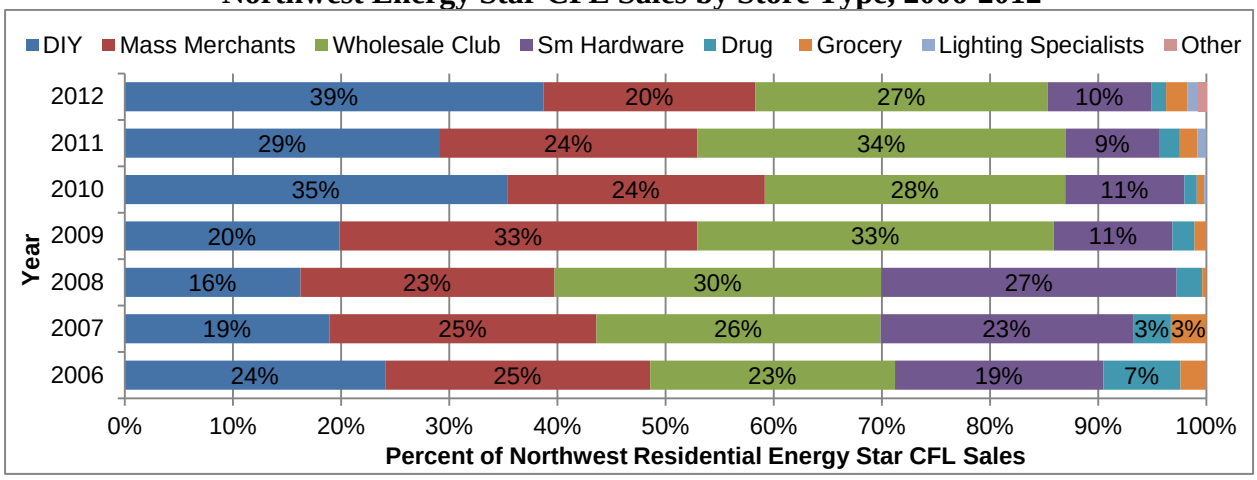
2.3 Sales by Store Type

Figure 3 shows the share of Northwest residential Energy Star CFL sales by store for 2006 through 2012. While the proportion of regional CFL sales through big box stores (Do-It-Yourself [DIY], mass merchandise, and wholesale clubs) 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 to 86 percent in 2009. The overall distribution of sales between big box and non- big box channels remained fairly steady between 2009 and 2010, but the distribution of sales within the big box channel has shifted during that timeframe:

- Sales through DIY stores decreased from 35 percent of the region's total to 29 percent between 2010 and 2011 (a 17% drop) but more than recovered between 2011 and 2012, with sales increasing by one-third (from 29% of total regional sales in 2011 to 39% in 2012).
- The increased market share in DIY stores between 2011 and 2012 came at the expense of market share in mass merchandise stores and wholesale clubs, with a 16 percent drop in share of sales through mass merchandise stores (from 24% to 20% of the region's total sales) and a 21 percent drop in wholesale club sales between 2011 and 2012.

Market share for non-big box channels (small hardware, drug, and grocery) stayed relatively unchanged between 2011 and 2012, with small hardware stores accounting for 10 percent of the region's total Energy Star CFL sales, drug stores at 1 percent, grocery at 2 percent, lighting specialists at 1 percent, and other retailers (such as TechniArt and online retailers) at just under 1 percent of total regional sales in 2012.

Figure 3
Northwest Energy Star CFL Sales by Store Type, 2006-2012



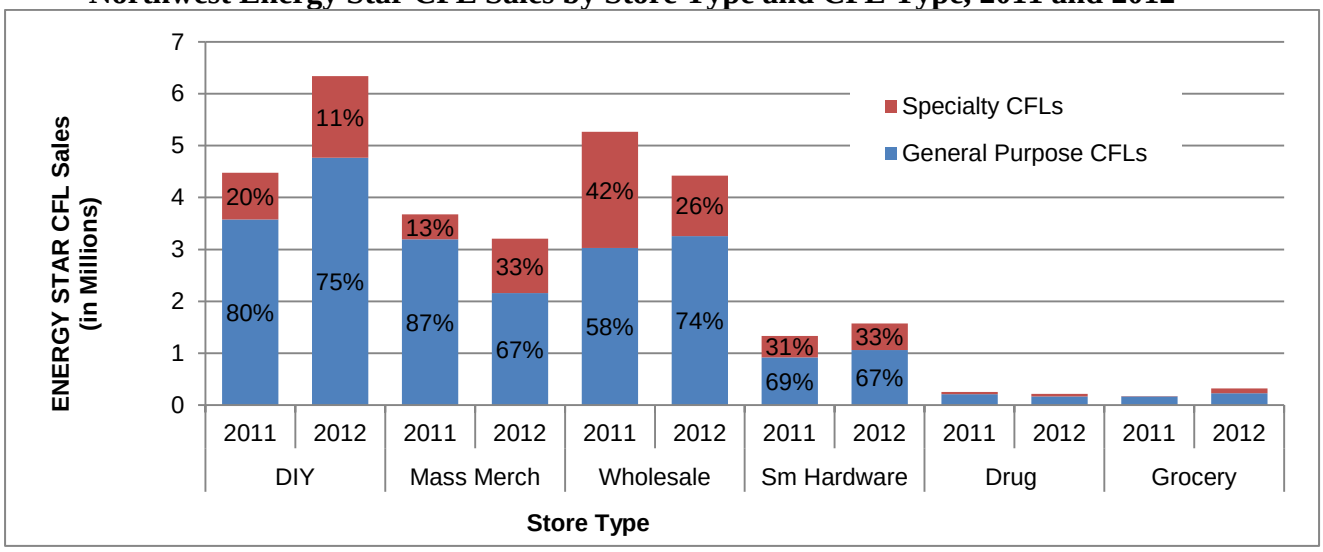
Note: Percentages may not total 100% due to rounding.
Source: Fluid Market Strategies, 2007—2013.
See Figure 1 for total annual Energy Star CFL sales.

2.4 Sales by CFL Type

NEEA's data collection contractor (Fluid Market Strategies) 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). Overall, the proportion of regional Energy Star CFL sales comprised by general purpose and specialty CFLs changed little between 2011 and 2012, with specialty CFLs comprising 27 percent of total Energy Star CFL sales in 2011 and 28 percent in 2012. Between 2011 and 2012, regional sales of general purpose CFLs increased by 5 percent and specialty CFLs by 11 percent.

Changes at the retail channel level—particularly among big box channels—were more dramatic between 2011 and 2012 (Figure 4). The most noteworthy losses in channel-level share of sales for specialty lamps include a 45-percent drop in the DIY channel (from 20% to 11% of DIY sales between 2011 and 2012) and a 38-percent drop in wholesale clubs (from 42% to 26% of wholesale club sales). In the same timeframe, specialty CFLs increased their share of sales within the mass merchandise channel by 6 percent between 2011 and 2012 (from 31% to 33% of channel-level sales). Changes within the non- big box channels were less striking.

Figure 4
Northwest Energy Star CFL Sales by Store Type and CFL Type, 2011 and 2012



Note: Percentages may not total 100% due to rounding.
Source: Fluid Market Strategies, 2012—2013.
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.
2012 sales: DIY n=6,338,495; Mass Merchandise n=3,204,502; Wholesale Club n=4,423,871;
Small Hardware n=1,573,446; Drug n=216,295; Grocery n=322,146.
Not shown in 2011 and 2012 are sales through Lighting Specialty stores (2011 n=128,673; 2012 n=166,187).
Not shown for 2012 are sales through Other Retailers (n=124,400).

2.5 Incentive CFL Sales

During 2012, there were numerous CFL incentive programs available to residential utility customers throughout the Northwest. The sections below provide an overview of the larger of these programs and summarize changes over time in incentive program sales.

2.5.1 Utility Programs

This section reviews the 2012 residential lighting incentive programs operated by the Bonneville Power Administration (BPA), Puget Sound Energy, Seattle City Light, NorthWestern Energy, Snohomish County Public Utility District, PacifiCorp and Energy Trust of Oregon.

Simple Steps, Smart Savings Program (Bonneville Power Administration)

The BPA's Simple Steps, Smart Savings residential lighting incentive program started in 2010 and is targeted at all residential customers in the service territories of utilities participating in the Simple Steps program. As such, the 2012 program was far-reaching and included roughly 40 utility participants throughout the Northwest in 2012. In 2012, the BPA spent approximately $1 million on the Simple Steps program.

Simple Steps is an upstream lighting program with incentives delivered to manufacturers (or in some cases, directly to lamp retailers[6]) that produce program-qualifying products. If participating utilities have enough residential lighting program budget available, they have the ability to completely fund their participation in Simple Steps without any financial assistance from the BPA. However, many of the participating utilities are small or medium-sized utilities and lack the ability to completely self-fund their participation in Simple Steps; in these cases, the BPA provides additional funding for a given program year.

The Simple Steps program is designed to incorporate any number of lighting products, but in 2012 and as of the first quarter 2013, the program only included Energy Star CFL replacement lamps and fixtures. Both general purpose and specialty CFLs are included in the program. According to interview participants, the BPA plans to add some LED replacement lamp models to the Simple Steps program in 2013. Incentives for general purpose CFLs are capped at $0.50 per lamp and for specialty CFLs, the cap is $2.00 per lamp.

Re-Energize Lighting Program (Puget Sound Energy)

Puget Sound Energy's (PSE) residential lighting program falls under the Re-Energize brand that the utility uses for all of its energy-efficiency programs. The program began as an instant discount (upstream rebate) program in the mid-2000s and had a budget of $12.6 million in 2012.

Like BPA's Simple Steps program, PSE's lighting program is an upstream program that offers instant discounts to consumers in retail partner stores. Depending on the agreement that PSE has with its retail partners, incentives may go to participating manufacturers or directly to retailers.

PSE's program includes general purpose and specialty Energy Star CFL replacement lamps and Energy Star compact fluorescent fixtures. Since 2011, PSE has also provided incentives for Energy Star LED replacement lamps and fixtures. LED styles included in the program are select reflectors and omni-directional A-lamps. PSE caps incentives for general purpose CFLs at $2.50 per lamp and for specialty CFLs the cap is $4 per lamp. The incentive caps for LEDs are $15 for omni-directional A-lamps and $10 for reflectors. Each lamp type also has a base level incentive that is lower than these incentive caps. To receive the maximum allowed incentive for a given lamp type, the manufacturer or retail partner must agree to also promote the lamp (e.g., provide promotional signage and/or buy end-cap space).

Twist & Save! Lighting Program (Seattle City Light)

Seattle City Light's Twist & Save! Program is an instant discount (upstream) program that provides incentives participating manufacturers or large chain retailers. This program has been in place since 2007 and includes general purpose and specialty Energy Star CFL replacement lamps

[6] Depending on the agreement that BPA has with its retailers, incentives may also go directly to retailers rather than manufacturers. A few large retail chains have made this arrangement with BPA.

and Energy Star compact fluorescent fixtures. In 2012, Seattle City Light's Twist & Save! program budget was $2,612,000.

Since January of 2013, the program also includes a limited number of Energy Star LED replacement lamps and fixtures. Seattle City Light provides incentives for general purpose A-lamp LED lamps as well as specialty LEDs (reflector and globe style LED lamps). Incentives are capped at $1.50 per lamp for general purpose CFLs and $3.00 per lamp for specialty CFLs. For LED lamps, the incentive was $10.00 per lamp regardless of the lamp style as of January 2013. Seattle City Light plans to reduce LED lamp incentive levels to $5 for LED A-lamps and $7 for reflectors in late 2013.

Other Programs

In addition to the major residential lighting programs mentioned above, there were some additional lighting programs run by some of the large utilities and IOUs during 2012. These include:

- **NorthWestern Energy:** NorthWestern Energy is a Simple Steps participant, but they also ran their own CFL coupon program. The utility worked with 110 retail partners to target rural customers in Montana who are not served by Simple Steps. In most cases, customers served by the CFL coupon program live too far from Simple Steps retail partner stores to participate in the Simple Steps program. For these customers, NorthWestern Energy mailed coupons worth up to $2 for any Energy Star CFL (although the coupon value cannot exceed the price for each package of lamps). Participating customers then redeemed the coupons at retail stores that do not participate in Simple Steps and received an instant rebate at the store.
- **Snohomish County Public Utility District (SnoPUD):** SnoPUD participates in the Simple Steps program but also partnered with Feit and Greenlite to provide additional residential lighting incentives through an upstream program.[7] This program offered incentives on general purpose and specialty Energy Star CFLs ($0.50 per lamp incentive for general purpose CFLs and $1.00 for specialty CFLs). The program also offered incentives on Energy Star omni-directional LED A-lamps ($3 per lamp incentive) and LED reflector lamps ($5 per lamp incentive).
- **PacifiCorp:** PacificCorp is a Simple Steps participant, but the utility runs its own upstream lighting program in its service territory if the utility determines that 90 percent of the customers who shop at a given retail partner store are PacificCorp utility customers. PacificCorp service territory covers parts of Washington, Oregon, Idaho, California, Wyoming, and Utah. PacificCorp's own residential lighting program ran in parallel with the Simple Steps program in its Washington and Idaho service territories during 2012, and Energy Trust of Oregon ran the Simple Steps program for PacifiCorp's Oregon customers. PacifiCorp's lighting program offered incentives on general purpose and specialty Energy Star CFLs and general purpose and specialty Energy Star LEDs. General purpose CFL incentives were capped at $1.50 in Washington and $2.00 in Idaho. Specialty CFLs

[7] Feit and Greenlite are manufacturers of replacement lamps and light fixtures.

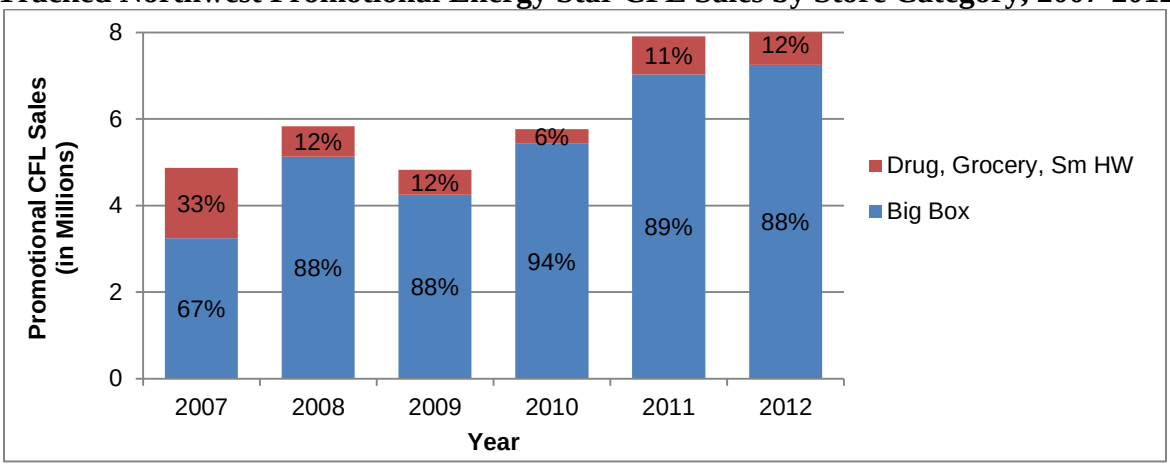
incentives were capped at $3.50 in Washington and $4.00 in Idaho. The maximum LED incentive in Washington and Idaho was $14.00.

It should also be noted the Energy Trust of Oregon played an important role in overseeing the implementation of the Simple Steps program in Oregon. During 2012, Energy Trust ran the Simple Steps program for several medium and small utilities in the state.

2.5.2 Incentive Program Sales

The number of Energy Star CFLs sold with utility incentives in the Northwest increased from 7.9 million in 2011 to 8.3 million in 2012 (an increase of 5%). During this timeframe, there was little change in the proportion of incentive sales comprised by big box stores versus non- big box stores. In 2012, big box stores accounted for approximately 88 percent of total regional incentive CFLs in 2012 (compared to 89 percent in 2011). The year 2010 represented a low-point in terms of the proportion of sales through non- big box channels at only 6 percent of total regional sales. This percentage increased to 12 percent of total regional incentive sales in 2012, better mirroring the distribution of total regional sales (at 87% big box and 13% non- big box in 2012).

Figure 5
Tracked Northwest Promotional Energy Star CFL Sales by Store Category, 2007-2012



Note: Percentages may not total 100% due to rounding.
Source: Fluid Market Strategies, 2008—2013.
Number of promotional CFLs tracked by channel: 2007 n=4,868,350; 2008 n=5,811,229; 2009 n=4,827,010; 2010 n=5,766,284; 2011 n=7,905,992, 2012 n=8,204,346.
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 2012/early 2013[8]) compared to results from similar surveys conducted in 2011, 2010, 2009, 2008, and 2006. Appendix B provides the data collection instrument used for the 2012 shelf surveys, and Appendix C provides more detailed results including tables and comparisons with prior years broken down by region and store category.

3.1 Approach

Field researchers visited 96 lighting retail stores in the Northwest region during December 2012 and January 2013. Researchers performed a comprehensive inventory of all CFLs, incandescent lamps, and Light-Emitting Diode (LED) lamps, and 4-foot T-8 and T-12 fluorescent tube lamps available to consumers in each store in the sample.

The 96 completed shelf surveys include 76 conducted throughout the region for NEEA and an additional 20 conducted in Oregon for Energy Trust of Oregon during the same timeframe. As shown in Table 2, DNV KEMA researchers stratified the sample stores by store type and geographic sector (urban versus rural) and sampled proportionally to the distribution of stores in the Northwest region. Note that there are no stores in the sample in the rural wholesale club category, as there are no stores in this category in the sample frame (population of 2,500 stores).[9]

Table 2
Lighting Retailer Shelf Survey Completes by Store Type and Geographic Sector, 2012-13

	Number of Stores			Percentage of Stores		
Store Type	Urban	Rural	Overall	Urban	Rural	Overall
Wholesale Club	6	0	6	100%	0%	6%
Do-It-Yourself	11	2	13	85%	15%	14%
Drug and Grocery	25	3	28	89%	11%	29%
Mass Merchandise	18	4	22	82%	18%	23%
Small Hardware	23	4	27	85%	15%	28%
Overall	**83**	**13**	**96**	**86%**	**14%**	**100%**

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 residential replacement lamps (as approximated by a 2006 database compiled by

[8] For consistency with prior study periods, we refer to the shelf surveys conducted in late 2012/early 2013 as the "2012 shelf surveys" throughout the report.

[9] The DNV KEMA team will use the same sample frame for the 2012-13 study as used in previous years, which is a list of retail stores in the Northwest compiled for NEEA by PECI, Inc. in the mid-2000s.

PECI).[10] For results on CFL prices throughout the region, we also applied sales weights based on regional CFL sales data gathered by Fluid Market Strategies (Fluid Market Strategies 2012 and previous). Note that because regional sales data are available for CFLs only, the "price paid" analyses are focused exclusively on CFLs. Also note that comparisons between urban and rural areas are possible between the 2011 and 2012 survey result only.

3.2 Results

The shelf surveys collect data on lamp availability and diversity as well as on the various types of promotional materials for replacement lamps on display in Northwest retail stores.

3.2.1 Lamp Availability

The shelf surveys enable assessment of CFL availability over time (between 2006 and 2012) in terms of the percentage of Northwest stores carrying CFLs by store category (big box versus non-big box). In 2011, the shelf surveys began to include data on general purpose versus specialty CFLs as well as on incandescent and LED lamps. The 2011 and 2012 shelf surveys also gathered data on the percentage of incandescent lamps that meet the requirements of the various stages of EISA legislation.

Percent of Stores Carrying CFLs Over Time

Since 2006, shelf survey researchers have collected data regarding the presence or absence of CFLs in Northwest retail stores. As in previous years, nearly all of the stores visited by shelf survey researchers stocked CFLs in 2012 (97%). There was no change in the percentage of stores stocking specialty CFLs (remaining flat at 96 percent of stores in 2011 and 2012); there was also little change in the percentage of stores carrying general purpose CFLs (97% of store in 2011 and 96% in 2012).

Percent of Stores Carrying Lamps by Technology

In addition to collecting data on CFLs, the 2011 and 2012 shelf surveys collected data on general purpose versus specialty CFLs as well as on incandescent and LED lamps. Results suggest that:

- Overall, there was little change between years in the percentage of stores carrying CFLs (general purpose or specialty) or incandescent lamps.
- The percentage of Northwest retail stores stocking LED lamps has grown by a third—from 24 percent of stores in 2011 to 62 percent in 2012.
    - The percentage of big box stores stocking LED lamps increased by 11 percent (from 64 to 71% of stores).
    - Among non-big box stores, the percentage of stores carrying LED lamps increased by nearly half (48%)—from 40 to 59 percent of stores.
- Geographically, the largest change in rural areas was in the percentage of stores stocking specialty CFLs, which increased from 90 to 95 percent between 2011 and 2012 and was driven

[10] Please refer to Table 15 in Appendix C for the retail shelf survey sample expansion weights.

largely by stores in the big box category. In urban areas, the greatest increase was in the percentage of stores stocking LED lamps (from 46 to 64%), which was driven by increases in both big box and non- big box stores but perhaps to a greater extent by the latter.

Percent of Lamps Stocked

The percentage of total lamps observed in retail stores is an indicator of the relative availability of different lamp types (general purpose and specialty CFLs as well as incandescent lamps and LED lamps). These data are available for 2011 and 2012. Based on these data, results suggest that:

- Incandescent lamps continue to dominate retail store inventories overall, although their share of total lamp stock has declined overall between 2011 and 2012 (from 78% of all lamps stocked in the region's retail stores to 70%).
- CFLs grew to 28 percent of total regional lamp stock in 2012 (up from 20% in 2011). In big box stores, CFLs represented 32 percent of total lamp stock and in non- big box stores, 23 percent.
- Changes in rural and urban areas were similar, with decreases of approximately 3 percent in incandescent lamp stock absorbed by increases in CFL stock.
- Rural big box stores and urban non- big box stores displayed the most dramatic changes in lamp stocking patterns between 2011 and 2012. In particular, rural big box stores showed a dramatic decrease in incandescent lamps as a share of total stock, dropping by over one-fifth to 63 percent of stock while the share of general purpose CFLs doubled from 13 percent to 26 percent of total lamp stock in rural big box stores. In urban non- big box stores, incandescent lamp stock declined by 10 percentage points while general purpose CFLs again increased their share to fill the gap.

Availability of EISA-Qualified Lamps

The U.S. Congress passed the Energy Independence and Security Act (EISA) in 2007. EISA requires that general purpose incandescent lamps meet minimum efficacy standards that traditional general purpose incandescent lamps[11] cannot meet, effectively pushing the most inefficient lamps out of the market. As shown in Table 3, the EISA standards phase in gradually; on January 1, 2012, the legislation prohibits the manufacture and importation of general purpose incandescent lamps above 72 watts with light output in the 1490 to 2600 lumen range (referred to as "high brightness" throughout this report), beginning the phase-out of many traditional 100 watt incan-

[11] The sections of this report referring to general purpose incandescent lamps (or "MSB incandescent a-lamps") utilize the EISA definition of a general purpose incandescent lamp, which states that this term refers to "a standard incandescent or halogen type lamp that – 1) is intended for general service applications; 2) has a medium screw base; has a lumen range of not less than 310 lumens and not more than 2,600 lumens; and 4) is capable of being operated at a voltage range at least partially within 110 and 130 volts" (H.R. 6--110th Congress, 2007). EISA also includes separate efficiency standards for reflector and modified spectrum lamps as well as a list of lamp types that are excluded from regulation. This report focuses on general purpose lamps only, excluding reflector, modified spectrum, and other EISA exemptions.

descent lamps. After this date, it is illegal to manufacture or import lamps that do not meet the standard, but retailers are allowed to sell through their existing stock.

Table 3
Summary of EISA Efficiency Standards

EISA Effective Dates	Incandescent Lamp Wattage (Watts)	Typical Incandescent Light Output (Lumens)	Typical Incandescent Efficacy (Lumens/Watt)	EISA Replacement Wattage (Watts)	EISA Light Output Ranges (Lumens)	EISA Minimum Efficacy Ranges (Lumens/Watt)
1/1/2012	100 W	1690 lm	17 lm/W	72 W	1490-2600 lm	21-36 lm/W
1/1/2013	75 W	1170 lm	16 lm/W	53 W	1050-1489 lm	20-28 lm/W
1/1/2014	60 W	840 lm	14 lm/W	43 W	750-1049 lm	17-24 lm/W
1/1/2014	40 W	490 lm	12 lm/W	29 W	310-749 lm	11-26 lm/W

Source: U.S. EPA, 2011.

The percentages in this section of the report focus only on MSB incandescent A-lamps (including halogen technologies). This section excludes non-incandescent technologies from the analyses so as not to skew the overall results (because the vast majority of general purpose CFLs and LED lamps meet EISA standards). The report classifies lamps that meet the EISA efficiency standards at the times field staff conducted shelf surveys as "Meets EISA Standard." All other MSB incandescent A-lamps within these lumen ranges fall into the "Does Not Meet EISA" category. This report section categorizes the lumen ranges presented in Table 3 above as follows:

- **High Brightness.** This incandescent/halogen lamp category refers to medium screw-base (MSB) incandescent A-lamps with light output between 1490 and 2600 lumens, equivalent to the light output of many traditional 100 watt incandescent lamps. Lamps in this lumen range that meet the EISA standard have wattages of 72 or below. Lamps in this lumen range that do not meet the standard exceed 72 watts. The phase-out for lamps in this brightness category began on January 1, 2012.
- **Medium High Brightness.** This lamp category refers to MSB incandescent A-lamps with light output between 1050 and 1489 lumens, equivalent to the light output of many traditional 75 watt incandescent lamps. Lamps in this lumen range that meet the EISA standard have wattages of 53 or below. Lamps in this lumen range that do not meet the standard exceed 53 watts. The phase-out for lamps in this brightness category will begin on January 1, 2013.
- **Medium Low Brightness.** This category refers to MSB incandescent A-lamps with light output between 750 and 1049 lumens, equivalent to the light output of many traditional 60 watt incandescent lamps. Lamps in this lumen range that meet the EISA standard have wattages of 43 or below. Lamps in this lumen range that do not meet the standard exceed 43 watts. The phase-out for lamps in this brightness category will begin on January 1, 2014.

- **Low Brightness.** This lamp category refers to MSB incandescent A-lamps with light output between 310 and 749 lumens, equivalent to the light output of many traditional 40 watt incandescent lamps. Lamps in this lumen range that meet the EISA standard wattages of 29 or below. Lamps in this lumen range that do not meet the standard exceed 29 watts. The phase-out for lamps in this brightness category will begin at the same time as for lamps in the Medium Low Brightness category (on January 1, 2014).

Note that the standards for medium low brightness MSB A-lamps (750 to 1049 lumens) and low brightness MSB A-lamps (310 to 749 lumens) will not go into effect until 2014—however, this report provides information on current rates of EISA qualification for lamps in these categories as a point of comparison for future tracking efforts.

High Brightness MSB Incandescent A-Lamps (1490-2600 lumens). During the lighting retailer shelf surveys, field researchers gathered information that enables classification of all MSB incandescent A-lamps as either meeting or not meeting the EISA standard relevant to their lumen output. This report presents results for lamps at all four lumen bins affected by EISA, starting with those affected by the first phase (as of January 1, 2012). For lamps in this lumen range, results suggest that:

- While only 5 percent of these lamps met the relevant EISA standard at the time field staff conducted the 2011 shelf surveys (late 2011/early 2012), two-thirds of the lamps in this category met the standard at the time of the 2012 shelf surveys (late 2012/early 2013). Thus, the number of lamps meeting the standard increased significantly between 2011 and 2012.
- The percentage of high brightness MSB incandescent A-lamps that met the standard in 2012 was highest in big box stores (90%) and urban stores (82%) overall, increasing from 5 percent of total lamps or less in both cases during 2011. The percentage of relevant lamps that met the standard in 2012 was highest in urban big box stores (92% of lamps stocked in these stores) and lowest in rural non- big box stores (23%).
- The quantity of high brightness MSB incandescent A-lamps on retail shelves dropped by a factor of 10 between 2011 and 2012, suggesting a general phase-out of these types of lamps in Northwest retail stores.

Medium High Brightness MSB Incandescent A-Lamps (1050-1489 lumens). The standard for medium high brightness (1050—1489 lumens) MSB incandescent A-lamps went into effect on January 1, 2013, just as DNV KEMA field researchers were completing the 2012 shelf surveys. The light output of lamps in this range is typically considered to be equivalent to that of a traditional 75 watt incandescent lamp. Results suggest that:

- Only 12 percent of lamps in this category in Northwest retail stores met the relevant EISA standard at the time of the 2012 shelf surveys (up from 2% in 2011). This is slightly higher than the percentage of EISA-qualifying high brightness MSB incandescent A-lamps in stock in Northwest retail stores at the time of the 2011 shelf surveys (late 2011/early 2012), just as the standard for those lamps went into effect (5%).

- The percentage of lamps that met the relevant EISA standard was highest in rural non- big box stores (31% of medium high brightness MSB incandescent A-lamps stocked in these stores) and lowest in rural big box stores (1% of lamps).

Medium Low Brightness and Low Brightness MSB Incandescent A-Lamps. For lamps in both lumen bins affected by EISA in 2014—medium low brightness (750-1049 lumens) and low brightness (310-749 lumens) MSB incandescent A-lamps—approximately 15 to 16 percent of all lamps stocked in Northwest retail stores in each lumen bin met the EISA standard in 2012. In particular, the number of medium low brightness MSB incandescent A-lamps stocked across the 96 stores visited during each shelf survey phase also dropped substantially between years (from nearly 52,000 lamps in 2011 to less than 19,000 in 2012; see Figure 26 below), again suggesting an overall shift away from traditional incandescent technologies in Northwest retail stores.

3.2.2 Lamp Diversity

The DNV KEMA team examines lamp diversity in terms of the average number of lamp models per store. These data are available for general purpose and specialty CFL models available by store category over time (2006 through 2012). Within the 2011 and 2012 results, data are also available on the average number of lamp models by technology (general purpose CFLs, specialty CFLs, incandescent lamps, and LED lamps) and geography (urban versus rural stores).

Average Number of CFL Models Over Time

Results on lamp diversity over time suggest that:

- The average number of CFL models per store declined from 43 to 40 models between 2011 and 2012, the first drop in diversity since the shelf surveys commenced.
    - Shelf survey results suggest the first drop in general purpose lamp diversity in terms of the average number of models per store between 2011 and 2012 (from 28 to 27 models per store, on average).
    - Results also suggest continuing declines in the average number of specialty CFLs for the third year in a row to an average of 13 models per store across both store categories.
- The average number of CFL models stocked per store in big box stores decreased dramatically from 64 models per store in 2011 to 48 models per store in 2012. These results represent the lowest CFL model diversity among big box stores since 2008.
    - In big box stores, the average number of general purpose CFL models stocked per store increased by a few models per year between 2006 and 2011. This trend ended in 2012 with a decrease from 41 to 30 general purpose CFL models per big box store.
    - The average number of specialty CFL models stocked per big box store has dropped annually since 2009 (down to 18 models in 2012).
- Non-big box stores did not exhibit the same trends. The average number of CFL models per non- big box store has increased by small increments over the past several years, including an increase from 36 to 37 models per store, on average, between 2011 and 2012.

  - The average number of general purpose CFL models stocked per non-big box store also continued increased to 26 in 2012, up from 25 in 2011.
  - Specialty CFLs maintained 12 models per store, on average, among Northwest non-big box stores between 2011 and 2012 (after dropping from an average of 14 models per store in 2010).

Average Number of Lamp Models per Store by Technology

Results on changes in lamp diversity between 2011 and 2012 by technology suggest the following:

- Across all store types and geographies, the average number of lamp models per store declined between 2011 and 2012 for all lamp technologies examined. While the number of CFL and LED lamp models declined by only one or two models per store, on average, incandescent lamp diversity declined by more than 30 models per store between 2011 and 2012 (from 100 to 68 models).
- As with the overall market, the average number of lamp models per store declined across all technologies in big box stores between 2011 and 2012. The greatest was in incandescent lamp diversity, which plummeted by more than one-third from 120 to 76 models.
- The same trend was apparent with incandescent lamp diversity in non- big box stores, although to a lesser extent, with the average number of models dropping 26 percent (from 94 to 66 models per store, on average). And while the average number of specialty CFL models per non- big box store remained constant between 2011 and 2012 (at 12 models per store), the average number of general purpose CFL models per store increased by one (from 25 to 26) and the average number of LED lamp models increased by (from an average of 4 to 6 per non-big box store store).
- Changes in urban and rural stores between 2011 and 2012 mirror the changes in big box and non- big box stores in the same timeframe. In urban stores, the average number of lamp models per store dropped for all technologies—but most dramatically for incandescent lamp models, which dropped by a third (from 101 to 67 models per store, on average). The average number of incandescent lamp models per store in rural stores dropped by more than a fifth between 2011 and 2012 (much as in non- big box stores), but the average number of lamp models per store increased in rural stores for LED lamps and both general purpose and specialty CFLs. The greatest increase in rural stores was in the average number of LED lamp models, up 10 models per store, on average, from 2011 to 2012 (from 6 to 12 models).
- In urban big box stores, the average number of lamp models per store decreased between 2011 and 2012 for all technologies. In rural big box stores and in urban non-big box stores, the average number of general purpose CFL and LED lamp models per store increased slightly between 2011 and 2012 (changes from 1 to 2 models by technology).
- In non-big box stores, the average number of specialty CFL models per store stayed constant between 2011 and 2012 (at 15 per store), while the average number of general purpose CFL models increased slightly between years (from 31 to 36 models per store) and

the average number of LED lamps per store nearly tripled (from 7 to 20 models, on average, per store in rural non- big box stores).

3.2.3 Average Price Paid per CFL

Since 2006, NEEA has utilized a set of assumptions regarding CFL purchases based on lamp style, wattage, and price. Based on these assumptions, analysts calculated the average price paid by Northwest consumers for CFLs across all types as well as for general purpose and specialty CFLs from 2006 through 2012. Results from the "price paid" analyses suggest that:

- The average overall CFL price paid in the Northwest increased by 54 cents from $3.37 in 2011 to $3.91 in 2012, losing most of the ground gained between 2010 and 2011 when the price dropped by 69 cents (from $4.06 to $3.37).
- The increase in the average price paid for specialty CFLs increased by a slightly wider margin between 2011 and 2012 (62 cents per lamp, on average) than for general purpose CFLs (52 cents per lamp).
- The average price paid per CFL increased by a greater margin in big box stores between 2011 and 2012 (61 cents) than in non- big box stores (43 cents). The average price paid in for CFLs in Northwest big box stores was $3.61 per lamp in 2012, while the average price paid in non- big box stores was $5.93 per lamp.
- The data suggest that all of the CFL price increases between 2011 and 2012 were driven by changes in urban stores. The overall price paid per lamp across all CFL styles in rural stores dropped by 7 cents between 2011 and 2012 (from $4.46 to $4.39), and the average price paid for specialty CFLs in rural stores actually declined by nearly two dollars in the same timeframe (from $9.22 per lamp to $7.34 per lamp).

3.2.4 Fluorescent Tube Lamps

For the first time in 2013, field researchers gathered data on 4-foot fluorescent tube lamps—including both T8 and T12 technologies—during the lighting retail store shelf surveys.

Fluorescent Tube Lamp Availability

The DNV KEMA team examined fluorescent tube lamp availability from the perspectives of the percentage of Northwest lighting retailers that stock these lamps as well as the percentage of total fluorescent tube lamps stocked by lamp type (T8 or T12). Results suggest that:

- T12 lamps are available in a slightly greater proportion of Northwest retail stores than the more energy-efficient T8 lamps (50% of stores versus 41%, respectively).
- A greater proportion of big box stores stocked both fluorescent tube lamp types (69% stocked T12s and 46% stocked T8s) than non- big box stores (44% stocked T12s and 39% stocked T8s).
- A greater percentage of rural stores stocked fluorescent T8 and T12 tube lamps in 2012 than urban stores. Eighty-one percent of rural stores stocked T12s, compared to only 45 percent of rural urban stores. For T8 lamps, 73 percent of rural stores had these lamps in

stock at the time of the late 2012/early 2013 shelf survey visits, compared to less than half as many urban stores (35%).

- The presence of T12 lamps in urban stores is largely driven by the big box category, while the presence of T12 lamps in rural stores is largely driven by the non- big box category. The same pattern is apparent for T8 lamps.
- The presence of T12 lamps in rural stores is greatest in non-big box stores (in contrast to the availability of T12 lamps in urban stores where T12 lamps are more commonly found in big box stores). The same pattern in apparent for T8 lamps (see Figure 44 below).

Fluorescent Tube Lamp Diversity

The DNV KEMA team examined the diversity of fluorescent tube lamp offerings among Northwest retail stores in terms of the average number of T12 and T8 lamp models stocked per store. Results suggest that:

- On average, Northwest stores stocked 5.4 T12 lamp models and 3.8 T8 lamp models per store in 2012.
- There was little difference in the average number of T12 models stocked by store category, but big box stores carried a slightly broader variety of T8 lamp models than non- big box stores in 2012, averaging approximately 4.7 models per store in big box stores compared to only 3.4 models, on average, in non-big box stores.
- Results based on geography (urban versus rural stores) suggest greater diversity in T8 and T12 lamp offerings in urban stores (5.8 T12 models and 4.0 T8 models, on average) than in rural stores (4.5 T12 and 3.1 T8 models).
- Urban stores carried the same number of T12 models per store, on average, in both big box and non- big box stores (5.8 models). Urban big box stores carried a greater number of T8 models than urban non- big box stores (4.8 versus 3.6, respectively).
- Rural non-big box stores carried an average of 4.7 T12 models compared to 2.8 models carried in rural big box stores, on average, while rural non-big box stores carried 3.1 T8 models, on average, compared to only 2 models in rural big box stores.

3.2.5 Promotional Materials

During the 2012 shelf survey visits (conducted in late 2012/early 2013), field researchers gathered details on promotional materials or displays regarding replacement lamps. These data enable summarization of promotional materials by the type of lamp promoted, store category, geographic sector (urban versus rural), and so on. Key findings include:

- Fifty-four percent of stores had one or more materials in the store related to replacement lamps. In the vast majority of these stores, these materials included signs placed on shelving or on a wall in the store (50% of stores in the region). Seven percent of stores had lighting brochures available.
- The most common technology described or promoted on these materials was the CFL, with 47 percent of all stores displaying one or more promotional materials regarding CFLs in 2012. Twenty percent of stores displayed materials regarding energy-efficient incandescent lamps and 19 percent displayed materials regarding traditional incandescent

lamps. Only 14 percent of stores had signage or other promotional materials related to LED lamps.

- Promotional materials were highly concentrated in urban stores—63 percent of urban stores displayed one or more materials compared to only 8 percent of rural stores. Most of the materials displayed in rural stores focused on traditional incandescent lamps, while most promotional materials in urban stores focused on promoting CFLs.
- Promotional materials were present in more big box stores (64%) than non- big box stores (51%) in 2012. Just under half of the stores in each category displayed promotional materials regarding CFLs. Materials regarding LED lamps were present in six times as many big-box stores as non-big box stores (37% versus 6%, respectively). A slightly greater percentage of non-big box stores had promotional materials regarding traditional and/or energy-efficient incandescent lamps (21% and 22%, respectively), compared to only 14 percent each in big box stores.
- All of the stores that displayed promotional materials in 2012 did so in the lighting aisle. One percent of stores also had promotional materials regarding replacement lamps positioned on end-caps and another one percent had promotional materials for lighting displayed near the stores' cash registers.
- Messaging on the promotional materials was varied. The most common message on the promotional materials present in Northwest lighting retailers at the time of the 2012 retail shelf surveys related to saving energy and/or money. Materials with this message were present in approximately 16 percent of the stores in the 2012 shelf survey sample. In ten percent of the stores, promotional materials focused on specific utility programs. The same proportion of stores had promotional materials with messages focused on how to select a lamp. Other messages were present in less than 10 percent of Northwest retail stores at the time of the 2012 shelf surveys.

4 CONSUMER TELEPHONE SURVEYS

This section of the report presents key findings from 776 telephone surveys conducted with Northwest consumers in early 2013. These consumer survey efforts build upon Northwest residential lighting survey efforts sponsored by NEEA since 2001. Appendix B provides the data collection instrument used for the 2013 consumer surveys, and Appendix F provides cross-tabulations of each survey question in banner table format.

4.1 Approach

KEMA conducted the 2013 consumer surveys with a stratified random sample of households in Idaho, Montana, Oregon and Washington. The sample for the 2013 consumer surveys was designed to meet the following criteria within survey budget constraints:

- Accurately represent urban and rural populations and facilitate comparisons between the two;
- Provide reasonable estimates at the state level and ensure that results can be compared between and among the states.

DNV KEMA analysts allocated sample points based on the U.S. Census Bureau's most current estimates of 2012 population by county (U.S. Census Bureau, 2012). DNV KEMA staff merged these county-level population estimates for each of the four states with the RUCC data. We then stratified the population of the four states into 8 strata defined by the combinations of the states and two geographic sectors (rural and urban).

Table 4 below illustrates number of completed surveys by geographic sector and state. 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, NEEA opted for a sample design that allocates approximately 37 percent of the sample points to the rural sector and the balance to the urban sector. Within each geographic sector, the sample is proportional to the 2012 population estimates of the Census with the exception of rural Montana, in which the sample size was increased to a minimum of 35 sample points (from 24). Nine sample points were reallocated to the stratum for rural Montana from the urban Washington stratum as the latter had the largest sample allocation as a result of its population.

Table 4
2013 Consumer Survey Population and Sample Sizes by State and RUCC Designation

State	Population*				Sample Size			
	N		%		n		%	
	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban
Idaho	398,154	1,186,756	3%	9%	84	50	11%	6%
Montana	364,808	633,432	2%	5%	78	26	10%	3%
Oregon	256,934	3,614,870	2%	27%	54	148	7%	19%
Washington	335,449	6,494,677	3%	49%	72	264	9%	34%
Subtotal	**1,355,345**	**11,929,735**	**10%**	**90%**	**288**	**488**	**37%**	**63%**
Total	**13,285,080**		**100%**		**776**		**100%**	

* Source for population counts: U.S. Census Bureau, 2012.

DNV KEMA analysts created and applied sample expansion weights to the data such that the results are representative of the Northwest residential population.[12] We analyzed the 2013 survey data using both time series and cross-sectional comparisons to understand changes in the market as well their underlying causes. We also analyzed results by geographic region (urban versus rural per the RUCC designations). Note that NEEA shifted its geographic classifications from metro/non-metro to urban/rural between in 2011, so time series comparisons for urban/rural designations are possible for the 2012 and 2013 survey results only. Within the results, DNV KEMA analysts looked for meaningful and statistically significant differences. The report provides tests of statistical significance at the 90 percent level of confidence throughout.

4.2 Results

4.2.1 Energy-Efficient Lamp Technologies

The 2013 survey was the first that included questions to gauge consumer awareness and purchase rates of technologies other than CFLs – specifically, LED lamps and energy-efficient incandescent lamps (i.e., those that comply with the minimum efficacy standards prescribed in the Energy Independence and Security Act of 2007 [EISA]). Results suggest that:

- Similar proportions of consumers are aware of CFLs and LED replacement lamps (90% aware of CFLs and 85% aware of LED lamps), while awareness of energy-efficient incandescent lamps is still somewhat low with only 56 percent of respondents reporting awareness.
- CFLs still dominate among energy-efficient lamp purchases, with 70 percent of Northwest consumers reporting that they've purchased one or more CFLs at any time, and only 30 percent reporting that they've purchased LED lamps and 21 percent reporting that they've purchased energy-efficient incandescent lamps.

[12] Please refer to Table 16 in Appendix D for consumer survey population weights.

- Awareness of LED lamps in Oregon was significantly higher than in Montana. The data suggest no other statistically significant differences in awareness or purchase rates across technologies by geographic sector (urban versus rural) or state.
- Northwest consumers reportedly purchased approximately 10 lamps, on average, in 2012, with approximately half of these comprised by traditional incandescent lamps. CFLs follow at approximately 3 lamps per consumer (with the vast majority of these being general purpose lamps) and approximately 1.42 LED lamps per consumer. According to the survey results, Northwest consumers each purchased less than 1 energy-efficient incandescent lamp during 2012, on average, which may be a result of the lower awareness of these lamps as described above.
- The proportion of respondents who are aware of energy-efficient incandescent lamps who reported that they are likely to purchase them within the next year (i.e., ratings of 4 or 5) was significantly greater than the proportion of respondents aware of LED lamps who reported that they are likely to purchase LED lamps within the next year (41% versus 33%, respectively).[13] Among respondents aware of LED lamps, a significantly higher proportion of urban respondents provided the lowest likelihood rating (1) for purchasing LED lamps in the next year than rural respondents who were aware of LED lamps (33% and 26%, respectively).

4.2.2 CFLs

This section reviews results for CFLs in particular, first reviewing awareness and purchase rates, then discussing the disposition of CFLs among Northwest households, awareness and use of specialty CFLs, CFL purchase locations, satisfaction with CFLs, and likelihood of future purchases and CFL-to-CFL replacement.

CFL Awareness and Purchases

The consumer telephone surveys have included questions regarding awareness and purchase of CFLs since 2005. Results suggest that:

- As of early 2013, 90 percent of consumers are aware of CFLs and 70 percent have purchased them, a significant decrease from the 96 percent awareness and 77 percent purchase rates in 2012. This decline may be due to an increase in stocking of newer lamp technologies (e.g., LED lamps and incandescent lamps meeting EISA standards) and consumer confusion in differentiating between technologies. The data suggest no geographic differences in CFL awareness or purchase rates.
- In 2013, 41 percent of CFL purchasers were aware of specialty CFLs compared to 37 percent in both 2012 and 2011. This change is not statistically significant.

[13] Note that results are not shown for CFLs because the survey asked a similar question only of CFL Purchasers (not all respondents aware of CFLs).

CFL Disposition

The consumer telephone surveys also gauge the total number of CFLs installed, removed, and in storage across the population of Northwest consumers. Results suggest that:

- The total number of CFLs ever acquired has declined from roughly 11 lamps among 2012 survey respondents, on average, to approximately 10 lamps among 2013 respondents. This decline may again reflect a small shift toward other energy-efficient lighting technologies as suggested above.
- The data suggest little difference between survey years in the proportion of CFLs installed, removed, and stored from 2010 through 2013.
- There were no statistically significant differences in CFL disposition between respondents in rural versus urban areas, but respondents in Montana had a significantly smaller number of CFLs installed, on average, than consumers in the other three states (4.7 in Montana versus 7.0 in Oregon and 7.2 in Idaho and Washington).
- The vast majority of all CFLs acquired by Northwest consumers are general purpose lamps (95% of all lamps ever acquired). Nearly all of the specialty lamps acquired by Northwest consumers over time are currently installed (rather than placed in storage or installed and then removed).

CFL Purchase Locations

For the past several years, the consumer telephone survey has included questions to gauge where CFL purchasers have purchased CFLs most recently. Results suggest that:

- Half of CFL purchasers reported having purchased CFLs most recently in DIY stores alone, a significant increase over 2012 survey results. Respondents' most recent CFL purchases were highly concentrated in the DIY and mass merchandise channels in the 2013 survey, with four out of five purchasers having reportedly purchased CFLs in these channels most recently.
- The percentage of purchasers reporting purchases in wholesale clubs dropped by a significant margin between the 2012 and 2013 surveys (from 17% to 11%). This may be due to an increase in the number of LED lamps stocked at wholesale clubs at the expense of CFLs.
- A significantly greater proportion of urban consumers reportedly purchased CFLs most recently at DIY stores than rural consumers (52 versus 34%, respectively), while a significantly greater proportion of rural consumers reported purchasing CFLs most recently at small hardware stores than urban consumers (12% versus 6%, respectively). These results are not surprising given that rural consumers have less access to DIY stores than urban consumers.

Satisfaction with CFLs

The consumer telephone surveys address consumer satisfaction with CFLs from a number of perspectives: overall satisfaction, consumer impressions of the best and worst features of CFLs, consumer agreement or disagreement with statements regarding CFL attributes, likelihood of future

CFL purchase among past purchasers, and likelihood of replacing a burned-out CFL with another CFL. Results suggest that:

- Consumer satisfaction with CFLs has declined somewhat over the past several years, with a statistically significant increase in the percentage of customers who are only "somewhat satisfied" with CFLs between the 2012 and 2013 surveys. These data may reflect the increasing consumer awareness of other energy-efficient lamp technologies; as consumers are increasingly exposed to these other technologies, their expectations regarding CFLs (and thus satisfaction with CFLs) may be changing.
- Through 2012, survey respondents mentioned length of CFL life as the best feature of CFLs. In response to the 2013 survey, a greater proportion of consumers mentioned the energy saving features of CFLs than any other feature (although length of life remains close behind).
- In response to the 2011 and 2012 surveys, a similar proportions of CFL purchasers mentioned their the start-up time or dimness of CFLs as the worst features, but in 2013, the proportion of purchasers who mentioned start-up time increased by a statistically significant margin over 2012 results to become the most frequently cited feature as the worst feature of CFLs (mentioned by 34% of respondents). Other results remained fairly steady over time.
- New to the 2013 survey, interviewers asked respondents to agree or disagree with seven statements regarding CFLs. The level of agreement was strongest with the statement "CFLs are not suitable for use in all of the rooms in my home," with 55 percent of CFL purchasers agreeing with this statement. Nearly half of CFL purchasers agreed that "CFLs take too long to light up," echoing the sentiment expressed by more than a third of purchasers in response to the survey question regarding the worst features of CFLs. Of all seven statements included in the survey, level of agreement was lowest with the statement that "the light from CFLs is too harsh" at only 17 percent of CFL purchasers.
    - A significantly greater percentage of urban CFL purchasers agreed with this statement than rural purchasers (18 versus 12%, respectively). Interestingly, a greater proportion of rural respondents agreed with the statement that "CFLs don't come in the shapes that I need" (38%) than urban respondents (31%).
- When interviewers asked CFL purchasers about the main factors preventing additional CFL installations, results have been fairly consistent from year to year, in particular between 2012 and 2013. The response that CFL purchasers are "waiting for incandescent lamps to burn out" is still cited more frequently than the other responses (by 21% of 2013 respondents), followed by the idea that CFLs are too expensive (15% of respondents). Other responses were each mentioned by less than 10 percent of respondents.
- The percentage of CFL purchasers who indicate they are likely to purchase CFLs within the next year has remained consistent since 2011, but between 2012 and 2013, there was a statistically significant shift away from the rating of 5—the highest likelihood rating—to a rating of 4. A significantly greater proportion of urban CFL purchasers reported that they are "very likely" to purchase CFLs within the next year than rural CFL purchasers (43 versus 33%, respectively).

- In 2013, nearly two-thirds of purchasers who currently use CFLs reported that they are "very likely" to replace a CFL with another CFL upon burnout (65%).
    - Rural CFL purchasers who use CFLs provided significantly lower likelihood ratings on a scale of 1 to 5 (where 1 means "not at all likely" and 5 means "very likely"), on average, than urban CFL purchasers who use CFLs (averaging 4.0 versus 4.3, respectively).
    - CFL purchasers who use CFLs in Montana provided significantly lower ratings, on average, than CFL users in the other 3 Northwest states (averaging 3.7 in Montana versus 4.2 in Idaho, 4.3 in Oregon, and 4.4 in Washington).

4.2.3 Energy Independence and Security Act

The 2010—2013 consumer telephone surveys included questions to gauge consumer awareness of the Energy Independence and Security Act of 2007 (EISA) and consumer plans regarding what types of lamps to purchase when traditional incandescent lamps are no longer available. Results suggest that:

- There were no statistically significant changes in awareness "of legislation that will affect lamp availability," "of legislation that will phase out most traditional incandescent lamps by 2014," or "that traditional 100-watt incandescent lamps are being phased out" between 2012 and 2013 across the Northwest region.
    - However, unlike the 2012 results, the 2013 results suggest significantly higher awareness among urban respondents versus rural respondents.
- In 2013, 30 percent of consumers reported that they were aware of the legislation that will affect 75 watt incandescent lamps specifically, about a third less than the proportion of consumers who reported awareness of legislation affecting 100 watt lamps.
    - Awareness was again significantly higher in urban areas than in rural, with 30 percent of urban consumers reporting awareness compared to 22 percent of rural consumers. These results are largely driven by results in Idaho, where only 17 percent of consumers reported awareness of the 75 watt lamp phase-out compared to 30 percent of consumers in Washington, 31 percent in Montana, and 34 percent in Oregon. The reasons for these differences are unclear.
- In both the 2012 and 2013 surveys, just less than half of respondents reported that they will switch to a new type of light bulb when the relevant incandescent lamps are no longer available, and roughly one-third reported that they will keep using incandescent lamps but switch to a lower wattage. There were no statistically significant geographic differences in the 2013 survey results.
- Of 2013 respondents who reported that they will switch to another type of light bulb, 58 percent said they would switch to CFLs; 14 percent to LED lamps; 11 percent to incandescent lamps that comply with the efficacy requirements in EISA; 1 percent to halogen; and 2 percent to something else (the remainder were unsure).

A significantly greater percentage of respondents in Oregon reported that they would switch to CFLs (71% of respondents who plan to switch to another type of light bulb) than respondents in Montana (37%), Idaho (47%), or Washington (58%).

5 UTILITY PROGRAM MANAGER INTERVIEWS

This section provides an overview of the approach to and key findings from interviews with residential lighting program managers at utilities throughout the Northwest. The objectives of this research were to:

- Obtain an overview of current residential lighting programs among the utilities in the sample;
- Review marketing, outreach and promotional activities for residential replacement lamps among Northwest utilities;
- Obtain a summary of current, recent, and planned research on residential lighting; and
- Discuss of the current needs of Northwest utilities related to residential lighting.

5.1 Approach

DNV KEMA staff interviewed residential lighting program managers from 18 distinct organizations in the Northwest.[14] Table 5 provides an overview of the number of utility representatives interviewed by utility type (size) as well as the number of states represented among the utilities interviewed in each stratum. DNV KEMA interviewers attempted a census of all ten of the large utilities and IOUs in Washington, Oregon, Idaho, and Montana and conducted interviews with representatives of all but one of these organizations. DNV KEMA staff also completed interviews with four residential lighting program representatives from medium-sized utilities and five representatives from small utilities.

Table 5
Disposition of 2013 Utility Program Manager Interviews

Utility Type	Number of Utility PMs Interviewed
IOU	4
Large	5
Medium	4
Small	5
Total	**18**

5.2 Results

The main topics discussed in this section include an overview of current residential lighting programs among the utilities in the sample; highlights and key messages of education and marketing campaigns for residential lighting programs; a summary of current, recent, and planned research on residential lighting; and a discussion of the current needs of the utilities in the sample.

[14] For the sake of convenience, this section refers to each of these organizations as "utilities" although some serve somewhat different functions in the region.

5.2.1 Overview of Northwest Residential Lighting Incentive Programs

Section 2.5.1 in Chapter 2 (CFL Sales Analysis) provides an overview of the major residential lighting incentive programs operated in the Northwest during 2012. As described, the BPA plays a major role in the region with numerous utilities participating in BPA's Simple Steps, Smart Savings residential lighting program. Several utilities participate in Simple Steps and offer their own programs in addition, while others have only their own programs.

Table 6 below provides details on which utilities participate in Simple Steps and which utilities run their own residential lighting programs among the seventeen utility program interview participants.[15] DNV KEMA staff interviewed 12 utility program representatives who reported that their utilities are active in the Simple Steps program. Furthermore, eleven of the utilities in the sample run their own program; for some utilities, these programs are in addition to and in parallel with Simple Steps.

Table 6
2012 Utility Programs Overview

Utility Size	Simple Steps Participant	Has Own Program	State
IOU	Yes	No	OR
IOU	No	Yes	WA
IOU	Yes	Yes	WA, OR, ID
IOU	Yes	Yes	MT
Large	Yes	No	WA
Large	No	Yes	WA
Large	Yes	No	WA
Large	Yes	Yes	WA
Large	Yes	Yes	WA, OR, ID, MT
Medium	Yes	Yes	OR
Medium	No	Yes	WA
Medium	Yes	Yes	OR
Medium	Yes	Yes	ID
Small	Yes	No	WA
Small	No	No	OR
Small	Yes	No	MT
Small	No	Yes	WA
Small	No	No	OR

[15] Note that utility names are excluded to protect respondent confidentiality and avoid disclosing which utility representatives participated in the in-depth interviews.

5.2.2 Residential Lighting Marketing, Outreach and Promotional Activities

This section details the types of marketing and outreach efforts undertaken by utilities in the Northwest in support of residential lighting programs. The section first discusses the types of outreach undertaken, then provides an overview of the key messages, and, lastly, details any gaps in existing messaging perceived by the residential lighting program managers who participated in the interviews.

Promotional Activities

Fourteen of the utility representatives interviewed by DNV KEMA staff reported disseminating residential lighting program marketing and outreach information in a variety of ways during 2012. Nearly all of the utility representatives with active marketing and outreach campaigns mentioned using in-store signage (13 of 14 representatives) and advertising on the utility website (12 representatives; see Table 7). More than half said that their organization used newsletters (8 representatives), and slightly less than half mentioned using bill inserts as part of their campaigns (6 utility representatives). Five utility representatives mentioned promotional activity at community events, four said they made use of print ads, radio, and/or social media. Three representatives mentioned brochures or flyers, three mentioned the use of TV ads. Two representatives said that they had in-store events as part of their marketing and outreach campaign.

Interviewees also mentioned other efforts less frequently. These include the following (each mentioned by only 1 utility representative):

- Bus placard
- Coupons
- Free CFLs at utility offices
- Information for retail staff
- In-office lighting display
- Movie theatre ad

Table 7
Promotional Activities Among Residential Lighting Utility Program Representatives, 2012

Promotional Activity	Number of Mentions*
In-store signage	13
Utility website	12
Newsletters	8
Bill inserts	6
Community events	5
Print ads	4
Radio	4
Social media	4
Brochures/flyers	3
TV ads	3
In-store events	2
Total Utilities with 2012 Outreach Efforts	**14**

* Number of mentions exceeds number of utilities with 2012 outreach efforts as many utilities conducted multiple promotional activities.

Technologies Promoted

Of the 18 utility program managers who participated in the interviews, 16 reported that their organizations operated their own residential lighting incentive programs or participated in regional programs in 2012 (see Table 6 above), and 14 said that their organizations actively promoted the residential lighting programs that the participated in. Table 8 shows the types of technologies promoted among the 14 utilities with active marketing and outreach campaigns. All 14 respondents with active marketing campaigns in 2012 said that their organizations promoted CFLs. Four of the respondents also said that their organizations promoted LED lamps.

Table 8
Technologies Promoted by Northwest Utilities, 2012

Technology Promoted	Number of Utilities*
CFLs Only	14
CFLs and LEDs	4
Total Utilities with 2012 Outreach Efforts	**14**

* Number of utilities exceeds the total number of utilities with 2012 outreach efforts as several utilities included more than on technology in their outreach efforts.

Key Messages

The 2013 utility program manager interviews included questions to elicit details on the key messages used in promoting energy-efficient lighting products by the region's utilities. By far, the

most common messages included on these materials related to the energy savings associated with CFL or LED lamps (Table 9). More than half of the utility program managers who used promotional materials in support of their 2012 programs included messages to help consumers understand lumens or to compare lumens to watts. More than a third of the utility program managers whose organizations used promotional materials in 2012 included messaging related to CFL shapes, and the same fraction explained color temperature or color rendering to consumers. Other messages cited by more than one respondent include product life, low prices, and Energy Star.

In addition to the messages shown in Table 9, each of the following topics received one mention from interview participants:

- CFL light quality
- CFL recycling
- Connecting lighting choices with consumers' lighting spaces
- Creating emotional connections with CFLs and LEDs
- Changing out incandescent lamps and replace them with CFLs
- Dispelling CFL Myths
- LEDs are instant-on, dimmable, and have no mercury
- The Lighting Facts label
- Product safety information
- Using CFLs in high use locations.

Table 9
Key Messages for Northwest Residential Lighting Promotional Activities Among Residential Lighting Utility Program Representatives, 2012

Message	Number of Mentions*
Energy savings	12
Understanding lumens/wattage	8
CFL shapes	5
Color temperature/rendering	5
Raise awareness) of CFLs or LEDs	4
Product life	3
Low prices	3
Energy Star	2
Total Utilities with Promotional Materials	**14**

* Number of mentions exceeds number of respondents as many utilities included multiple messages on their promotional materials.

Gaps in Messaging

Several of the utility program representatives whom DNV KEMA interviewed mentioned one or more gaps in the messaging used among those who promote lighting (including utilities, manufacturers, and retailers). In other words, these messages are either not conveyed effectively or are not conveyed at all when promoting lighting. The gaps mentioned by more than one respondent include:

- Understanding lumens (mentioned by 3 utility representatives)
- Color rendering (mentioned by 3 representatives)
- Light quality (2 mentions); and
- General information about LEDs (2 mentions).

Respondents mentioned other messages only once each; these include:

- Making an emotional connection with customers/consumers
- Safety issues with CFLs -- buying the wrong bulb style for the wrong socket and having the lamp overheat
- Understanding EISA
- Awareness of specialty CFLs
- Lowering consumer concern about mercury in CFLs
- Dispelling myth that LEDs are always a superior product
- Promoting high quality CFLs over lower quality CFLs

5.2.3 Consumer Lighting Knowledge Research Activities

One of the key objectives in speaking with utility program representatives in the Northwest was to determine the extent to which Northwest utilities are conducting research on consumer lighting knowledge, preferences, and purchasing motivations. Based on conversations with the utility program representatives, none of the utilities have conducted or have concrete plans to conduct formal research on these topics. Respondents mentioned a few scattered research efforts, including:

- One IOU representative mentioned that his organization had conducted informal research using focus groups and a small online survey to better understand the effectiveness of program point-of-sale signage and to gauge customer recall of the key messages in the point-of-sale signage among consumers exposed to the messaging. This was internal research and the utility does not plan to make any of the results publically-available.
- Another large utility conducted cursory field testing in stores to gauge levels of consumer recall of key messages in point-of-sale signage. This utility program representative also did not have any plans to publish any of the findings.

Although very little research on consumer lighting knowledge, preferences, and purchasing motivations was conducted recently among the utilities in our sample, five utility representatives expressed a desire to see larger organizations like NEEA or the BPA take the lead in conducting this type of research.

5.2.4 Current Northwest Utility Needs and Concerns

At the end of the interviews, DNV KEMA staff asked utility program representatives whether their organizations had any specific needs with regard to consumer lighting products. Furthermore, interviewers asked the representatives how an organization like NEEA might be able to help them with their needs if the respondents identified any. Respondents mentioned the following needs:

- Assistance with marketing and messaging for energy-efficient lighting products (mentioned by 7 respondents)
- Providing incentives for LED lamps (4 mentions)
- Ensuring high quality for energy-efficient lighting products—especially LED lamps (2 mentions)
- Research on emerging lighting technologies (including energy-efficient incandescent lamps; 2 mentions)
- Research on retailer lighting sales (2 mentions)
- Research on consumer awareness of lighting products (1 mention)
- Research on regional retailer lighting sales and stocking patterns (1 mention)

When asked whether or not an organization like NEEA should get back into the residential lighting market, nearly half of the respondents (8) said that NEEA should not do so. Five of these respondents also said that they think BPA's Simple Steps program is working as-is. One respondent said that NEEA's re-entry into the lighting market would be "confusing to consumers," and another said that it would be "disruptive." As mentioned above, only four respondents expressed a desire for NEEA to get back into the residential lighting market as an LED incentive provider.

6 LIGHTING SUPPLIER INTERVIEWS

This section provides an overview of the approach to and key findings from interviews with lighting supplier representatives.

6.1 Approach

In March and early April, 2013, DNV KEMA staff conducted seventeen interviews with representatives of replacement lamp suppliers. Interview participants included twelve representatives from lighting manufacturers and five representatives from retail chains and independent stores that sell CFL, incandescent, and LED lamps in the Northwest. Table 10 provides an overview of respondent types as well as the types of lighting products that they sell in the Northwest market. Appendix B provides the interview guide.

Table 10
2013 Supplier Profile

Respondent Type	Lamp Type Manufactured or Sold		
	CFLs	Incandescent Lamps	LED Lamps
Manufacturer	12	6	11
Regional Retailer	4	4	4
National Retailer	1	1	1
Total	**17**	**11**	**16**

6.2 Results

The sections below summarize findings from the interviews for the national and Northwest residential CFL markets. The section also provides findings regarding sales and pricing of other technologies in the Northwest markets including traditional incandescent lamps, incandescent lamps that meet the EISA standards (referred to herein as "EISA-qualifying")[16], and LED lamps. The chapter closes with a summary of supplier perceptions of EISA's effects, and a review of the types of marketing and promotional materials suppliers provide to Northwest retail stores. The sections below emphasize results regarding the 2012 lighting market and compare results to previous study findings where possible.

6.2.1 Residential Market for CFLs – National

Interviewers asked lighting supplier representatives to provide their perspectives on changes in national CFL sales between 2011 and 2012. Results suggest little consensus among interview participant (11 total respondents):

[16] Note that this term includes halogen lamps that meet the EISA standards.

- 5 suppliers reported that national CFL sales increased (mentioned by 3 manufacturer representatives and 2 retailer representatives)
- 5 suppliers reported that national CFL sales decreased (3 manufacturers; 2 retailers)
- 1 supplier reported that national CFL sales remained the same (1 retailer)

Among the eleven respondents who provided estimates of the percentage change in national residential CFL sales, five said that there was an increase in CFL sales between 2011 and 2012, another five said that there was a decline in CFL sales, and the remaining respondent, a retailer, said that CFL sales did not change between years. The estimated increase in sales ranged from 2.5 percent to 25 percent among respondents, while the estimated decrease in sales ranged from 6 to 75 percent. Among the respondents interviewed in support of last year's study, there was a similar lack of consensus regarding changes in CFL sales between 2010 and 2011 (sales increases ranged from 2% to 35% and declines in sales ranged from 10% to 25%).

Among the five respondents who reported an increase in national residential CFL sales between 2011 and 2012, three cited increased utility promotions as the main driver. Two respondents also mentioned impacts from EISA regulations as a possible factor contributing to increased CFL sales. One of these respondents said that the phase-out of incandescent lamps helped drive CFL sales higher, and another said that the lack of consumer awareness of EISA-qualifying incandescent lamps as well as LED lamps drove more consumers to CFLs. Among the two respondents who cited a decrease in national residential CFL sales between 2011 and 2012 both cited greater success with LED sales a key reason for CFL sales declines. Two of the respondents mentioned that consumers are hoarding incandescent lamps over CFLs, preferring the lower price of incandescent lamps. One respondent said that her company was not active in utility programs promoting CFLs in 2012.

6.2.2 Residential Market for CFLs – Northwest

During the interviews, DNV KEMA staff asked supplier representatives to describe sales trends for the Northwest residential CFL market and to offer their perspectives on what might happen to CFL sales in the future. Interviewers also asked supplier representatives to provide their best estimates on CFL pricing in the Northwest in 2012. The results below include comparisons among interview responses for the past two to three years where possible.

2011-2012 Northwest CFL Sales Trends

During the 2013 interviews, DNV KEMA staff asked suppliers to describe any differences in Northwest residential CFL sales between 2011 and 2012. As reported above for national CFL sales, views differed among respondents (8 total respondents):

- 2 suppliers reported that Northwest CFL sales increased (mentioned by 2 retailer representatives)
- 4 suppliers reported that Northwest CFL sales decreased (2 manufacturers; 2 retailers)
- 2 suppliers reported that Northwest CFL sales remained the same (1 manufacturer; 1 retailer)

Two retail representatives reported that CFL sales increased in the Northwest during this timeframe (suggesting increases of 6.5% and 20%), and two retailers reported a decline in Northwest CFL sales between 2011 and 2012 of 6 percent and 7.5 percent. One retailer said that there were no changes in CFL sales in the Northwest from 2011 to 2012. As for manufacturers, two reported a decline in Northwest CFL residential sales in 2012 ranging from 20 to 75 percent, and one said that sales remained the same between 2011 and 2012.

When asked to describe the reasons for these sales increase, suppliers cited increased utility promotions of CFLs and the phasing-out of incandescent lamps. The respondents who mentioned declines in Northwest CFL sales cited similar reasons to those mentioned above for declining national CFL sales—namely, the impacts of EISA, which caused consumers to buy less expensive traditional incandescent lamps, a lack of participation in utility CFL rebate programs, or a shift in company focus away from CFLs and toward the production of LED lamps.

During the interviews conducted in early 2012 (regarding 2011 activity), the majority of respondents reported increases in Northwest CFL sales from 2010 to 2011 compared to only half as many who cited decreases in Northwest CFL sales from 2010 to 2011. This is effectively the opposite of what was reported above for 2012 Northwest CFL sales, where respondents reported sales decreases over sales increases by a two to one margin.

Future Northwest CFL Sales Trends

DNV KEMA staff asked respondents whether they thought their general purpose CFL sales and specialty CFL sales would each increase or decrease in the Northwest over the next five years. Opinions differed widely among those respondents willing and able to forecast their future general purpose CFL sales (12 total respondents):

- 5 suppliers reported that sales will decrease (mentioned by 3 manufacturer representatives and 2 retailer representatives)
- 4 suppliers reported that Northwest general purpose CFL sales will increase (3 manufacturers; 1 retailer)
- 3 suppliers reported that sales will remain the same (1 manufacturer; 2 retailers)

Nearly half of the respondents said that general purpose CFL sales would decline over the next five years in the Northwest, with projected declines ranging from 10 to 20 percent (5 representatives). All of the respondents who forecasted a decline in general purpose CFL sales said that increased market share of general purpose LED lamps would lead to a decrease in general purpose CFL sales.

Four respondents predicted that general purpose CFL sales would increase over the next five years, with projected increases ranging from 10 to 25 percent. Three respondents said that their general purpose Northwest CFL sales would remain about the same over the next five years. Opinion was divided in terms of the reasons for general purpose CFL sales increases among re-

spondents who predicted increased sales. Some respondents said that EISA legislation and the presence of more expensive halogens would drive CFL sales up, while another respondent said that better consumer education and a desire to save energy among consumers in the Northwest would lead to an increase in general purpose CFL sales.

Responses were similarly varied with regard to future sales of specialty CFLs in the Northwest. Opinion was evenly split among the respondents as to whether specialty CFL sales would increase, decrease, or stay the same over the next five years (13 total respondents):

- 4 suppliers reported that Northwest specialty CFL sales will increase (mentioned by 4 manufacturer representatives)
- 4 suppliers reported that sales will decrease (2 manufacturers; 2 retailers)
- 5 suppliers reported that sales will remain the same (2 manufacturers; 3 retailers)

Among those who said that sales would decrease (4 representatives), the forecasted decline in specialty CFL sales ranged from 10 to 60 percent. The same number of representatives predicted that sales would increase, and the forecasted spike in specialty CFL sales ranged from 2 to 20 percent. Five respondents said that specialty CFL sales would remain the same. Most respondents who forecasted an increase in specialty CFL sales said that this was likely to occur due to ongoing utility promotions of specialty CFLs. All of the respondents who forecasted a decline in specialty CFL sales said that increased LED lamp market share would be responsible.

Northwest CFL Prices

Interviewers asked supplier representatives to estimate promotional prices (i.e., discounted by utilities, manufacturers, or retailers) and non-promotional prices for general purpose CFLs in the Northwest for 2012, and 12 of the 17 respondents were able to provide estimates. Table 11 shows a comparison of price ranges provided by supplier representatives interviewed in 2011, 2012, and 2013 regarding lamps sold during the year prior to each interview. Representatives reported higher price ranges for non-promotional general purpose CFLs during 2012 and 2011 compared to 2010. However, promotional general purpose CFL price ranges were lower in 2012 and 2011 compared to 2010. Comparing results across all respondents yields an average promotional price of $1.68 per lamp for general purpose CFLs in 2012 and an average non-promotional price of $2.47 per lamp in 2012. These results suggest an average discount of $0.79 for general purpose CFLs with promotional pricing in 2012.

Table 11
Range of Reported Promotional and Non-Promotional Prices
for General Purpose CFLs in the Northwest, 2010—2012

Description	Range of Reported Prices		
	2010	2011	2012
Promotional twister CFL	$0.99 – $3.25	$0.99 – $1.63	$0.50 – $1.75
Non-promotional twister CFL	$2.15 – $3.74	$1.75 – $5.00	$1.40 – $5.00

Ten of the supplier representatives also provided price estimates for promotional and non-promotional specialty CFLs in the Northwest during the 2013 interviews for lamps sold in 2012. This is the second year that the study has tracked specialty CFL pricing estimates among suppliers. Table 12 shows a comparison of price ranges for promotional and non-promotional specialty CFLs in 2011 and 2012. Promotional prices were fairly consistent between 2012 with 2011, and the only difference between the two years is a somewhat narrower range in prices cited by respondents in 2012. However, the CFL non-promotional specialty price range cited by respondents for 2012 was wider and higher compared to 2011. Across all respondents, the average promotional price was $4.75 per lamp in 2012, and the average non-promotional price was $7.17 per lamp.

Table 12
Range of Reported Northwest Prices for Specialty CFLs by Promotion Availability, 2011-2012

Description	Range of Reported Prices	
	2011	2012
Promotional specialty CFL	$1.90 – $6.50	$2.50 – $6.00
Non-promotional specialty CFL	$3.00 – $9.99	$5.98 – $15.00

6.2.3 Residential Market for Incandescent Lamps – Northwest

This year's supplier interviews included detailed questions on traditional incandescent lamps sales, EISA-qualifying incandescent lamp sales, and pricing for traditional and EISA-qualifying incandescent lamps that were not included in previous interviews.

2011-2012 Northwest Incandescent Lamp Sales Trends

Despite efforts to elicit detailed information on incandescent lamp sales from retailers and manufacturers who sell incandescent lamps to consumers in the Northwest, respondents in the sample were not always able to give estimates of changes in incandescent lamp sales from 2011 to 2012. However, six of these respondents were able to provide a directional indication of incandescent lamp sales in the Northwest from 2011 to 2012, and four reported that their sales increased from 2011 to 2012 (one respondent said that incandescent sales decreased and another said that sales were flat between 2011 and 2012). Manufacturer representatives, in particular, cited increases in incandescent lamp sales and suggested that the primary reason was consumer hoarding of traditional incandescent lamps (3 representatives). One retailer representative specifically mentioned his impression that consumers were hoarding 100 watt incandescent lamps. Another retailer representative said that he was "getting rid of old stock" and this was the reason his incandescent lamp sales had gone up. There was only one instance of a respondent citing a decline in traditional incandescent lamp sales; this respondent was a retailer representative who said that traditional incandescent went down in 2012 compared to 2011 due to increased sales of EISA-qualifying incandescent lamps.

As for EISA-qualifying incandescent lamp sales, four respondents reported that their EISA-qualifying incandescent lamps sales increased from 2011 to 2012. One manufacturer did not begin selling EISA-qualifying incandescent lamps until 2012. Others said that they could not provide sales estimates of EISA-qualifying incandescent lamps (7 respondents).

In terms of the proportion of all incandescent lamps sales that were EISA-qualifying in 2012, four respondents provided answers which ranged from 10 percent of all incandescent lamp sales to 40 percent of all sales. All of the respondents cited reasons that were linked in some way to the impacts of EISA legislation. One retailer representative said that in particular, the halogen category had grown, and another said that EISA regulations have led to the development of more energy-efficient incandescent options at competitive price points.

Future Northwest Incandescent Lamp Sales Trends

Suppliers universally predict traditional incandescent lamp sales to decrease in the future, as expected, but several mentioned that traditional incandescent lamp sales will increase in the short-term. With respect to future sales of EISA-qualifying incandescent lamps, there was universal agreement among respondents that these sales will increase over the next five years in the Northwest and replace traditional incandescent lamps.

2012 Northwest Incandescent Lamp Prices

DNV KEMA staff asked suppliers for their best estimate for an average price of a traditional incandescent lamp and an EISA-qualifying incandescent lamp in Northwest stores in 2012. For traditional incandescent lamps, the five respondents who could provide estimates cited an average price ranging from $0.23 per lamp to $0.75 per lamp. Averaging all responses given by suppliers yields an average price of $0.48 per traditional incandescent lamp. For EISA-qualifying incandescent lamps, the eight respondents who could provide estimates cited an average price ranging from $1.00 per lamp to $4.50 per lamp. Averaging all responses given by the suppliers yields an average price of $1.83 per EISA-qualifying incandescent lamp. This suggests that the difference in price between a traditional incandescent lamp and EISA-qualifying incandescent lamp was about $1.35 in Northwest stores in 2012.

6.2.4 Residential Market for LED Lamps – Northwest

This section gives details on supplier perspectives of the LED lamp market, including LED lamp sales trends, expected future LED lamp sales, and LED lamp prices. When DNV KEMA staff asked suppliers for their perspectives on the residential lighting market in general, most suppliers said that the emergence of LED lamps in the lighting market was one of the most notable changes in recent years. Findings below on LED lamp sales trends and prices help explain the growth of LED lamps in the lighting market.

2011-2012 Northwest LED Sales Trends

Of the 17 suppliers who participated in the interviews, sixteen reported that they sold LED lamps in the U.S. during 2012. Thirteen of these suppliers said that they sold LED lamps in retail stores in the Northwest specifically. When asked how their 2011 LED lamp sales in the Northwest compared with 2012 LED lamp sales, all seven respondents who were able to answer the question said that their Northwest LED sales had increased. Estimated increases ranged from 7 percent to 70 percent. The average percentage increase in Northwest LED lamp sales across respondents who answered this question was 32.1 percent. All of the respondents who cited increased LED lamp sales said that lower price and increased consumer demand for LED lamp sales were the reasons for increased sales in Northwest stores. Some respondents said that the emergence of higher quality LED lamps and increased demand for reflector LED lamps helped push sales higher. One retailer said that 2013 was the first year that his store offered LED replacement lamps to consumers.

DNV KEMA staff asked respondents to identify their best-selling LED lamp style in 2012, and respondents mentioned LED reflectors most frequently (4 respondents), followed by A-lamps (2 respondents) and night lights (2 respondents). Within the reflector category the most frequently cited best-selling LED lamp style was the Parabolic Aluminized Reflector (PAR) lamp. DNV KEMA staff also asked suppliers what proportion LED A-lamps represented out of all of their 2012 Northwest LED lamp sales. The six responses ranged from 5 percent to 50 percent of total Northwest LED lamp sales. The average proportion of total 2012 Northwest LED lamp sales attributed to A-lamps across all respondents in the sample was 17 percent.

Future Northwest LED Lamp Sales Trends

With respect to future LED sales, DNV KEMA staff asked suppliers if they expected total LED lamp sales in the Northwest to increase, decrease, or stay the same over the next five year. Of the ten supplier representatives who could answer the question, nearly all said that they expected sales to grow. Expected increases ranged from 20 percent to 300 percent.

2012 Northwest LED A-Lamp Prices

DNV KEMA staff asked representatives of retailers and manufacturers who sell LED lamps in Northwest retail stores for their best estimate of the average price for an LED A-lamp in Northwest stores in 2012. Responses ranged from $18.00 to $50.00 per lamp. Averaging all nine estimates provided by respondents yields an average price of $23.39 for LED A-lamps in 2012 in Northwest retail stores.

Interviewers also asked supplier representatives to project the average prices for LED A-lamps in Northwest retail stores in 2014 and in 2016, and eight respondents were able to provide estimates. Responses ranged from a forecasted price of $12.00 to $20.00 per lamp in 2014, and $9.00 to $19.00 in 2016. The average 2014 forecasted price for an LED A-lamp was $13.94 across all respondents in the sample, and the average forecasted 2016 price was $10.81.

6.2.5 Effects of EISA

DNV KEMA staff asked supplier representatives their opinions on the short-term (2013-2014) and long-term (beyond 2014) effects of EISA legislation. There were varying opinions on the short-term effects of EISA, but a frequently cited EISA effect was a shift to alternative technologies such as EISA-qualifying incandescent lamps, CFL, and LED lamps (mentioned by 6 respondents). Two of these respondents reported that they specifically expect to see a short-term shift among consumers toward EISA-qualifying incandescent lamps, but one respondent expected to see a shift to CFLs and another respondent predicted a shift to LED lamps. Another frequently cited short-term effect was consumer hoarding of traditional incandescent lamps (mentioned by 4 respondents). One respondent each predicted short-term EISA impacts of general confusion and disruption among customers; a phase-out of utility subsidies on CFLs; and an increase in prices on alternative lamp technologies.

There was a greater level of consensus among suppliers regarding the long-term effects of EISA legislation. All twelve respondents who answered this question said that they expect to see a shift to an alternative lamp technology. Nearly all of these respondents reported that they expect a shift away from traditional incandescent lamps and toward EISA-qualifying incandescent lamps (11 respondents). Three supplier representatives said that they expect customers to move to LED lamps over the long-term. One suggested that a significant long-term impact of EISA will be increased mercury in landfills due to increased CFL use.

6.2.6 Residential Lighting Marketing, Outreach and Promotional Activities

This section details the types of marketing and promotional efforts undertaken by suppliers in the Northwest to promote lighting products. Results include the types marketing materials used as well as who provided the materials as well as an overview of the key messages in these materials.

Promotional Activities

Nine of the 17 interview participants reported having active residential lighting promotional campaigns in Northwest stores during 2012. As shown in Table 13, all of the nine suppliers that had active CFL, LED, or cross-technology promotions in Northwest stores had some in-store signage to promote their lighting products in 2012. In some cases, signage was comprehensive and designed to educate consumers on topics such as energy savings, understanding lumens, color rendering, available lamps styles, and so on. Two-thirds of the supplier representatives with active 2012 campaigns mentioned that they had educational information on the lighting products that they promoted in brochures and pamphlets. Two of the supplier representatives also mentioned in-store lighting demonstrations for CFL or LED lamps. All of these promotional activities tended to be comprehensive with descriptions and comparisons of two or more lighting technologies.

Some of the supplier representatives reported other means of promoting lighting products that took place outside of stores. Three suppliers reported the use of print or newspaper ads. Less

commonly reported out-of-store promotions included retailer newsletters, radio ads, and information on retailer websites (each mentioned by only one respondent).

Table 13
Northwest Residential Lighting Promotional Activities
Among Lighting Supplier Representatives, 2012

Promotional Activity	Number of Mentions*
In-store signage	9
Brochures/flyers	6
Print ads	3
Lighting demonstrations/displays	2
Total Suppliers with 2012 Outreach Efforts	**9**

* Number of mentions exceeds number of suppliers with 2012 outreach efforts as many suppliers conducted more than one promotional activity.

There were no noteworthy differences in terms of the means in which suppliers promoted CFL, LED, and incandescent lamps in 2012. Some of the supplier representatives mentioned that they had displays for CFL and LED lamps. Efforts to explain the impacts of EISA tended to be more comprehensive with educational information on lumens and watts across technologies. However, the suppliers who provided this educational information on EISA did not try to explain the details of the legislation to consumers, and in some cases explicitly avoided any mention of the legislation to avoid confusing consumers. For one retailer, its key EISA-related message was simply that "light bulbs are changing."

Technologies Promoted

As mentioned above, 9 of the 17 interview participants reported having active promotional campaigns in Northwest stores during 2012. Among these 9 suppliers, almost all promoted CFLs (7 suppliers) and two-thirds promoted LED lamps (6 suppliers). All five retailer representatives reported that their stores promoted CFLs, but one retailer representative mentioned that signage in his stores dealt with CFL, LED, incandescent, and halogen lamps simultaneously in an effort to explain the differences among the technologies. Three of the manufacturers also promoted CFLs.

One manufacturer representative mentioned that its retail partner is responsible for all of its promotions. Another manufacturer representative said that her firm was not currently promoting CFLs and is instead promoting only LED lamps. With respect to LED lamps, all but two of the retailers had some level of promotion for LED lamps, and all of the manufacturers promoted LED lamps (or, in the case of one manufacturer, its retail partner promoted its LED products).

Key Messages

Table 14 provides an overview of the key messages conveyed by the suppliers in the sample to promote their lighting products in the Northwest during 2012. Nearly all of the representatives

with active promotional activities in the Northwest during 2012 mentioned the long life of CFL/LED lamps and energy savings from CFL and LED lamps as a key theme in their messaging (8 representatives). Energy savings was another popular message, mentioned by two-thirds of the suppliers (6 representatives). Education on EISA legislation was another popular message (mentioned by 5 representatives) followed by education on color temperature (3 mentions), low lamp prices (2 mentions), and helping consumers understand lumens and differences in wattage among different lamp technologies (2 mentions). Suppliers mentioned other messages only once each, including:

- Education on CFL/LED lamp quality
- LED lamps are mercury free
- Choosing the right lamp for the right application

Table 14
Key Messages for Northwest Residential Lighting Promotional Activities Among Lighting Supplier Representatives, 2012

Message	Number of Mentions*
Long life	8
Energy savings	6
Education on EISA	5
Color temperature/rendering	3
Low prices	2
Understanding lumens	2
Total Suppliers with 2012 with Promotional Activities	**9**

* Number of mentions exceeds number of suppliers with 2012 promotional activities as many suppliers included multiple messages on their promotional materials.

7 SUMMARY OF FINDINGS

As described in Chapter 1 (Introduction), Section 1.2, the 2012-2013 Northwest Residential Lighting Tracking Study has 10 objectives. The sections below summarize findings relevant to each study objective from the CFL sales analyses, retail lighting store shelf surveys, consumer telephone surveys, and interviews with lighting supplier representatives and residential lighting program managers at Northwest utilities.

7.1 Objective 1

Objective 1: Summarize annual Northwest residential Energy Star CFL sales (by state, retail channel, incentive sales versus non-incentive sales, and general purpose versus specialty CFL sales).

Northwest residential Energy Star CFL sales recovered partially in 2012 after declining between 2010 and 2011. In 2012, regional sales reached nearly 16.4 million CFLs, an increase of 6 percent over 2011 sales estimates. This is particularly noteworthy given the 15 percent drop in sales between 2010 and 2011.

By state. The distribution of regional Energy Star CFL sales by state changed little between 2011 and 2012. The share of sales in Washington and Oregon stayed the same between years—56 percent and 24 percent, respectively—while Idaho (which represented 12% of 2012 sales) lost 1 percentage point to Montana (which represented 8% of 2012 sales) between 2011 and 2012.

By retail channel. There were some noteworthy shifts in sales among retail channels between 2011 and 2012. Sales through the DIY channel increased by a third between 2011 and 2012 (from 29% to 39% of total regional Energy Star CFL sales) after losing market share between 2010 and 2011. This increase came at the expense of market share in mass merchandise stores and wholesale clubs, which together lost roughly a third of their combined market share between 2011 and 2012. Market share for non- big box stores remained the same between 2011 and 2012, with small hardware stores accounting for 10 percent of the region's total residential Energy Star CFL sales and grocery, drug, lighting specialty, and other retail stores (such as TechniArt and online retailers) each accounting for 2 percent or less of total regional sales.

By incentive sales versus non-incentive sales. Sales of Energy Star CFLs with utility incentives increased by 5 percent between 2011 and 2012 (from just under 8 million CFLs to nearly 8.4 million CFLs). Similarly, the number of CFLs sold without incentives increased by 7 percent in the same timeframe (from under 7.5 million to nearly 8 million CFLs). In both 2011 and 2012, sales of CFLs with incentives comprised roughly half of total regional Energy Star CFL sales to consumers.

By general purpose versus specialty sales. The overall share of general purpose versus specialty CFL sales changed little between 2011 and 2012, with specialty lamps representing 27 percent

of total residential Energy Star CFL sales in 2011 and 28 percent in 2012. As mentioned above, overall CFL sales in wholesale clubs decreased between 2011 and 2012, the proportion of sales comprised by specialty CFLs dropped by roughly a third (from 42% to 26% of wholesale club sales). Sales in DIY stores increased during the same timeframe, but the share of these sales comprised by specialty CFLs also declined by a third (from 20% to 11% of CFL sales in DIY stores).

7.2 Objective 2

Objective 2: Characterize stocking (availability/diversity) and pricing for CFLs in Northwest retail stores.

Availability. Nearly all retail stores in the Northwest that sell replacement lamps to consumers had CFLs in stock at the time of the 2012 lighting retail store shelf surveys (late 2012/early 2013). There were small variations by retail store category (big box versus non- big box) and geographic sector (urban versus rural), but in all cases, more than 90 percent of stores stocked general purpose and specialty CFLs in 2012.

While available in a similar proportion of the region's retail stores over time, CFLs increased their share of total lamps stocked in the region's stores between 2011 and 2012—from 28 percent of all lamps in 2011 to 28 percent in 2012. In big box stores, CFLs represented 32 percent of total lamp stock and in non- big box stores, 23 percent.

Diversity. Across all store types, the average number of CFL models per store declined from 43 to 40 models between 2011 and 2012, the first drop in diversity since the shelf surveys commenced in 2006. By this measure, general purpose CFL diversity also declined for the first time from 28 models to 27 models per store, on average, between 2011 and 2012. The average number of CFL models per store also continued to decline by roughly one model per year.

The average number of CFL models stocked in big box stores decreased dramatically from 64 models per store in 2011 to 48 models per store in 2012. These results represent the lowest CFL model diversity among big box stores since 2008. In non-big box stores, however, the average number of CFL models actually increased by one model per store, on average, between 2011 and 2012 (from 36 to 37 models). This was driven by an increase in the average number of general purpose CFL models stocked per store, while the average number of specialty lamps stocked per non- big box store did not change between years.

Pricing. The overall average price paid per CFL in the Northwest increased by 54 cents between 2011 and 2012 (from $3.37 to $3.91) after dropping by 69 cents between 2010 and 2011. The average price paid for specialty CFLs increased by 10 cents more per lamp, on average, than the average price for general purpose CFLs. The average price paid per CFL in 2012 was 18 cents higher in big box stores, on average, than in non- big box stores. All of the changes in the average price paid for CFLs between 2011 and 2012 were driven by changes in urban stores, as the over-

all price paid per lamp across all CFL styles in urban stores went up by 58 cents per lamp, on average, compared to a drop of 7 cents per lamp, on average, between 2011 and 2012.

7.3 Objective 3

Objective 3: Assess Northwest consumer awareness of CFLs; purchase, installation, and storage rates; perceptions of CFLs; and motivations for recent CFL purchases (or lack thereof), and consumer familiarity (or lack thereof) with emerging lighting technologies and related regulations.

CFL awareness, purchase, installation, and storage. As of early 2013, 90 percent of consumers were aware of CFLs and 70 percent had purchased them, a significant decrease from the 96 percent awareness and 77 percent purchase rates in 2012. The percentage of the Northwest population aware of specialty CFLs held steady between 2011 and 2012 at roughly two out of five consumers. Nine out of ten CFL purchasers in the 2013 survey reported that they had CFLs installed in their homes and nearly 7 out of 10 reported that they were storing one or more CFLs for future use; these results are unchanged from 2011.

Purchase motivations. CFL purchasers cite energy savings and length of life as the best features of CFLs. The 2013 surveys gauged whether current CFL users are likely to purchase CFLs within the next year; among those who are unlikely to purchase CFLs, the survey asked why. Nearly a third reported that they didn't need more CFLs, and nearly one in five reported that it was because they were storing CFLs or because CFLs are not bright enough. Satisfaction with CFLs also declined between 2011 and 2012; the survey asked respondents to rate their satisfaction with CFLs on a scale of 1 to 10 where 1 means, "not at all satisfied" and 10 means, "very satisfied" and the percentage of respondents who were "very satisfied" (ratings of 9 or 10) declined by a statistically significant margin (from 37 to 32%) while the percentage who were only "somewhat satisfied" (ratings of 3 to 5) increased by a statistically significant margin (from 16 to 24%).

Familiarity with emerging lighting technologies. Consumer survey results suggest that 85 percent of Northwest consumers were aware of LED lamps as of early 2013 and that 56 percent were aware of energy-efficient (EISA-qualifying) incandescent lamps. Only 30 percent of the Northwest population had purchased LED lamps by that time, and only 21 percent had purchased energy-efficient incandescent lamps. Across all Northwest consumers, LED lamps represented 14 percent of the lamps purchased in 2012 and energy-efficient incandescent lamps represented 6 percent of all lamps purchased.

Familiarity with new lighting regulations. In 2010, the consumer surveys began including several questions to gauge consumer awareness of EISA legislation overall as well as the various stages of EISA. After small increases between 2010 and 2012, the percentage of consumers aware of "legislation that will affect lamp availability" remained stagnant between 2012 and 2013 at just under half of the Northwest population. (Note that this is slightly lower than the percentage of the population that reported awareness of "energy-efficient incandescent lamps" as mentioned above.) Roughly three out of five respondents to the 2013 survey reported that they were

aware of "legislation that will phase out most traditional incandescent lamps by 2014," again unchanged from 2012 results. Only two of five respondents in both 2012 and 2013 reported that they were aware that "traditional 100 watt incandescent lamps are being phased out."

7.4 Objective 4

Objective 4: Understand attitudes and expectations of lamp supplier representatives (retailers/manufacturers) regarding future Northwest sales trends for CFLs, LED lamps, and incandescent lamps (particularly with regard to perceived effects of EISA).

Predicted Northwest Lamp Sales Trends. The supplier interviews investigated predicted sales trends by technology:

- *CFLs*. Supplier predictions of CFL sales trends were inconsistent, with 5 of 12 representatives predicting a decline in sales, 4 predicting increased sales, and one predicting that CFL sales will level off. Most of those who predicted declining CFL sales cited increasing LED sales as the reason. Some of the respondents who predicted increasing CFL sales said that EISA legislation would drive this change.
- *LED lamps*. Nearly all of the supplier representatives predict increased sales of LED replacement lamps over the next 5 years in the Northwest, and by as much as 300 percent over current sales volumes.
- *Incandescent lamps*. Suppliers universally predict that traditional incandescent lamp sales will decrease in the future, but several mentioned that sales of these lamps will increase in the short-term as consumers stock up on these products. There was universal agreement that sales of energy-efficient (EISA-qualifying) incandescent lamps will increase over the next five years.

Effects of EISA. Lamp supplier representatives expressed varying opinions regarding the short-term effects of EISA, but half predict a shift toward alternative technologies (such as CFLs, LED lamps, and energy-efficient incandescent lamps). A third of supplier representatives expect consumers to continue hoarding traditional incandescent lamps in the short-term as a result of the EISA regulations.

There was more consensus among suppliers regarding the long-term effects of EISA: all of the respondents who answered the question stated that they undoubtedly expect consumers to shift to alternative technologies. All but one supplier representative expect a shift away from traditional incandescent lamps and toward energy-efficient (EISA-qualifying) incandescent lamps and only a quarter expect a shift toward LED lamps over the long-term.

7.5 Objective 5

Objective 5: Evaluate key inputs to NEEA's ACE model and baseline assumptions.

Appendix E provides a detailed review of NEEA's ACE model for residential lighting as well as inputs to the baseline assumptions.

7.6 Objective 6

Objective 6: Obtain a more complete picture of residential lighting market (beyond CFLs).

This study included several research efforts designed to address multiple lamp technologies. The consumer surveys have elicited details regarding consumer awareness and purchase rates for CFLs over time, but for the first time in 2013, the survey also included questions regarding traditional incandescent lamps, energy-efficient (EISA-qualifying) incandescent lamps, and LED lamps. The supplier and utility program manager interviews also explored these technologies. The shelf surveys included complete inventories of all CFLs, traditional and energy-efficient (EISA-qualifying) incandescent lamps, and LED lamps in retail stores in 2011 and 2012, and added 4-foot T8 and T12 linear fluorescent tube lamps to the inventories in 2013. Below, the report summarizes availability, diversity, and pricing for these technologies.

Awareness and purchase rates. As described earlier in this section, consumer survey results suggest that 90 percent of Northwest consumers were aware of CFLs as of early 2013, 85 percent were aware of LED lamps, and 56 percent were aware of energy-efficient (EISA-qualifying) incandescent lamps. While 70 percent of Northwest consumers reported having purchased one or more CFLs before or during 2012, only 30 percent had purchased LED lamps by that time and only 21 percent had purchased energy-efficient incandescent lamps.

According to consumer survey results, Northwest consumers purchased roughly 5 traditional incandescent lamps in 2012, on average, compared to roughly 3 general purpose CFLs, between one and two LED lamps, less than one energy-efficient incandescent lamp, and nearly zero specialty CFLs. Of all the lamps purchased among all Northwest consumers in 2012, traditional incandescent lamps represented more than half of the lamps purchased and general purpose CFLs represented roughly one-quarter of all lamps purchased. LED lamps represented 14 percent, energy-efficient incandescent lamps represented 6 percent, and specialty CFLs represented only 1 percent of all lamps purchased by Northwest consumers in 2012.

Availability. Shelf survey results from 2011 and 2012 suggest that general purpose CFLs, specialty CFLs, and incandescent lamps are available in at least nine out of ten retail stores in the Northwest, while the presence of LED lamps has increased during this timeframe. In 2011, less than half of the region's stores stocked LEDs, and this increased to nearly two-thirds of the region's stores in 2012. EISA-qualifying incandescent lamps that are roughly equivalent to traditional 100 watt incandescent lamps in terms of brightness (those in the 1490-2600 lumen bin) were present in three out of five Northwest retail stores in 2012.

Incandescent lamps (including both traditional and EISA-qualifying lamps) have declined as a proportion of total lamps stocked in Northwest retail stores that sell replacement lamps from 78 percent of lamps in 2011 to 70 percent in 2012. In in big box and urban stores, incandescent lamps comprised a smaller percentage of all lamps in 2012 than in non- big box and rural stores. The loss in incandescent lamp share of overall lamp stock between 2011 and 2012 was gained by

general purpose CFLs, which increased from 16 percent of all lamp stock to 23 percent between years. LED lamps increased from one to two percent of stock in this same timeframe, and specialty CFLs increased from 4 to 5 percent of stock.

Shelf survey results also suggest that 4-foot linear fluorescent tube lamps are available in roughly half of Northwest retail stores that sell replacement lamps—approximately 50 percent of stores had T12 lamps in stock and 41 percent had T8 lamps in stock. Larger proportions of big box and rural stores stocked these lamp types than non- big box and urban stores. T12 lamps comprised roughly 60 percent of 4-foot linear fluorescent lamps stocked by Northwest retailers and T8s comprised the remaining 40 percent. Stock was skewed more toward T12 lamps in rural big box stores (nearly 90 percent of 4-foot linear fluorescent lamps) than in any other combination of geographic sector and store category.

Diversity. In terms of the average number of lamp models available per store, the diversity of CFLs, LED lamps, and incandescent lamps declined overall between 2011 and 2012 in the Northwest.

- *CFLs*. The average number of CFL models per store declined from 43 to 40 models between 2011 and 2012, the first drop in diversity since the shelf surveys commenced in 2006.
    - The primary driver of this change was a large drop in CFL diversity in big box stores (from 64 models per store in 2011 to 48 in 2012 across all CFL styles). After increasing by a few models per year through 2011, the average number of general purpose CFL models per big box store decreased from 41 to 30 models. The average number of specialty CFL models stocked per big box store has dropped annually since 2009 (down to 18 models in 2012).
    - Non-big box stores did not exhibit the same trends for CFLs. The average number of CFL models per non- big box store has increased by small increments over the past several years, including an increase from 36 to 37 models per store, on average, between 2011 and 2012. The average number of general purpose CFLs increased by 1 between 2011 and 2012 (to 26) and the average number of specialty CFLs per store held steady at 12. However, because big box stores comprised nearly 90 percent of the region's total 2012 CFL sales, the trend in non- big box stores is obscured at the overall regional level.
- *LED lamps*: Overall, the average number of LED lamp models stocked per store across all store types in the Northwest declined from 11 models in 2011 to 9 models in 2012. The average number of LED lamp models per big box store declined by an average of 5 models per store from 23 to 17 models, and actually increased by 2 models, on average, in non- big box stores. (However, the overall average number of LED lamp models in non-big box stores is still fairly small, averaging models 6 per store.)
- *Incandescent lamps:* Across both traditional and energy-efficient incandescent lamps, diversity plummeted by more a third between 2011 and 2012 from 100 models per store, on average, down to an average of 68 models per store across all store types. Diversity dropped by more than one-third in both big box stores (from 120 to 76 models per store,

on average) and non- big box (from 101 to 67 models per store, on average), but the decline was slightly greater in urban stores than in rural stores.

Pricing. As described earlier in this section shelf survey results suggest that the overall average price paid for a CFL in the Northwest in 2012 was $3.91, up 54 cents from 2011. The increase in the price paid for specialty lamps between 2011 and 2012 was slightly greater than for general purpose lamps and greater in big box stores than in non-big box stores. Results suggest that the price paid by Northwest consumers in urban stores in 2012 drove these overall changes.

The supplier interviews included several questions to obtain estimates of pricing for various lamp types in the Northwest during 2012.

- *CFLs.* Two-thirds of the supplier representatives were able to estimate average prices for spiral CFLs in the Northwest during 2012. Promotional prices (discounted by utilities, manufacturers, or retailers) for spiral CFLs ranged from $0.50 to $1.75 per lamp and averaged $1.68 per lamp among respondents. Non-promotional price estimates for spiral CFLs ranged from $1.40 to $5.00 and averaged $2.47 among respondents. Ten of the supplier representatives were also able to estimate average Northwest prices for specialty CFLs in 2012. Promotional prices ranged from $2.50 to $6.00 among respondents and averaged $4.75 per lamp. Non-promotional prices for specialty lamps ranged from $5.98 to $15.00 an averaged $7.17 per lamp.
- *LED lamps.* The supplier interviews asked respondents to estimate the average price for LED A-lamps in Northwest retail stores in 2012, and 9 representatives were able to provide estimates. Responses ranged from $18.00 to $50.00 per lamp and averaged $23.39 per lamp. Interviewers also asked supplier representatives to project the average prices for LED A-lamps in Northwest retail stores in 2014 and in 2016, and eight respondents were able to provide predictions. Responses ranged from a forecasted price of $12.00 to $20.00 per lamp in 2014 (averaging $13.94), and $9.00 to $19.00 in 2016 (averaging $10.81).
- *Incandescent lamps.* Five supplier representatives were able estimate for traditional incandescent lamp prices in the Northwest in 2012 and eight were able to do so for energy-efficient (EISA-qualifying) incandescent lamps. Estimates for traditional incandescent lamps ranged from $0.23 to $0.75 per lamp and averaged $0.48 per lamp among respondents. For EISA-qualifying incandescent lamps, estimates ranged from $1.00 to $4.50 per lamp and averaged $1.83 per lamp among respondents. This suggests that the difference in price between traditional and EISA-qualifying incandescent lamps was about $1.35 per lamp in Northwest stores in 2012.

7.7 Objective 7

Objective 7: Better understand stocking and sales of EISA-qualifying versus non-qualifying lamps.

Stocking. The first phase of EISA affected medium screw-base (MSB) incandescent A-lamps in the 1490-2600 lumen range and went into effect on January 1, 2012. (After this date, it is illegal

to manufacture or import these lamps, but retailers are allowed to sell through their existing stock of these lamps.) While only 5 percent of lamps in this category met the relevant EISA standard during the 2011 shelf surveys, two-thirds met the standard during the 2012 (conducted in late 2012/early 2013). EISA-qualifying lamps dominated this category in big box stores (90%) and urban stores (82%) overall, and was lowest in rural non- big box stores (23%). The quantity of high brightness MSB incandescent A-lamps on retail shelves dropped by a factor of 10 between 2011 and 2012, suggesting a general phase-out of these types of lamps in Northwest retail stores.

The second phase of EISA affected MSB incandescent A-lamps in the range of 1050-1489 lumens and went into effect on January 1, 2013, just after the 2012 shelf surveys commenced. Only 12 percent of lamps in this category in Northwest retail stores met the relevant EISA standard at the time of the 2012 shelf surveys (up from 2% in 2011). EISA's third phase affects MSB incandescent A-lamps in the ranges of 750-1049 lumens and 310-749 lumens and goes into effect on January 1, 2014. During the 2012 shelf surveys, only 15 to 16 percent of all lamps stocked in Northwest retail stores in each of these lumen bins met the EISA standard.

Sales. Only a third of the lamp suppliers who participated in the in-depth interviews were able to provide estimates of changes in traditional or EISA-qualifying incandescent lamp sales in the Northwest from 2011 to 2012. Of these, two out of three reported that their sales in both incandescent lamp categories increased from 2011 to 2012. Manufacturer representatives in particular suggested that the primary reason for increased sales of traditional incandescent lamps is that consumers are hoarding them as a result of EISA's impending phase-out of these products. As mentioned above, suppliers universally predict traditional incandescent lamp sales to decrease in the future and EISA-qualifying incandescent lamp sales to increase.

7.8 Objective 8

Objective 8: Characterize lighting marketing materials in Northwest retail stores.

During the lighting retailer shelf surveys, DNV KEMA field staff recorded information about the marketing and promotional materials present in Northwest retail stores that sell replacement lamps. The utility program manager and supplier interviews also elicited information from respondents regarding the types of marketing and promotional activities undertaken in the Northwest in 2012 as well as the technologies promoted and key messages included in these efforts.

Promotional Activities. According to shelf survey results, Promotional materials related to replacement lamps were present in roughly half of Northwest retail stores that sold these products in 2012. Shelf or wall signs comprised the majority of these materials. Fourteen of the 18 utility program managers reported that they undertook promotional activities for replacement lamps in 2012 and 12 reported use of in-store signage. Half of the supplier representatives who participated in the interviews reported that they undertook promotional efforts in 2012 and all of these used in-store signage.

Technologies Promoted. By far, marketing efforts focused on CFLs more than any other technology. Just under half of Northwest retail stores that sell replacement lamps had CFL signage present in 2012 (per shelf survey results) while only one in ten stores displayed promotional materials regarding LED lamps. Materials were highly concentrated in urban stores, with nearly two-thirds of urban stores displaying promotional materials compared with less than one in ten rural stores. Generally, promotional materials had a slightly greater presence in big box stores (64%) than non- big box stores (51%) in 2012, but LED materials were present in six times as many big box stores as non- big box stores (37% versus 6%).

Utility lighting program managers also mentioned a focus on CFLs in their promotional efforts during 2012—all 14 utility program managers who reported using promotional materials in 2012 included CFLs in those materials. Just over one-fourth also included LEDs in addition to CFLs. Similarly, supplier interview results corroborated the promotional focus on CFLs, with three-quarters of suppliers mentioning CFL promotional activities and just under half mentioning that they also included messaging regarding LEDs.

Messaging. The most common messages in 2012 replacement lamp promotional activities related to energy or money savings; materials with these messages were present in 16 percent of Northwest retail stores during the shelf survey visits. Utility representatives also mentioned energy or money savings as a key theme in their messaging (mentioned by 12 of 14 utility representatives who had promotional activities in 2012), and two-thirds of suppliers also reportedly mentioned savings in their messaging as well (6 of 9 respondents). More suppliers mentioned promotional materials with messaging regarding length of lamp life in 2012 (8 of 9).

A handful of utility program managers mentioned some gaps in messaging regarding energy-efficient lamps in the Northwest market, including messages to help consumers understand lumens or color rendering (each mentioned by 3 utility representatives), light quality (2 mentions), and general information about LEDs (2 mentions). Half of the utility program managers whose organizations used promotional materials in 2012 suggested that a possible role for NEEA might be to help provide consistent providing marketing and outreach materials for energy-efficient lighting throughout the region (7 of 14 utility representatives).

7.9 Objective 9

Objective 9: Better understand drivers of customer decision-making regarding lamp purchases and influences on those decisions.

As mentioned in Chapter 1, the research and data collection activities included in this study did not support a thorough exploration of this objective.[17] However, the consumer telephone survey explored consumer opinions regarding seven CFL qualities and attributes in particular, and these results provide some indications regarding possible misunderstandings of CFL technology that, if addressed, may motivate consumers to purchase CFLs.

[17] NEEA plans to explore this objective further in future studies.

The survey asked respondents to agree or disagree with seven statements regarding CFLs. The level of agreement was strongest with the statement "CFLs are not suitable for use in all of the rooms in my home," with 55 percent of CFL purchasers agreeing with this statement. These results may suggest a lack of understanding regarding the range of CFL styles and color rendering capabilities available to consumers. Nearly half of CFL purchasers agreed that "CFLs take too long to light up," echoing the sentiment expressed by more than a third of CFL purchasers in response to a survey question regarding the worst features of CFLs. However, "instant-on" CFL technologies exist, and this capability could be promoted as a feature of other energy-efficient lamp technologies (such as LED lamps)—indeed, one utility program representative mentioned using a promotional message for LED lamps in 2012 mentioning this feature.

7.10 Objective 10

Objective 10: Better understand NEEA partner activities for consumer research on lighting knowledge, preferences and purchasing motivations.

One of the objectives of the utility program manager interviews was to determine the extent to which Northwest utilities are conducting research on consumer lighting knowledge, preferences, and purchasing motivations. However, none of the utilities have recently conducted formal research on these topics or have concrete plans to do so. Nearly a third of utility representatives expressed the desire for a regional organization to undertake this type of research in the Northwest.

8 CONCLUSIONS AND RECOMMENDATIONS

Based on the findings described throughout the report and summarized in Chapter 7 above, the DNV KEMA team developed the conclusions and recommendations described below.

8.1 Conclusions

Study results suggest the following conclusions:

1. **Northwest residential Energy Star CFL sales increased slightly between 2011 and 2012, but it is unclear whether sales will continue to increase.** Residential Energy Star CFL sales in the Northwest increased by 6 percent between 2011 and 2012. However, suppliers have diverse expectations regarding the future of CFL sales. Universally, suppliers expect increased sales of LED lamps and energy-efficient (EISA-qualifying) incandescent lamps over the next five years, but expectations with regard to CFL sales were mixed.

2. **Big box stores still dominate the region's residential Energy Star CFL sales, but the big box landscape is changing somewhat in the Northwest.** Do-It-Yourself stores increased their share of the region's CFL sales by a third between 2011 and 2012, and at the same time, sales through wholesale clubs and mass merchandise chains dropped. In telephone surveys, a significantly smaller percentage of CFL purchasers reported buying CFLs in wholesale clubs in 2012 than in 2011, and a larger percentage reported buying them in DIY stores.

3. **Consumers may be shifting some of their focus away from CFLs and toward other energy-efficient lamp technologies.** Northwest consumers are purchasing other energy-efficient lamp technologies in addition to CFLs—although to a lesser extent. More than two-thirds of Northwest consumers reported having purchased one or more CFLs during or after 2012, while just under a third had purchased LED lamps by that time and less than a quarter had purchased energy-efficient incandescent lamps.

    - Survey results suggest a small but noteworthy drop in consumer awareness of CFLs between the 2012 and 2013 surveys, but it is more likely that consumers have shifted some of their focus away from CFLs and toward other energy-efficient lighting technologies given the high level of awareness of LED lamps and moderate awareness of energy-efficient incandescent lamps.

    - Declining satisfaction with CFLs may also reflect increasing consumer familiarity with other energy-efficient lamp technologies; as consumers are increasingly exposed to these other technologies, their expectations regarding CFLs (and thus satisfaction with CFLs) may be changing.

4. **Incandescent lamps still dominate retail store inventories but their retail presence is declining.** Between 2011 and 2012, there was a 10-percent drop in the proportion of total lamps stocked in Northwest retail stores comprised by incandescent lamps of all types (from 78% to 70%). The overall quantity of MSB incandescent A-lamps on retail store shelves—including both traditional and EISA-qualifying products—declined dramatically between 2011 and 2012, which may suggest an overall shift away from of incandescent lamps in Northwest retail stores and toward other technologies.

5. **EISA's effects are becoming increasingly prominent in the region's retail stores—but lamps that do not meet the EISA standards are still widely available and consumer awareness of EISA is only moderate.**

    - In late 2012/early 2013, two-thirds of the MSB incandescent A-lamp stocked in the Northwest in the lumen category affected by the first phase of EISA (which took effect on January 1, 2012) qualified for the standard, up from only 5 percent in late 2011/early 2012.

    - In late 2012/early 2013, three out of five Northwest retail stores that sell replacement lamps had lamps in stock that qualify for the first phase of EISA, and roughly two out of five had lamps in stock that qualify for the phases in effect as of January 1, 2013 and 2014. Although non-qualifying lamps affected by these phases of EISA still dominated the Northwest lamp stock within these lumen categories as of late 2012/early 2013, these results suggest that retail stores are stocking lamps that qualify for each phase of EISA into their stock in advance of each phase of the regulation.

    - Just under half of the Northwest population reported awareness of "legislation that will affect lamp availability" in early 2013, and this has remained stagnant since the 2012 survey. A slightly higher percentage of respondents reported awareness of "energy-efficient incandescent lamps." Roughly three out of five respondents to the 2013 survey reported that they were aware of "legislation that will phase out most traditional incandescent lamps by 2014," again unchanged from 2012 results.

6. **Lamp diversity (in terms of the average number of lamp models per store) declined across CFL, LED, and incandescent technologies in big box stores between 2011 and 2012.** This decline is likely a result of increased competition for lighting shelf space given the growing presence of new technologies such as LED lamps and energy-efficient incandescent lamps.

    - CFL diversity declined by an average of 3 models per store between 2011 and 2012 across store types, but this was driven by an average loss of 16 models per store in the big box category.

- LED lamp diversity declined by an average of 2 models per store across all store types, again driven by an average decline of 5 models per store in big box stores. (Non- big box stores actually increased their LED lamp diversity by an average of 2 models per store in the same timeframe.)

- Incandescent lamp diversity (including both traditional and energy-efficient lamps) plummeted by more a third (from 100 to 68 models per store, on average) across all store types and by a similar proportion in both big box and non-big box stores.

7. **The presence of LED lamps increased in the Northwest between 2011 and 2012, and this trend is likely to continue.** The proportion of stores stocking LED lamps increased between 2011 and 2012 to nearly two-thirds of retail stores that sell replacement lamps in the Northwest region. Nearly 9 out of 10 Northwest consumers were aware of LED lamps as of early 2013, and just under one-third of consumers had already purchased one or more LED lamps by that time. Lamp suppliers (manufacturers and retailers) predict increased LED lamp sales in the future.

8. **Promotional materials for replacement lamps are highly concentrated in urban stores throughout the Northwest.** Nearly two-thirds of stores in urban areas displayed promotional materials for replacement lamps in late 2012/early 2013 compared to less than 10 percent of rural stores.

9. **Promotional messaging for replacement lamps in Northwest retail stores largely focuses on energy savings, money savings, and long lamp life—messages with which Northwest customers already seem familiar (at least for CFLs).**

    - Interviews with residential lighting program managers at the region's utilities and shelf survey results suggest that saving energy or money is the most common message highlighted in promotional materials for residential replacement lamps. Nearly all suppliers mentioned that a lengthy lamp life was their most common message, but two-thirds also mentioned energy and/or money savings as a key message.

    - In consumer surveys through 2012, consumers consistently mentioned length of CFL life as their best feature. In the 2013 survey, more consumers mentioned the energy saving features of CFLs than any other feature—but lamp life was close behind. These results suggest that consumers may already be familiar with these features of CFLs.

10. **Regional stakeholders have conducted little research on consumer lighting knowledge, preferences, and purchasing motivations, and such research may be necessary to continue pushing consumers toward energy-efficient lamp choices.** Nearly a

third of the utility representatives who participated in the study suggest that this research may be valuable.

8.2 Recommendations

Based on the conclusions described above, the DNV KEMA team recommends the following:

1. **Consistent regional messaging regarding energy-efficient lamps.** NEEA should consider working with the region's utilities (and other energy-efficiency program sponsors) as well as lamp manufacturers and retailers to develop consistent, region-wide messaging to support energy-efficient replacement lamp sales. A third of the utility program representatives who participated in the interviews requested this type of support. Half of the region's stores are already displaying some sort of promotional materials—and the concepts of energy or money savings and long lamp life dominate these messages. Since consumers already appear to be aware about these positive benefits among CFLs, there may be an opportunity to include other messages that will further drive consumers toward purchasing energy-efficient replacement lamps, such as raising consumer awareness and understanding of lumens, color temperature, and color rendering. NEEA is uniquely positioned to offer this sort of broad, regional support.

2. **Consumer knowledge, preferences, and purchasing motivations.** Related to the above recommendation, consider conducting further and more extensive research to understand consumer knowledge, preferences, and purchasing motivations for replacement lamps. This will enable the region's energy-efficiency program sponsors to develop more effective marketing messages to support energy-efficient lamp sales, and will enable NEEA to more effectively address objective 9 of its residential lighting market tracking efforts ("better understand drivers of customer decision-making regarding lamp purchases and influences on those decisions").

3. **Residential replacement lamp market tracking.** NEEA should also consider continuing its current market tracking efforts for residential replacement lamps. This is particularly important as the lighting market continues to evolve rapidly, and will help NEEA address one of its primary objectives in "[obtaining] a more complete picture of residential lighting market beyond CFLs" (study objective 6).

4. **Expanded market tracking efforts.** Related to the previous recommendation, NEEA should consider incorporating additional lamp types into its sales data tracking efforts. Given the uncertain future of CFL sales (including a possible leveling off or decline), the increasing impacts of EISA over time, and increasing market presence of LED lamps, expanding sales tracking efforts beyond 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 and

gain a better understanding of the overall lighting market in the Northwest (again in support of study objective 6 referenced above).

5. **Educational efforts in rural areas.** Consider resuming NEEA's focus on rural areas with regard to educational and promotional efforts for energy-efficient lighting. Rural consumers in the Northwest typically have few (if any) big box stores in which they can shop for energy-efficient lamps, and are therefore less likely to be exposed to promotional materials regarding these products. (Recall that nearly two-thirds of urban stores visited during the late 2012/early 2013 shelf survey visits displayed promotional materials for replacement lamps compared to less than 10 percent of rural stores). These efforts may be particularly important going forward as the retail presence of LED lamps (and possibly energy-efficient incandescent lamps) increases, which in turn will present consumers with more energy-efficient lamp choices (and potentially more confusion regarding those choices).

APPENDIX A - REFERENCES

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APPENDIX B - DATA COLLECTION INSTRUMENTS

B.1 2012-2013 Lighting Retail Store Shelf Survey Instrument

Northwest Energy Efficiency Alliance
Lighting Tracking Study: Lighting Shelf Inventory

CONTACT INFORMATION
Please fill in this section using the information contained in the sample database

Field researcher name:	Store address:
Date:	Store city:
Store name:	Store state:

LIGHTING SIGNAGE & PROMOTIONAL MATERIALS

A1.Are there any materials present promoting lighting? [DO NOT INCLUDE MESSAGES ON LIGHTING PACKAGES OR SIMPLE PRICING INFORMATION ON SHELVES].
1 Yes
2 No

[REPEAT A2 THROUGH A3E FOR EACH PROMOTIONAL SIGN OR DISPLAY IN STORE]

A2.[IF PROMOTIONAL MATERIALS PRESENT] Which lighting technologies are being promoted? [MARK ALL THAT APPLY].
1 CFLs
2 LEDs
3 Energy Efficient Incandescents (e.g., EISA-compliant halogens)
4 Traditional Incandescents (e.g., incandescent not compliant with EISA regulations)
5 Other lighting technology [PLEASE SPECIFY]: _____

A3a. [IF PROMOTIONAL MATERIALS PRESENT] What type of sign is present?
1 Sign on shelf/wall
2 Sign hung from ceiling
3 Brochures
4 Floor sticker/cling
5 Other [PLEASE SPECIFY]: _____

A3b. [IF PROMOTIONAL MATERIALS PRESENT] Where is the promotional material located?
1 In the lighting aisle(s)
2 Near the cash register
3 In front of the store/near store entrance
4 On an endcap
5 Other location [PLEASE SPECIFY]: _____

A3c. [IF PROMOTIONAL MATERIALS PRESENT] Does the sign or display refer to a specific bulb model or models?

1 Yes
2 No

A3d. [IF A3C=YES] Please list the manufacturer, model number(s), base type, and style of the bulb.

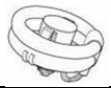
_____

A3e. [IF PROMOTIONAL MATERIALS PRESENT] Summary of Key Messages in Sign or Display:

_____

BULB CODES (TECHNOLOGY TYPE, BASE TYPE, AND STYLE CODES)

Technology Type Codes		Base Type Codes	
Technology Type	Code	Base Type Codes	Code
CFL	CF	Medium Screw	M
Incandescent	I	Pin	P
Halogen	H	GU-Type	G
LED	L	Candelabra/Intermediate	C
Cold Cathode	CC	Large Screw Base	L
Fluorescent Tube	FL	Candelabra with Medium Screw Adaptor	C/M
Other	OT	Other	OT

Bulb Style Codes*					
Bulb Style	Code	Image	Bulb Style	Code	Image
Spiral/Twister	TW		Spotlight/Reflector/ Flood	See below	See spotlight/reflector/flood codes in table below.
Globe (e.g., for bath-room vanity fixtures)	GL		Circline	CI	
A-lamp (shaped like standard incandes-cent)	AL		Tube Style	TU	
Torpedo/Bullet	TO		Night Light	NL	
Linear 4 ft. T8 Fluo-rescent Tube	T8		Linear 4 ft. T12 Fluo-rescent Tube	T12	
Bug Light	BU		Other/Unknown	OT	Record style code, if in-dicated on package.

*See LED Style Code Table below for further details and information on LED bulb styles.

Spotlight/Reflector/Flood Bulb Style Codes					
Bulb Style	Code	Image	Bulb Style	Code	Image
BR25	B25		PAR16	P16	
BR30	B30		PAR20	P20	
BR40	B40		PAR30	P30	
R20	R20		PAR38	P38	
R30	R30		MR16	M16	
R40	R40		Other	OT	

LED Style Codes			
Bulb Style	Code	Bulb Style	Code
A15, A19, A21, A23	AL	G16½, G25, G40, P25, PS35	GL
B10½, B13, BA9, BA9½, F10, F15, F20	TO	T 4½, T5, T6, T8, T10	TU
C7, C9	NL	C7	NL
BR25, BR30, BR40, R20, R30, R40, PAR15, PAR20, PAR30S, PAR30L, PAR38	See spot-light codes table above	Other LED Bulb Style (record style code on package, if known)	OT

Bulb Inventory

Inventory all replacement CFLs, incandescents, halogens, LEDs, 4 ft. T8 and T12 fluorescent tubes, and cold cathodes.

Use as many pages as necessary.

For 3-way, dimmable, ENERGY STAR, and rough service incandescent columns: X if applicable.

IF ONLY ONE PRICE SHOWN: Try to determine whether it's a discounted price/sale price or if it's a full-priced bulb. If sale price, record value in "Discounted price." If full price, record value in "Original Price."

Manufacturer/Brand	**Technology Type** (See Technology Codes table above)	**Base Type** (See Base Codes table above)	**Bulb Style** (See Style Codes table above)	**Barcode**	**Quantity in Pack**	**# of Packages**	**Package Location** [Aisle=A; Endcap=E; Pallet=P; Fenceline=F; Other-OT]	**Full/Original Price** (If discounted, record price *before* discount. If not discounted, record product price here)	**Discounted Price** (If on sale/discounted)	**Discount Provider** (if discounted) [R=Retailer; U=Utility; M=Manufacturer; O=Other; DK= don't know]	**Color Name** [Soft White=SW; Warm White=WW; Cool White=CW; Bright White=BW; Daylight=D; Enhanced Spectrum=ES; Colored= CR; Other=OT]	**Lumens**	**Wattage**	**3-way?**	**Dimmable?**	**Energy Star?**	**Rough service incandescent?**

[Insert additional pages as necessary]

B.2 2013 Consumer Lighting Telephone Survey Instrument

2013 Northwest Energy Efficiency Alliance Consumer Lighting Survey
---------- FINAL 03/19/2013 ----------

[RED BRACKETS DENOTE SURVEY QUESTIONS THAT HAVE BEEN ADDED, MODIFIED, OR MOVED FOR THE 2013 SURVEY]

0 INTRODUCTION

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

S0. May I please speak to the person who does most of the shopping for your household?

[CONTINUE OR ARRANGE FOR CALLBACK]

IF NECESSARY: I want to assure you that this is NOT a sales call and that the information that you provide will be kept strictly confidential. This will only take about 15 minutes of your time.

IF NECESSARY: The Northwest Energy Efficiency Alliance, or NEEA, is a non-profit organization that funds projects to encourage energy efficiency in the Northwest. Its Board of Directors has representatives from utilities, environmental groups, regulatory agencies, and energy-related private businesses. For more information you can visit NEEA's website at www.neea.org.

1 COMPACT FLUORESCENT LAMPS

CFL AWARENESS

A1 Have you ever heard of compact fluorescent light bulbs or CFLs?
1 Yes ➔ **SKIP TO P0**
2 No
88 (Don't Know)
99 (Refused)

A2 Compact fluorescent light 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. Have you ever heard of them?
1 Yes
2 No ➔**SKIP TO V1**
88 (Don't Know) ➔**SKIP TO V1**
99 (Refused) ➔**SKIP TO V1**

CFL PURCHASES

P0 Have you ever purchased any CFLs?
[A3]
1 Yes
2 No ➔ **SKIP TO V1**
88 (Don't Know) ➔ **SKIP TO V1**
99 (Refused) ➔ **SKIP TO V1**

P3a Do you currently have any CFLs installed in your home?
1 Yes
2 No ➔ **SKIP TO P4**
88 (Don't know) ➔ **SKIP TO P4**
99 (Refused) ➔ **SKIP TO P4**

P3b How many CFLs are installed?
ENTER # _____ [PROBE FOR BEST ESTIMATE]
88 (Don't know) ➔ **SKIP TO P4**
99 (Refused) ➔ **SKIP TO P4**

P3c Of the [P3b] CFLs you have installed, how many are the spiral or twisty shape? **[IF P3b = 1, READ:**
[NEW] "Is it a spiral or twisty shape?" and Enter "1" if YES OR Enter "0" if NO]
ENTER # _____ [PROBE FOR BEST ESTIMATE]
88 (Don't know)
99 (Refused)

P3d **[IF P3c = P3b, SKIP TO P3f]** How many are shaped like regular light bulbs?
[NEW] [PROMPT IF NECESSARY: How many of the [P3b] CFLs you have installed are shaped like regular light bulb?]
[IF P3b = 1 AND P3c = 0, READ: "Is it shaped like a regular light bulb?" and Enter "1" if YES OR Enter "0" if NO]

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

P3e **[IF P3c + P3d = P3b, SKIP TO P3f]** What other types of CFLs do you have installed?
[Y4] [DO NOT READ LIST; ACCEPT MULTIPLE RESPONSES]
1 Shaped like regular light bulbs / incandescent bulbs
2 Globe / sphere / vanity
3 U-shaped / Tube shaped
4 Reflector / flood / spotlight
5 Candelabra / flame shape (for chandelier)
6 Bug light
7 Colored CFL
8 Pin or plug-in base
9 Small screw base
77 Other (specify) _____
88 (Don't know)
99 (Refused)

P3f **[IF P3c+P3d = P3b]** Why aren't you using other types of CFLs?
[Y5] [IF NECESSARY: Why aren't you using CFLs that aren't shaped like spirals or regular light bulbs?]
[PROMPT: Anything else?]
[DO NOT READ LIST; ACCEPT MULTIPLE RESPONSES]
0 Not aware of them
1 Price / expensive
2 Can't find them

3 How they fit in fixtures
4 How they look in fixtures
5 Mercury / hazardous contents
6 They take too long to light up
7 Don't need any bulbs
77 Other (specify) _____
88 (Don't know)
99 (Refused)

P4 Are you storing any CFLs for use as spares or to be installed at a later date?
[NEW]
1 Yes
2 No ➔ **SKIP TO P5a**
88 (Don't know) ➔ **SKIP TO P5a**
99 (Refused) ➔ **SKIP TO P5a**

P4b How many CFLs are you storing?
ENTER # _____ [PROBE FOR BEST ESTIMATE]
88 (Don't know)
99 (Refused)

P4d How many of the CFLs in storage are spiral shaped?
[NEW]
ENTER # _____ [PROBE FOR BEST ESTIMATE]
88 (Don't know)
99 (Refused)

P4e **[IF P4d < P4b]** How many of the CFLs in storage are shaped like a regular light bulb?
[NEW]
ENTER # _____ [PROBE FOR BEST ESTIMATE]
88 (Don't know)
99 (Refused)

P5a Have you had any CFLs that you installed but later removed and did not use elsewhere in your home?
1 Yes
2 No ➔ **SKIP TO P6**
88 (Don't know) ➔ **SKIP TO P6**
99 (Refused) ➔ **SKIP TO P6**

P5b How many CFLs did you remove?
ENTER # _____ [PROBE FOR BEST ESTIMATE]
88 (Don't know) ➔ **SKIP TO P6**
99 (Refused) ➔ **SKIP TO P6**

P5c **[IF P5b = 0, 88, 99, SKIP TO M1]** How many of the CFLs you removed were spiral or twisty shaped?
[NEW]
ENTER # _____ [PROBE FOR BEST ESTIMATE]
88 (Don't know)
99 (Refused)

P5e **[NEW]** **[IF P5c = P5b, SKIP TO M1]** How many of the CFLS you removed were shaped like regular light bulbs?

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

P6 **[S9]** **[IF P3b = 1]** When the CFL you now have installed burns out, how likely are you to replace it with another CFL? Use a scale of 1 to 5 where 1 means you're "not at all likely" and 5 means you're "very likely."

[ELSE IF P3b > 1 BUT NOT = 88, 99] When one of the CFLs you have installed burns out, how likely are you to replace it with other CFL? Use a scale of 1 to 5, where 1 means you are "not at all likely" and 5 means you are "very likely."

ENTER # _____ [1 = not at all likely; 5 = very likely]
88 (Don't know)
99 (Refused)

2012 CFL PURCHASES

M1 Did you purchase any CFLs in 2012?

1 Yes
2 No ➔ **SKIP TO S1**
88 (Don't know) ➔ **SKIP TO S1**
99 (Refused) ➔ **SKIP TO S1**

M2 How many CFLs did you purchase in 2012? If a package contained more than one bulb, please count each one separately.

ENTER # _____ [PROBE FOR BEST ESTIMATE]
0 (None) ➔ **SKIP TO M3a**
88 (Don't know) ➔ **SKIP TO M3a**
99 (Refused) ➔ **SKIP TO M3a**

M2a **[IF M2 = 0, 88, 99, SKIP TO M3a]** How many of the CFLs you bought in 2012 were the spiral shaped?

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

M2b **[IF M2a < M2]** How many were shaped like regular light bulbs?

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

M3a Of all the CFLs you bought in 2012, how many did you install in your home?

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

M4 **[IF M3a < M2]** Thinking about all the CFLs that you bought in 2012, how many did you store to install later?

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

M6 Where did you purchase CFLs most recently? _____
[DO NOT READ LIST; ACCEPT MULTIPLE RESPONSES]
1 Home center (Home Depot, Lowe's, D & B Supply, Lumbermen's)
2 Discount or mass merchandise store (Wal-Mart, K-Mart, Target, Fred Meyer, M.H. King, Shopko, Swains)
3 Buying clubs (Costco or Sam's Club)
4 Hardware stores (ACE, True Value, Do it Best, Do it Center) **[PROBE FOR STORE NAME: IF STORE LIKE THOSE LISTED IN RESPONSE 1, RECODE AS 1]**
5 Supermarket, food store (Albertson's, Winco Foods)
6 Drug store (Bartell, Bi-Mart, Hi-School Pharmacy, Longs, Osco Drug, Rite Aid, Walgreens)
7 Lighting supply store, lighting showroom
8 Mail Order Catalog
9 Over the Internet
10 Home Energy Show
77 Other (specify) _____
88 (Don't know)
99 (Refused)

M7 Was there a special promotion or sale on CFLs at the store when you bought CFLs most recently?
1 Yes
2 No
88 (Don't know)
99 (Refused)

M9 How much did you pay PER BULB for your CFLs during your most recent purchase?
[IF NECESSARY: If there was more than one bulb per package, please tell me the average price per bulb.]
ENTER $ XX____(dollars)
88 (Don't know)
99 (Refused)

SATISFACTION

S1 Thinking about all of the CFLs you recently purchased, how satisfied are you with them? Use a scale of 1 to 10, where 1 means you are "not at all satisfied" and 10 means you are "very satisfied".
ENTER # _____ [1 = not at all satisfied; 10 = very satisfied]
88 (Don't know)
99 (Refused)

S4 In general, what are the best features of CFLs?
[DO NOT READ LIST; ACCEPT MULTIPLE RESPONSES]

1 Last longer before burning out
2 Save money / reduce electricity bill
3 Save/conserve energy/electricity
4 Resource conservation benefits / better for environment / "green"
5 Work better / higher quality
6 Quality of light
7 Brightness
77 Other (specify)_____
88 (Don't know)
99 (Refused)

S5 In general, what are the worst features of CFLs? [IF RESPONSE = "brightness," CLARIFY WHETHER TOO BRIGHT OR NOT BRIGHT ENOUGH.]
[DO NOT READ LIST; ACCEPT MULTIPLE RESPONSES]

1 Price / expensive
2 Too bright
3 Not bright enough
4 Color of light
5 How they fit in fixtures
6 How they look in fixtures
7 Mercury / hazardous contents
8 Take too long to light up
9 Don't last long enough
10 Difficult to dispose
77 Other (specify) _____
88 (Don't know)
99 (Refused)

TURF

S10 Now I'm going to read you a list of statements about CFLs, and would like you to tell me if you agree or disagree with each statement. You may have already mentioned something similar to these statements earlier, but I'd still like you to tell me whether you agree or disagree with each statement. **[RANDOMIZE STATEMENTS]**

Response options will include:

1 Agree
2 Disagree
88 (Don't know)
99 (Refused)

S10_1 CFLs are not bright enough.
S10_2 The light from CFLs is too harsh.
S10_3 CFLs don't fit well in my fixtures.
S10_4 CFLs don't look good in my fixtures.
S10_5 CFLs take too long to light up.
S11_6 CFLs don't come in the shapes that I need.
S10_7 CFLs are not suitable for use in all of the rooms in my home.

2 EXPANDING CFL INSTALLATIONS – ALL AWARE

E3a What is the main factor preventing you from increasing the number of CFLs you currently have installed in your home?
[DO NOT READ LIST; ACCEPT ONLY ONE RESPONSE]

1 Waiting for incandescent bulbs to burn out
2 Storing incandescent bulbs
3 Operating hours -- don't use the other bulbs/lamps enough
4 CFLs are too expensive/cost too much
5 Need dimmable bulbs / can't get dimmable CFLs / can't use CFLs with dimmer switches
6 Need 3-way bulbs / can't get 3-way CFLs / can't use CFLs in my 3-way fixtures / when I use regular CFLs in my 3-way fixtures they don't work
7 Don't like the way CFLs look in fixtures
8 Don't like the way CFLs fit in fixtures
9 CFLs aren't bright enough
10 CFL light color isn't what I want/isn't right
11 CFLs take too long to light up
12 Mercury / concerns about disposal
13 Do not need any more bulbs at this time
14 All of the bulbs in my home are CFLs ➔ **SKIP TO F1**
77 Other (specify) _____
88 (Don't know) ➔ **SKIP TO F1**
99 (Refused) ➔ **SKIP TO F1**

E3b **[IF E3a = 14, 88, 99 SKIP TO F1]** Anything else?
[DO NOT READ LIST; ACCEPT MULTIPLE RESPONSES]

0 No / nothing
1 Waiting for incandescent bulbs to burn out
2 Storing incandescent bulbs
3 Operating hours -- don't use the other bulbs/lamps enough
4 CFLs are too expensive/cost too much
5 Need dimmable bulbs / can't get dimmable CFLs / can't use CFLs with dimmer switches
6 Need 3-way bulbs / can't get 3-way CFLs / can't use CFLs in my 3-way fixtures / when I use regular CFLs in my 3-way fixtures they don't work
7 Don't like the way CFLs look in fixtures
8 Don't like the way CFLs fit in fixtures
9 CFLs aren't bright enough
10 CFL light color isn't what I want/isn't right
11 CFLs take too long to light up
12 Mercury / concerns about disposal
13 Do not need any more bulbs at this time
77 Other
88 (Don't know)
99 (Refused)

3 FUTURE PURCHASE INTENTIONS

ONLY RESPONDENTS AWARE OF CFLS

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

ENTER # _____ [1 = not at all likely; 5 = very likely]
88 (Don't know)
99 (Refused)

F2a [**IF F1 > 3, SKIP TO V1]** Why are you unlikely to purchase CFLs in the next year? **[**ACCEPT MULTIPLE RESPONSES]

0 Don't need any CFLs
1 I have CFLs in storage
2 Satisfied with regular light bulbs
3 CFLs cost too much
4 CFLs aren't bright enough
5 CFL light color isn't what I want/isn't right
6 CFLs take too long to light up
7 Mercury / concerns about disposal
8 Do not need any more bulbs at this time
77 Other (specify)_____
88 (Don't know)
99 (Refused)

4 ENERGY INDEPENDENCE AND SECURITY ACT OF 2007 (EISA)

V1 Are you aware of any legislation in the United States that may affect the availability of certain types of light bulbs?

1 Yes
2 No
88 (Don't know)
99 (Refused)

V2 In 2007, Congress passed legislation that will phase out most traditional incandescent light bulbs by 2014. Before today, were you aware of this legislation?

1 Yes
2 No
88 (Don't know)
99 (Refused)

V3 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 100-Watt light bulbs are being phased out?

1 Yes
2 No
88 (Don't know)
99 (Refused)

V4 Did you shop for any traditional 100-Watt incandescent bulbs during 2012?
[NEW]
1 Yes
2 No ➔ **SKIP TO V8**
88 (Don't know) ➔ **SKIP TO V8**
99 (Refused) ➔ **SKIP TO V8**

V5 Did you end up purchasing any 100-Watt incandescent bulbs?
[NEW] [IF NECESSARY: "…in 2012 when you went shopping for them?"]
1 Yes ➔ **SKIP TO V8**
2 No
88 (Don't know) ➔ **SKIP TO V8**
99 (Refused) ➔ **SKIP TO V8**

V6 Why not?
[NEW] [IF NECESSARY: Why didn't you purchase any 100-Watt incandescent bulbs?]
1 Could not find them
2 Changed my mind
77 Other (specify) _____
88 (Don't know) ➔ **SKIP TO V8**
99 (Refused) ➔ **SKIP TO V8**

V7 What type of light bulb did you end up purchasing instead?
[NEW] [ACCEPT MULTIPLE RESPONSES]
0 Did not purchase any light bulbs
1 Incandescent
2 CFL
3 LED
4 Halogen
5 Energy Efficient incandescent / EISA-compliant incandescent
77 Other (specify) _____
88 (Don't know)
99 (Refused)

V8 As part of the same legislation, retailers began phasing traditional 75-Watt light bulbs out of stores
[NEW] at the beginning of 2013. Before today, were you aware that 75-Watt light bulbs are being phased out?
1 Yes
2 No
88 (Don't know)
99 (Refused)

V9 When traditional 75-Watt light bulbs are no longer available, which one of the following things are
[NEW] 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?
[ACCEPT MULTIPLE RESPONSES]
1 Switch to a new type of light bulb
2 Keep using traditional light bulbs but switch to a lower wattage ➔ **SKIP TO IN1**
3 Something else (specify) _____ ➔ **SKIP TO IN1**
88 (Don't know) ➔ **SKIP TO IN1**
99 (Refused) ➔ **SKIP TO IN1**

V10 Which type of light bulb are you most likely to switch to?
[NEW] **[ACCEPT ONLY ONE RESPONSE. DO NOT READ LIST]**

1 LED
2 Halogen
3 CFL
4 Energy Efficient incandescent / EISA-compliant incandescent
77 Other (specify) _____
88 (Don't know)
99 (Refused)

5 TRADITIONAL INCANDESCENT LAMPS

IN1 [IF V5 ≠ 1] Have you ever purchased any traditional incandescent light bulbs? [IF NECESSARY:
[NEW] We're referring to regular light bulbs that you can use throughout your home.]

1 Yes
2 No ➔ **SKIP TO EE1**
88 (Don't Know) ➔ **SKIP TO EE1**
99 (Refused) ➔ **SKIP TO EE1**

IN2 During 2012, how many traditional incandescent bulbs did you purchase?
[NEW] **[IF NECESSARY: If a package contained more than one bulb, count each bulb separately.]**

ENTER # _____ [PROBE FOR BEST ESTIMATE]
0 (None) ➔ **SKIP TO IN4**
88 (Don't know) ➔ **SKIP TO IN4**
99 (Refused) ➔ **SKIP TO IN4**

IN3 **[IF IN2 = 0, 88, or 99 SKIP TO IN4]** Of all the traditional incandescent bulbs you bought in 2012,
[NEW] how many did you install in your home?

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

IN4 Thinking about all of the incandescent bulbs you've purchased at any time, how many are you
[P4c] storing for use as spares or to be installed at a later date?

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

IN5 When one of the traditional incandescent bulbs you have installed burns out, how likely are you
[E1] to replace it with a CFL? Use a scale of 1 to 5, where 1 means you are "not at all likely" and 5 means you are "very likely."

ENTER # _____ [1 = not at all likely; 5 = very likely]
0 No incandescent lamps installed
88 (Don't know)
99 (Refused)

6 ENERGY-EFFICIENT INCANDESCENT LAMPS

EE1a Have you ever heard of energy-efficient incandescent light bulbs?
[NEW]
1 Yes ➔ **SKIP TO EE2**
2 No
88 (Don't Know)
99 (Refused)

EE1b Energy-efficient incandescent light bulbs look like traditional incandescent bulbs and give off the
[NEW] same amount of light using less energy. They come in wattages like 42, 53, or 72 Watts instead of 60, 75 or 100 Watts like traditional incandescent bulbs. Have you ever heard of these more efficient incandescent bulbs?
1 Yes
2 No ➔ **SKIP TO LE1**
88 (Don't Know) ➔ **SKIP TO LE1**
99 (Refused) ➔ **SKIP TO LE1**

EE2 Have you ever purchased any energy-efficient incandescent light bulbs?
[NEW]
1 Yes
2 No ➔ **SKIP TO EE5**
88 (Don't Know) ➔ **SKIP TO EE5**
99 (Refused) ➔ **SKIP TO EE5**

EE3 During 2012, how many energy-efficient incandescent bulbs did you purchase?
[NEW] **[IF NECESSARY: If a package contained more than one bulb, count each bulb separately.]**
ENTER # _____ [PROBE FOR BEST ESTIMATE]
0 (None)
88 (Don't know)
99 (Refused)

EE4 **[IF EE3 = 0, 88, or 99 SKIP TO EE5]** Of all the energy-efficient incandescent bulbs you bought in
[NEW] 2012, how many did you install in your home?
ENTER # _____ [PROBE FOR BEST ESTIMATE]
0 (None)
88 (Don't know)
99 (Refused)

EE5 **[IF EE1a OR EE1b = 1]** How likely are you to purchase any energy-efficient incandescent
[NEW] bulbs within the next year? Please use a scale of 1 to 5 where 1 means you are "Not at all likely" and 5 means you are "Very likely."
ENTER # _____ [1 = not at all likely; 5 = very likely]
88 (Don't know)
99 (Refused)

7 LED LAMPS

LE1a Have you heard of LED light bulbs?
[NEW]
1 Yes ➔ **SKIP TO LE2**
2 No
88 (Don't know)
99 (Refused)

LE1b LED light bulbs can be used in the same types of fixtures as regular incandescent bulbs but are
[NEW] shaped somewhat differently and produce light using semiconductor chips. They use a lot less energy than regular incandescent bulbs. Have you heard of LED light bulbs?
1 Yes
2 No ➔ **SKIP TO D0**
88 (Don't know) ➔ **SKIP TO D0**
99 (Refused) ➔ **SKIP TO D0**

LE2 What types of LED light bulbs have you heard of?
[NEW] **[DO NOT READ LIST. ACCEPT MULTIPLE RESPONSES.]**
[PROBE ONCE FOR ADDITIONAL RESPONSES: Any other types?**]**
1 Regular (general purpose) light bulbs
2 Reflector/spotlights
3 Holiday/Christmas Lights
4 Task/desk lamps
5 Under-cabinet or under-counter lighting
6 Nightlights
7 Flashlights
8 Street lights or stop lights
9 Automobile lights (car or truck)
10 Appliances and/or electronics (TVs, monitors, computers, etc.)
77 Other (specify)_____
88 (Don't know)
99 (Refused)

LE3 Have you ever purchased any LED bulbs? [[IF NECESSARY: We're referring only to regular light bulbs, not light fixtures or holiday lights.]
[NEW]
1 Yes
2 No ➔ **SKIP TO LE7**
88 (Don't Know) ➔ **SKIP TO LE7**
99 (Refused) ➔ **SKIP TO LE7**

LE4 During 2012, how many LED bulbs did you purchase?
[NEW] **[IF NECESSARY: If a package contained more than one bulb, count each bulb separately.]**
ENTER # _____ [PROBE FOR BEST ESTIMATE]
0 (None) ➔ **SKIP TO LE6**
88 (Don't know) ➔ **SKIP TO LE6**
99 (Refused) ➔ **SKIP TO LE6**

LE5 **[IF LE4 = 0, 88, 99, SKIP TO LE6]** Of all the LED bulbs you bought in 2012, how many did you
[NEW] install in your home?

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

LE6 Thinking about all of the LED bulbs you recently purchased, how satisfied are you with them?
[NEW] Use a scale of 1 to 10, where 1 means you are "not at all satisfied" and 10 means you are "very satisfied".

ENTER # _____ [1 = not at all satisfied; 10 = very satisfied]
88 (Don't know)
99 (Refused)

LE7 **[IF LE3 = 1, SKIP TO LE8]** Why haven't you purchased any LED bulbs?
[ACCEPT MULTIPLE RESPONSE]

0 Not familiar with them
1 Too expensive
2 Don't know where to buy them
3 Can't find them
4 Can't find the shape/size I need
5 Satisfied with my current light bulbs
6 Don't need any bulbs
77 Other (specify)_____
88 (Don't know)
99 (Refused)

LE8 **[IF LE1a = 1 OR LE1b = 1]** How likely are you to purchase any LED bulbs within the next year?
[NEW] Please use a scale of 1 to 5 where 1 means you are "not at all likely" and 5 means you are "very l ikely."

ENTER # _____ [1 = not at all likely; 5 = very likely]
88 (Don't know)
99 (Refused)

8 DEMOGRAPHICS - ALL

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

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

1 Mobile home
2 Single-family (attached or detached)
3 Apartment
4 Condo
77 (Other)
88 (Don't know)
99 (Refused)

D2 Do you own your home or do you rent?

1 Own
2 Rent
88 (Don't know)
99 (Refused)

D3 Including yourself, how many people live in your home?
[DO NOT READ LIST]

1 One
2 Two
3 Three
4 Four
5 Five
6 Six
7 Seven or more
88 (Don't know)
99 (Refused)

D4 Which of the following best describes your educational background? **[READ LIST]**

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

D5 [IF D3 =1 READ] Which of the following best describes your age group? **[OMIT "5 and under"]**
[ELSE READ] For each of the following age groups, how many people, including you, usually live in this home? **[ONCE TOTAL PEOPLE IN D5 = D3, SKIP REMAINING AND SKIP TO D6.]**

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

D6 Which of the following categories contains your annual household income from all sources in 2011 before taxes? **[READ LIST]**

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

D7 Lastly, may I please have your zip code? ENTER 5-DIGIT ZIP CODE: _____

9 WRAP UP

W0 Those are all the questions I have for you. Thank you very much for your time and opinions.
RECORD GENDER [DO NOT ASK RESPONDENT]

1 Male
2 Female

B.3 2013 Utility Program Manager Interview Guide

Utility Program Manager Interview Guide
2013 Northwest Residential Lighting Market Tracking Study
FINAL – March 11, 2013

Interview Objectives:

1. Understand partner activities regarding research on the consumer lighting market (including research on knowledge/preferences and purchasing motivations);
2. Obtain details regarding current residential lighting program efforts in the region, including details on information, messaging and marketing campaigns; and
3. Gauge utility program managers' current needs and concerns regarding the Northwest lighting market (to help NEEA ensure that its ongoing efforts are appropriately targeted).

INTRODUCTION

Hello, my name is _____ and I am calling from DNV KEMA Energy & Sustainability. We're conducting a residential lighting market tracking study for the Northwest Energy Efficiency Alliance (NEEA). Right now we're interviewing a small number of utility contacts to gather feedback and insights on the Northwest lighting market. I would like to hear your perspectives and will keep our interview to 30 minutes or less. Your perspectives and opinions are confidential and will be presented to NEEA only in aggregate with other interview results. Your name will not be used in any reports or documents.

Prior to Interview

- Review each utility's website for information on residential lighting programs. If available, populate as many of the details below prior to the interview and confirm details with the respondent during the call. If information is not available online, request information from respondent.

RESIDENTIAL LIGHTING INCENTIVE PROGRAMS

1. First, can you tell me a little bit about your residential current lighting incentive programs?
   [NOTE: Education/information programs addressed in next section]
   [Probe for details on the topics below for each program]
   - Program name
   - When program began (how long it's been running)
   - Target participants (all residential? specific groups? etc.)
   - Technologies included
   - Lamp types (general purpose, specialty, what specialty types, holiday lights, etc.)
   - How is program delivered? (If via retail stores, who are the retail partners?)
   - Program/discount type (upstream, rebates, direct install, etc.)

- Total number of products rebated
- Number of general purpose CFLs rebated
- Number of specialty CFLs rebated
- Product discounts
- Program budget (if available)
- Whether 2013 program differs from 2012 (and if so, how)

2. What are the specific goals for your residential lighting program[s]?
    - Do you have any specific end-points in mind? In other words, have you determined when you will discontinue incentives for a particular product type (e.g., when the non-discounted price reaches a certain point or when saturation reaches a certain level)? [If YES, describe]

3. [If relevant:] How do your programs define "general purpose CFLs" – what lamp styles are included?
    - [Clarify whether GP includes spiral only, a-lamps, wattage ranges/limits, etc.]

4. [If not mentioned] Do your programs provide any incentives or other support for energy-efficient incandescent or halogen lamps that are compliant with the Energy Independence and Security Act of 2007 (EISA)? Why or why not?

5. Do you foresee a role for general purpose CFL programs in the future? Can you explain?
    - [If current GP CFL program:] Do you have plans to discontinue your general purpose CFL program[s] at some point in the future? [If YES, when]
    - [If NO current GP CFL program:] Have you ever offered incentives for general purpose CFLs?
        - [If YES:] When did the program end? Why did you decide to discontinue it?

RESIDENTIAL LIGHTING EDUCATION/INFORMATION/MARKETING CAMPAIGNS

6. Do you have any current or planned education, information or marketing campaigns for residential lighting? [If YES:]
    - What are the key messages of the campaign?
    - Who is the target audience?
    - What types of products are included in the campaign?
    - How is information disseminated? (If via retail stores, who are the retail partners?)
    - What are your motivations for conducting the campaign?
    - Could you possibly email me copies of the educational materials?

7. How well do you think residential customers understand the range of lamp technologies available?
    - [Probe for details on general purpose vs. specialty CFLs, EE incandescent lamps, LED lamps]

8. Do you perceive any gaps in existing messaging related to consumer lighting products – whether it's related to product type, specific types of information, or something else? [If YES, describe]

OTHER RESIDENTIAL LIGHTING MARKET ACTIVITIES

9. Are planning or currently conducting any research on the residential lighting market? [If YES:]
    - What is the objective of the research?
    - Is there a focus on any specific products, customer groups, etc.?
    - What is your motivation for conducting the research?
    - Is the research complete? [If YES:]
        - Are the results publically available? (Where?)
        - What were some of the key study findings/conclusions?

10. [If not addressed] Are you planning or currently conducting any research specifically regarding consumer purchasing motivations or preferences? [If YES:]
    - What is the objective of the research?
    - Is there a focus on any specific products, customer groups, etc.?
    - What is your motivation for conducting the research?
    - Is the research complete? [If YES:]
        - Are the results publically available? (Where? Or request via email)
        - What were some of the key study findings/conclusions?

MARKET BARRIERS

11. Are there any significant barriers to CFL sales to consumers in your service territory, in terms of availability, product diversity, affordability, or consumer satisfaction? [Probe details regarding general purpose and specialty CFLs]
    - What can be done to overcome these barriers, and by whom?
    - [PROBE to see if there is a perceived role for NEEA here]

12. What about barriers to LED replacement lamp sales to consumers in your service territory – again in terms of availability, product diversity, affordability, or consumer satisfaction?

- What can be done to overcome these barriers, and by whom?
- [PROBE to see if there is a perceived role for NEEA here]

13. Do you perceive any other market barriers to energy-efficient lamp sales to residential customers in your service territory? [If yes, describe]

NEEA'S ROLE

14. What specific needs do you have with regard to consumer lighting products – whether it's general purpose CFLs, specialty CFLs, LED lamps, or other products?
    - [If any] How might an organization like NEEA be able to support you in this regard?

15. Do you see a need for a regional entity like NEEA to get back into the residential lighting market in some way? [If YES:]
    - What role do you perceive for them?
    - Why?

WRAP-UP

- Thank respondent for his/her time and input.
- Ask if you can call back with brief clarifying questions if necessary.
- Obtain details regarding transmittal of specific studies/marketing materials/etc.

B.4 2013 Lighting Supplier Interview Guide

2013 NEEA LIGHTING SUPPLIER INTERVIEW GUIDE - FINAL
03/04/2013

Objectives:

- Obtain a more complete picture of the residential lighting market – including 4 lamp types (CFLs [general purpose and specialty], LED replacement lamps, traditional incandescent lamps, and EISA-compliant incandescent lamps)
- Identify recent and anticipated sales and pricing trends in national and Northwest residential lighting markets, as well as the reasons for these trends
- Explore current and future effects of the Energy Independence and Security Act of 2007 (EISA)
- Characterize lighting marketing materials in Northwest retail stores

Interviewer Instructions:

- Explain purposes of interview.
- Provide assurances of confidentiality.
- NOTE: "general purpose" CFLs = spiral/twister and a-lamps. Specialty CFLs = everything else.
- If necessary: explain that "Northwest" includes Washington, Oregon, Idaho, and Montana.

[FOR MANUFACTURERS: Before call, review prior years' interviews and/or company information (online, etc.) to determine whether manufacturer produces incandescent lamps, CFLs and LED lamps – THIS INFORMATION WILL BE NEEDED TO COMPLETE THE INTERVIEW.]

Introduction

I'm calling from DNV KEMA on behalf of the Northwest Energy Efficiency Alliance (NEEA). In the past you have provided us with useful information regarding your company's participation in NEEA's regional CFL promotions and on the CFL market in general. I'd like to talk with you about any changes you may have seen in the lighting market since 2012 and about federal legislation that governs the phase-out of inefficient lighting including many incandescent bulbs that are currently on the market (the 2007 Energy Independence and Security Act).

Q0. Let's start off by talking about the lighting market in general. Can you tell me what types of changes you've seen (if any) in the national market for residential lighting in 2012? [PROMPT IF NECESSARY: These could be changes in product types, availability, price, the types of retailers carrying particular products, regional differences, etc.]

CFLs - SALES

Q1. How did your national sales of CFLs in 2012 compare with your sales in 2011?
[PROBE FOR PERCENT INCREASE OR DECREASE.]
[IF NEEDED] Your best guess is fine.

Q1b. [IF CHANGE MENTIONED IN Q1]
What do you think caused this change in sales?

Q1c. What proportion of 2012 CFL sales were specialty CFLs?

Q1d. How has the proportion of sales that are general purpose CFLs versus specialty CFLs changed between 2011 and 2012? [Remind respondent that NEEA considers "general purpose CFLs" to include spirals/twisters and a-lamps and "specialty CFLs" to include everything else.]

Q1e. [IF CHANGE MENTIONED IN Q1d]
What do you think caused that shift [in the proportion of general purpose versus specialty CFL sales]?

Q2. Can you estimate your total 2012 CFL sales in the Northwest – that is, in Oregon, Washington, Idaho and Montana? What about 2011 sales?
[IF CANNOT PROVIDE SALES FIGURES, OBTAIN % CHANGE BETWEEN YEARS.]
[IF NEEDED] Your best guess is fine.

- 2012 Northwest sales – CFLs: _____
- 2011 Northwest sales – CFLs: _____
- [IF NECESSARY] % change in NW CFL sales 2011-2012: _____

Q2b. [IF CHANGES MENTIONED IN Q2]
What do you think caused the change in sales between 2011 and 2012?
[IF MORE THAN ONE REASON CITED, TRY TO OBTAIN ESTIMATES OF RELATIVE WEIGHT OF EACH REASON – e.g., *Reason A was responsible for 90% of the change*]

Q2c. Approximately what proportion of your 2012 CFL sales in the Northwest were general purpose CFLs versus specialty CFLs? [IF NECESSARY: general purpose CFLs are spirals, twisters, and a-lamps.] What about in 2011?

- % of 2012 CFL sales that were specialty CFLs: _____
- % of 2011 CFL sales that were specialty CFLs: _____

Q2d. [IF DIFFERENT %S MENTIONED IN Q2c]
What do you think caused that shift [in the proportion of general purpose versus specialty CFL sales]?

Q4. Did you see any major changes in 2012 as far as the percentage of your Northwest CFL sales that were promotional versus non-promotional sales? By "promotional sales" I mean those for which you received incentives from a utility or other energy-efficiency body. [PROBE RE PROMOTIONS IN WHICH THEY PARTICIPATED – WHO SPONSORED, ETC.]

Q5. Thinking about the Northwest specifically, did you see any OTHER changes in the lighting market in the Northwest during 2012? [IF YES, DESCRIBE]

Q6. Do you think sales of general purpose CFLs will increase, decrease, or stay the same in the Northwest over the next five years?

Q6a. [IF CHANGE MENTIONED] By what percentage do you think [general purpose CFL] sales will change?

Q6b. [IF CHANGE MENTIONED] What factors do you think are driving this change? [IF NEEDED: Market conditions such as general purpose CFL saturation, increased or lack of consumer awareness, weaker/stronger economy, etc.]

Q7. Do you think sales of specialty CFLs will increase, decrease, or stay the same in the North-west over the next five years?

Q7a. [IF CHANGE MENTIONED] By what percentage do you think [specialty CFL] sales will change?

Q7b. [IF CHANGE MENTIONED] What factors do you think are driving this change? [IF NEEDED: Market conditions such as general purpose CFL saturation, increased or lack of consumer awareness, weaker/stronger economy, etc.]

CFLs - PRICES

Q8. What would you say was the average price for a general purpose CFL in the Northwest dur-ing 2012? [PROBE FOR DIFFERENCES BY STORE TYPE, STATE, ETC.]
[IF NECESSARY: General purpose CFLs= twister/spiral and a-lamps.]

Q7a. Does this average price differ from the national average? If so, how?

Q9. How do you think prices will change over time for general purpose CFLs in the Northwest? In other words, what do you think the average price will be for a general purpose CFL in the Northwest next year (in 2014)? What about in 2016?

- 2014 average price – general purpose CFL: _____
- 2016 average price – general purpose CFL: _____

Q10. What would you say was the average price across all types of specialty CFLs in the Northwest during 2012? [PROBE FOR DIFFERENCES BY STORE TYPE, STATE, ETC.]

Q9a. Does this differ from the national average? If so, how?

Q11. How do you think prices will change over time for specialty CFLs in the Northwest? In other words, what do you think the average price will be across all types of specialty CFLs in the Northwest next year (in 2014)? What about in 2016?

- 2014 average price – specialty CFL: _____
- 2016 average price – specialty CFL: _____

PRODUCT SUPPLY

S1. [NATIONAL PLAYERS ONLY] Are there factors inherent in the manufacturing, importing or distributing processes that have restricted the production and supply of CFL products in the past year or so? Please describe: [IF RESPONDENT CAN'T THINK OF ANYTHING, PROMPT WITH EXAMPLES SUCH AS SHORTAGES OF INPUTS USED IN MANUFACTURING PROCESSES (LABOR, CAPITAL, RAW MATERIALS), INADEQUATE INFRASTRUCTURE TO PRODUCE OR IMPORT PRODUCTS, OR BRING THEM TO MARKET, ETC.]

S1a. [IF SUPPLY BARRIERS IDENTIFIED] To what degree have these production and supply restrictions varied with the type of CFL product?

S2. Have you experienced any difficulties supplying the market or meeting the demand for CFLs in the Northwest over the past few years, or do you anticipate any such difficulties in the next few years? [IF YES, PROBE FOR DIFFERENCES BY PRODUCT STYLE/WATTAGE, STORE TYPE, STATE, ETC.]

ENERGY INDEPENDENCE AND SECURITY ACT OF 2007

[INCANDESCENT LAMP MANUFACTURERS AND RETAILERS ONLY (E1—E5)]

E1. In December 2007 Congress passed a new Energy Bill. One component of the bill calls for a gradual phase-out of inefficient lamps over time starting in 2012. [IF NECESSARY: The phase-out began for 100 Watt general service lamps on January 1, 2012, for 75-Watt lamps starting in 2013, and 60 and 40 Watt lamps will phase out in 2014.] Are you familiar with this legislation? [IF NO, SKIP TO E7]

[IF NECESSARY: The phase-out began for 100 Watt general service lamps on January 1, 2012, for 75-Watt lamps starting in 2013, and 60 and 40 Watt lamps will phase out in 2014.]

E2. In your opinion, what has been the impact of this energy legislation on CFL sales through the beginning of 2013? [PROBE: Increase/decrease/no change? For what reasons? Any other impacts?]

E3. What do you expect will be the short term effects of this act (2013-2014)?

E4. What do you expect will be the long term effects of this act (beyond 2014)?

E5. What are your expectations for U.S. CFL product sales in 2013 and beyond? [PROBE FOR PERCENT CHANGES FROM 2012 TO 2013]

E5a. Why do you say that?

[ALL EISA AWARE RESPONDENTS (E6)]

E6. What impacts, if any, do you expect this legislation to have on incandescent bulbs?

E6a. [IF NOT MENTIONED] Do you think manufacturers will stop producing incandescent bulbs by a certain date? [IF YES] When?

[ALL RESPONDENTS (E7)]

E7. [ASK IF NECESSARY – I.E., IF PRODUCT TYPES NOT DESCRIBED IN PRIOR YEAR'S INTERVIEW OR ONLINE]
Does your company manufacture/sell traditional incandescent lamps? That is, incandescent lamps that do not meet the current requirements of the Energy Independence and Security Act of 2007 (EISA)?

1. Yes
2. No → If no, skip to I1

[RETAILERS WHO CURRENTLY SELL INCANDESCENTS AND ARE AWARE OF EISA (E7-E8)]

E8. How do you think the legislation will affect your incandescent lamp stocking practices?

E9. Have you begun selling higher-efficacy incandescents such as Halogen-IR lamps?

E8a. [IF E8 = YES] How do you market these products? [IF NECESSARY: How will you distinguish the high-efficacy products from traditional lower-efficacy incandescent lamps?]

Traditional Incandescent Lamps - SALES

[MANFUFACTURERS AND RETAILERS WHO CURRENTLY SELL INCANDESCENTS (I1-I2)]

I1. [IF RELEVANT]
How did your national sales of traditional incandescent lamps in 2011 compare with your sales in 2012?
[PROBE FOR PERCENT INCREASE OR DECREASE]
[IF NEEDED] Your best guess is fine.

I1a. [IF CHANGES MENTIONED IN I1]
What do you think caused these changes in national sales of traditional incandescent lamps?
[PROBE FOR DIFFERENCES IN REASONS FOR CHANGES IN CFL SALES VS. INCANDESCENT SALES]

I1b. [IF NOT MENTIONED IN I2a] Did your sales of 100-Watt traditional incandescent lamps change between 2011 and 2012? [IF YES: How? What do you think caused this change?]

I2. Can you estimate your total 2012 sales of traditional incandescent lamp in the Northwest? What about 2011 sales?
[IF CANNOT PROVIDE SALES FIGURES, OBTAIN % CHANGE BETWEEN YEARS.]
[IF NEEDED] Your best guess is fine.

- 2012 NW sales – incandescents: _____
- 2011 NW sales – incandescents : _____
- [IF NECESSARY] % change in NW traditional incandescent sales 2011-2012: _____

I2a. [IF CHANGES MENTIONED IN I3]
What do you think caused these changes in traditional incandescent lamp sales?
[IF MORE THAN ONE REASON CITED, TRY TO OBTAIN ESTIMATES OF RELATIVE WEIGHT OF EACH REASON – e.g., *Reason A was responsible for 90% of the change*]

[RETAILERS WHO DO NOT CURRENTLY SELL INCANDESCSENTS (I4)]

I3. Did your stores ever sell incandescent lamps?

I3a. [IF I4 = YES] When did you stop selling them? Why? [PROBE: Did the EISA legislation have any influence on the decision to stop selling them?]

I3b. [IF I4 = NO] Why not?

EISA-Compliant Incandescent Lamps - SALES

[MANFUFACTURERS AND RETAILERS WHO CURRENTLY SELL INCANDES-CENTS AND ARE AWARE OF EISEA (ES1-ES4)]

ES1. Does your company manufacture/sell incandescent lamps that meet the current requirements of the Energy Independence and Security Act of 2007 (EISA)?

1. Yes
2. No → If no, skip to Incandescent Lamp Pricing section

ES1a. [IF MANUFACTURE/SELL TRADITIONAL & EISA-COMPLIANT INCAN-DESCENTS]
Approximately what proportion of your 2012 incandescent lamp sales in the Northwest were EISA-compliant versus traditional incandescent lamps? What about in 2011?

- % of 2012 incandescent sales that were EISA-compliant: _____
- % of 2011 incandescent sales that were EISA-compliant: _____

ES2. [IF RELEVANT]
How did your national sales of EISA-compliant incandescent lamps in 2011 compare with your sales in 2012?
[PROBE FOR PERCENT INCREASE OR DECREASE]
[IF NEEDED] Your best guess is fine.

ES2a. [IF CHANGES MENTIONED IN ES2]
What do you think caused these changes in national sales of EISA-compliant incandescent lamps?
[PROBE FOR DIFFERENCES IN REASONS FOR CHANGES IN CFL SALES VS. INCANDESCENT SALES]

ES2b. [IF NOT MENTIONED IN EI2a] Did your sales of 100-Watt EISA-compliant incandescent lamps change between 2011 and 2012? [IF YES: How? What do you think caused this change?]

ES3. Can you estimate your total 2012 sales of EISA-compliant incandescent lamp in the Northwest? What about 2011 sales?
[IF CANNOT PROVIDE SALES FIGURES, OBTAIN % CHANGE BETWEEN YEARS.]
[IF NEEDED] Your best guess is fine.

- 2012 NW sales – incandescents: _____
- 2011 NW sales – incandescents : _____
- [IF NECESSARY] % change in NW EISA-compliant incandescent sales 2011-2012: _____

ES3a. [IF CHANGES MENTIONED IN ES3]
What do you think caused these changes in EISA-compliant incandescent lamp sales? [IF MORE THAN ONE REASON CITED, TRY TO OBTAIN ESTIMATES OF RELATIVE WEIGHT OF EACH REASON – e.g., *Reason A was responsible for 90% of the change*]

ES4. Do you think sales of EISA-compliant incandescent lamps will increase, decrease, or stay the same in the Northwest over the next five years?

ES4a. [IF CHANGE MENTIONED] By what percentage do you think [EISA-compliant incandescent lamp] sales will change?

Traditional & EISA-Compliant Incandescent Lamps - PRICES [NEW]

[SKIP THIS SECTION IF RESPONDENT DOES NOT MANUFACTURE/SELL INCANDESCENT LAMPS (I5)]

I5. What would you say was the average price for a traditional general purpose incandescent lamp in the Northwest during 2012? [PROBE FOR DIFFERENCES BY STORE TYPE, STATE, ETC.]
[IF NECESSARY: General purpose incandescents = standard a-lamp incandescents.]

I5a. Does this average price differ from the national average? If so, how?

[IF RESPONDENT MANUFACTUERS/SELLS INCANDESCENT LAMPS AND IS AWARE OF EISA (I6-I7)]

I6. What would you say was the average price across all types of EISA-compliant incandescents in the Northwest during 2012? [PROBE FOR DIFFERENCES BY STORE TYPE, STATE, ETC.]

I6a. Does this differ from the national average? If so, how?

I7. How do you think prices will change over time for EISA-compliant incandescents in the Northwest? In other words, what do you think the average price will be across all types of EISA-compliant incandescents in the Northwest next year (in 2014)? What about in 2016?

- 2014 average price – EISA-compliant incandescent: _____
- 2016 average price – EISA-compliant incandescent: _____

LED Replacement Lamps - SALES

L1. [ASK IF NECESSARY – I.E., IF PRODUCT TYPES NOT DESCRIBED IN PRIOR YEAR'S INTERVIEW OR ONLINE] Does your company manufacture/sell LED replacement lamps (for the residential market?)?

1. Yes
2. No [SKIP TO L5]

L2. [IF L1=YES] Can you estimate your total 2012 LED replacement lamp sales in the Northwest? What about 2011 sales?
[IF CANNOT PROVIDE SALES FIGURES, OBTAIN % CHANGE BETWEEN YEARS.]
[IF NEEDED] Your best guess is fine.

- 2012 NW sales – LED: _____
- 2011 NW sales – LED: _____
- [IF NECESSARY] % change in NW LED sales 2011-2012: _____

L2a. [IF CHANGES MENTIONED IN L2] What do you think caused these changes in replacement LED lamp sales?
[IF MORE THAN ONE REASON CITED, TRY TO OBTAIN ESTIMATES OF RELATIVE WEIGHT OF EACH REASON – e.g., *Reason A was responsible for 90% of the change*]

L3. What percentage of your total LED replacement lamp sales in 2012 were A-lamps? What about in 2011? [IF NECESSARY: LED A-lamp = shaped like a standard general purpose incandescent]
[IF CANNOT PROVIDE SALES FIGURES, OBTAIN % CHANGE BETWEEN YEARS.]
[IF NEEDED] Your best guess is fine.

- 2012 NW sales – LED A-lamps: _____
- 2011 NW sales – LED A-lamps: _____
- [IF NECESSARY] % change in NW LED A-lamp sales 2011-2012: _____

L3a. [IF NECESSARY] What type of LED replacement lamp represented the greatest percentage of your 2012 NW LED lamp sales? What percentage did sales of this lamp type comprise of your overall Northwest LED lamp sales in 2012?

L4. Do you think sales of LED replacement lamps will increase, decrease, or stay the same in the Northwest over the next five years?

L4a. [IF CHANGE MENTIONED] By what percentage do you think [LED replacement lamp] sales will change? How do you think this will differ by lamp type?

L5. What are the most important factors that are limiting customer demand for LED products? Please explain. [PROBE FOR APPLICABILITY, DESIGN, COST, AWARENESS, QUALITY ISSUES.]

L5a. [IF NOT MENTIONED] To what degree have these demand barriers varied with the type of LED product?

[IF RESPONDENT DOES NOT MANUFACTURE/SELL LED BULBS (L6)]

L6. [IF L1=NO] Do you plan to sell LED bulbs in the near future?

L6a. [IF L6 = YES] Which bulbs? When do you plan on selling them?

L6b. [IF L6 = NO] Why not?

LED Replacement Lamps - PRICES [NEW]

[IF RESPONDENT MANUFACTURES/SELLS LED BULBS (L7-L9)]

L7. What would you say was the average price for a general purpose LED A-lamp in the Northwest during 2012? [PROBE FOR DIFFERENCES BY STORE TYPE, STATE, ETC.]

L7a. Does this average price differ from the national average? If so, how?

L8. How do you think prices will change over time for general purpose LED A-lamps in the Northwest? In other words, what do you think the average price will be for a general purpose LED A-lamps in the Northwest next year (in 2014)? What about in 2016?

- 2014 average price – general purpose LED A-lamp: _____
- 2016 average price – general purpose LED A-lamp: _____

L9. Is your company currently working to improve the design or performance of general purpose LED lamps?

L9a. [ASK IF L9 = YES] What types of improvements are you trying to implement? [PROBE FOR DETAILS ON APPEARANCE, LIGHT QUALITY, FEATURES, ETC.]

L9b. [ASK IF L9 = NO] Why is that?

MARKETING AND EDUCATIONAL MATERIALS [NEW]

[RETAILERS ONLY (M1-M3)]

M1. [IF RETAILER SELLS CFLS] What types marketing and educational materials do you have in your [Northwest] store(s) for CFLs?

M1a. [IF NOT MENTIONED] What type of signage do you have in your store(s) for CFLs? Do you have other displays? [IF YES] What other types of displays do you have?

M1b. [IF NOT MENTIONED] Who provides the CFL marketing materials that you have in your store(s)? [IF NEEDED] Do you provide the materials? Do you get materials from manufacturers? From utilities? From other organizations?

M1c. What are the key messages of the marketing and educational materials that you have in your store(s) for CFLs?

M2. [IF RETAILER SELLS LEDS] What types marketing and educational materials do you have in your [Northwest] store(s) for LED replacement lamps?

M2a. [IF NOT MENTIONED] What type of signage do you have in your store(s) for LED lamps? Do you have other displays? [IF YES] What other types of displays do you have?

M2b. [IF NOT MENTIONED] Who provides the LED marketing materials that you have in your store(s)? [IF NEEDED] Do you provide the materials? Do you get materials from manufacturers? From utilities? From other organizations?

M2c. What are the key messages of the marketing and educational materials that you have in your stores for LED lamps?

M3. Do you provide any other types of market and educational materials related to lighting in your [Northwest] stores? [IF YES] What types of lighting products are mentioned in the materials?

M3a. What other types of marketing and educational materials do you provide? [IF NOT MENTIONED] Do you supply signage or other displays?

M3b. [IF NOT MENTIONED] Who provides these other materials? [IF NEEDED] Do you provide the materials? Do you get materials from manufacturers? From utilities? From other organizations?

M3c. What are the key messages of these other materials?

[MANUFACTURER ONLY (M4-M6)]

M4. [IF MANUFACTURER SELLS CFLS] Do you supply any CFL marketing or educational materials to stores in the Northwest?

M4a. [IF NOT MENTIONED] What type of materials do you supply for CFLs? [IF NEEDED] Do you supply signage or other displays?

M4b. What are the key messages of these materials for CFLs?

M5. [IF MANUFACTURER SELLS LEDS] Do you supply any marketing or educational materials to stores in the Northwest related to LED lamps?

M5a. [IF NOT MENTIONED] What types of materials do you supply for LED lamps? [IF NEEDED] Do you supply signage or other displays?

M5b. What are the key messages of these materials for LED lamps?

M6. Do you supply any other types of lighting marketing and educational materials to stores in the Northwest?

M6a. [IF NOT MENTIONED] What types of marketing materials do you supply? [IF NEEDED] Do you supply signage or other displays?

M6b. What are the key messages of these other materials?

CLOSE

Those are all of the questions I have for you today. Thank you so much for your time and your valuable comments.

APPENDIX C - DETAILED SHELF SURVEY RESULTS

C.1 Sample Expansion Weights

Table 15
Lighting Retailer Shelf Survey Sample Expansion Weights, 2012-13

Store Type	Urban	Rural
Wholesale Club	-	5.50
Do-It-Yourself	2.00	13.27
Drug and Grocery	20.67	38.84
Mass Merchandise	17.50	21.28
Small Hardware	66.00	26.52

Note: This table represents a simplified version of the sample expansion weights developed for the lighting retailer shelf survey. The dataset includes a complete set of weights.

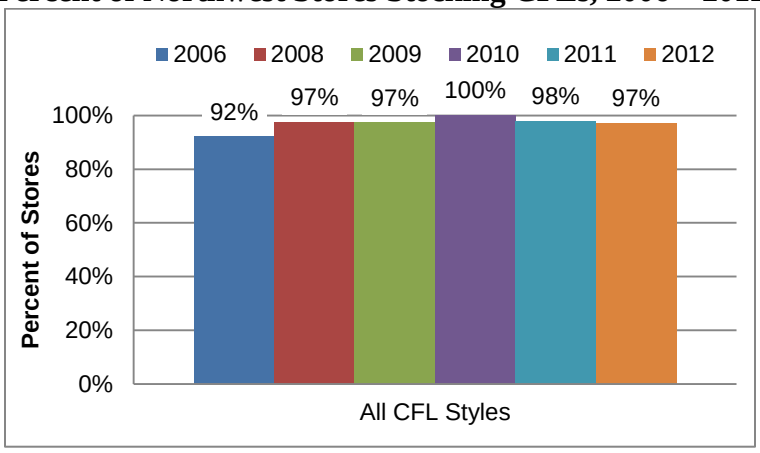
C.2 Lamp Availability

The shelf surveys examine lamp availability in terms of the percentage of stores carrying a specific lamp technology as well as the percentage of total lamp stock represented by a particular lamp technology. For the latter, field researchers count the total number of packages present for each lamp model on the shelf as well as the number of lamps per package, and analysts multiply these two estimates together to yield the total number of lamps for each lamp model present in each retail store visited as part of the shelf surveys.

C.2.1 Percent of Stores Carrying CFLs Over Time

Figure 6 shows the percentage of stores visited during the 2006, 2008, 2009, 2010, 2011 and 2012 shelf surveys that stocked general purpose CFLs and/or specialty CFLs. As shown, 2012 marks the second year with a decrease in the number of stores stocking CFL bulbs, with 97 percent of stores. This is down one percent from 2011 and two percent from 2010.

Figure 6
Percent of Northwest Stores Stocking CFLs, 2006—2012



As in 2011, there was near parity between the percentage of stores that stocked general purpose and specialty CFL bulbs in 2012. Figure 7 shows that in 2012, 96 percent of stores carried general purpose CFLs, down 1 percentage point from 2011 and unchanged from 2010. The percentage of stores stocking specialty CFLs was unchanged from 2011 (also 96%).

Figure 7
Percent of Northwest Stores Stocking CFLs by CFL Type, 2006—2012

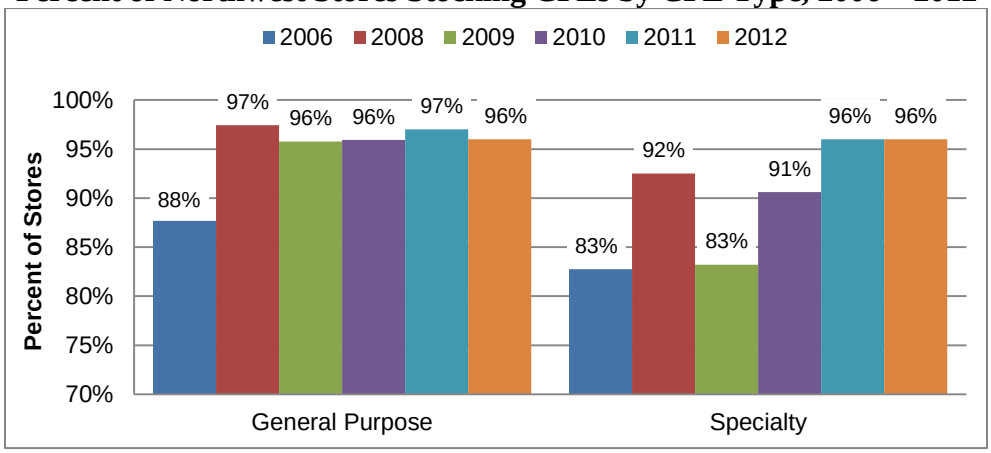
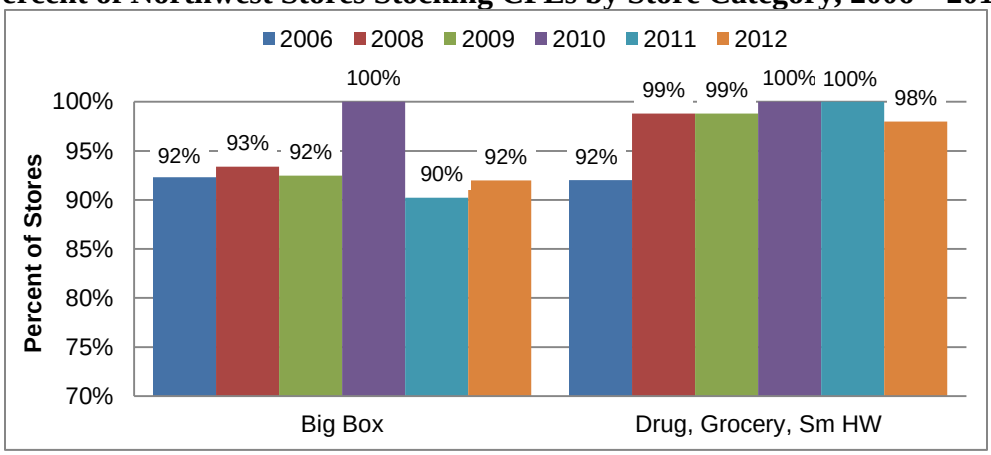


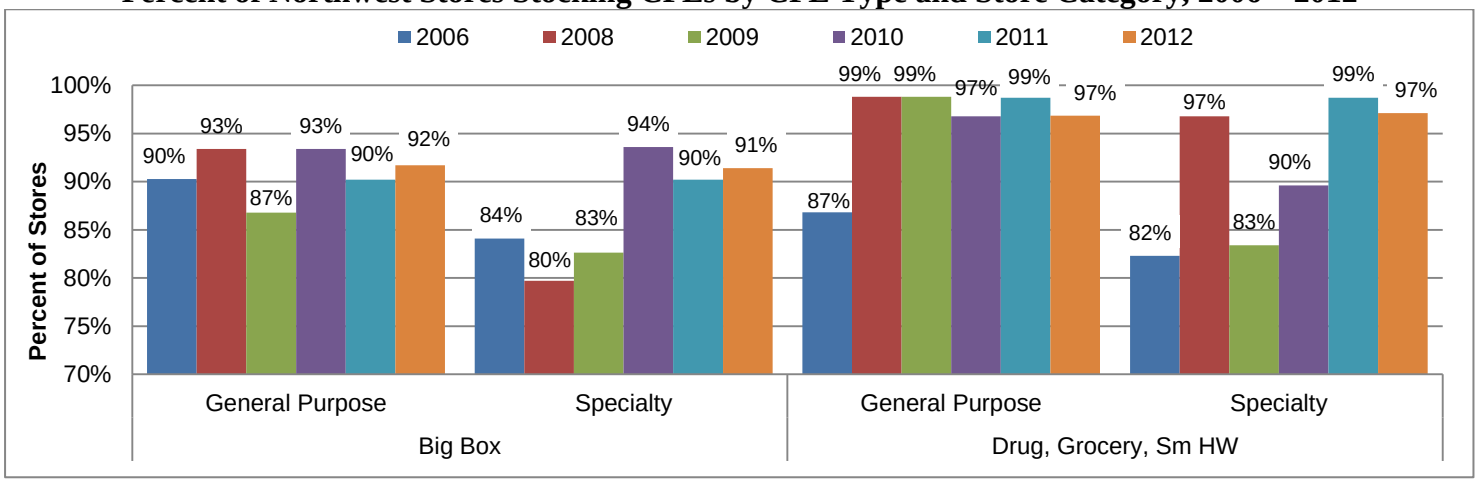
Figure 8 shows the percentage of CFLs stocked by store category, divided into "big box" stores (mass merchandise, DIY, and wholesale clubs) and non- big box stores (including drug, grocery and small hardware stores). The percentage of big box stores that carried CFLs increased from 90 percent in 2012 to 92 percent in 2012. Conversely, the percentage of drug, grocery and small hardware stores that carried CFLs decreased from 100 percent in 2011 to 98 percent in 2011.

Figure 8
Percent of Northwest Stores Stocking CFLs by Store Category, 2006—2012



When results are further examined by store category and CFL type together (Figure 9), results suggest that the decreases in CFL stocking rates are driven by the non- big box stores. The percentage of big box stores stocking CFLs increased slightly between 2011 and 2012. The percentage of big box stores stocking general purpose CFLs increased by 2 percentage points (from 90% to 92%) and the percentage of big box stores carrying specialty CFLs increased by 1 percentage point in the same timeframe (from 90 to 91%). The percentage of drug, grocery and small hardware stores stocking both general purpose and specialty CFLs decreased slightly between 2011 and 2012 from 99 percent to 97 percent in both cases.

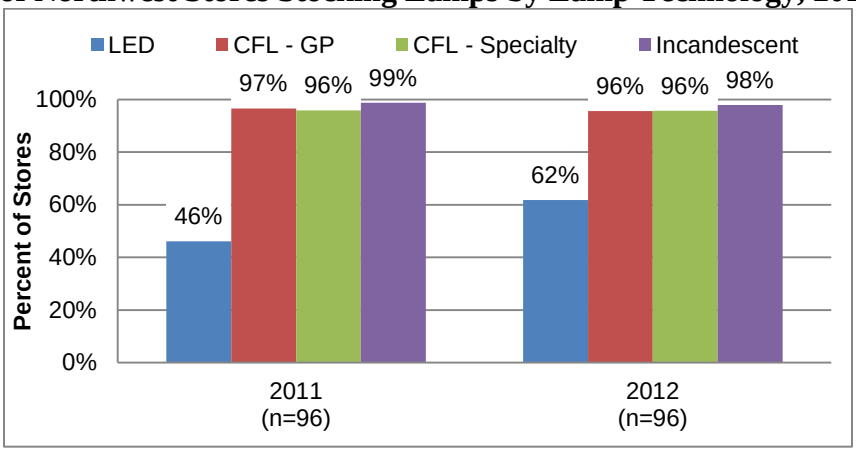
Figure 9
Percent of Northwest Stores Stocking CFLs by CFL Type and Store Category, 2006—2012



Percent of Stores Carrying Lamps by Technology, Store Category, and Geography (2011 and 2012)

Figure 10 shows the percent of stores stocking different lamp technologies—including LED lamps, general purpose CFLs, specialty CFLs, and incandescent lamps—in 2011 and 2012. Both general purpose and specialty CFLs as well as incandescent lamps show little or no change between years. Nearly all Northwest stores stocked CFLs and incandescent lamps in 2011 and 2012. The figure shows an increase of about one third between 2011 and 2012 in the percentage of stores stocking LED lamps; 46 percent of Northwest stores stocked LED lamps in 2011, increasing to 62 percent in 2012.

Figure 10
Percent of Northwest Stores Stocking Lamps by Lamp Technology, 2011—2012



When examined by store category and lamp type in both 2011 and 2012 (Figure 11), the patterns change slightly. CFLs—both general purpose and specialty—were found in nearly all non- big box stores in both years with little change between years. LED lamp stocking expanded in both store categories between 2011 and 2012. The percentage of big box stores stocking LED lamps increased by 17 percentage points from 2011 to 2012, reaching nearly three-quarters of big box stores in 2012 (71%). The percentage of non- big box stores stocking LED lamps grew by nearly half, from 40 percent of stores in 2011 to 59 percent in 2012.

Figure 11
Percent of Northwest Stores Stocking Lamps by Lamp Technology and Store Category, 2011—2012

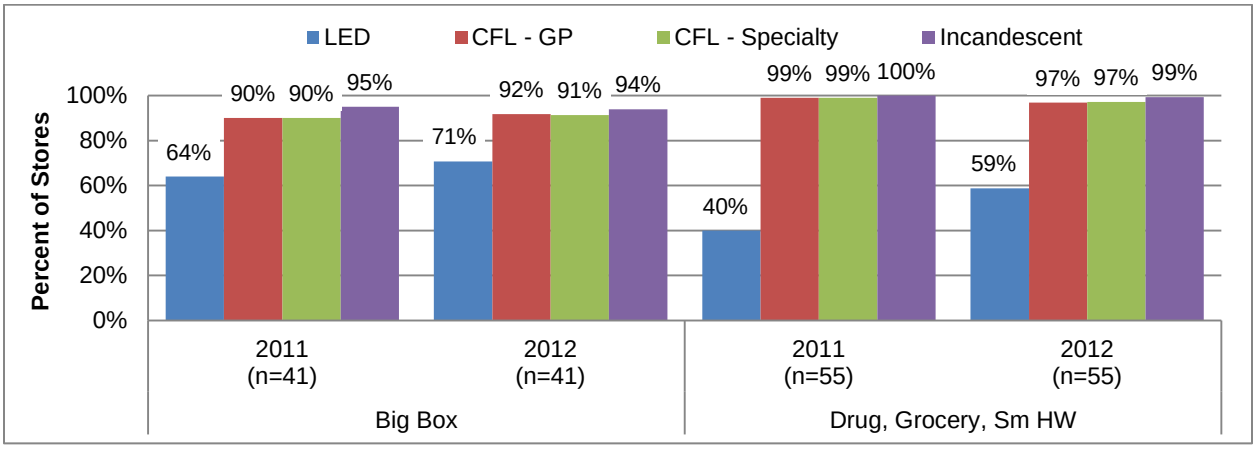


Figure 12 demonstrates differences in stocking patterns between rural and urban stores for the four different lamp technologies in 2011 and 2012. While the percentage of rural stores stocking both general purpose and specialty CFLs grew between 2011 and 2012, the proportion that stocked LED lamps remained unchanged. Urban stores saw very slight decreases in the proportion that stocked both types of CFLs, but increased in the proportion stocking LED lamps.

Figure 12
Percent of Northwest Stores Stocking Lamps by Lamp Technology and Geography, 2011—2012

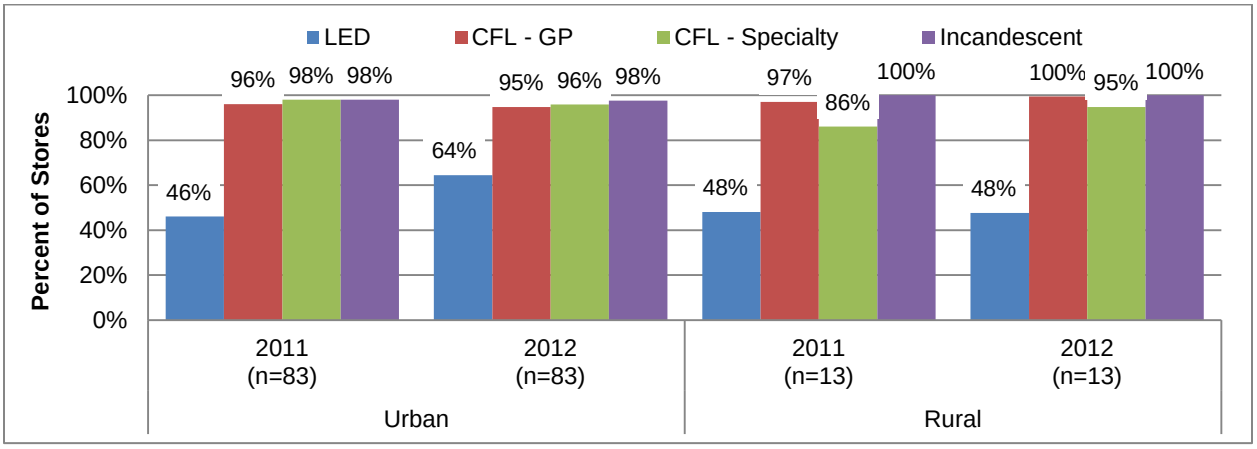
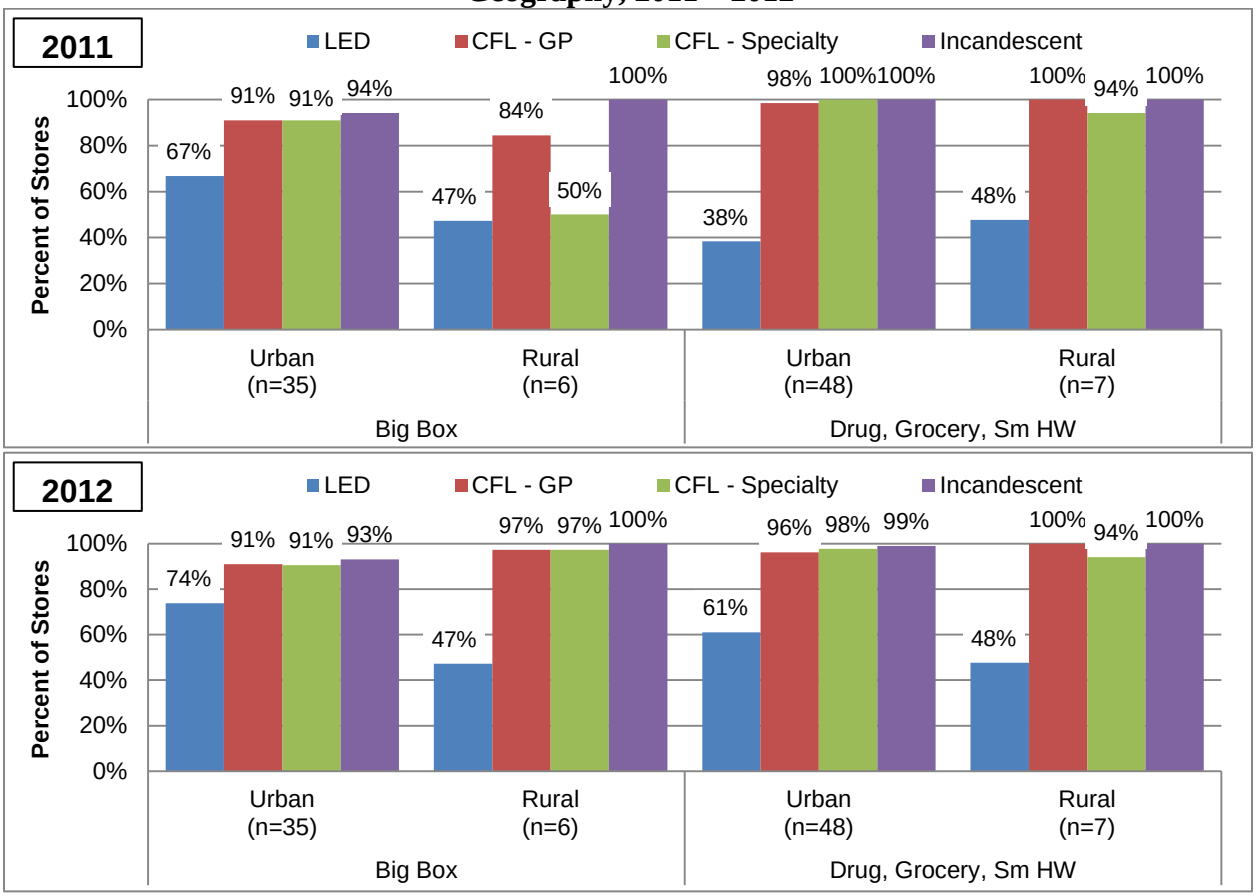


Figure 13 shows a complete breakdown of the data presented in the previous three figures, allowing for comparison by geography (urban versus rural), store category (big box versus non- big box) and the four lamp technologies in 2011 and 2012. The data suggest that:

- The proportion of rural big box stores stocking incandescent and LED lamps did not change from 2011 to 2012, but there was an increase in the proportion of rural big box stores stocking CFLs. The proportion that stocked general purpose CFLs increased from 84 to 97 percent and the proportion of stores stocking specialty CFLs nearly doubled, increasing from 50 percent in 2011 to 97 in 2012. By 2012, stocking patterns in rural big box stores was similar to urban big box stores with the exception of the proportion stocking LED lamps (which was still higher among urban stores).
- The percentage of urban big box stores stocking CFLs was unchanged between 2011 and 2012, and decreased by one percent in the proportion stocking incandescent lamps. The proportion of these stores stocking LED lamps increased to nearly three out of four in 2012 (74%).
- There was no change in the percentage of rural non- big box stores stocking any lamp technology between 2011 and 2012.
- Urban non- big box stores showed small changes in the proportion carrying CFLs and incandescent lamps between 2011 and 2012. The proportion stocking LED lamps, however, nearly doubled within the same timeframe from 38 percent in 2011 to 61 percent in 2012.

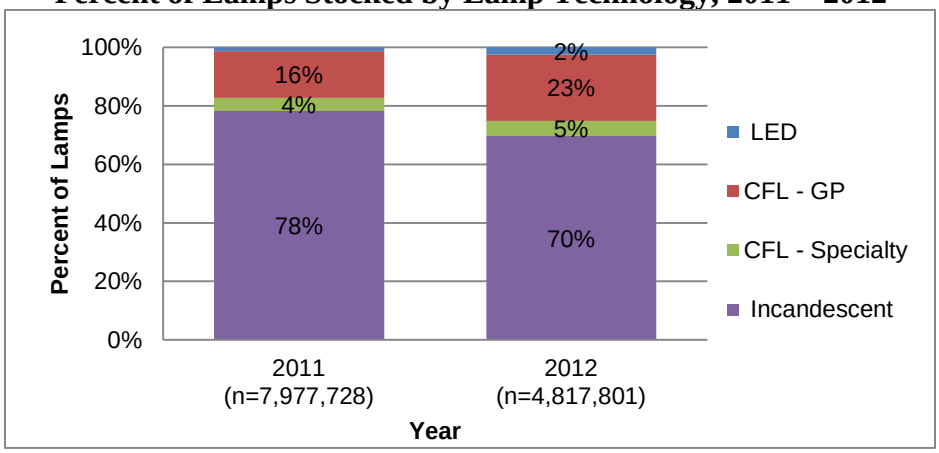
Figure 13
Percent of Northwest Stores Stocking Lamps by Lamp Technology, Store Category and Geography, 2011—2012



C.2.2. Percent of Lamps Stocked by Technology, Store Category, and Geography (2011 and 2012)

Figure 14 shows the number of lamps stocked across all retail stores in the sample by technology from 2011 to 2012. These data represent the percentage of total lamps (not lamp models or lamp packages) stocked across the stores. As shown, incandescent lamps still dominate store stock. However, the percentage of incandescent lamps stocked across all stores in the sample has declined by 8 percentage points between 2011 and 2012 (from 78 to 70%). This decrease in the proportion of total lamps comprised by incandescent lamps has been absorbed by a corresponding increase in CFLs stocked, shifting from 20 percent of all lamps in 2011 to 28 percent in 2012. The percentage of total lamps comprised by LED lamps also grew slightly—from one to two percent of all lamps stocked between 2011 and 2012.

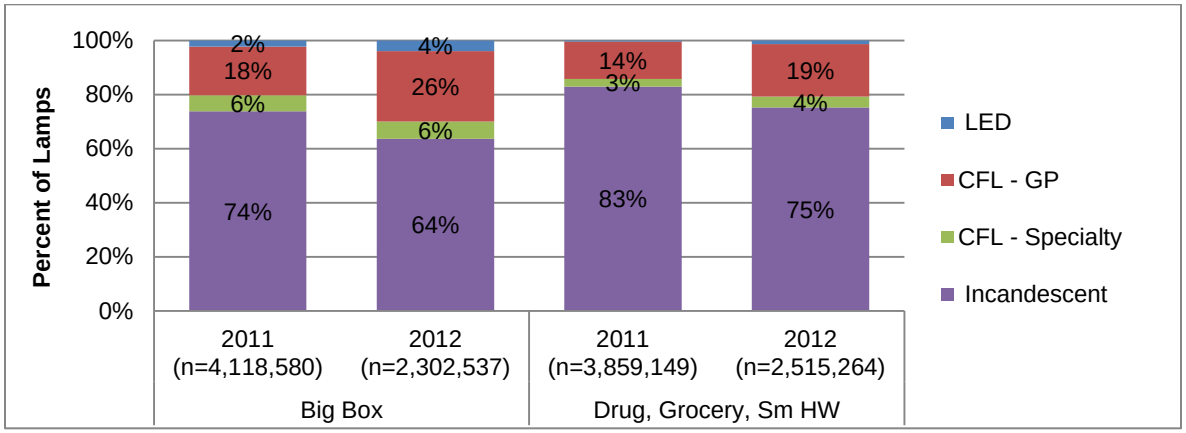
Figure 14
Percent of Lamps Stocked by Lamp Technology, 2011—2012



Note: Percentages may not total 100% due to rounding.

Big box stores and non- big box stores both reflected the year-to-year change shown in the table above, but at different levels. As demonstrated in Figure 15, big box stores experienced the largest change, with the proportion of total lamps comprised by incandescent lamps decreasing by 10 percentage points (to 64% of total lamps in 2012). General purpose CFLs largely moved into this space, increasing their share of all lamps by 8 percentage points to 26 percent in 2012. LED lamps doubled in big box lamp share from 2 to 4 percent of stock in 2012. This shift in lamp share of general purpose CFLs was similar but not as strong in non- big box stores, where general purpose CFLs increased share their by 5 percentage points to 19 percent of all lamps stocked in 2012. Specialty CFLs also gained one percentage point in non- big box stores, but in these stores LED lamps remained largely non-existent.

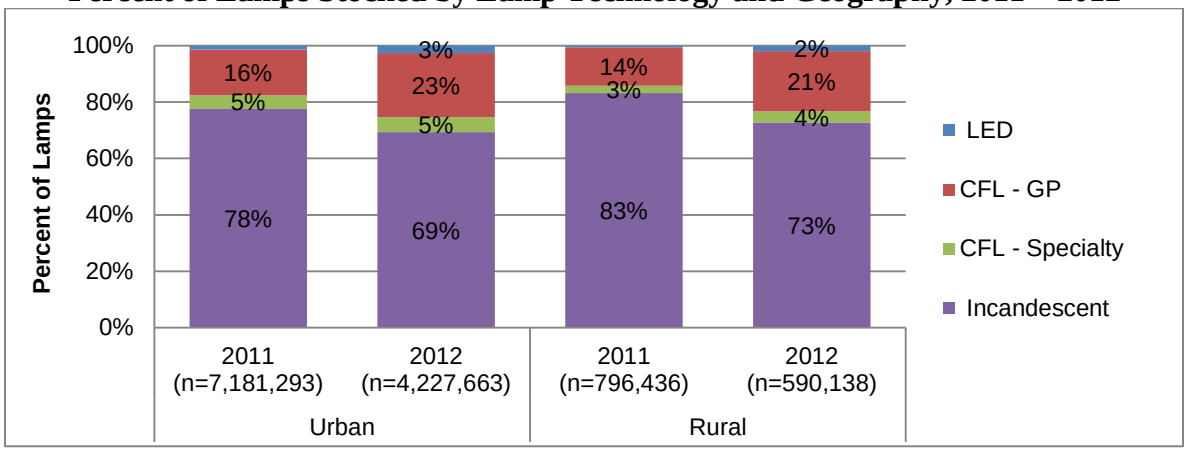
Figure 15
Percent of Lamps Stocked by Lamp Technology and Store Category, 2011—2012



Note: Percentages may not total 100% due to rounding.

Figure 16 demonstrates the differences in the share of total lamps comprised by urban and rural stores in 2011 and 2012. As in the figures above, the share of general purpose incandescent lamps decreased slightly between years, with the difference shifting toward general purpose CFLs. In urban stores, the share of incandescent lamps decreased from 78 percent in 2011 to 69 percent in 2012. Conversely, general purpose CFLs increased to 23 percent of all lamps in urban stores during 2012 and LED lamps from one to 3 percent of all lamps in urban stores. Rural stores saw a similar pattern but with some variation: incandescent lamp share decreased by 10 percentage points to 73 percent of lamps stocked, while general purpose CFLs, specialty CFLs and LED lamps all increased. The largest increase in rural stores between 2011 and 2012 was for general purpose CFLs, which increased from 14 percent of stock in 2011 to 21 percent of stock in 2012.

Figure 16
Percent of Lamps Stocked by Lamp Technology and Geography, 2011—2012

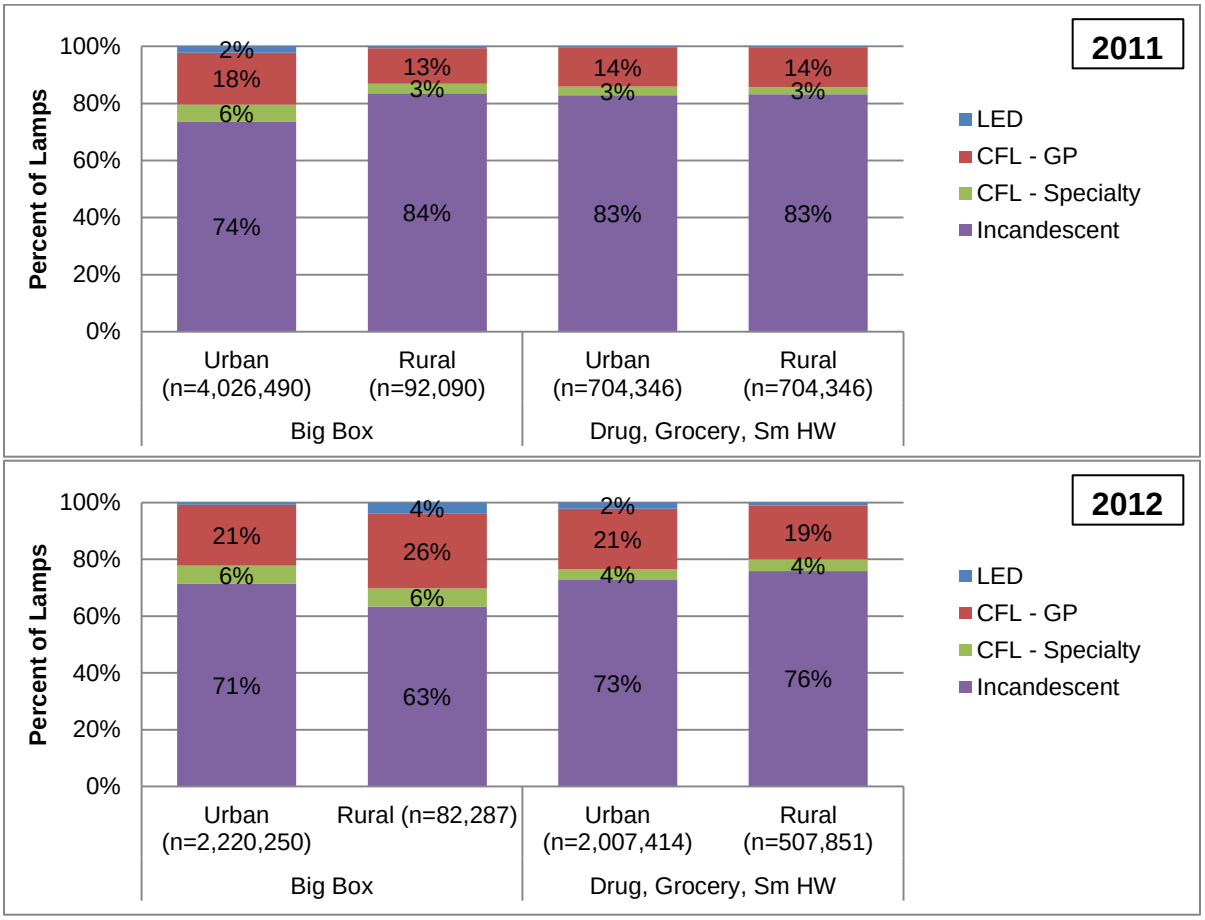


Note: Percentages may not total 100% due to rounding.

Figure 17 summarizes the percentage of lamps stocked by lamp technology, store category, geography in 2011 and 2012. Results suggest that:

- Urban non-big box and rural big box stores displayed the greatest changes between years.
- Rural big box stores had a large increase in LED lamps stocked, from practically none in 2011 to 4 percent of all lamps stocked in these stores in 2012.
- Rural big box stores also experienced a dramatic decrease in the proportion of lamp stock comprised by incandescent lamps, dropping by over one-fifth of total share to 63 percent; general purpose CFLs doubled from 13 percent to 26 percent of all lamps stocked in rural big box stores.
- Incandescent lamp share in urban non- big box stores decreased by 10 percentage points and general purpose CFL share increased by 50 percent (from 14 to 21% of lamps stocked) in urban non- big box stores.

Figure 17
Percent of Lamps Stocked by Lamp Technology, Store Category and Geography, 2011—2012



Note: Percentages may not total 100% due to rounding.

C.2.3. Availability of EISA-Qualified Lamps

DNV KEMA analysts assessed the availability of EISA-qualifying lamps in each of the four lumen ranges identified in the legislation in terms of the percentage of total medium screw-base (MSB) incandescent lamps in each lumen bin that met or did not meet the relevant standard at the time of each store visit. Section 0 of the report provides more detail on the EISA legislation.

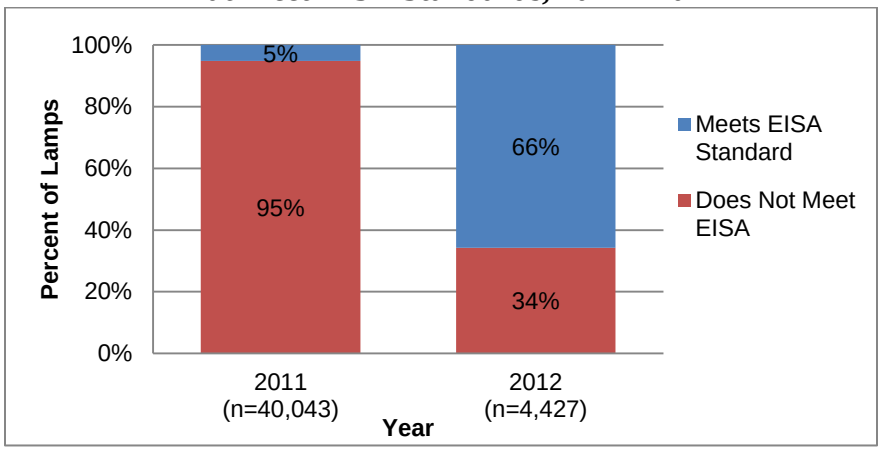
High Brightness MSB Incandescent A-Lamps (1490—2600 lumens)

The phase of EISA that affects high brightness (1490—2600 lumens) MSB incandescent A-lamps went into effect on January 1, 2012. As such, the regulation affecting these lamps was just about to begin at the time of the 2011 shelf survey visits and had been in place for roughly one

year at the time of the 2012 shelf survey visits. During the 2012 shelf survey visits, 61 percent of the region's stores stocked EISA-qualifying MSB incandescent A-lamps in this lumen bin.

Figure 18 below shows the percentage of high brightness (1490—2600 lumens) MSB incandescent A-lamps that met the EISA standard in 2011 and 2012 and those that did not. As shown the percentage of high brightness MSB incandescent A-lamps that met the standard increased from only 5 percent of lamps in this category in 2011 to two-thirds of these lamps in 2012 (66%). Also noteworthy is that the quantity of high brightness MSB incandescent A-lamps on retail shelves dropped by a factor of 10 between 2011 and 2012, suggesting a general phase-out of these types of lamps in Northwest retail stores in general.

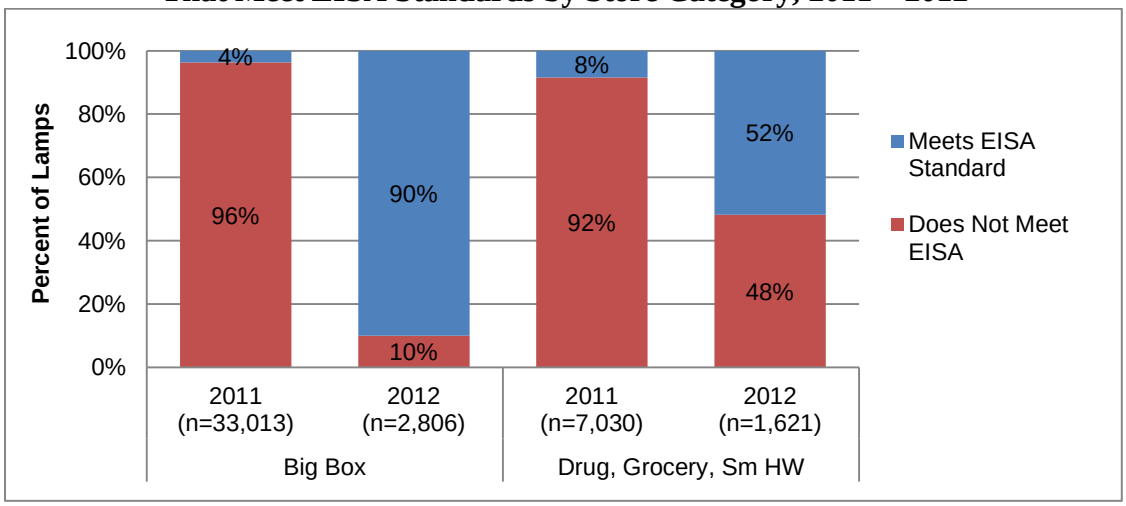
Figure 18
Percentage of High Brightness MSB Incandescent A-Lamps (1490—2600 lumens) That Meet EISA Standards, 2011—2012



Note: Percentages may not total 100% due to rounding.

When examined by store category (Figure 19), results suggest that the shift in stocking patterns from high brightness incandescent A-lamps that did not meet the standard between 2011 and 2012 to those that did meet the standard is apparent in both big box and non- big box stores—although to a lesser extent in the latter. Between 2011 and 2012, the percentage of high brightness MSB incandescent A-lamps that met the standard in big box stores increased from only 4 percent to 90 percent, while the percentage in non- big box stores increased from 8 percent to 52 percent in the same timeframe.

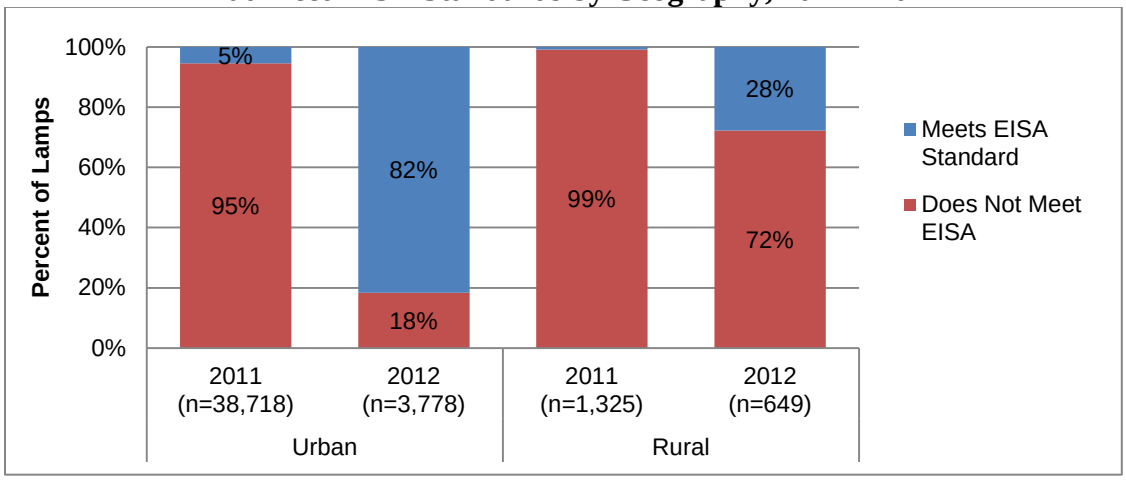
Figure 19
Percentage of High Brightness MSB Incandescent A-Lamps (1490—2600 lumens) That Meet EISA Standards by Store Category, 2011—2012



Note: Percentages may not total 100% due to rounding.

Figure 20 suggests that a higher percentage of high brightness MSB A-lamps in urban stores throughout the Northwest met the relevant EISA standard than rural stores at the time DNV KEMA staff conducted the 2012 shelf surveys. Nearly all of the relevant lamps in both geographic sectors did not meet the standard in 2011, but in 2012, the percentage of lamps that met the standard in urban stores increased to 82 percent while the percentage in rural stores increased to only 28 percent of total high brightness MSB incandescent A-lamps stocked by these stores.

Figure 20
Percentage of High Brightness MSB Incandescent A-Lamps (1490—2600 lumens) That Meet EISA Standards by Geography, 2011—2012

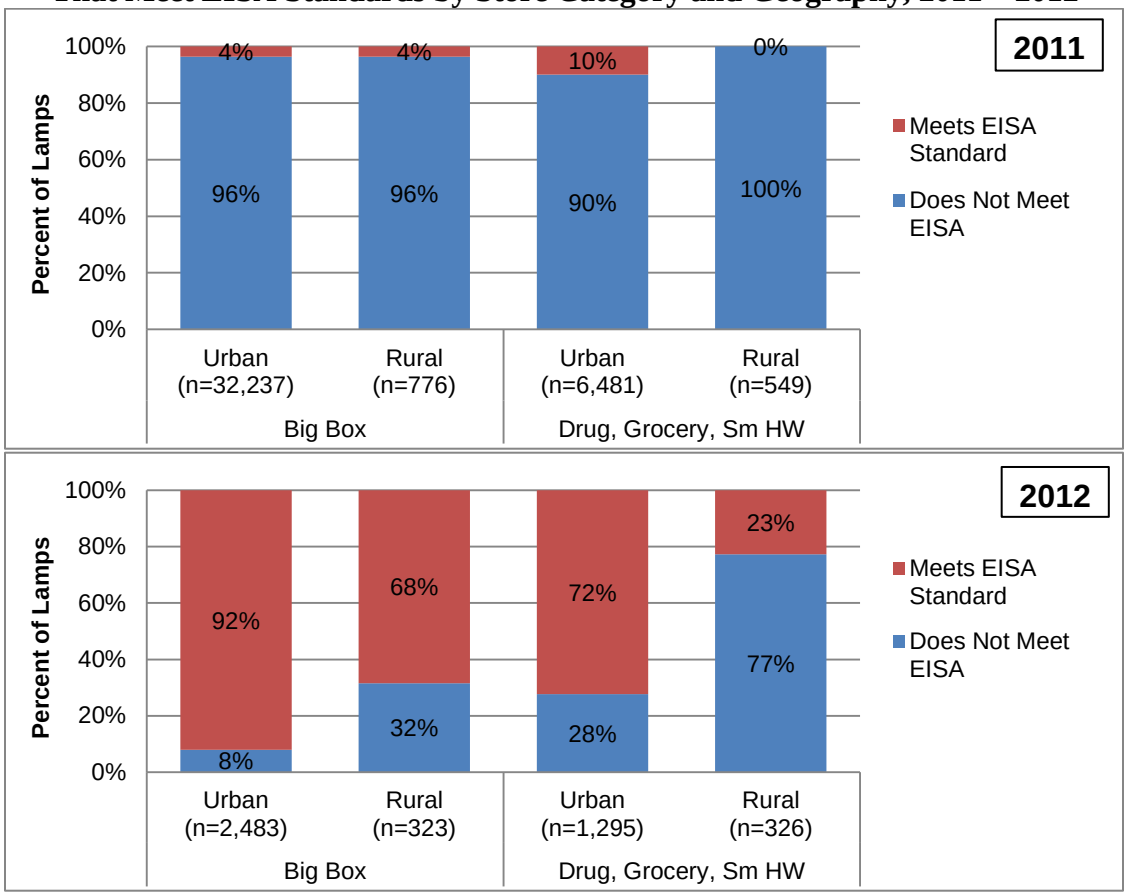


Note: Percentages may not total 100% due to rounding.

Figure 21 below shows the percentage of high brightness MSB incandescent A-lamps stocked in Northwest retail stores in 2011 and 2012 that met or did not meet the relevant EISA standard by store category and geographic sector (urban versus rural). Results from 2011 were similar across store types and geographies—although urban non-big box stores had more than twice the percentage of lamps that met the standard than other combinations of store category and geography.

However, results suggest dramatic shifts between 2011 and 2012 across all categories. Notably, 92 percent of high brightness MSB incandescent A-lamps in urban big box stores met the EISA standard in 2012, at least 20 percentage points higher than the percentage of lamps that met the standard in the other store category/geography combinations. Second-highest was urban non- big box stores, in which 72 percent of relevant lamps met the EISA standard. The percentage of lamps that met the standard was similar in rural big box stores (68%), with rural non-big box stores trailing behind with only 23 percent of all high brightness MSB incandescent A-lamps stocked in those stores meeting the EISA standard at the time of the 2012 shelf surveys.

Figure 21
Percentage of High Brightness MSB Incandescent A-Lamps (1490—2600 lumens) That Meet EISA Standards by Store Category and Geography, 2011—2012



Note: Percentages may not total 100% due to rounding.

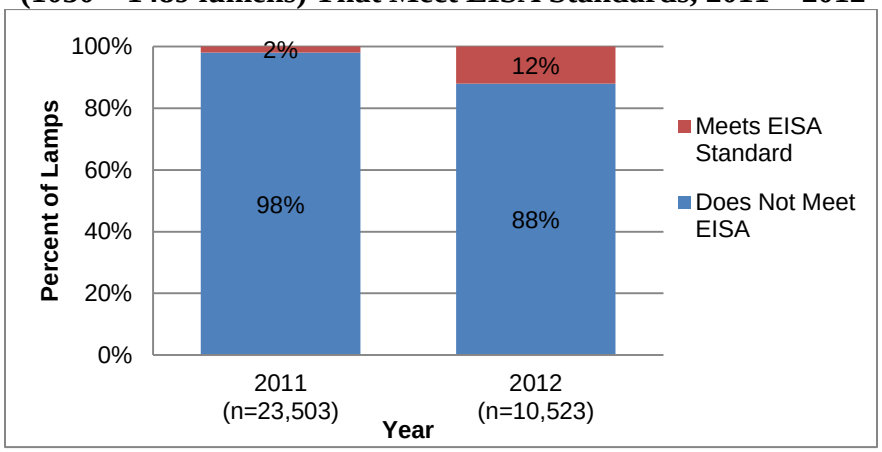
Medium High Brightness MSB Incandescent A-Lamps (1050—1489 lumens)

Figure 22 below shows the percentage of medium high brightness (1050—1489 lumens) MSB incandescent A-lamps that met the EISA standard that went into effect on January 1, 2013 and those that did not. Field researchers conducted the 2012 shelf surveys in late 2012/early 2013, so the standard was just coming into effect as researchers were completing the shelf surveys. During the 2012 shelf survey visits, only 39 percent of the region's stores stocked EISA-qualifying MSB incandescent A-lamps in this lumen bin.

As shown in the figure, only 12 percent of medium high brightness MSB incandescent A-lamps in Northwest retail stores met the EISA standard for this lumen category at the time of the 2012 shelf surveys (up from 2% in 2011). This is slightly higher than the percentage of EISA-qualifying high brightness (1490–2600 lumens) MSB incandescent A-lamps in stock in North-

west retail stores at the time of the 2011 shelf surveys (late 2011/early 2012), just as the standard for those lamps went into effect (5%; see Figure 18 above).

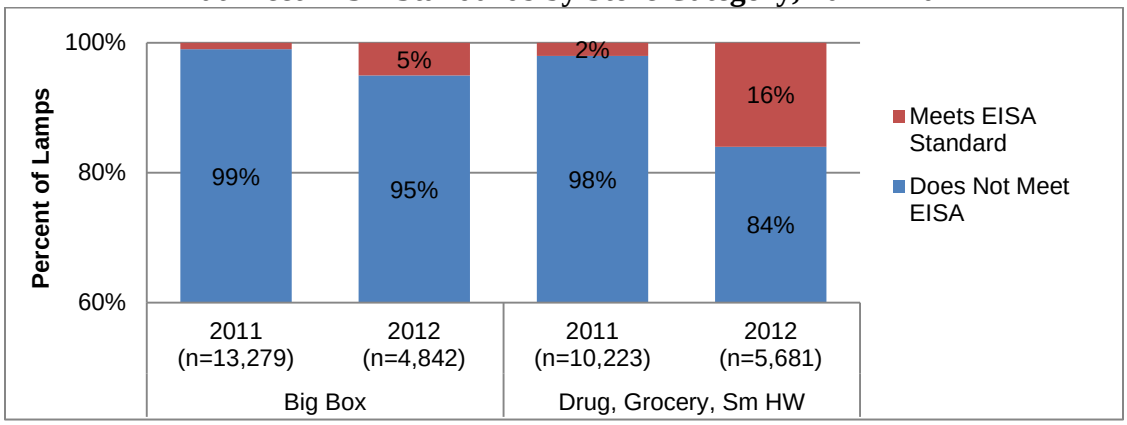
Figure 22
Percentage of Medium High Brightness MSB Incandescent A-Lamps (1050—1489 lumens) That Meet EISA Standards, 2011—2012



Note: Percentages may not total 100% due to rounding.

When examined by store category, results suggest that the greatest proportion of lamps that meet the EISA standard in 2012 for medium high brightness MSB incandescent A-lamps was in non-big box stores (16%) compared to one-third of this proportion in big box stores (5%; see Figure 23). In 2011, the percent of lamps meeting the standard for medium high brightness MSB incandescent A-lamps was only 1 percent in big box stores and only 2 percent in non-big box stores.

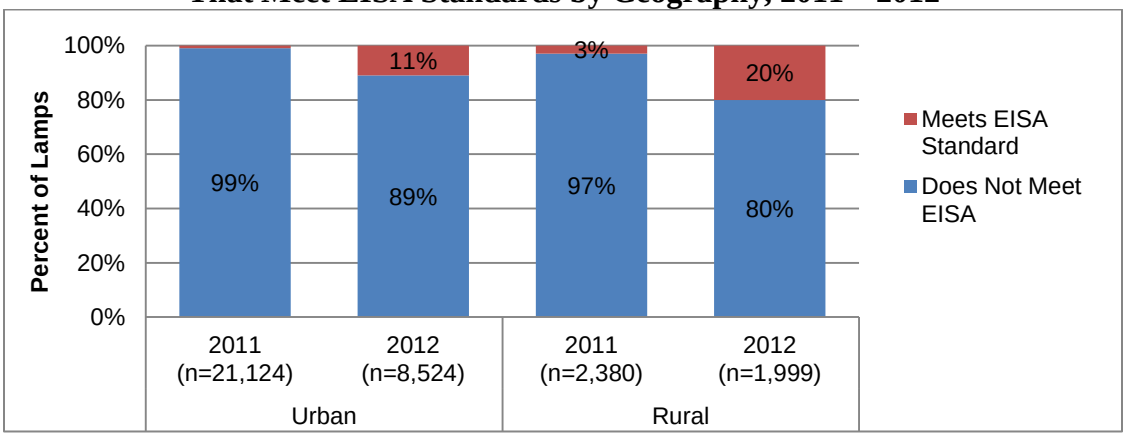
Figure 23
Percentage of Medium High Brightness MSB Incandescent A-Lamps (1050—1489 lumens) That Meet EISA Standards by Store Category, 2011—2012



Note: Percentages may not total 100% due to rounding.

By geographic sector (Figure 24), results for medium high brightness MSB incandescent A-lamps suggest that roughly twice the percentage of lamps met the standard in rural stores as in urban stores (20% versus 11%, respectively). Only a minimal percentage of relevant lamps met the standard in 2011 (1% of lamps in urban stores and 3% in rural stores).

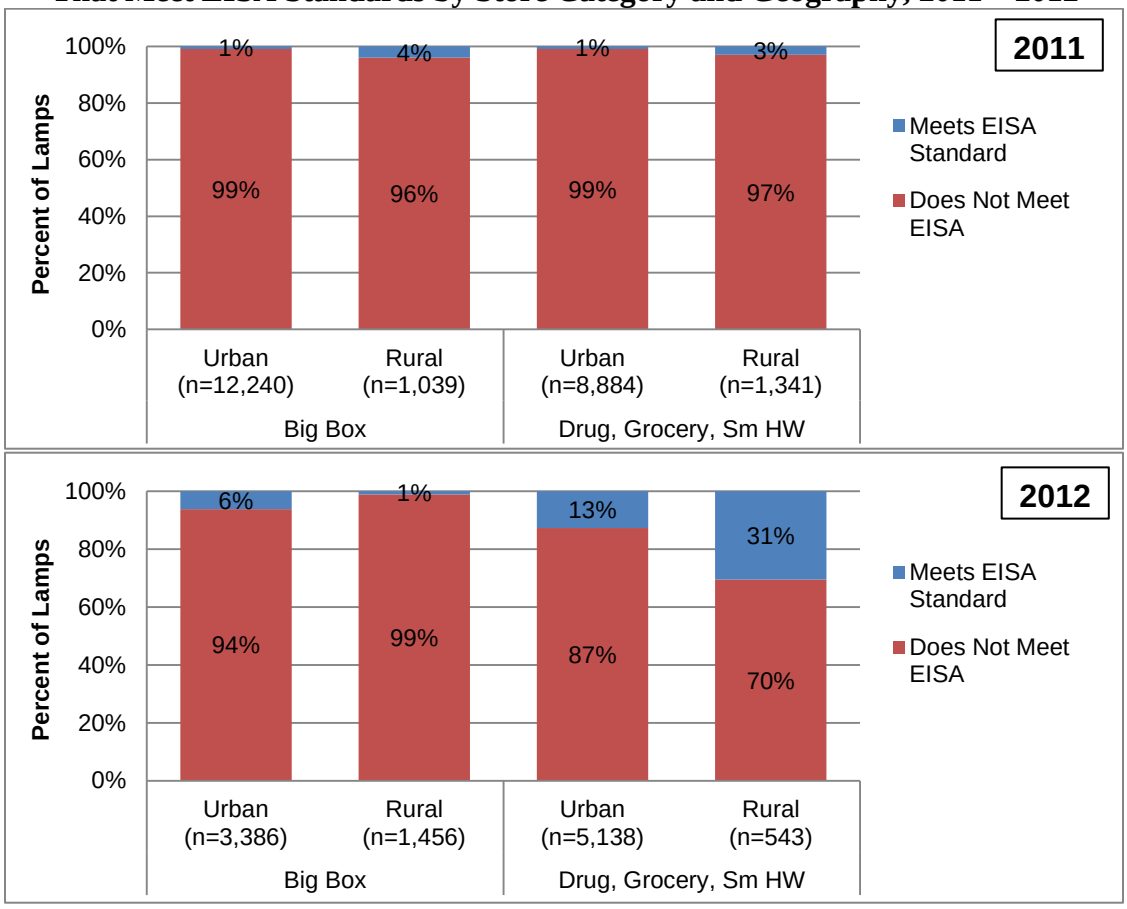
Figure 24
Percentage of Medium High Brightness MSB Incandescent A-Lamps (1050—1489 lumens) That Meet EISA Standards by Geography, 2011—2012



Note: Percentages may not total 100% due to rounding.

Figure 25 presents results for medium high brightness MSB incandescent A-lamps by store category and geographic sector (urban versus rural) for Northwest stores in 2011 and 2012. As shown, nearly a third of the relevant lamps stocked in rural non- big box stores met the standard in 2012, compared to only 13 percent in urban non- big box stores and 6 percent in urban big box stores. In 2012, only one percent of medium high brightness MSB incandescent A-lamps stocked in rural big box stores met the relevant EISA standard.

Figure 25
Percentage of Medium High Brightness MSB Incandescent A-Lamps (1050—1489 lumens) That Meet EISA Standards by Store Category and Geography, 2011—2012



Note: Percentages may not total 100% due to rounding.

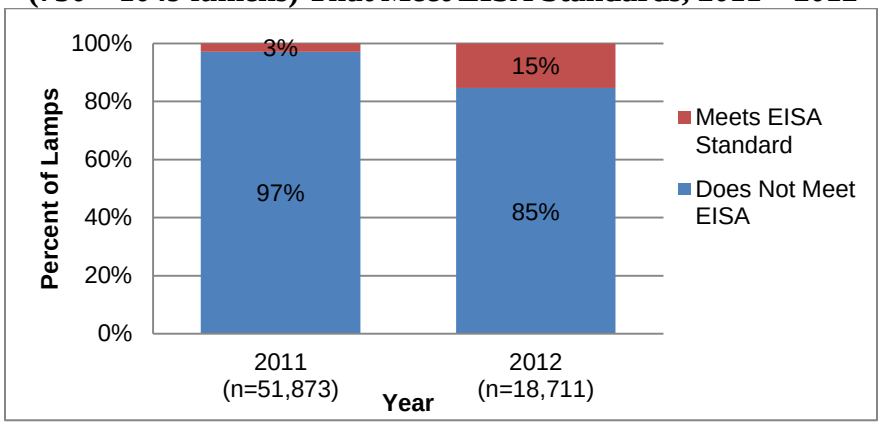
Medium Low Brightness MSB Incandescent A-lamps (750—1049 lumens)

At the time of the 2012 shelf survey visits (in late 2012/early 2013), 54 percent of the region's stores stocked EISA-qualifying MSB incandescent A-lamps in the medium low brightness category (750—1049 lumens). The standard affecting these lamps will go into effect on January 1, 2014.

Figure 26 below shows the percentage of MSB incandescent A-lamps in this lumen range that met the component of the EISA standard affecting these lamps and those that did not. As shown, the percentage of lamps that met the standard increased five-fold between 2011 and 2012 (from 3% to 15%). More detailed results suggest minimal differences by store category and geographic sector (urban versus rural) in the Northwest.

The number of medium low brightness MSB incandescent A-lamps stocked across the 96 stores visited during each shelf survey phase also dropped substantially between years, again suggesting an overall shift away from traditional incandescent technologies in Northwest retail stores. These results also suggest that retail stores may be decreasing their overall stock of lamps affected by the next phase of EISA but have not yet fully ramped up to stock a large proportion of lamps that meet the standard.

Figure 26
Percentage of Medium Low Brightness MSB Incandescent A-Lamps (750—1049 lumens) That Meet EISA Standards, 2011—2012



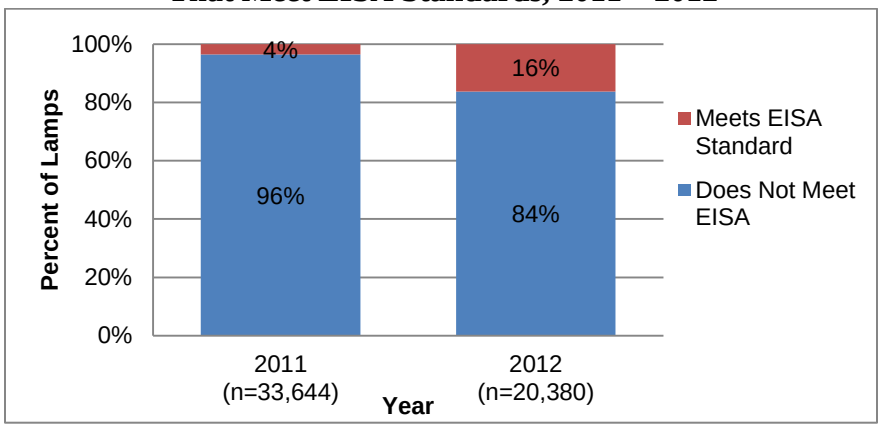
Note: Percentages may not total 100% due to rounding.

Low Brightness MSB Incandescent A-lamps (310—749 lumens)

When DNV KEMA field staff conducted the 2012 shelf surveys, 56 percent of the region's stores stocked EISA-qualifying MSB incandescent A-lamps in the low brightness category (310—749 lumens). The standard affecting these lamps goes into effect on January 1, 2014.

Figure 27 below shows the percentage of low brightness MSB incandescent A-lamps that met this component of the EISA standard and those that did not. As shown, results are nearly the same at the regional level as those shown for medium low brightness incandescent A-lamps as shown above—for low brightness incandescent A-lamps, the percentage of lamps meeting the standard increased from 4 percent in 2011 to 16 percent in 2012. More detailed results suggest minimal differences by store category and geographic sector (urban versus rural) in the North-west. Again, these results suggest that retail stores may be decreasing their overall stock of lamps affected by the next phase of EISA but have not yet fully ramped up to stock a large proportion of lamps that meet the forthcoming standard.

Figure 27
Percentage of Low Brightness MSB Incandescent A-Lamps (310—749 lumens) That Meet EISA Standards, 2011—2012



Note: Percentages may not total 100% due to rounding.

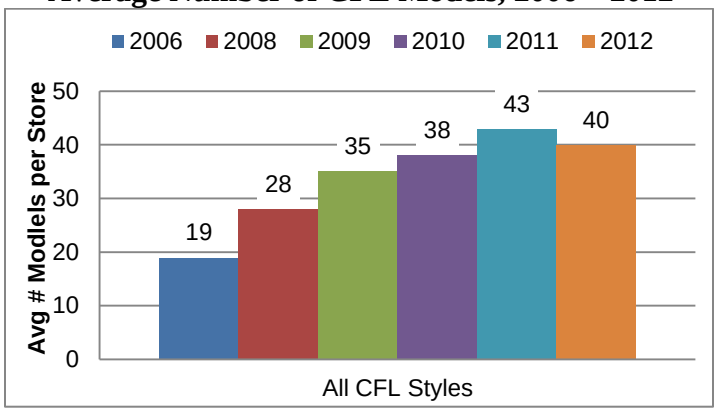
C.3 Lamp Diversity

The sections below discuss diversity in terms of the average number of general purpose and specialty CFL models available by store category over time (2006 through 2012). Within the 2011 and 2012 results, the report also presents data on the average number of lamp models by technology (general purpose CFLs, specialty CFLs, incandescent lamps, and LED lamps) and geography (urban versus rural stores).

C.3.1 Average Number of CFL Models Over Time

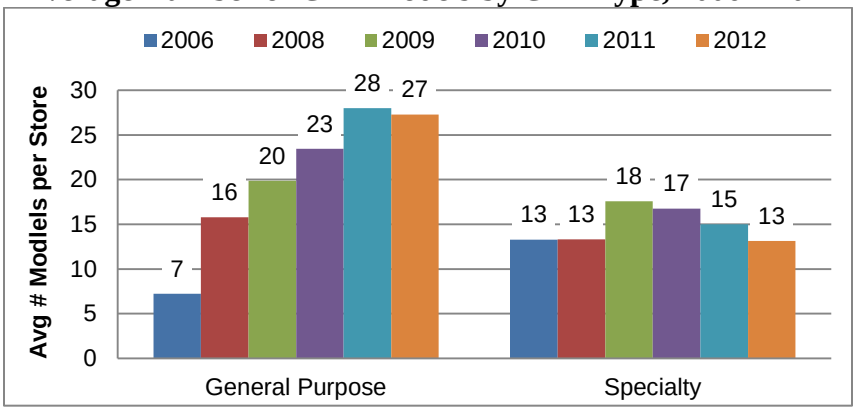
Figure 28 shows the average number of CFL models stocked per store across all CFL styles and store types in 2006, 2008, 2009, 2010, 2011 and 2012. As shown, the average number of models per store had increased over time to 43 models per store in 2011 before decreasing for the first time in 2012 to approximately 40 models per store.

Figure 28
Average Number of CFL Models, 2006—2012



The results shown in Figure 29 divide CFLs into general purpose lamps and specialty lamps. Results suggest continuing declines in the average number of specialty CFLs for the third year in a row to an average of 13 models per store. Results also suggest the first drop in general purpose lamp diversity in terms of the average number of models per store between 2011 and 2012 (from 28 to 27 models, on average).

Figure 29
Average Number of CFL Models by CFL Type, 2006—2012



When examined by store category (Figure 30), results suggest that the drop in the overall number of CFL models is largely driven by big box stores. The average number of CFL models stocked per store in big box stores decreased dramatically from 64 models per store in 2011 to 48 models per store in 2012. These results represent the lowest CFL model diversity among big box stores since 2008. While big box stores still have higher diversity than non- big box stores, the average number of CFL models per store in non-big box stores continued its slow increase over time. Be-

tween 2011 and 2012, the average number of CFL models per non- big box store increased from 36 to 37 models.

Figure 30
Average Number of CFL Models by Store Category, 2006—2012

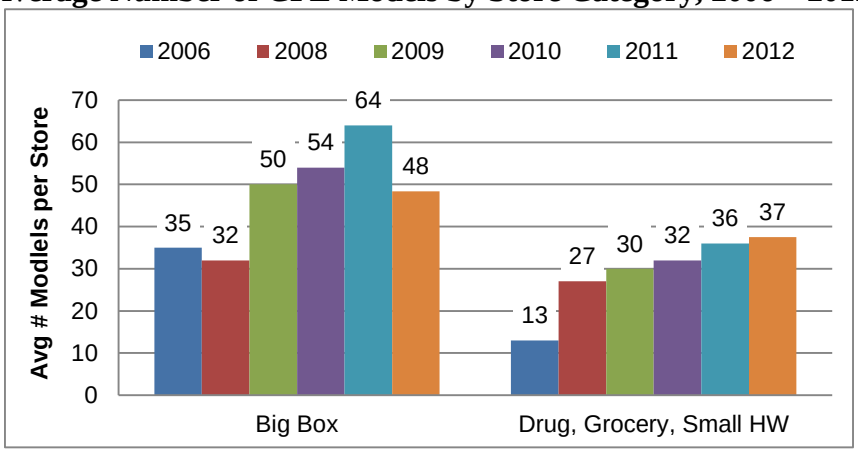
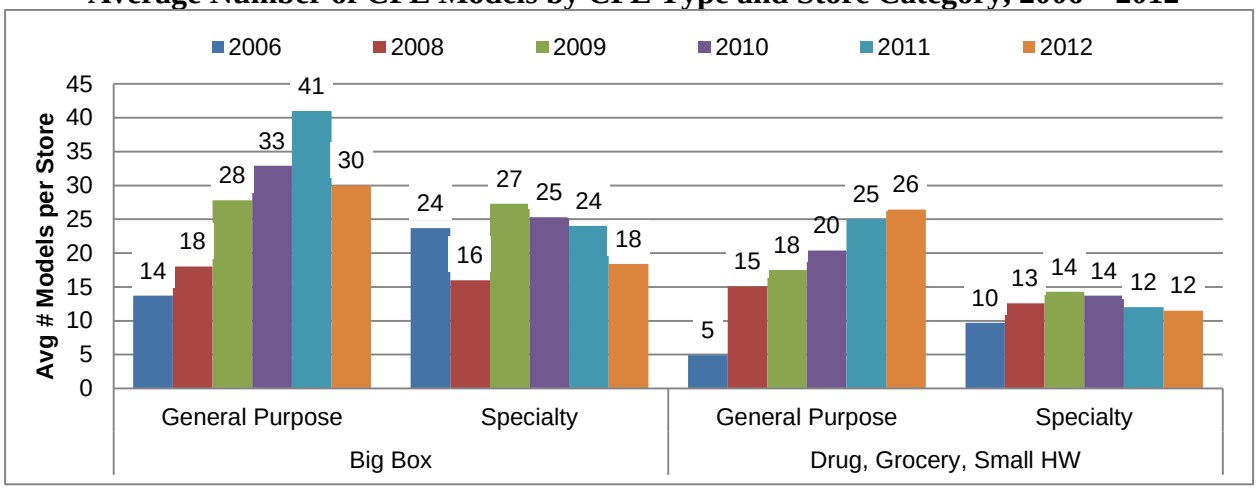


Figure 31 shows the average number of general purpose and specialty CFL models within each store category from 2006 through 2012. While the average number of general purpose CFL models stocked in big box stores increased by a few models per year between 2006 and 2011, this trend ended in 2012 with a decrease from 41 to 30 general purpose CFL models per big box store. The average number of specialty CFL models stocked per big box store has dropped annually since 2009 (down to 18 models in 2012), underscoring the overall trend in big box stores described above.

Non-big box stores did not exhibit the same trends. The average number of general purpose CFL models stocked per non-big box store continued increased to 26 in 2012, up from 25 in 2011. Specialty CFLs maintained 12 models per store, on average, among Northwest non-big box stores between 2011 and 2012.

Figure 31
Average Number of CFL Models by CFL Type and Store Category, 2006—2012



C.3.2 Average Number of Lamp Models per Store by Technology, Store Category, and Geography (2011 and 2012)

In 2011 and 2012, the Northwest lighting retailer shelf surveys gathered data not only on the average number of CFL models per store but also on the average number of incandescent and LED lamp models per store. As shown in Figure 32, the average number of lamp models per store declined between 2011 and 2012 for all lamp technologies examined. While the number of CFL and LED lamp models declined by one or two per store, on average, between years, incandescent lamp diversity declined by more than 30 models per store (from 100 to 68 models).

Figure 32
Average Number of Lamp Models by Lamp Technology, 2011—2012

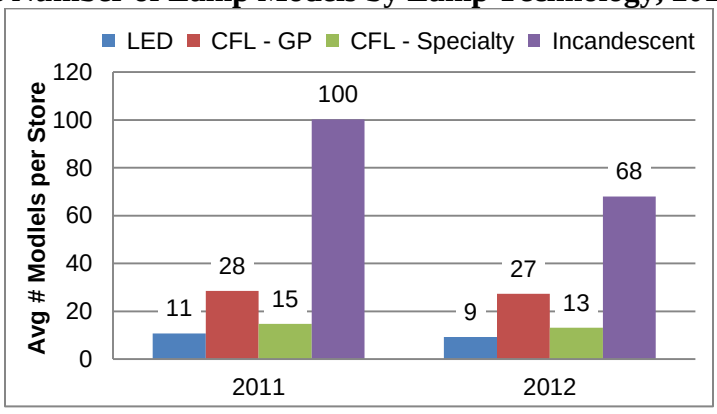


Figure 33 provides further detail on the average number of lamp models per store in 2011 and 2012 by store category. As with the overall market (as described above) the average number of lamp models per store declined across all technologies in big box stores between 2011 and 2012. As with the overall market for these technologies, the greatest drop in big box stores was in incandescent lamp diversity, which plummeted by more than one-third to an average of 44 models per big box store between 2011 and 2012 (from 120 to 76 models).

The same trend was apparent with incandescent lamp diversity in non- big box stores, although to a lesser extent, with the average number of models dropping 26 percent (from 94 to 66 models per store, on average). This is where the similarities between changes in big box and non- big box stores end, however, as the average number of specialty CFL models per non- big box store remained constant between 2011 and 2012 (at 12 models per store) while the average number of general purpose CFL models increased by one (from 25 to 26) and the average number of LED lamp models increased by two models in the same period (from an average of 4 to 6 per non-big box store store).

Figure 33
Average Number of Lamp Models by Lamp Technology and Store Category, 2011—2012

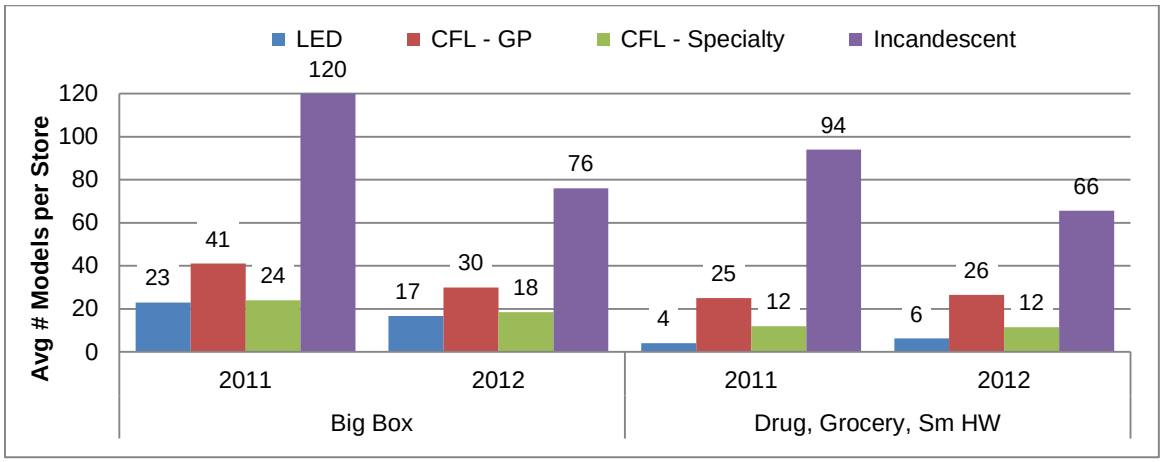


Figure 34 shows the average number of lamp models per store by technology and geography for 2011 and 2012. As shown, the changes in urban and rural stores between 2011 and 2012 mirror the changes in big box and non- big box stores in the same timeframe. In urban stores, the average number of lamp models per store dropped for all technologies—but most dramatically for incandescent lamp models, which dropped by a third (from 101 to 67 models per store, on average). The average number of incandescent lamp models per store in rural stores dropped by more than a fifth between 2011 and 2012, but the average number of lamp models per store increased in rural stores for LED lamps and both general purpose and specialty CFLs. The greatest increase

in rural stores was in the average number of LED lamp models, up 10 models per store, on average, from 2011 to 2012 (from 6 to 16 models).

Figure 34
Average Number of Lamp Models by Lamp Technology and Geography, 2011—2012

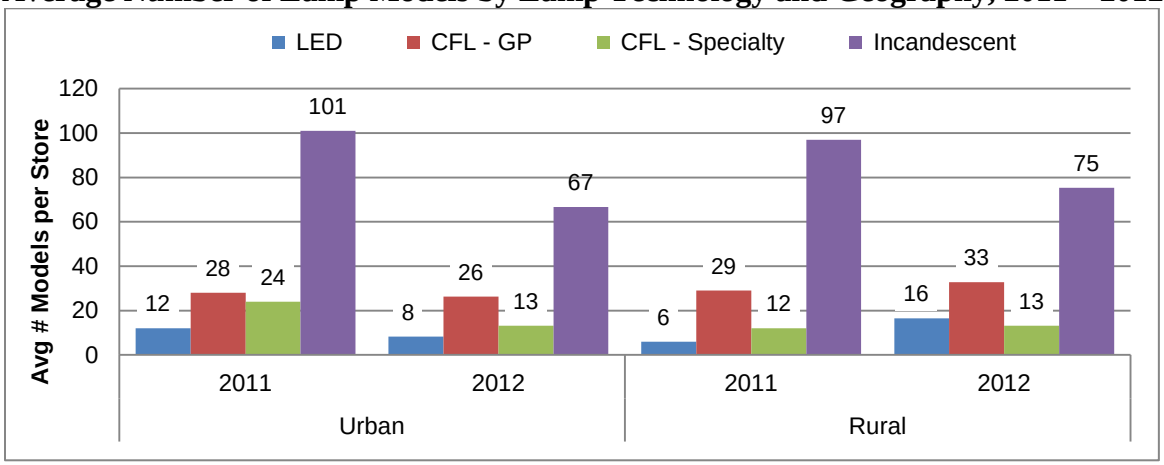
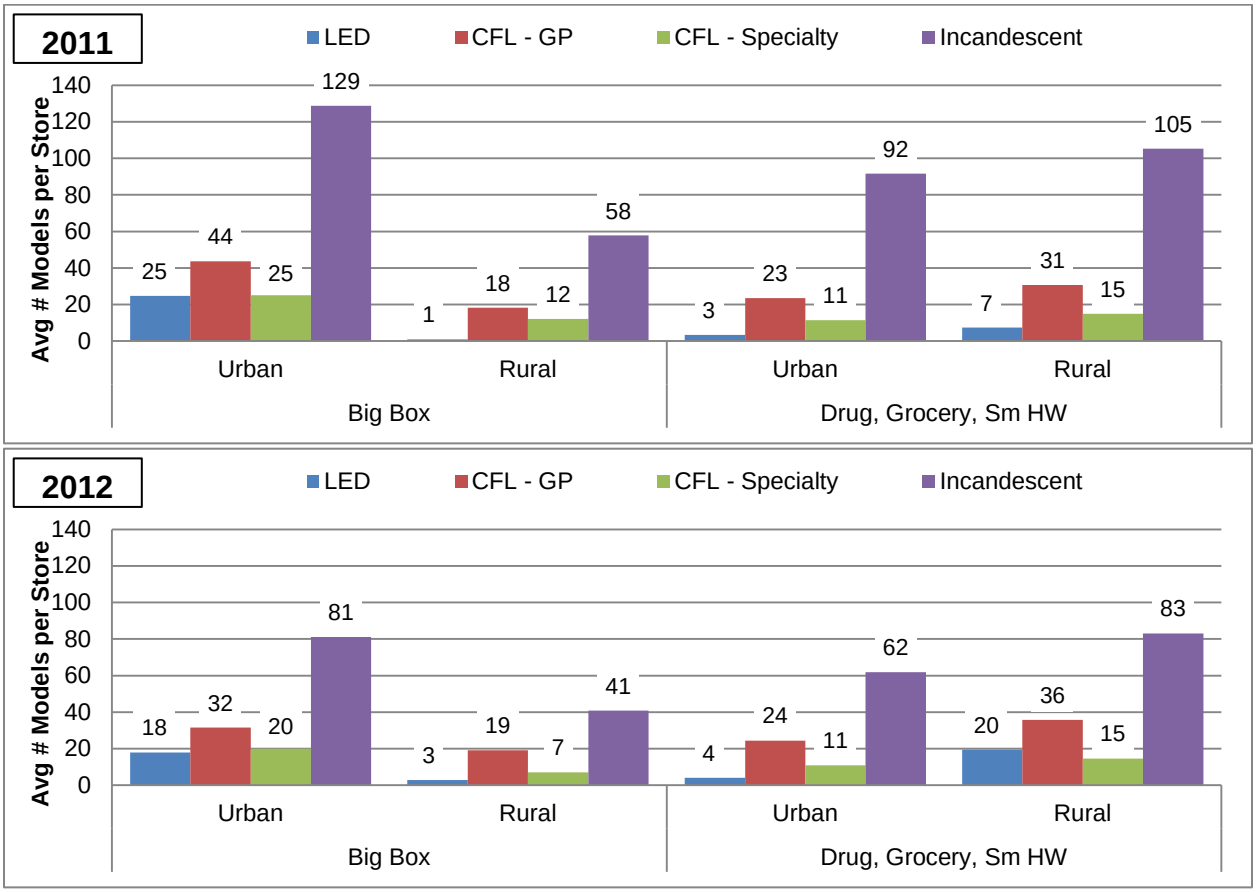


Figure 35 breaks out the average number of lamp models by technology, store category, and geography for both 2011 and 2012. As shown in the figure, results suggest that the average number of incandescent lamps per store decreased across all store categories (big box and non- big box) and geographies (urban and rural). In urban big box stores, the average number of lamp models per store decreased between 2011 and 2012 for all technologies.

These declines were not universal, however. In rural big box stores and in urban non-big box stores, the average number of general purpose CFL and LED lamp models per store increased slightly between 2011 and 2012 (changes from 1 to 2 models by technology) while the average numbers of specialty CFL models per store declined by 5 models, on average, and incandescent lamps by 17 models per store, on average. In rural non-big box stores, the average number of specialty CFL models held constant at 15 per store, on average. At the same time, the average number of general purpose CFL models per rural non-big box store increased slightly between years (from 31 to 36 models per store) and the average number of LED lamps per store nearly tripled (from 7 to 20 models, on average, among rural non- big box stores).

Figure 35
Average Number of Lamp Models by Lamp Technology, Store Category and Geography, 2011—2012



C.4 Average Price Paid per CFL

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.[18] These discussions lead to the agreed-upon assumptions show below in Table 16, 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

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

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).

Table 16
Price Paid Assumptions – Percentage of Time Consumers Purchase General Purpose CFLs by Wattage Category and Price

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 from 2006 through 2012. 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, analysts applied the above assumptions to estimate the average price paid by the customer in the region for a general purpose CFL.

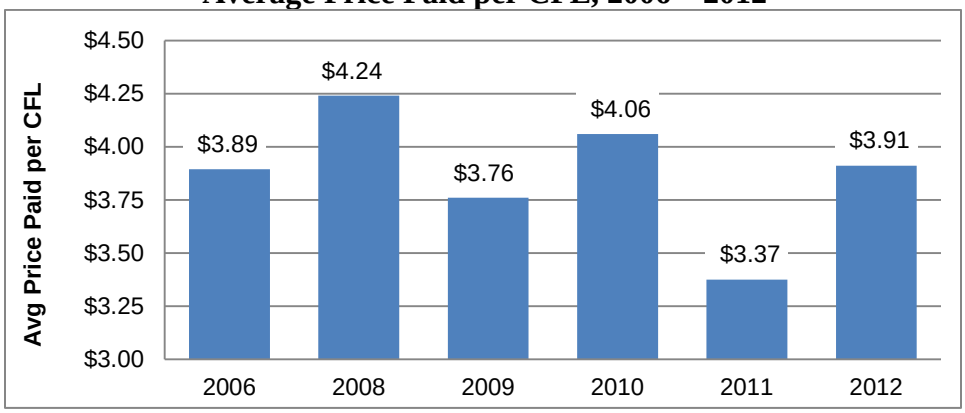
For specialty lamps, analysts apply sales weights and assume that consumers always pay the average mean price. For overall CFL prices (including both general purpose and specialty lamps), the agreed-upon assumption is that ninety percent of CFLs purchased are in the general purpose category and that the remaining 10 percent are in the specialty category.

Below we discuss the average price paid by Northwest consumers for CFLs over time (2006—2012) by CFL type and store category, as well as more detailed results on the average price paid per CFL in 2011 and 2012 with details by geographic sector (urban versus rural).

C.4.1 By CFL Type and Store Category (2006—2012)

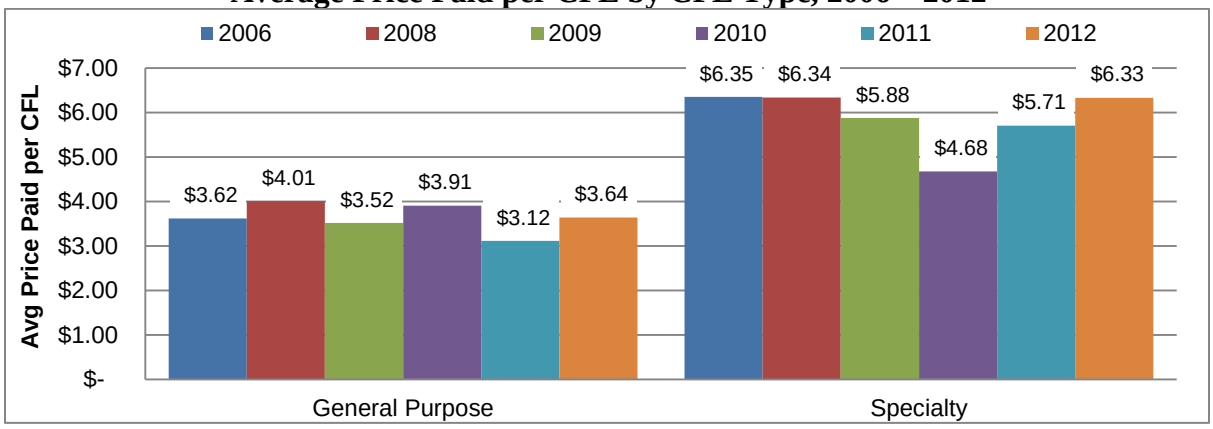
As shown in Figure 36 below, the average Northwest CFL price paid (across all CFL styles and store categories) has fluctuated from a low of $3.37 to a high of $4.24 based on shelf survey data collected between 2006 and 2012. Between 2011 and 2012, the overall average CFL price paid increased by 54 cents (from $3.37 to $3.91). This is noteworthy given the drop in average CFL price paid between 2010 and 2011 (from $4.06 to $3.37, a decrease of 69 cents).

Figure 36
Average Price Paid per CFL, 2006—2012



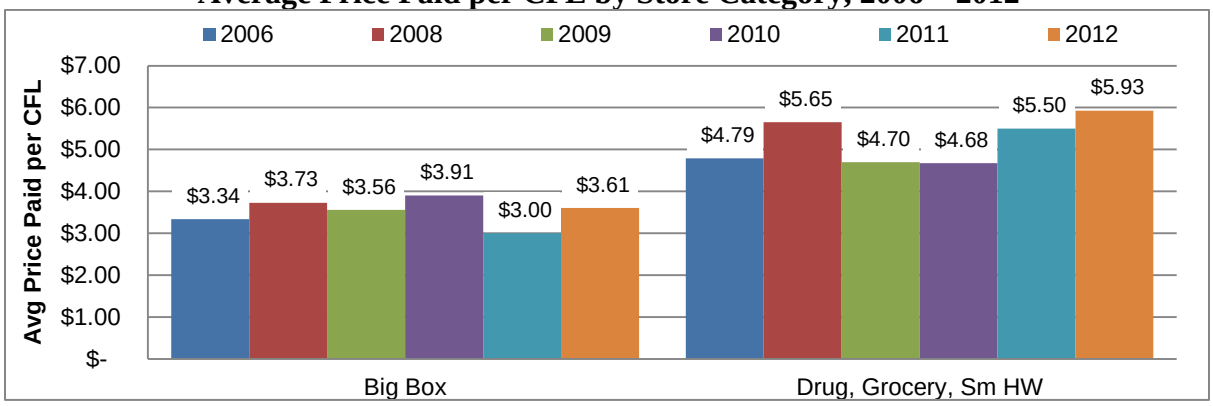
When CFL prices paid are further examined by type (general purpose versus specialty; Figure 37), results suggest a slightly greater increase in the price paid for specialty CFLs between 2011 and 2012 (averaging 62 cents per lamp) than for general purpose CFLs (52 cents per lamp). Specialty CFL prices paid in the region have been increasing since 2010, while prices paid for general purpose CFLs have exhibited less consistent trends from year to year.

Figure 37
Average Price Paid per CFL by CFL Type, 2006—2012



When overall prices paid for CFLs (across general purpose and specialty styles) are examined by store category (Figure 38), the data suggest that the average price paid in for CFLs in Northwest big box stores was $3.61 per lamp in 2012, while the average price paid in non- big box stores was $5.93 per lamp. In both cases, these represent increased prices between 2011 and 2012 – by 61 cents per lamp in big box stores and by 43 cents per lamp in non- big box stores.

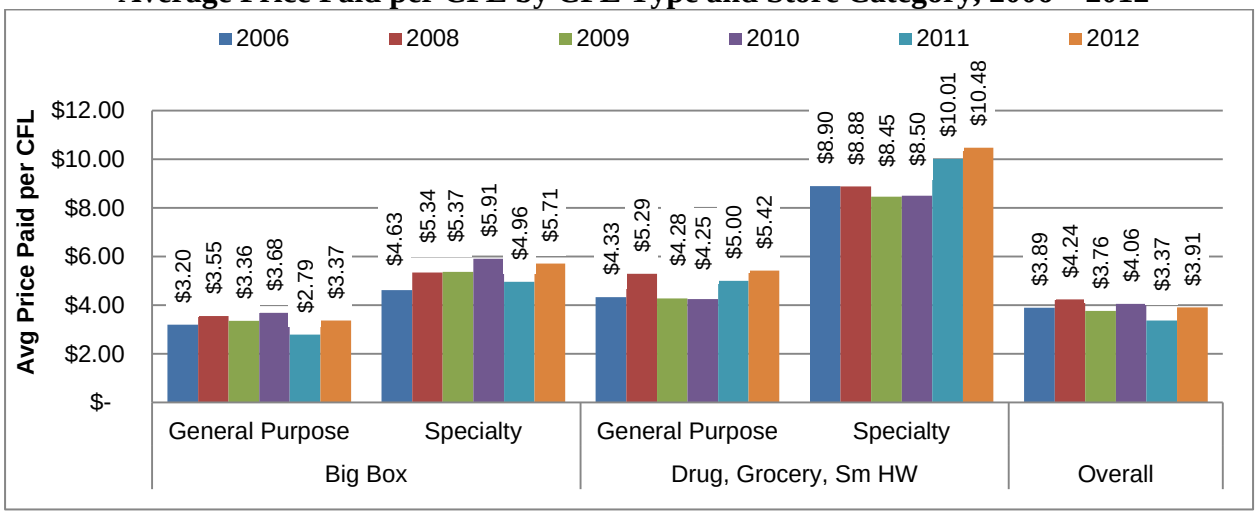
Figure 38
Average Price Paid per CFL by Store Category, 2006—2012



When results are examined more closely by CFL type and store category, the greatest increases in average price paid per lamp between 2011 and 2012 are in big box stores. This comes after a drop in average prices paid for CFLs in big box stores 2010 and 2011. Between 2011 and 2012, the average price paid for specialty lamps in big box stores increased by 75 cents per lamp (from $4.96 to $5.71), and the average price paid for general purpose lamps in big box stores increased by 58 cents per lamp (from $2.79 to $3.37).

The average price paid for general purpose and specialty CFLs also increased between 2011 and 2012 in non- big box stores, but by smaller increments than in big box stores. The average price paid in non- big box stores for general purpose lamps increased by 42 cents between 2011 and 2012 (from $5.00 to $5.42) and for specialty lamps, by 47 cents (from $10.01 to $10.48, on average).

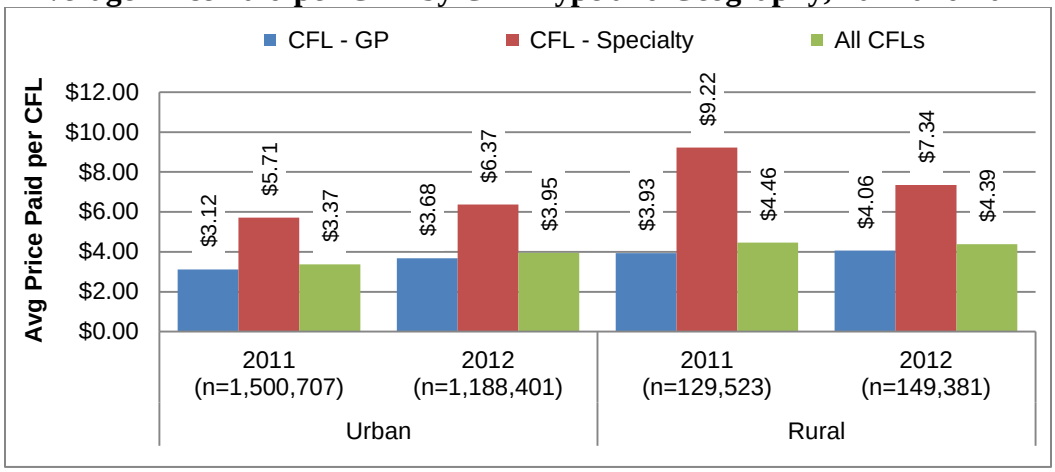
Figure 39
Average Price Paid per CFL by CFL Type and Store Category, 2006—2012



C.4.2. By CFL Type, Store Category and Geography (2011 and 2012)

Figure 42 shows the average price paid per lamp for general purpose and specialty CFLs (as well as across all CFL types) in urban and rural areas for 2011 and 2012. As shown in the figure, the average price paid in urban stores increased between 2011 and 2012 for general purpose and specialty CFLs, and also increased for general purpose CFLs in rural stores. However, the average price paid for specialty CFLs in rural stores actually declined by nearly two dollars between 2011 and 2012 (from $9.22 per lamp to $7.34 per lamp), and the overall price paid per lamp across all CFL styles in rural stores dropped by 7 cents between 2011 and 2012 (from $4.46 to $4.39).[19]

Figure 40
Average Price Paid per CFL by CFL Type and Geography, 2011 and 2012

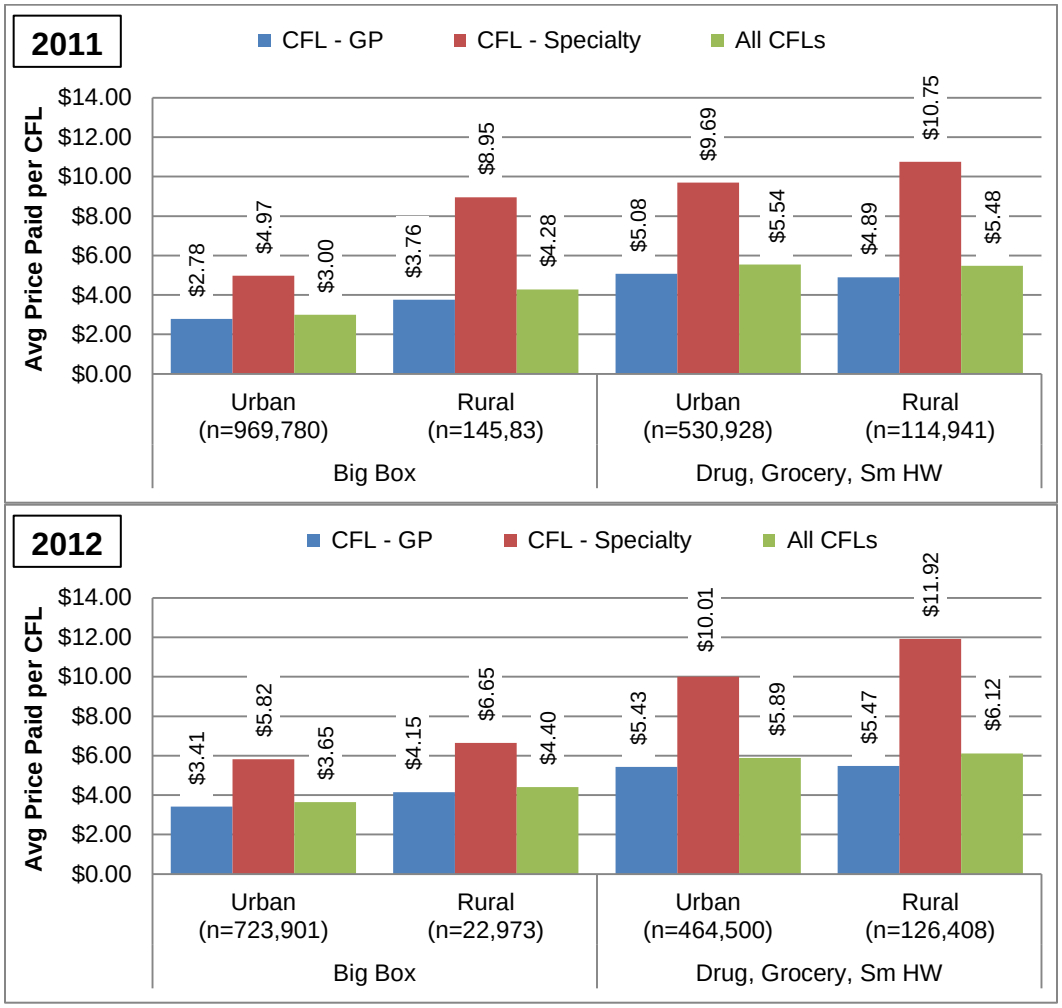


Between 2011 and 2012, the largest increase in price paid per lamp was among specialty lamps in rural non- big box stores, which increased from $10.75 per lamp, on average, in 2011 to $11.92 per lamp, on average, in 2012 (an increase of $1.17). Figure 41 provides more details.

The shelf survey data suggest that overall average price paid in 2012 for general purpose lamps in 2012 ($3.64) is largely driven by prices in the big box channel (averaging $3.41 per lamp in urban areas and $4.15 per lamp in rural areas. The same is true for specialty lamps, for which the average price paid was $6.33 in 2012 and ranged from $5.82 in urban big box stores to $6.68 in rural big box stores but was at least $4.00 higher per lamp in both urban and rural areas, on average, in non- big box stores.

[19] Note that the overall average price paid for CFLs in 2012 ($3.91) falls outside of the range in 2012 prices paid between urban stores ($3.95) and rural stores ($4.39); this is a function of the "price paid" weighting assumptions described above in Table 15.

Figure 41
Average Price Paid per CFL by CFL Style Category, Store Category and Geography, 2011 and 2012



C.5 Fluorescent Tube Lamps

For the first time in 2013, field researchers gathered data on 4-foot fluorescent tube lamps—including both T8 and T12 technologies—during the lighting retail store shelf surveys. T12 lamps are one and a half inches in diameter and T8 lamps are one inch in diameter, and are among the most commonly used tube fluorescent lamps in residential applications (particularly in multi-family settings). The sections below present results on fluorescent tube lamp availability (in terms of the percentage of Northwest stores carrying these lamps and the percentage of total fluorescent tube lamps comprised by T8 and T12 lamps) and diversity (in terms of the average number of fluorescent tube lamps stocked per Northwest store).

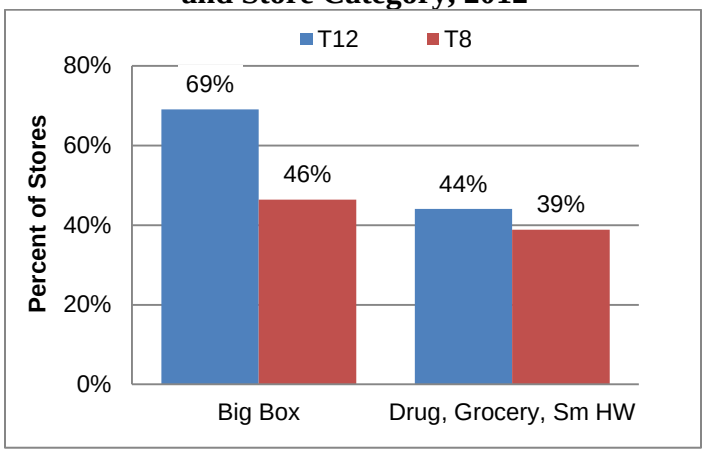
C.5.1 Fluorescent Tube Lamp Availability

The DNV KEMA team examined fluorescent tube lamp availability from the perspectives of the percentage of Northwest lighting retailers that stock these lamps as well as the percentage of total fluorescent tube lamps stocked by lamp type (T8 or T12).

Percentage of Stores Carrying Fluorescent Tube Lamps

During the 2012/2013 lighting retail store shelf surveys, DNV KEMA field staff found T12 fluorescent tubes in half of the stores visited (50%) and T8 fluorescent tubes in 41 percent of the stores. When results are examined by store category (Figure 42), the data suggest that a greater proportion of big box stores stocked fluorescent tube lamps (69% stocked T12s and 46% stocked T8s) than non- big box stores**.**

Figure 42
Percent of Northwest Stores Stocking Fluorescent Tubes by Lamp Type and Store Category, 2012



Overall, a greater percentage of rural stores stocked fluorescent T8 and T12 tube lamps in 2012 than urban stores (Figure 43). Eighty-one percent of rural stores stocked T12s, compared to only 45 percent of rural urban stores. For T8 lamps, 73 percent of rural stores had these lamps in stock at the time of the late 2012/early 2013 shelf survey visits, compared to less than half as many urban stores (35%).

Figure 43
Percent of Northwest Stores Stocking Fluorescent Tubes by Lamp Type and Geography, 2012

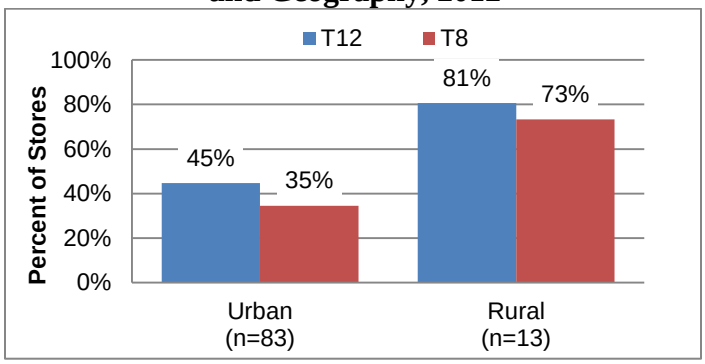
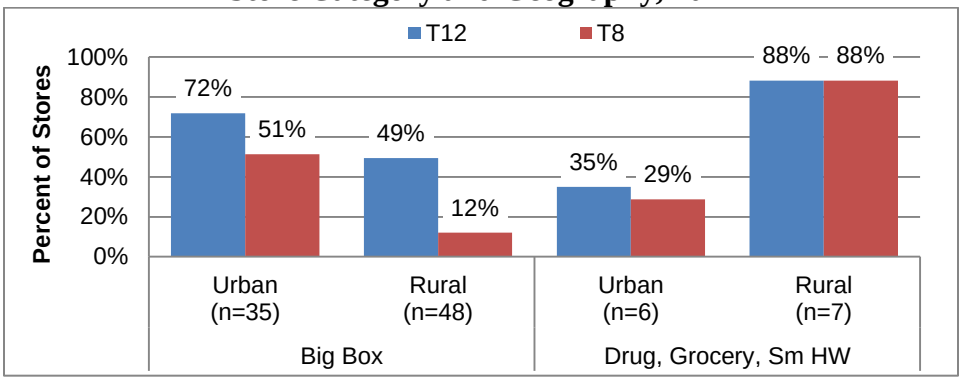


Figure 44 shows the percentage of stores stocking T8 and T12 fluorescent tube lamps in 2012 by store category and geography combined. As shown in the figure, the presence of T12 lamps in urban stores is largely driven by the big box category, while the presence of T12 lamps in rural stores is largely driven by the non- big box category. The same pattern is apparent for T8 lamps.

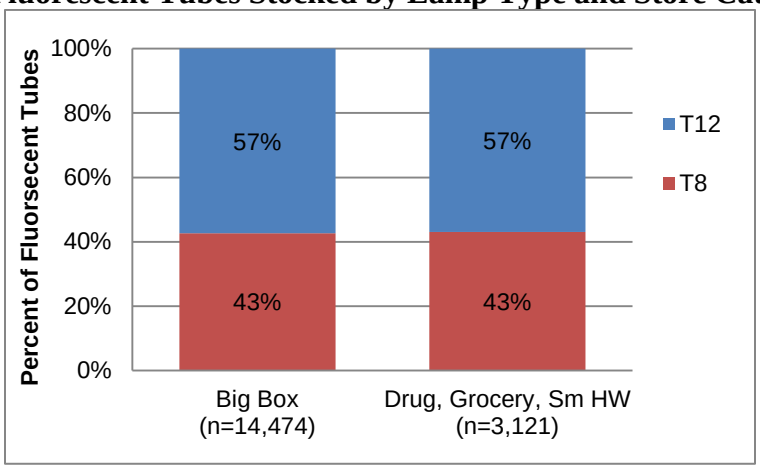
Figure 44
Percent of Northwest Stores Stocking Fluorescent Tubes by Lamp Type, Store Category and Geography, 2012



Percentage of Fluorescent Tube Lamps Stocked

Across all of the stores visited for the 2012 shelf surveys, T12 lamps comprised 57 percent of the 4-foot fluorescent tube lamps stocked and T8 lamps comprised the remaining 43 percent. Figure 45 shows that the percentage of fluorescent tube lamp stock comprised by T12 and T8 lamps in both big box and non-big box stores was the same as the overall regional average in 2012 (57% T12 and 43% T8).

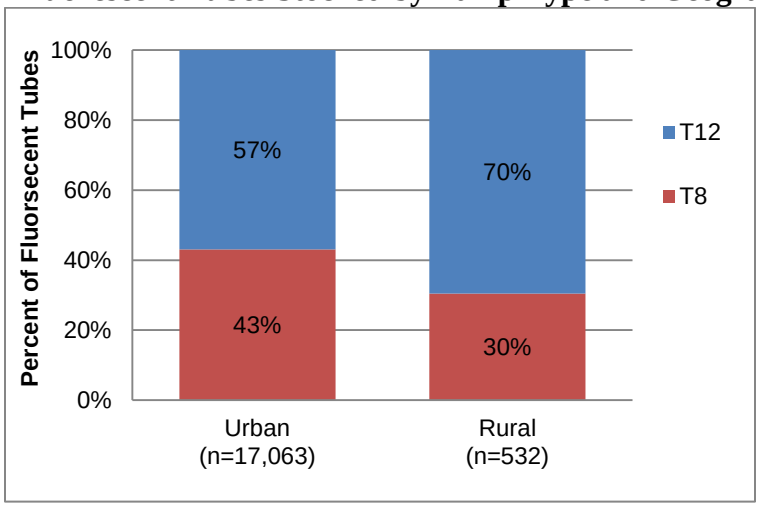
Figure 45
Percent of Fluorescent Tubes Stocked by Lamp Type and Store Category, 2012



Percentages may not total 100% due to rounding.

Figure 46 demonstrates small differences in fluorescent tube lamp stock in urban and rural stores during 2012, with T8s comprising 43 percent of stock in the former and 30 percent of stock in the latter. T12s comprise the remaining stock of 4-foot fluorescent tube lamps in each region (57% in urban stores and 70% in rural).

Figure 46
Percent of Fluorescent Tubes Stocked by Lamp Type and Geography, 2012

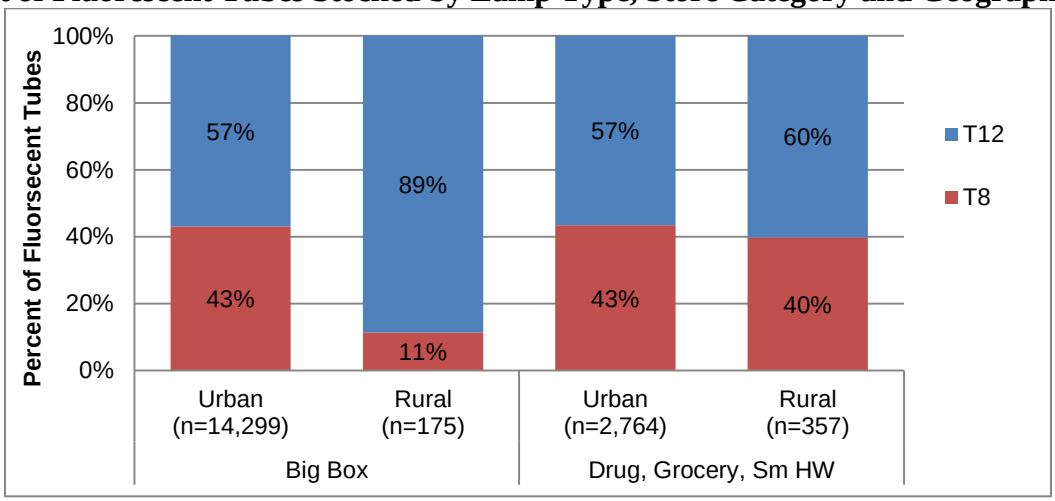


Percentages may not total 100% due to rounding.

Figure 47 demonstrates that the share of overall fluorescent tube lamp stock comprised by T8s and T12s is similar among non- big box stores in both urban and rural areas but differs more dramatically among big box stores. In urban big box stores, T12 lamps comprise 57 percent of

the fluorescent tube stock, compared to 89 percent in rural big box stores. In both cases, the remainder is comprised by T8 lamps.

Figure 47
Percent of Fluorescent Tubes Stocked by Lamp Type, Store Category and Geography, 2012



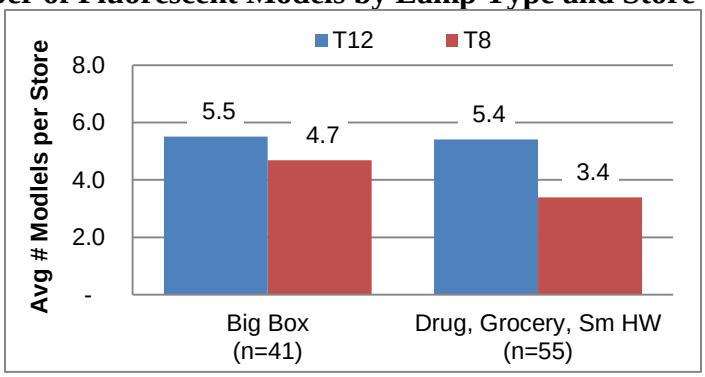
Percentages may not total 100% due to rounding.

C.5.2. Fluorescent Tube Lamp Diversity

The tables below present details on fluorescent tube lamp diversity in terms of the average number of lamp models stocked per store in 2012. Overall, on average, Northwest stores stocked 5.4 T12 lamp models and 3.8 T8 lamp models per store in 2012.

When examined by store category, results suggest that there was similar number of T12 lamps available in both big box and non- big box stores in 2012 (5.5 and 5.4 models, respectively; see Figure 48). Big box stores carried a slightly broader variety of T8 lamp models than non- big box stores, averaging approximately 4.7 models per store in big box stores compared to only 3.4 models, on average, in non-big box stores.

Figure 48
Average Number of Fluorescent Models by Lamp Type and Store Category, 2012



When examined by geography (urban stores versus rural stores), results suggest greater diversity in T8 and T12 lamp offerings in urban stores (5.8 T12 models and 4.0 T8 models, on average) than in rural stores (4.5 T12 and 3.1 T8 models). Figure 49 presents these results in graphic form.

Figure 49
Average Number of Fluorescent Models by Lamp Type and Geography, 2012

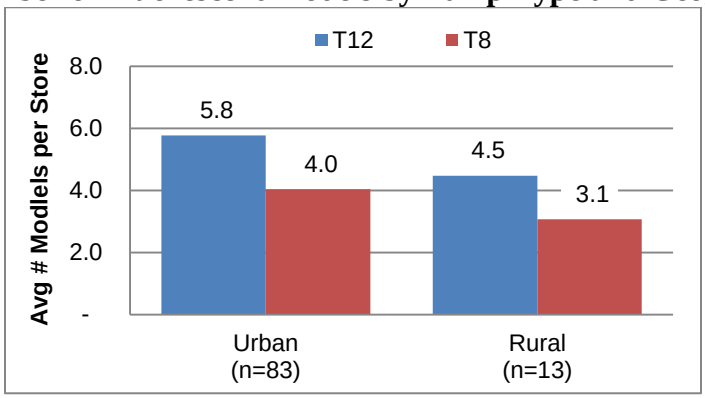
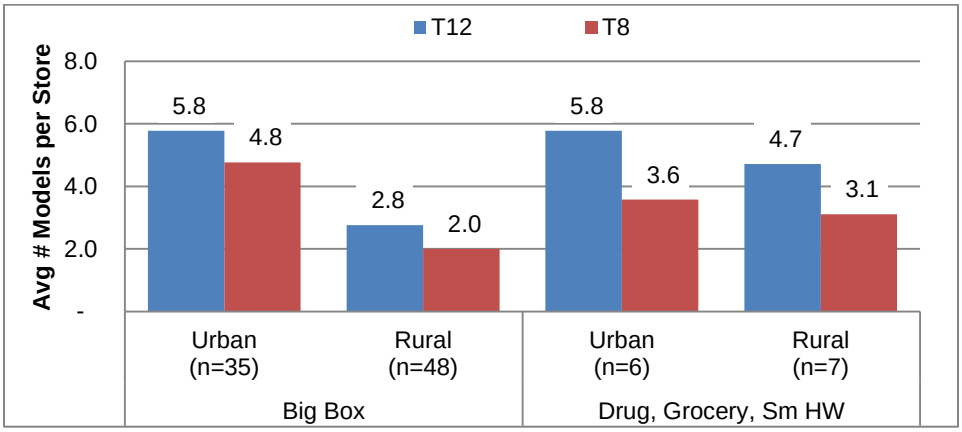


Figure 50 presents diversity results (in terms of the average number of lamp models per store) by both store category and geography for T12 and T8 lamps in 2012. As shown, in both store categories, urban stores carried the same number of T12 models per store, on average, at 5.8 models, while urban big box stores carried a greater number of T8 models than urban non- big box stores (4.8 versus 3.6, respectively). Among the rural stores, diversity was greater in non- big box stores for both T12 lamps and T8 lamps. Rural non-big box stores carried an average of 4.7 T12 models compared to 2.8 models carried in rural big box stores, on average, while rural non-big box stores carried 3.1 T8 models, on average, compared to only 2 models in rural big box stores.

Figure 50
Average Number of Fluorescent Models by Lamp Type, Store Category and Geography, 2012



C.6 Promotional Materials

During the 2012 shelf survey visits (conducted in late 2012/early 2013), field researchers gathered details on promotional materials or displays regarding replacement lamps. These data enable summarization of promotional materials by the type of lamp promoted, store category, and geographic sector (urban versus rural). The shelf survey also provides information regarding the types and positioning of promotional materials in Northwest retail store as well as the types of messages included on the materials. The report provides more details on these topics below.

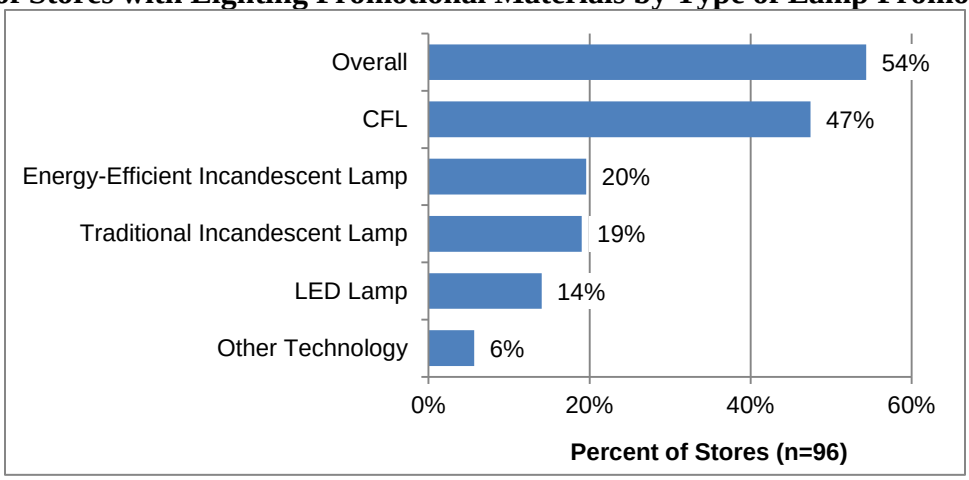
C.6.1 Promotional Material Types

During the 2012 shelf survey visits, 54 percent of stores had one or more materials in the store related to replacement lamps. In fifty percent of the stores, these materials included signs placed on shelving or on a wall in the store. Seven percent of stores had lighting brochures available and one percent of stores had signs about replacement lamps hanging from the ceiling.

C.6.2 Technologies Promoted

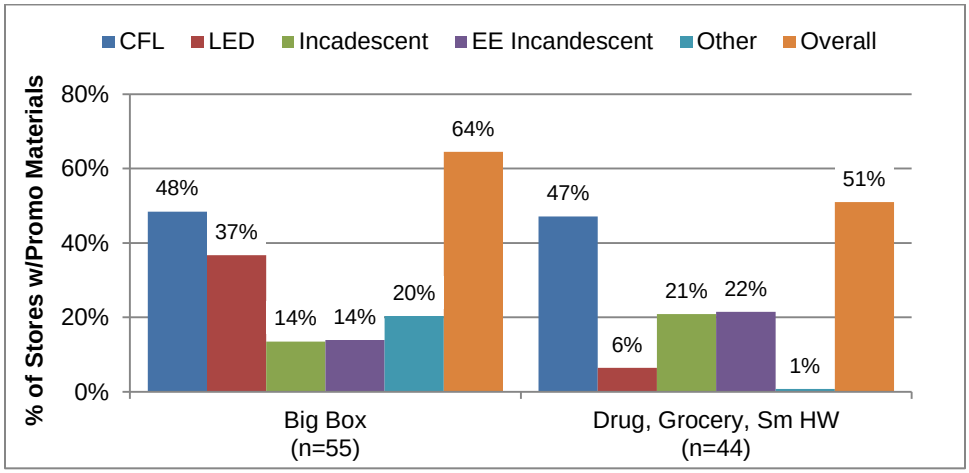
As mentioned above, 54 percent of the stores visited in 2012 were displaying promotional materials regarding replacement lamps. Materials focused on various types of replacement lamps—but most stores' materials were focused on CFLs, with 47 percent of all stores displaying one or more promotional materials regarding CFLs in 2012 (Figure 51). Less than half as many stores displayed materials regarding energy-efficient incandescent lamps or traditional incandescent lamps (20% and 19%, respectively), and only 14 percent of stores had signage or other promotional materials related to LED lamps. In most stores that had any promotional materials, the materials focused on more than one type of lamp.

Figure 51
Percent of Stores with Lighting Promotional Materials by Type of Lamp Promoted, 2012



A higher proportion of big box stores displayed lighting promotional materials in 2012 than non-big box stores (64% versus 51%, respectively; see Figure 52). Just under half of the stores in each category displayed promotional materials about CFLs, but more than 6 times as many Northwest big box stores had materials regarding LED lamps compared to non- big box stores. Just over one-fifth of non-big box stores had promotional materials regarding traditional and/or energy-efficient incandescent lamps, compared to only 14 percent each in big box stores.

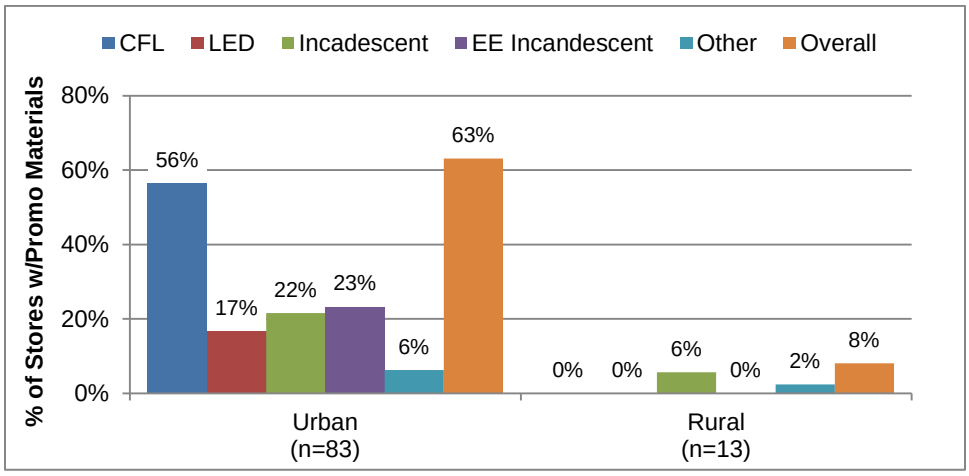
Figure 52
Percent of Stores with Lighting Promotional Materials by Lamp Type and Store Category, 2012



Between the urban and rural sectors in the Northwest, promotional materials were highly concentrated in urban stores—63 percent of urban stores displayed one or more lighting promotional

materials compared to only 8 percent of rural stores (Figure 53). Most of rural stores that had any materials on display focused on traditional incandescent lamps, while most of the stores in urban areas with promotional materials were focused on promoting CFLs.

Figure 53
Percent of Stores with Lighting Promotional Materials by Lamp Type and Geography, 2012



C.6.3 Positioning of Materials in Stores

All of the stores that displayed promotional materials in 2012 had materials displayed in the lighting aisle (54 percent of stores). One percent of stores also had promotional materials regarding replacement lamps positioned on end-caps and another one percent had promotional materials for lighting displayed near the cash registers in the store. Materials positioned near the cash registers were exclusive to CFLs, while end-caps focused on CFLs and/or LED lamps. All stores with promotional materials displayed in locations other than the lighting aisle were in urban areas in the Northwest; materials in rural areas were in the lighting aisle only.

C.6.4 Key Messages

By far, the most common message on the promotional materials present in Northwest lighting retailers at the time of the 2012 retail shelf surveys related to saving energy and/or money. Materials with this message were present in approximately 16 percent of the stores in the 2012 shelf survey sample. In ten percent of the stores, promotional materials focused on specific utility programs (such as the “Simple Steps, Simple Savings” program). The same proportion of stores had promotional materials with messages focused on how to select a lamp (e.g., “How to Choose the Right Halogen Specialty Bulb” or “CFL Selection Guide”).

Several of the promotional materials included multiple messages (e.g., a description of LED lamps noting that they light up instantaneously, contain no mercury, use 75 percent less energy,

have a soft white light, and last 25,000 hours). Additional messages related to the following topics or themes (each present in less than 10 percent of the retail stores in the 2012 shelf survey sample):

- Low price or sale
- Light color
- Lamp shape(s) – e.g., reflector lamps
- Comparing lumens to watts
- Technology comparison (e.g., CFLs to LED lamps)
- Length of life
- Specific lamp manufacturer
- EISA (including details on the legislation and/or replacements for 100 watt incandescent lamps)
- Dimmable lamps
- Energy Star
- Mercury free (related to LED lamps and halogen lamps)
- Brightness
- Instant-on (related to LED lamps)
- Light quality

APPENDIX D – DETAILED CONSUMER TELEPHONE SURVEY RESULTS

Below, the report describes consumer survey results organized by technology. Section 0 provides the sample expansion weights for the 2013 consumer telephone surveys. Section 0 presents results across the four lamp technologies included in the surveys in Section (CFLs, LED lamps, energy-efficient incandescent lamps, and traditional incandescent lamps). These data are available from the 2013 survey only, as that is the first survey to include detailed questions regarding technologies other than CFLs. Section 0 focuses on results specific to CFLs and includes time-series data from survey efforts prior to 2013 where possible.

D.1 Sample Expansion Weights

Table 17
2013 Consumer Survey Sample Expansion Weights

State	Rural	Urban
Idaho	4,739.93	23,735.12
Montana	4,677.03	24,362.77
Oregon	4,758.04	24,424.80
Washington	4,659.01	24,601.05

D.2 Energy-Efficient Lamp Technologies

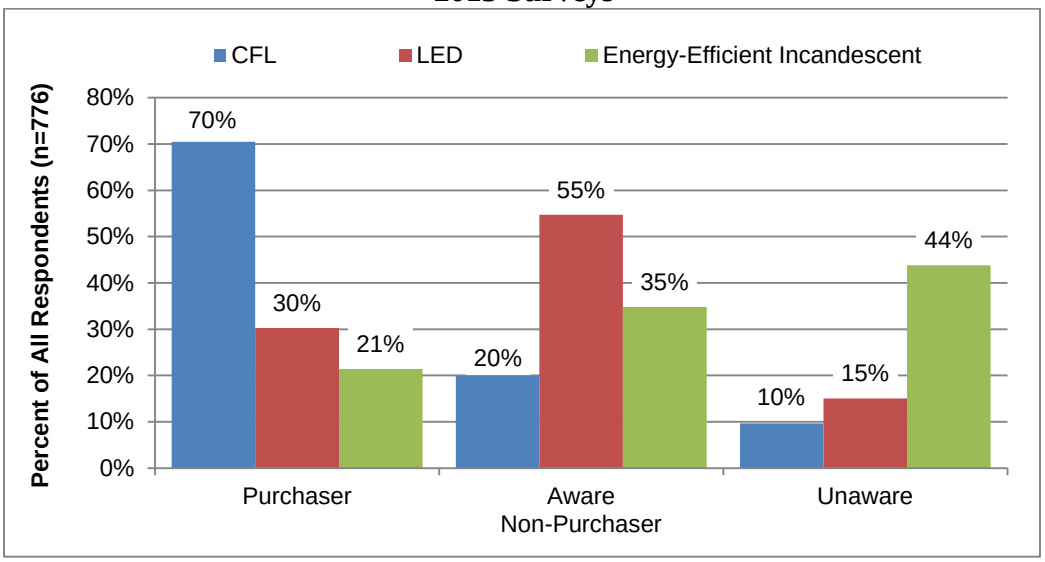
This section reviews consumer telephone survey results regarding Northwest consumer awareness and purchases of CFLs, LED lamps, and energy-efficient incandescent lamps as well as purchase quantities and the likelihood of future purchases for these technologies.

D.2.1 Lamp Awareness and Purchases

The 2013 survey was the first that included questions to gauge consumer awareness and purchase rates of technologies other than CFLs – specifically, LED lamps and energy-efficient incandescent lamps (i.e., those that comply with the minimum efficacy standards prescribed in the Energy Independence and Security Act of 2007 [EISA]). Figure 54 shows the percentage of respondents who are aware and unaware of each type of lamp, and of the former group, the percentage who have and have not purchased each lamp type. As shown in the figure, results suggest that similar proportions of consumers are aware of CFLs and LED replacement lamps (90% aware of CFLs and 85% aware of LED lamps), while awareness of energy-efficient incandescent lamps is still somewhat low with only 56 percent of respondents reporting awareness. CFLs still dominate among energy-efficient lamp purchases, with 70 percent of Northwest consumers reporting that they've purchased one or more CFLs at any time, and only 30 percent reporting that they've purchased LED lamps and 21 percent reporting that they've purchased energy-efficient incandescent lamps.

Awareness of LED lamps in Oregon was significantly higher than in Montana. The data suggest no other statistically significant differences in awareness or purchase rates across technologies by geographic sector (urban versus rural) or state.

Figure 54
Awareness and Purchase of CFLs, LEDs, and Energy-Efficient Incandescent Lamps, 2013 Surveys



Note: Percentages may not total 100% due to rounding.

D.2.2 Purchase Quantity

The 2013 survey also addressed purchases of each of the three lamp types included above (CFLs, LED lamps, and energy-efficient incandescent lamps) as well as traditional incandescent lamps that do not comply with EISA standards (or, depending on their wattage, will not comply once the relevant standard takes effect). Table 18 below shows the average number of each of these lamp types purchased by survey respondents in 2012 averaged across all respondents. The table also includes details by CFL style (general purpose and specialty lamps). As shown, Northwest consumers reportedly purchased approximately 10 lamps, on average, in 2012, with approximately half of these comprised by traditional incandescent lamps. CFLs follow at approximately 3 lamps per consumer (with the vast majority of these being general purpose lamps) and approximately 1.42 LED lamps per consumer. According to the survey results, Northwest consumers each purchased less than 1 energy-efficient incandescent lamp during 2012, on average, which may be a result of the lower awareness of these lamps as shown in Figure 54 above.

In 2012, consumers in Oregon purchased a significantly greater number of energy-efficient incandescent lamps, on average (1.0 lamps), than consumers in Washington or Idaho (an average of 0.44 and 0.25 lamps, respectively); Montana consumers purchased a similar number of energy-

efficient incandescent lamps, on average, as Oregon consumers (0.87) in 2012. The data suggest no other significant differences in 2012 lamp purchase rates by state or geographic sector (urban versus rural). Worthy of note, however, is that CFL purchasers bought more than twice as many LED lamps, on average, in 2012 (approximately 1.7 lamps) than consumers who have never purchased CFLs—a statistically significant difference.

Table 18
Average Number and Percent of Total Lamps Purchased in 2012 by Lamp Type Among All Respondents, 2013 Surveys

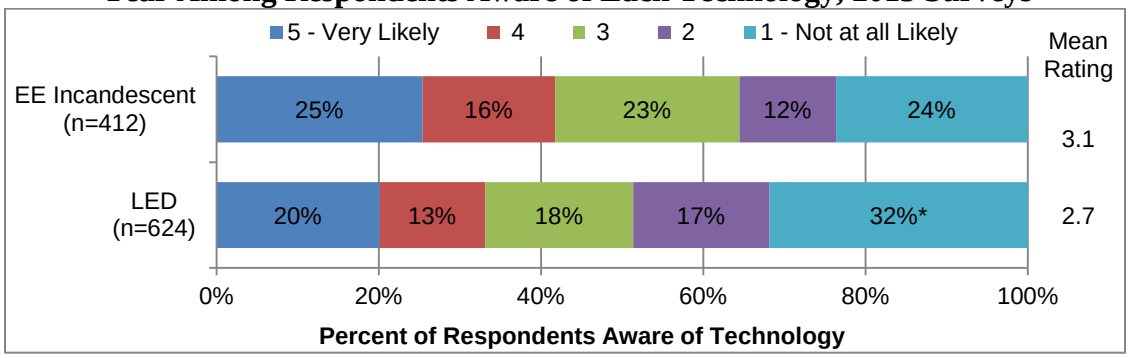
Lamp Type	Average Number of Lamps Purchased in 2012 (n=776)	Percent of Lamps Purchased in 2012
Traditional Incandescent Lamps	5.39	52%
General Purpose CFLs	2.82	27%
Specialty CFLs	0.13	1%
LED Lamps	1.42	14%
Energy-Efficient Incandescent Lamps	0.62	6%
All Lamps	**10.38**	**100%**

D.2.3 Future Purchase Likelihood

For the first time in 2013, the consumer telephone survey asked respondents how likely they would be to purchase energy-efficient incandescent lamps (among respondents aware of energy-efficient incandescent lamps) and LED lamps (among respondents aware of LED lamps) within the next year. Interviewers asked survey respondents to indicate their likelihood on a scale of 1 to 5 where 1 means "not at all likely" and 5 means "very likely." Overall, the proportion of respondents who are aware of energy-efficient incandescent lamps who reported that they are likely to purchase them within the next year (i.e., ratings of 4 or 5) was significantly greater than the proportion of respondents aware of LED lamps who reported that they are likely to purchase LED lamps within the next year (41% versus 33%, respectively).[20] Among respondents aware of LED lamps, a significantly higher proportion of urban respondents provided the lowest likelihood rating (1) for purchasing LED lamps in the next year than rural respondents who were aware of LED lamps (33% and 26%, respectively).

[20] Note that results are not shown for CFLs because the survey asked a similar question only of CFL Purchasers (not all respondents aware of CFLs).

Figure 55
Likelihood of Energy-Efficient Incandescent and LED Lamp Purchases Within the Next Year Among Respondents Aware of Each Technology, 2013 Surveys



Note: Percentages may not total 100% due to rounding.
* Difference in results between technologies is statistically significant.

D.3 CFLs

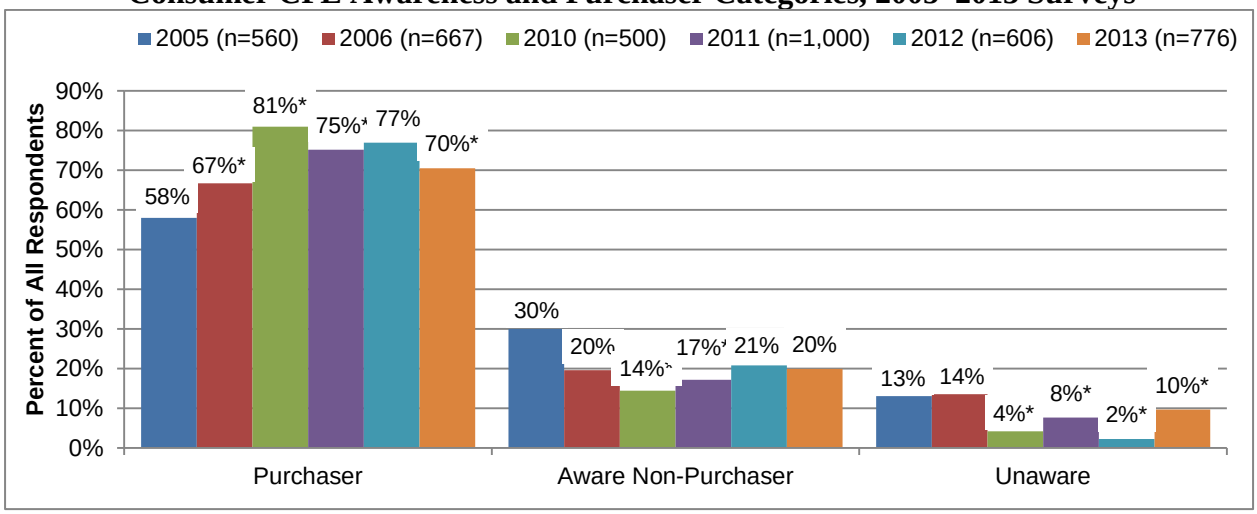
This section reviews results for CFLs in particular, first reviewing awareness and purchase rates, then discussing the disposition of CFLs among Northwest households, awareness and use of specialty CFLs, CFL purchase locations, satisfaction with CFLs, and likelihood of future purchases and CFL-to-CFL replacement.

D.3.1 CFL Awareness and Purchases

The consumer surveys have included questions regarding awareness and purchase of CFLs since 2005. Figure 56 below shows the percentage of survey respondents in each of the six survey years who are unaware of CFLs and aware of CFLs, with the latter split into consumers who are aware but have not purchased CFLs and those who have purchased CFLs. As shown, 2013 survey results suggest that 90 percent of consumers are aware of CFLs and 70 percent have purchased them, a significant decrease from the 96 percent awareness and 77 percent purchase rates in 2012. While it is possible that overall awareness of CFLs has declined, it is more likely that these results are suggesting that consumers have shifted some of their focus away from CFLs and toward other technologies (as suggested in Figure 54 and Table 18 above). The data suggest no geographic differences in CFL awareness or purchase rates.

The 2011, 2012, and 2013 surveys also asked questions to gauge awareness of specialty CFLs among Northwest CFL purchasers. In 2013, results suggest that 41 percent of CFL purchasers were aware of specialty CFLs compared to 37 percent in both 2012 and 2011. These results suggest no statistically significant change in awareness of specialty CFLs between the 2012 and 2013 surveys.

Figure 56
Consumer CFL Awareness and Purchaser Categories, 2005–2013 Surveys



Note: Percentages may not total 100% due to rounding.
* Difference from prior study period is statistically significant.

D.3.2 CFL Disposition

Among 2013 survey respondents, 91 percent of CFL purchasers reported that they currently have CFLs installed in their homes and 68 percent report that they're storing one or more CFLs for future use. Seventeen percent of CFL purchasers in the 2013 survey reported that they had one or more CFLs that they installed and later removed. These results are statistically unchanged from the 2012 survey results.

The telephone surveys gauge the total number of CFLs installed, removed, and in storage across the population of Northwest consumers. Table 19 shows that the total number of CFLs ever acquired has declined from approximately 12 lamps among 2010 survey respondents, on average, to approximately 10 lamps among 2013 respondents. Again, this decline may reflect a small shift toward other energy-efficient lighting technologies (as suggested in Figure 54 and Table 18 above). The data suggest little difference between survey years in the proportion of CFLs installed, removed, and stored from 2010 through 2013.

In terms of geography, there were no statistically significant differences in CFL disposition between respondents in rural versus urban areas, but respondents in Montana had a significantly smaller number of CFLs installed, on average, than consumers in the other three states (4.7 in Montana versus 7.0 in Oregon and 7.2 in Idaho and Washington).

Table 19
Disposition of All CFLs Ever Acquired Among All Respondents, 2010—2013 Surveys

CFL Disposition	2010 Respondents (n=500)		2011 Respondents (n=1000)		2012 Respondents (n=606)		2013 Respondents (n=776)	
	Mean # CFLs	% of CFLs	Mean # CFLs	% of CFLs	Mean # CFLs	% of CFLs	Mean # CFLs	% of CFLs
CFLs currently installed	8.4	69%	7.5	65%	7.0	64%	6.9	69%
CFLs ever removed	0.6	5%	0.7	6%	0.6	6%	0.5	5%
CFLs currently stored	3.2	26%	3.4	29%	3.3	30%	2.7	26%
All CFLs Ever Acquired	**12.2**	**100%**	**11.5**	**100%**	**10.9**	**100%**	**10.1**	**100%**

The 2013 surveys asked additional questions to gauge the proportion of CFLs installed, stored, and removed by Northwest consumers that were general purpose versus specialty lamps. As shown in Table 20, the vast majority of all CFLs acquired by Northwest consumers are general purpose lamps (95% of all lamps ever acquired). The data also suggest that nearly all of the specialty lamps acquired by Northwest consumers over time are currently installed rather than placed in storage or installed and then removed.

Table 20
Disposition of General Purpose and Specialty CFLs Ever Acquired Among All Respondents, 2013 Surveys

CFL Disposition	Mean # of CFLs			% of CFLs		
	General Purpose CFLs	Specialty CFLs	All CFLs	General Purpose CFLs	Specialty CFLs	All CFLs
CFLs currently installed	6.49	0.44	6.93	94%	6%	100%
CFLs ever removed	0.46	0.02	0.48	96%	4%	100%
CFLs currently stored	2.66	0.02	2.68	100%	1%	100%
All CFLs Ever Acquired	**9.61**	**0.48**	**10.09**	**95%**	**5%**	**100%**

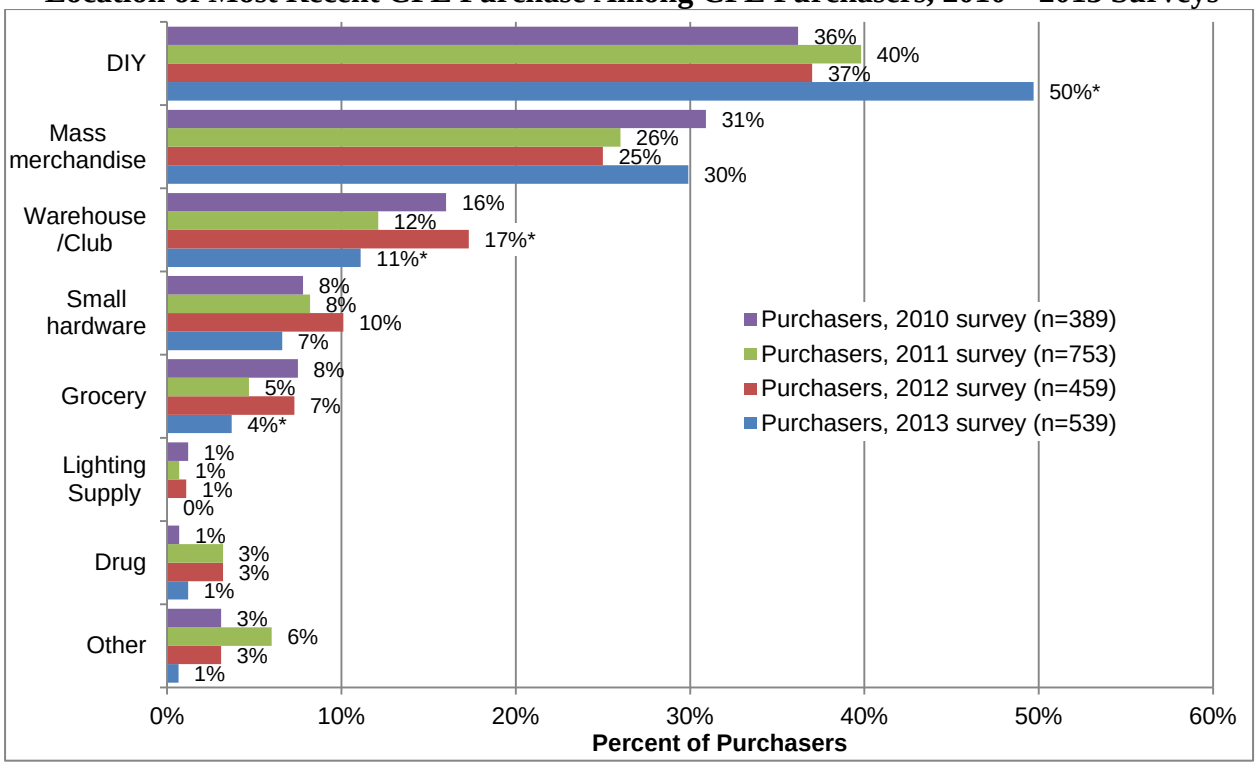
n = 776.

D.3.3 CFL Purchase Locations

For the past several years, the consumer telephone survey has included questions to gauge where CFL purchasers have purchased CFLs most recently. Results suggest that CFLs purchased by 2013 survey respondents were highly concentrated in the DIY and mass merchandise channels, with four out of five purchasers having reportedly purchased CFLs in these channels most recently (Figure 57). Half of CFL purchasers reported having purchased CFLs most recently in DIY stores alone. The percentage of purchasers reporting purchases in wholesale clubs dropped by a significant margin between the 2012 and 2013 surveys (from 17% to 11%), as did the percentage reporting purchases in grocery stores (from 7% to 4%).

A significantly greater proportion of urban consumers reportedly purchased CFLs most recently at DIY stores than rural consumers (52 versus 34%, respectively), while a significantly greater proportion of rural consumers reported purchasing CFLs most recently at small hardware stores than urban consumers (12% versus 6%, respectively). These results are not surprising given that rural consumers have less access to DIY stores than urban consumers. Overall, the significant uptick in reported shopping at DIY stores between 2012 and 2013 mirrors the increase in the overall share of Northwest CFL sales comprised by DIY stores during the same timeframe (see Figure 3 in Section 2.3 above).

Figure 57
Location of Most Recent CFL Purchase Among CFL Purchasers, 2010—2013 Surveys



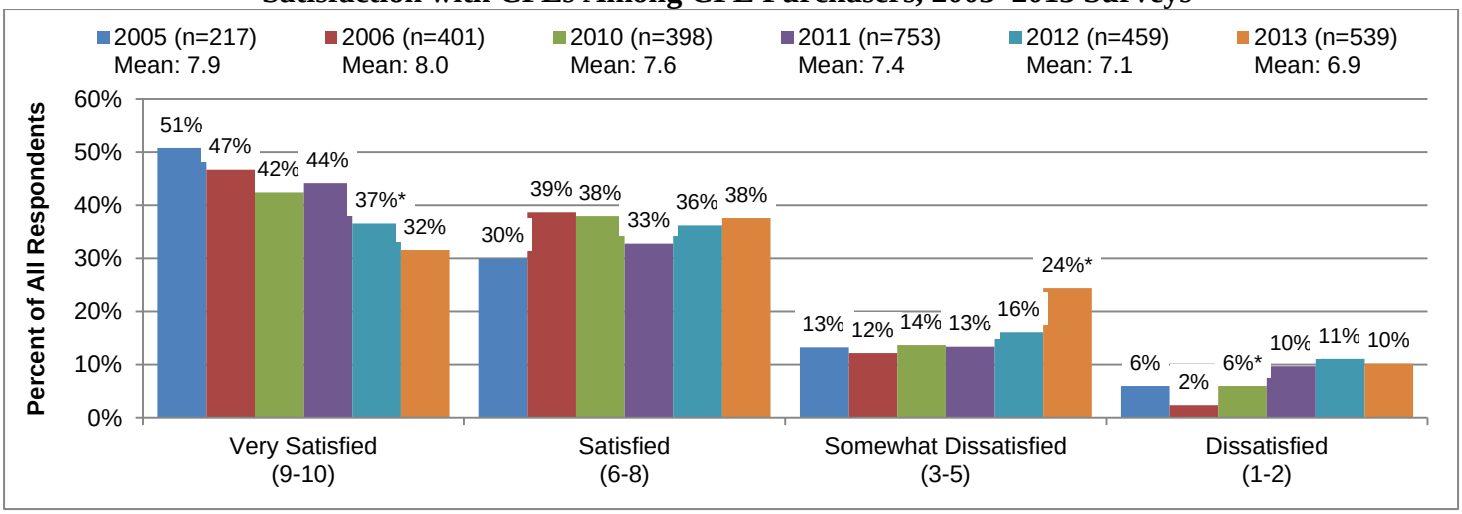
Note: Percentages may not total 100% due to rounding.
* Difference from prior study period is statistically significant.

D.3.4 Satisfaction with CFLs

The consumer telephone surveys address consumer satisfaction with CFLs from a number of perspectives: overall satisfaction, consumer impressions of the best and worst features of CFLs, and consumer agreement or disagreement with statements regarding CFL attributes. The following subsections provide details on these results.

Overall Satisfaction. Since 2005, the consumer telephone surveys have asked respondents to rate their satisfaction with CFLs on a scale of 1 to 10 where 1 means, "not at all satisfied" and 10 means, "very satisfied." Figure 58 shows the results grouped into four categories: respondents who are very satisfied (ratings of 9 or 10), respondents who are satisfied (ratings of 6 to 8), those who are somewhat dissatisfied (ratings of 3 to 5), and those who are dissatisfied (ratings of 1 or 2). As shown, results suggest that consumer satisfaction with CFLs has declined somewhat over the past several years, with a statistically significant increase in the percentage of customers who are "somewhat satisfied" between the 2012 and 2013 surveys.

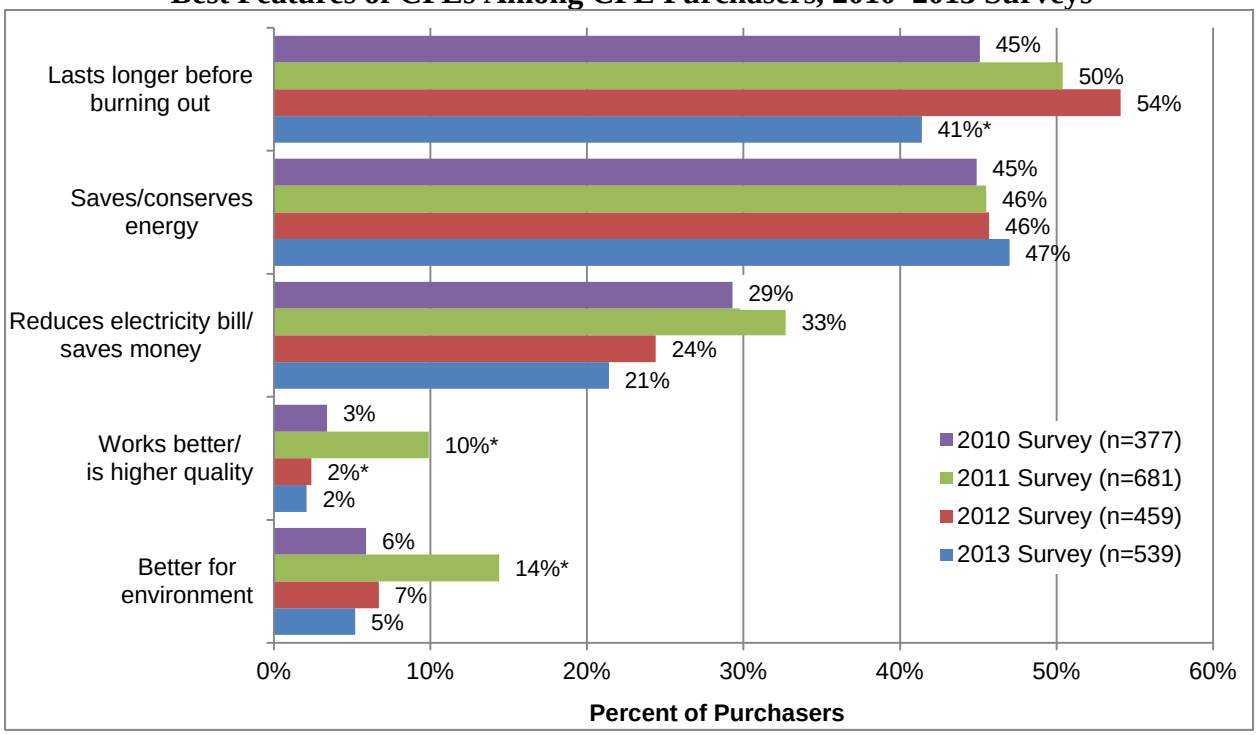
Figure 58
Satisfaction with CFLs Among CFL Purchasers, 2005–2013 Surveys



Note: Percentages may not total 100% due to rounding.
* Difference from prior study period is statistically significant.

Best Features of CFLs. Since 2010, the consumer telephone surveys have asked respondents to describe the best features of CFLs. Through 2012, length of CFL life received the greatest proportion of mentions among respondents—however in response to the 2013 survey, a greater proportion of consumers mentioned the energy saving features of CFLs than any other feature (although length of life remains close behind).

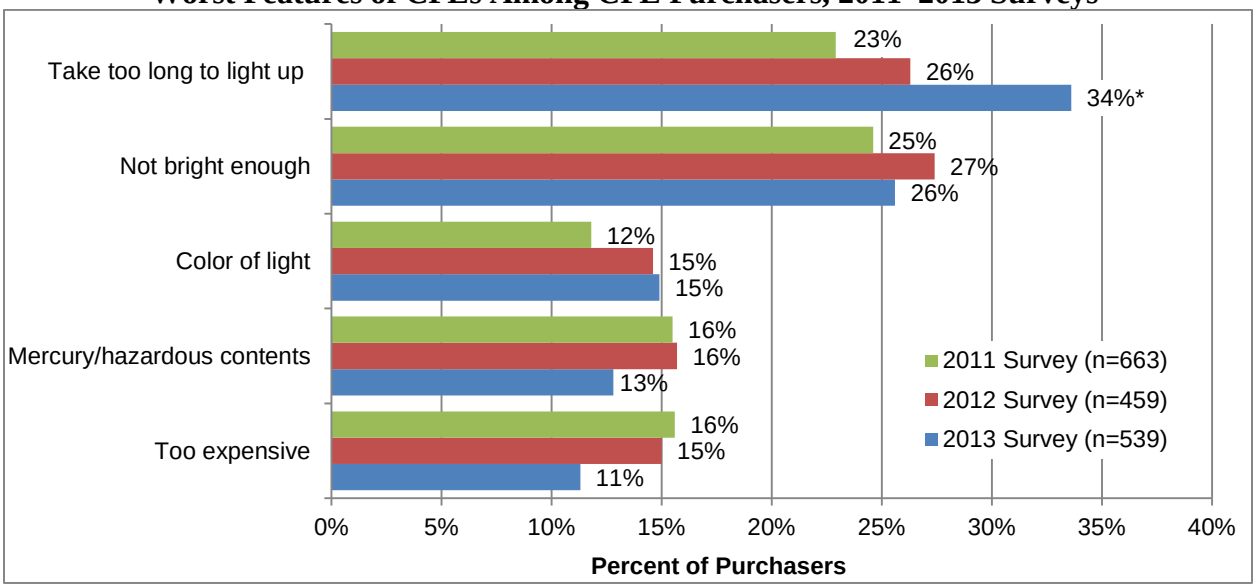
Figure 59
Best Features of CFLs Among CFL Purchasers, 2010–2013 Surveys



Note: Multiple responses allowed; percentages may not total 100%.
* Difference from prior study period is statistically significant.

Worst Features of CFLs. Starting in 2011, the consumer surveys included questions to gauge CFL purchaser impressions of the *worst* features of CFLs. In response to the 2011 and 2012 surveys, a similar proportions of CFL purchasers mentioned that CFLs take too long to light up (start-up time) or that they are not bright enough, but in 2013, the proportion of purchasers who mentioned start-up time increased by a statistically significant margin over 2012 results to become the most frequently cited feature as the worst feature of CFLs (mentioned by 34% of respondents). Other results remained fairly steady, with approximately 10 to 15 percent of respondents mentioning the color of the light from CFLs, mercury or hazardous contents, or the price of CFLs as the worst features. Figure 60 provides additional detail.

Figure 60
Worst Features of CFLs Among CFL Purchasers, 2011–2013 Surveys†

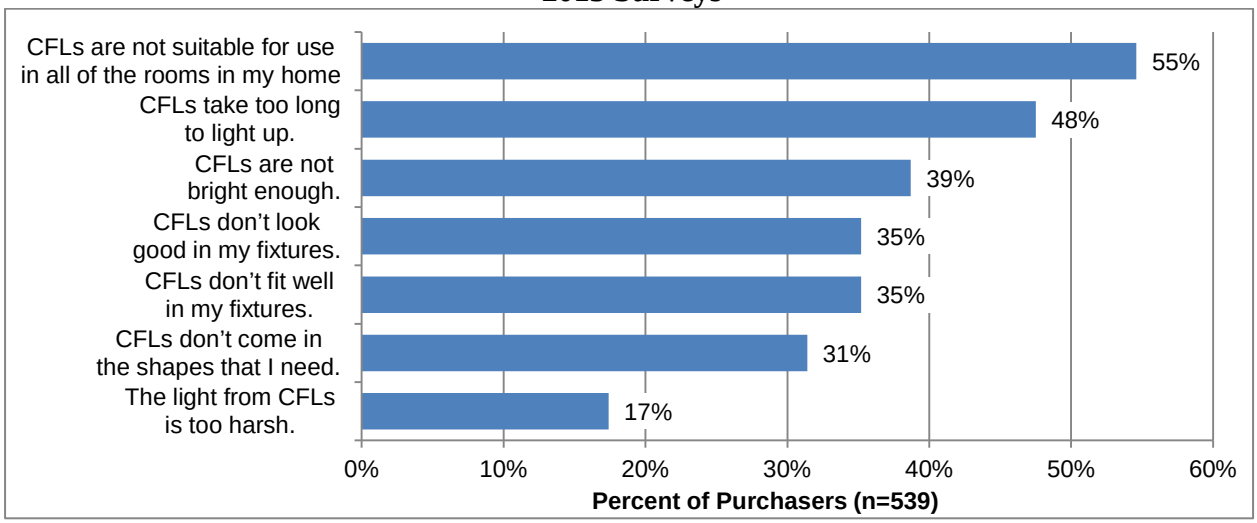


Note: Multiple responses allowed; percentages may not total 100%.
† Question asked for the first time in 2011 surveys.
* Difference from prior study period is statistically significant.

Level of Agreement with Statements Regarding CFLs. Finally, to gauge CFL purchaser perspectives on specific CFL features, the 2013 survey included seven statements regarding CFLs with which interviewers asked respondents to either agree or disagree. As shown below, level of agreement was strongest with the statement "CFLs are not suitable for use in all of the rooms in my home," with 55 percent of CFL purchasers agreeing with this statement (Figure 61). Nearly half of CFL purchasers agreed that "CFLs take too long to light up," echoing the sentiment expressed by more than a third of purchasers in response to the survey question regarding the worst features of CFLs (Figure 60 above). Of all seven statements included in the survey, level of agreement was lowest with the statement that "the light from CFLs is too harsh" at only 17 percent of CFL purchasers.

There were some regional differences in these results. For example, a significantly greater percentage of urban CFL purchasers agreed with the statement that "the light from CFLs is too harsh" than rural purchasers (18 versus 12%, respectively). Interestingly, a greater proportion of rural respondents agreed with the statement that "CFLs don't come in the shapes that I need" (38%) than urban respondents (31%).

Figure 61
Level of Agreement with Statements Regarding CFLs Among CFL Purchasers, 2013 Surveys

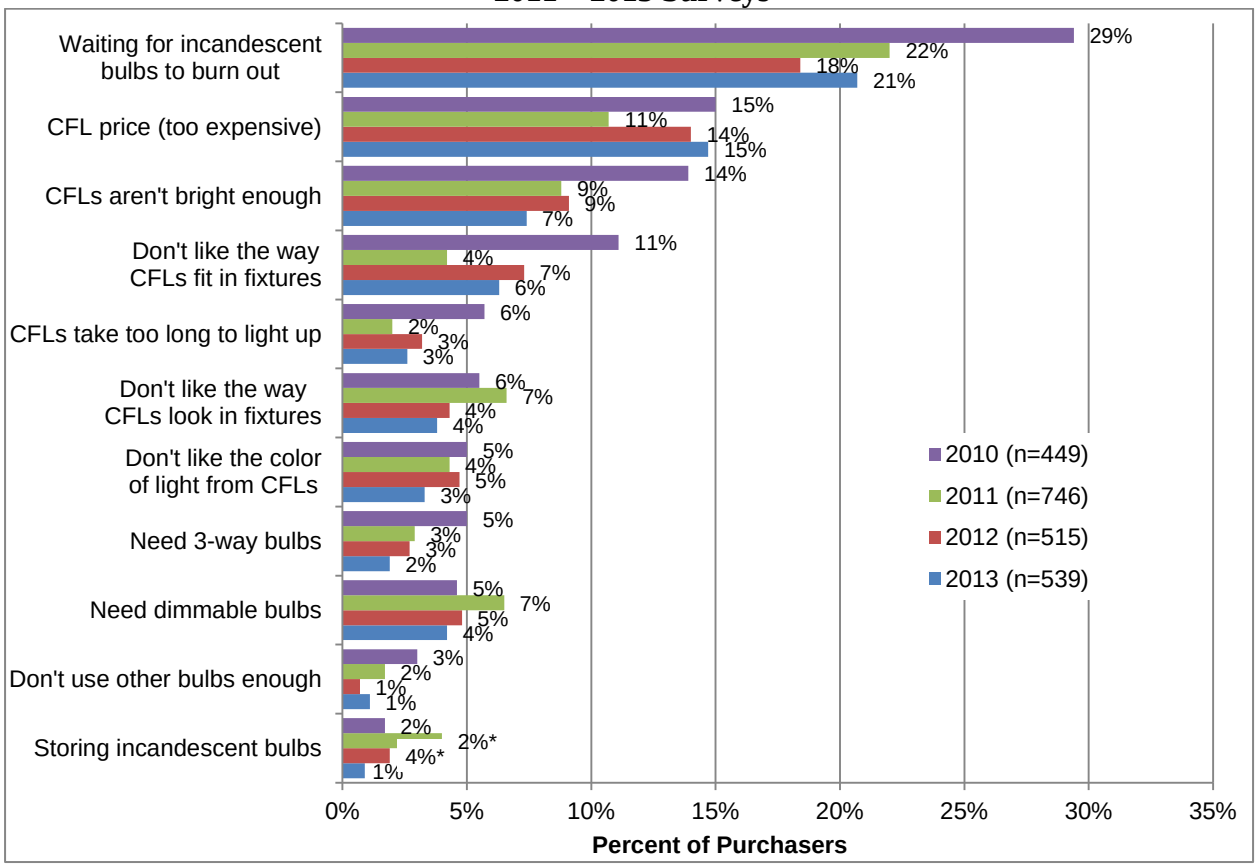


Note: Multiple responses allowed; percentages may not total 100%.

D.3.5 Factors Preventing Additional CFL Installations

For the past several years, the consumer surveys have included questions regarding the main factors preventing additional CFL installations among CFL purchasers. Results have been fairly consistent from year to year, in particular between 2012 and 2013 (Figure 62). The response that CFL purchasers are "waiting for incandescent lamps to burn out" is still cited more frequently than the other responses (by 21% of 2013 respondents), followed by the idea that CFLs are too expensive (15% of respondents). Other responses were each mentioned by less than 10 percent of respondents.

Figure 62
Main Factors Preventing Additional CFL Installations Among CFL Purchasers, 2011—2013 Surveys



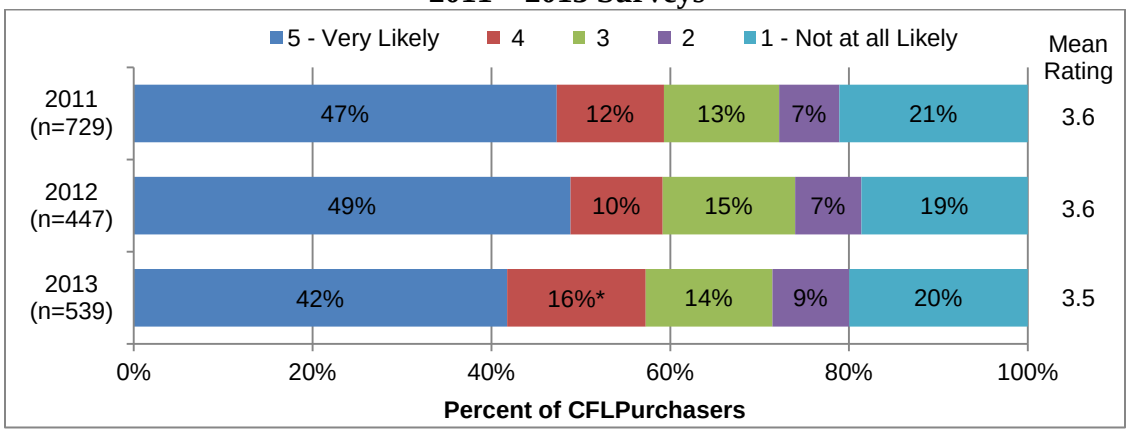
D.3.6 Future Purchase Likelihood

The consumer surveys also include a question asking CFL purchasers how likely they are to purchase CFLs within the next year. Interviewers ask respondents to use a scale of 1 to 5 where 1 means “not at all likely” to purchase CFLs within the next year and 5 means “very likely.” As shown in Figure 63, the percentage of respondents who provided ratings of 4 or 5 (suggesting likelihood of purchasing CFLs within the next year) has remained consistent since 2011, but between 2012 and 2013, there was a statistically significant shift away from the rating of 5—the highest likelihood rating—to a rating of 4. A significantly greater proportion of urban CFL purchasers reported that they are “very likely” to purchase CFLs within the next year than rural CFL purchasers (43 versus 33%, respectively).

The survey asked CFL purchasers who reported that they are unlikely to purchase CFLs within the next year (ratings of one through three) why they were unlikely to do so. Nearly a third reported that they did not need more CFLs (29 percent). Seventeen percent reported that they were

unlikely to purchase CFLs in the next year because they have CFLs in storage, and the same percentage reported that it was because CFLs are not bright enough. Eleven percent reported that it was a result of concerns about mercury content in CFLs. Other responses were each mentioned by less than 10 percent of respondents who reported that they were unlikely to purchase CFLs within the next year.

Figure 63
Likelihood of Purchasing a CFL Within the Next Year Among CFL Purchasers, 2011—2013 Surveys

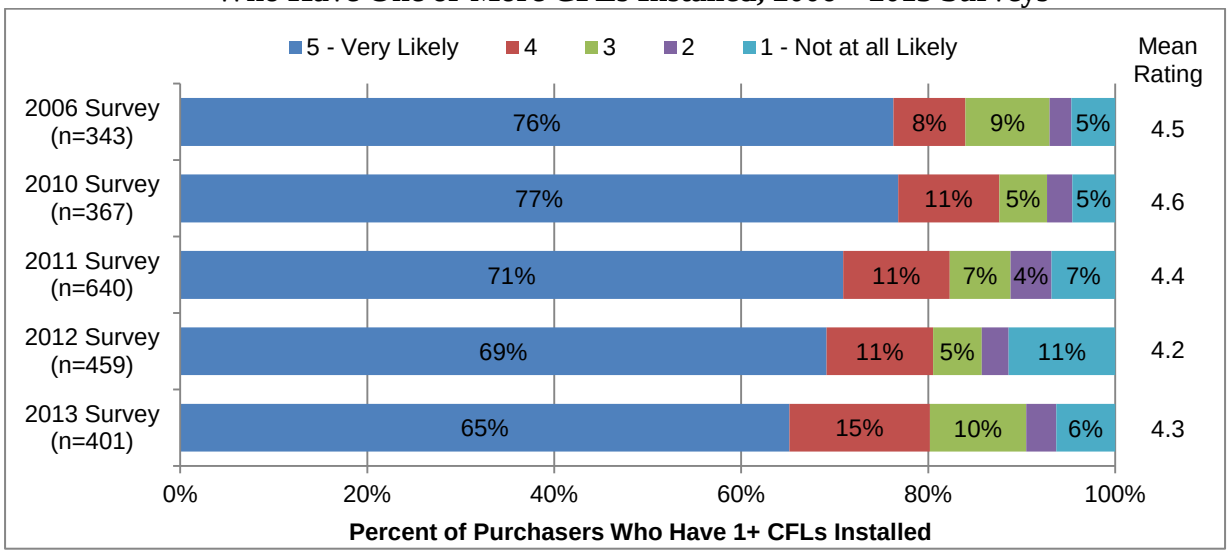


Note: Percentages may not total 100% due to rounding.
* Difference from prior study period is statistically significant.

D.3.7 CFL to CFL Replacement Likelihood

For the past several years, the consumer surveys have asked CFL purchasers who currently have CFLs installed to rate how likely they are to replace an installed CFL with another CFL upon burnout. Interviewers ask respondents to use a scale of 1 to 5 where 1 means "not at all likely" to purchase CFLs within the next year and 5 means "very likely." As shown in Figure 64, the percentage of respondents who provided ratings of 4 or 5 (suggesting likelihood of replacing a burned out CFLs with a new CFL) has remained fairly consistent for the past 3 survey phases. In 2013, nearly two-thirds of purchasers who currently use CFLs reported that they are "very likely" to replace a CFL with another CFL upon burnout (65%). Rural CFL purchasers who use CFLs provided significantly lower ratings, on average, than urban CFL purchasers who use CFLs (averaging 4.0 versus 4.3, respectively), and CFL purchasers who use CFLs in Montana provided significantly lower ratings, on average, than CFL users in the other 3 Northwest states (averaging 3.7 in Montana versus 4.2 in Idaho, 4.3 in Oregon, and 4.4 in Washington).

Figure 64
Likelihood of CFL to CFL Replacement Among CFL Purchasers Who Have One or More CFLs Installed, 2006—2013 Surveys



Note: Percentages may not total 100% due to rounding.

D.4 Energy Independence and Security Act

The 2010—2013 consumer telephone surveys included questions to gauge consumer awareness of the Energy Independence and Security Act of 2007 (EISA) and consumer plans regarding what types of lamps to purchase when traditional incandescent lamps are no longer available. The sections below provide these results.

D.4.1 Awareness

The surveys included the following three questions to gauge Northwest consumers' awareness of various elements of 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 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?

The 2013 survey included an additional (new) question that asked, "As part of the same legislation, retailers began phasing traditional 75 watt light bulbs out of stores at the beginning of 2013. Before today, were you aware that 75 watt light bulbs are being phased out?"

As shown in Table 21 below, there were no statistically significant changes in awareness with regard to any of the above questions between 2012 and 2013 across the Northwest region. For example, 46 percent of 2013 survey respondents reported that they are aware of legislation that will affect lamp availability—unchanged from 2012 survey results. However, unlike the 2012 results, the 2013 results suggest a statistically significant difference in awareness among urban respondents (48% of whom reported awareness) and rural respondents (36%).

Among questions asked between 2010 and 2013, there were no statistically significant geographic differences in results between 2012 and 2013. Fifty-eight percent of 2012 survey respondents reported that they were aware of legislation that will phase out most traditional incandescent lamps by 2014, compared to 59 percent in 2013. Roughly 40 percent of respondents in both 2012 and 2013 reported that they were aware that traditional 100 watt incandescent lamps are being phased out.

In 2013, 30 percent of consumers reported that they were aware of the legislation that will affect 75 watt incandescent lamps specifically, about a third less than the proportion of consumers who reported awareness of legislation affecting 100 watt lamps. Awareness was again significantly higher in urban areas than in rural, with 30 percent of urban consumers reporting awareness compared to 22 percent of rural consumers. These results are largely driven by results in Idaho, where only 17 percent of consumers reported awareness of the 75 watt lamp phase-out compared to 30 percent of consumers in Washington, 31 percent in Montana, and 34 percent in Oregon.

Table 21
Awareness of EISA and its Implications, 2010—2013 Surveys

Aware…	Percent Aware			
	2010 (n=500)	2011 (n=1,000)	2012 (n=606)	2013 (n=776)
…of legislation that will affect lamp availability?	16%	26%*	46%*	46%
…of legislation that will phase out most traditional incandescent lamps by 2014?[21]	23%	33%*	58%	59%
…that traditional 100-watt incandescent lamps are being phased out?[22]	11%	18%*	41%*	43%
…that traditional 75-watt incandescent lamps are being phased out?	**	**	**	30%

* Difference from prior study period is statistically significant.
** Question included in survey starting in 2013.

[21] 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.

[22] 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?" Evaluators modified the phrasing for the 2012 and 2013 surveys so the question was phrased as follows: "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 100 Watt light bulbs are being phased out?" The legislation does not prevent retailers from selling through their existing stock of 100 Watt incandescent lamps, and the legislation had gone into effect before interviewers conducted the 2012 and 2013 surveys.

D.4.2 Planned Lamp Purchasing Activities

When asked whether they shopped for any 100 watt incandescent lamps in 2012, 29 percent of consumers reported that they had. Of these, approximately three-fourths reported that they ultimately purchased 100 watt incandescent lamps. Of those who did not, 61 percent reported that they were unable to find 100 watt incandescent lamps (roughly 13% of consumers who reported that they had shopped for these products in 2012—which represent only 4% of all Northwest consumers).

The 2013 survey followed with another question asking consumers what type of light bulbs they planned to use instead of 75 watt incandescent lamps when 75 watt incandescent lamps are no longer available. Between 2010 and 2012, the survey asked the same question regarding 100 watt lamps (because each of these surveys was fielded before—or in the case of 2012, just after—the regulation affecting 100 watt incandescent lamps went into effect, while the regulation affecting 75 watt incandescent lamps went into effect in January, 2013). The 2013 survey question was phrased as follows, "When traditional 75 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?"

As shown in Table 22, there were no statistically significant changes in planned activities between 2012 results (pertaining to traditional 100 watt incandescent lamps) and 2013 results (pertaining to 75 watt traditional incandescent lamps). In both years, just less than half of respondents reported that they will switch to a new type of light bulb when the relevant incandescent lamps are no longer available, and roughly one-third reported that they will keep using incandescent lamps but switch to a lower wattage. There were no statistically significant geographic differences in the 2013 survey results.

Of 2013 respondents who reported that they will switch to another type of light bulb, 58 percent said they would switch to CFLs; 14 percent to LED lamps; 11 percent to EISA-qualifying incandescent lamps; 1 percent to halogen; and 2 percent to something else (the remainder were unsure). A significantly greater percentage of respondents in Oregon reported that they would switch to CFLs (71% of respondents who plan to switch to another type of light bulb) than respondents in Montana (37%), Idaho (47%), or Washington (58%).

Table 22
Planned Action When 100 Watt or 75 Watt Incandescent Lamps are Phased Out, 2010—2013 Surveys

Planned Action	100 Watt Lamp			75 Watt Lamp
	2010 (n=500)	2011 (n=1,000)	2012 (n=606)	2013 (n=776)
Switch to a new type of light bulb	55%	46%*	45%	47%
Keep using traditional light bulbs but switch to a lower wattage	24%	27%	33%*	30%
Stock up on these lamps before the phase-out**	1%	1%	1%	<1%
Other	3%	6%	4%	4%
Don't know / Refused	17%	21%	17%	18%
Overall	**100%**	**100%**	**100%**	**100%**

* Difference from prior study period is statistically significant.

** Note that this option was not included in the list of response options read to survey respondents; it is possible that more respondents would have given this response if it were included in the list.

APPENDIX E – 2012 ACE MODEL INPUT ASSESSMENT

memo

To:	Christine Jerko, NEEA	Date:	June 10, 2013
From:	Jenna Canseco, DNV KEMA Energy & Sustainability		
Copy:	Praveen Chalise, Alexis Allan, Anu Teja and Christopher Frye, NEEA Kathleen Gaffney, Geoff Barker, and Tyler Mahone, DNV KEMA		
Subject:	2012-2013 Northwest Residential Lighting Market Tracking Study: Review of 2012 ACE Model Inputs - FINAL		

1. Introduction

On November 30, 2012, the DNV KEMA Energy & Sustainability (DNV KEMA) team delivered a memo to Christine Jerko at the Northwest Energy Efficiency Alliance (NEEA) that described DNV KEMA's recommended approaches to assessing key inputs to the 2012 ACE model for residential lighting. This memorandum briefly reviews those recommendations and describes the results. Appendix A provides a complete list of references cited in the memo.

Below, the DNV KEMA team provides perspectives on forward-looking market share for residential lamp types of to support NEEA's forecast. The team also reviews each of the key ACE model inputs, summarizes how it was estimated in the 2011 ACE Model Input Review, reviews the recommended approach for assessing each input in the 2012 Model, and the presents the results of the assessment for each model input.

2. Forecast

In an email communication on December 3, 2012, Christine Jerko of NEEA requested that the DNV KEMA team include estimated projections of GP and specialty CFL market share in 2013, 2014, 2015, 2016, 2020, and 2025 in the assessment of 2012 ACE Model Inputs to support NEEA's forecasts for residential lighting.

In that email exchange, DNV KEMA's project manager suggested reviewing U.S. Energy Information Administration (EIA) forecasts of residential general service medium screw-base (MSB) lamp purchases between 2010 and 2035 (Comstock, W. [U.S. EIA], 2013). There are two challenges associated with this source as far as informing NEEA's forecast: (1) data are not available for the Northwest region (only for the U.S. as a whole); and (2) the data do not include separate projections for general purpose versus specialty CFLs.

Given that the DNV KEMA team is not aware of other similar data sources that could be leveraged for to support NEEA's projections, DNV KEMA's project manager exchanged emails with Christine Jerko of NEEA in early April, 2013 and decided that to address the first of the challenges described above, providing the U.S. market share projections would be sufficient. To address the second challenge, DNV KEMA suggested reviewing 2010, 2011 and 2011 CFL sales data from Fluid Market Strategies—the only years for which the split between GP and specialty CFLs is available—and projecting forward based on these data.

- **Status:** The DNV KEMA team completed these analyses in early April, 2013.

- **Results:** To address the fact that the U.S. EIA projections do not include details regarding the split between GP and specialty CFL market share, the DNV KEMA team reviewed the annual CFL sales data provided to NEEA by Fluid Market Strategies for 2010 through 2012. Table 1 below provides details on the GP and specialty CFL sales split for these three years as well as the average across these years. As shown in the table, GP CFLs comprised approximately 69.9 percent of CFL sales, on average, across the 3 years, with specialty CFLs comprising an average of 30.4 percent of sales across the 3 years.

Table 1
Annual and Averaged Percentage of Northwest Residential CFL Sales by General Purpose and Specialty Lamp Categories, 2010—2012

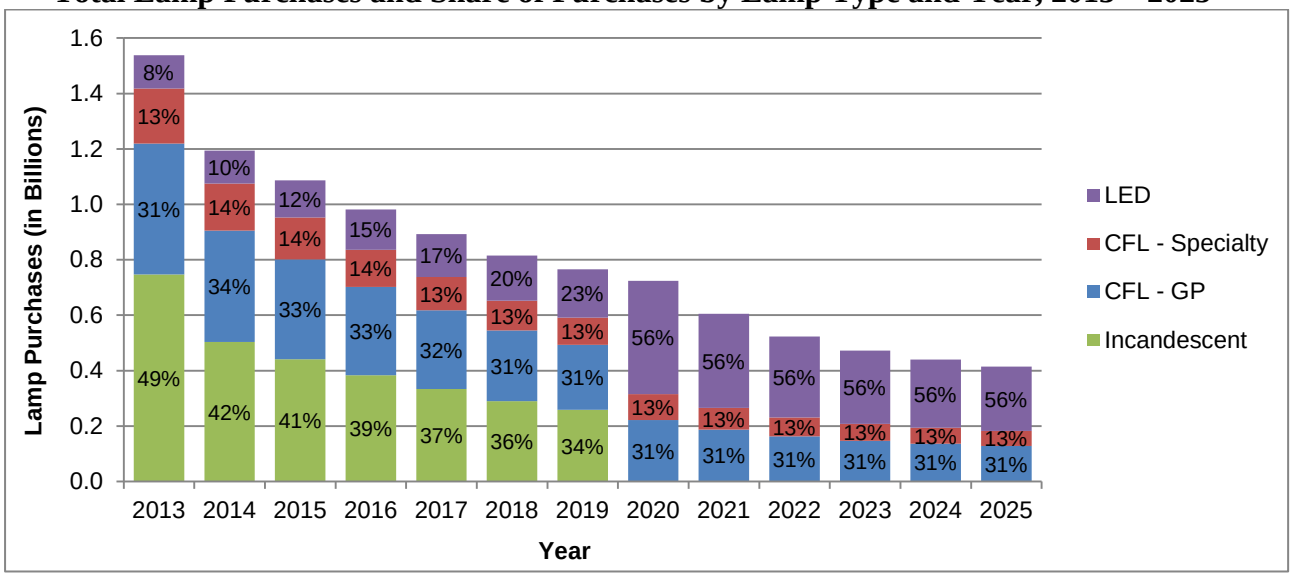
Year	Percent of Sales		Data Source
	GP CFLs	Specialty CFLs	
2010	69.6%	30.4%	Fluid Market Strategies, 2011
2011	71.5%	28.5%	Fluid Market Strategies, 2012
2012	70.1%	29.9%	Fluid Market Strategies, 2013a
3-Year Average	**70.4%**	**29.6%**	(Average of estimates above)

As shown in Table 1 above, the share of GP and specialty CFLs of total annual regional CFL sales was very similar between 2010 and 2012 (the only years for which data are available). As such, the DNV KEMA team took the 3-year average share of sales and applied that to the annual share of national lamp sales attributed to CFLs in the U.S. EIA data. Based on these data, the DNV KEMA team produced the projected market share for GP CFLs, specialty CFLs, LED lamps, and incandescent lamps for 2013, 2014, 2015, 2016, 2020, and 2025 to support NEEA's forecasts for residential lighting as shown in Figure 1 below.

As shown in the figure, the U.S. EIA predicts that manufacturers will discontinue large-scale production of incandescent lamps such that consumers will stop purchasing these products by approximately 2020. According to a U.S. EIA representative, earlier projec-

tions (e.g., from 2011) included the assumption "that manufacturers would be able to produce incandescent bulbs that would meet future standards." However, the U.S. EIA reports that, "since then, manufacturers have largely abandoned this goal and instead focused on development of more efficient lighting types beyond incandescent bulbs." As such, in their Annual Energy Outlook for 2013 (on which the data in Figure 1 are based), the U.S. EIA limits all post-2020 purchases to CFLs and LED replacement lamps.

Figure 1
Total Lamp Purchases and Share of Purchases by Lamp Type and Year, 2013—2025



Sources: U.S. EIA, 2013; Fluid Market Strategies, 2010—2012.

Table 2 below provides more detailed estimates of market share by technology for the years in which NEEA is particularly interested for its forecast -- 2013, 2014, 2015, 2016, 2020, and 2025.

Table 2
Share of Lamp Purchases by Lamp Type and Year, 2013, 2014, 2015, 2016, 2020, and 2025

	Year					
Lamp Type	2013	2014	2015	2016	2020	2025
General Purpose CFL	30.7%	33.7%	33.1%	32.5%	30.7%	31.0%
Specialty CFL	12.9%	14.2%	13.9%	13.7%	12.9%	13.0%
Incandescent Lamp	48.6%	42.2%	40.6%	39.0%	0.0%	0.0%
LED Lamp	7.8%	10.0%	12.3%	14.8%	56.4%	56.0%
Overall	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

3. ACE Model Inputs

NEEA's ACE model inputs are grouped into five categories:

1. Total market sales of GP and specialty bulbs (all technologies; in millions)[23];
2. GP CFL market share;
3. GP CFL savings rate;
4. Specialty CFL market share; and
5. Specialty CFL savings rate.

Categories two through five above are each comprised of several inputs. The sections below describe each input and the accompanying assessment in additional detail.

3.1 Total Market Sales of GP and Specialty Bulbs

In DNV KEMA's review of the 2011 ACE Model inputs, DNV KEMA staff relied upon an extrapolation of self-reported lamp purchase data from the consumer telephone surveys to the Northwest population (based on population estimates from the U.S. Census). For the 2012 review, we recommended the same approach. However, the 2012-2013 consumer lighting survey includes more details regarding the number and types of lamps purchased than were included in the 2011-2012 surveys – so in support of the 2012 assessment, we are able to report on the average number of general purpose CFLs, specialty CFLs, traditional incandescent lamps, EISA-compliant incandescent lamps, and LED lamps purchased by telephone respondents.

- **Status:** Consumer telephone surveys completed as of March 12, 2013 (n = 776).

- **Results:** The 2012-2013 consumer telephone surveys included questions to estimate the number of lamps purchased by each telephone survey respondent in 2012 for traditional incandescent lamps,[24] energy-efficient incandescent lamps,[25] and LED lamps.[26] The survey also includes a three-question series to address the number of general purpose and specialty CFLs purchased in 2012:
  - Question M2: "How many CFLs did you purchase in 2012?"
  - Question M2a: "How many of the CFLs you bought in 2012 were the spiral shaped bulbs?"
  - Question M2b: "How many were shaped like regular light bulbs?"

  Adding the results from questions M2a and M2b together yields the total number of general purpose CFLs purchased in 2012 by each respondent, and subtracting this total from the results to question M2a yields the total number of specialty CFLs purchased in 2012.

[23] NEEA defines "general purpose CFLs" as basic bare spiral CFLs and a-lamps that are single-wattage lamps (i.e., not dimmable lamps or 3-way lamps). All other CFL types (including dimmable and 3-way lamps) are considered "specialty CFLs."

[24] Question IN2: "During 2012, how many traditional incandescent bulbs did you purchase?"

[25] Question EE3: "During 2012, how many energy-efficient incandescent bulbs did you purchase?"

[26] Question LE4: "During 2012, how many LED bulbs did you purchase?"

Table 3 below shows the mean number of general purpose CFLs, specialty CFLs, traditional incandescent lamps, energy-efficient incandescent lamps, and LED lamps purchased in the Northwest during 2012 (averaged across both purchasers and non-purchasers of each technology). While the telephone surveys address individuals, it is likely that some of these individuals are reporting total household purchases—so Table 3 shows the number of lamps extrapolated the population level and Table 4 shows the number of lamps extrapolated to the total number of Northwest households. Because the youngest members of the population are unlikely to purchase lamps, Table 3 also includes extrapolations to the portion of the Northwest population ages 15 or older and ages 20 or older.

Table 3
Mean Lamps Purchased by Lamp Type and Extrapolated to NW Population (Individuals), 2012

Lamp Type	Mean Number of Lamps Purchased in 2012	2012 Lamp Purchases Extrapolated to Total NW Population	2012 Lamp Purchases Extrapolated to NW Population Ages 15+	2012 Lamp Purchases Extrapolated to NW Population Ages 20+
General Purpose CFLs	2.82	37,780,200	29,732,069	27,196,689
Specialty CFLs	0.13	1,741,640	1,370,627	1,253,748
Traditional Incandescent Lamps	5.39	72,211,091	56,828,317	51,982,324
EISA-Compliant Incandescent Lamps	0.62	8,306,285	6,536,838	5,979,414
LED Lamps	1.42	19,024,072	14,971,468	13,694,787
All Lamps	**10.38**	**139,063,289**	**109,439,319**	**100,106,962**

Sources: Mean number of lamps from DNV KEMA 2013 Northwest consumer surveys; Northwest 2012 population (total: 13,397,234; 15 or older: 10,543,287; 20 or older; 9,644,216) from U.S. Census Bureau, 2012b.

Table 4
Mean Lamps Purchased by Lamp Type and Extrapolated to NW Population (Households), 2012

Lamp Type	Mean Number of Lamps Purchased in 2012	2012 Lamp Purchases Extrapolated to Total NW Households
General Purpose CFLs	2.82	14,356,941
Specialty CFLs	0.13	661,845
Traditional Incandescent Lamps	5.39	27,441,104
EISA-Compliant Incandescent Lamps	0.62	3,156,491
LED Lamps	1.42	7,229,382
All Lamps	**10.38**	**52,845,763**

Sources: Mean number of lamps from DNV KEMA 2013 Northwest consumer surveys; Northwest 2012 number of households and estimated number of households (2006-2011; 5,091,114) from U. S. Census Bureau, 2012a.

These estimates of total regional general purpose and specialty CFL sales serve as points of comparison with the 2012 Northwest CFL sales data collected for NEEA by Fluid Market Strategies. According to estimates DNV KEMA staff obtained from Fluid on March 15, 2013, the total number of general purpose CFLs sold in the Northwest in 2012 was 11,927,372 (70% of total 2012 Northwest CFL sales) and the total number of specialty CFLs sold was 5,098,427 (30%), for a total of 17,025,799 Energy Star and non- Energy Star CFLs (Fluid Market Strategies, 2013a).[27] Based on the above extrapolation from the consumer survey data to Northwest households, Northwest retailers sold 15,018,786 CFLs in the Northwest in 2012, 14,356,941 of which were general purpose lamps. The DNV KEMA team believes that estimates of regional CFL sales provided by Fluid Market Strategies are likely more reliable than the averaged, extrapolated consumer self-reported estimates provided in Tables 3 and 4 above.

3.2 GP CFL Market Share

NEEA's ACE model includes five elements related to GP CFL market share:

1. Total tracked units
2. Tracked NOB units
3. Tracked local program units
4. Tracked unit retirements
5. NOB market share

3.2.1 Tracked Units: Total GP CFLs

In DNV KEMA's review of the 2011 Residential Lighting ACE Model inputs, DNV KEMA staff conducted a detailed review and documentation of Fluid Market Strategies' methods for estimating Northwest GP CFL sales. For the 2012 input review, DNV KEMA recommended a limited review of Fluid's methods, focusing on areas in which methods have changed from 2011 to 2012. DNV KEMA's review of Fluid's methods in 2011 suggested that the methods were sound, and if no major changes were incorporated for the 2012 period (or if the changes are also deemed sound), DNV KEMA recommends that NEEA rely on Fluid's sales estimates for 2012 for this input to the ACE model.

- **Status:** Fluid Market Strategies provided final 2012 CFL sales data to DNV KEMA on March 15, 2013 and a summary of the sales data tracking approaches used in 2011 and 2012 on the same date (Fluid Market Strategies 2012 and 2013b).

- **Results:** DNV KEMA's project manager found no issues of concern with the sales data tracking approach taken by Fluid Market Strategies in estimating 2012 GP CFL sales for NEEA. Fluid reports that 14 percent of the 2012 sales data were based on extrapolations (down from 18% in 2011). However, it is worth noting that the number of retail chains from which Fluid obtained data in 2012 was smaller than in 2011 (43 versus 27, respectively); although the chains that were absent from the 2012 data represented a small frac-

[27] These estimates include both Energy Star and non- Energy Star CFL sales.

tion of 2011 sales. Based on Fluid's estimates, regional GP CFL sales in 2012 totaled 11,927,372 lamps (99% of which were Energy Star lamps).

3.2.2 Tracked Units: Naturally Occurring Baseline (NOB) GP Units

As explained in our memorandum dated November 30, 2012, DNV KEMA is aware of no current or forthcoming literature that would support a defensible method to asses this input for NEEA.

3.2.3 Tracked Units: Local Program GP Units

NEEA obtains reports from the local utilities regarding the number of GP CFLs for which they have provided incentives throughout the year through surveys conducted by NEEA's Planning Department. These estimates are included in annual CFL sales data reports provided to NEEA by Fluid Market Strategies. For 2012, DNV KEMA recommended high-level spot-checks on program GP CFL unit sales data by comparing to results from the 18 utility program manager interviews to be conducted by DNV KEMA in early 2013.

- **Status:** Fluid Market Strategies provided final 2012 CFL sales data to DNV KEMA on March 15, 2013 (Fluid Market Strategies, 2013a). As part of the 2012-2013 Northwest Residential Lighting Tracking Study, DNV KEMA staff completed 18 utility program manager interviews in March and early April, 2013.

- **Results:** Approximately half of the utility program managers we interviewed were able to provide estimates of general purpose (or total) CFL sales through retail lighting programs in 2012. (Note that some of those who did not provide estimates were not operating retail lighting programs in 2012.) However, DNV KEMA staff were unable to compare interview results against the Fluid Market Strategies data because Fluid includes program-discounted sales in aggregate across many utilities. Given that DNV KEMA team believes the estimates provided Fluid Market Strategies to be valid, we recommend that NEEA rely upon Fluid Market Strategies' estimate of 5,535,951 program-discounted GP CFLs sold in 2012.

3.2.4 Tracked Units: GP Unit Retirements

NEEA has a retirement model which estimates the proportion of GP CFLs that are retired annually. The majority of GP CFLs retire within 6 years. To assess this input to the 2012 model, DNV KEMA staff recommended a review the forthcoming CFL Lab Test study from the California Public Utilities Commission (CPUC) Energy Division to determine the average lifetime of GP CFLs. The team initially expected results from this study during or shortly after February 2013.

- **Status:** In late March, the CPUC Energy Division announced that publication of the CFL Lab Testing report will be delayed until mid-April, 2013. In late April, 2013, Energy Division reported that the study will be delayed until June or July, 2013 to allow for an extended lamp testing period.

- **Results:** The DNV KEMA team will provide an update to this memorandum when results for this input are available.

3.2.5 NOB Market Share

As explained in our memorandum dated November 30, 2012, DNV KEMA is aware of no current or forthcoming literature that would support a defensible method to asses this input for NEEA.

3.3 GP CFL Savings Rate

NEEA's ACE model includes six inputs related to the savings rate for GP CFLs:

1. Removal rate
2. Takeback
3. Displaced wattage
4. Daily hours of use
5. Space heat interaction effects (interior only)
6. Measure life

3.3.1 GP CFL Removal Rate

The GP CFL removal rate is based on results from consumer telephone surveys included in NEEA's 2005 residential lighting study.[28] To assess this input for 2012, DNV KEMA recommended including the same question on this topic in the 2013 consumer telephone surveys as used in previous study years.

- **Status:** Surveys completed as of March 12, 2013 (n = 776).

- **Results:** According to the results from consumer survey question P5A ("Have you had any CFLs that you installed, but later removed and did not use elsewhere in your home?"), approximately 16.5 percent of CFL purchasers (11.6% of the population) has installed and later removed at least one CFL. Follow-up questions were aimed at determining the number of CFLs removed overall, the number that were spiral CFLs, and the number that were a-lamp CFLs (so that the number of general purpose and specialty CFLs could be calculated). Table 5 provides the results to these survey questions based on CFL purchasers and based on all respondents (including CFL purchasers and non-purchasers) in terms of the disposition of all CFLs ever acquired by each household. Based on these estimates, approximately 21 percent of all CFLs ever acquired by purchasers have been removed, compared with 5 percent of CFLs across the population (purchasers and non-purchasers). General purpose CFL removals in particular represent approximately 21 percent of all CFLs ever acquired by purchasers and 5 percent of CFLs across the population (purchasers and non-purchasers).

[28] The 2005 survey included a question that asked, "Have you had any CFLs that you installed, but later removed and did not use elsewhere in your home?"

Based on these results, the DNV KEMA team recommends a removal rate of 5 percent for GP CFLs.

Table 5
Average CFL Disposition Among CFL Purchasers and All Respondents

CFL Disposition	Mean Number of CFLs			
	Among CFL Purchasers (n=547)		Among All Respondents (n=776)	
CFLs currently installed	11.1	51%	6.93	69%
CFLs ever removed	4.62	21%	0.48	5%
General Purpose CFLs removed	*4.44*	*21%*	*0.46*	*5%*
Specialty CFLs removed	*0.18*	*<1%*	*0.02*	*<1%*
CFLs currently stored	6.0	27%	2.66	26%
All CFLs Ever Acquired	**21.6**	**100%**	**10.1**	**100%**

Source: DNV KEMA 2013 Northwest consumer lighting surveys.

3.3.2 GP CFL Takeback

NEEA relies on a 2010 value from a Regional Technical Forum report for this input. DNV KEMA staff are unaware of any rigorous studies designed to address takeback effects, however, the team is aware of some recent papers on this topic. As such, the DNV KEMA team recommended a brief, high-level summary of the results from those papers to help NEEA evaluate the validity of its current estimate for this input.

- **Status:** The DNV KEMA conducted the literature review in early April, 2013.

- **Results:** To investigate CFL takeback (also known as snapback or rebound effect), DNV KEMA analysts reviewed numerous recent studies and other documentation from the California Energy Commission (CEC), Consortium for Energy Efficiency (CEE), and the Northeast Energy Efficiency Partnership (NEEP); the online study databases of the California Measurement Advisory Council (CALMAC) and the Database of State Incentives for Renewable Energy (DSIRE); conference proceedings from the Association of Energy Services Professionals (AESP), American Council for an Energy Efficient Economy (ACEEE), and the International Energy Program Evaluation Conference (IEPEC) and also performed general online keyword searches. Analysts initially focused their searches on studies from 2010 or later (to provide accurate, up-to-date information to NEEA) but expanded their search to the past 10 years given the dearth of information available.

  Since 2010, while there have been several articles and commentaries on the subject of CFL takeback, none differentiated between results for general purpose and specialty CFLs. Additionally, the number of studies aimed at estimating the effect have been limited, and the scope of each relevant study has been small. Finally, the available resources suggest that there is little consensus regarding the precise magnitude of the rebound ef-

fect, but there is agreement that it is a real or true effect. CFL takeback estimates in the literature range from 5 to 30 percent as shown in Table 6.

As shown, there is a broad range of estimates for the CFL takeback effect. The studies reflect no agreement on the precise magnitude of this effect, but all of the studies agree that the effect is real. The DNV KEMA team believes that more research on this topic is warranted. Based on this, the DNV KEMA team recommends that NEEA use the most conservative estimate of takeback at the lowest end of the estimated range (5 percent).

Table 6
Estimates of CFL Takeback Effect

Takeback Estimate	Source
5 to 12 percent	Nadel, 2012
10 percent	Thomas, 2012
10 to 30 percent	Ackerman & Stanton, 2013
No lower than 10 percent	Sorrell, 2007
No higher than 30 percent	Gavankar & Geyer, 2010

3.3.3 GP CFL Displaced Wattage

The 2011 review of ACE model inputs relied on results from site visits conducted in 2009 as part of the California Residential Lighting Metering Study to compare to NEEA's estimates of displaced GP CFL wattage (KEMA, Inc., 2010). As part of this review of the 2012 ACE Model inputs, DNV KEMA recommends reviewing results from the forthcoming California Lighting and Appliance Saturation Study (CLASS) and CPUC Evaluation, Measurement & Verification (EM&V) Work Order (WO) 28: Residential and Upstream Lighting Programs Impact Evaluation. These studies involve analyses of data from onsite surveys in 2,000 California households and will estimate average displaced wattage for GP CFLs.

- **Status:** NEEA and the CPUC Energy Division have executed a Non-Disclosure Agreement (NDA) to allow the DNV KEMA team to provide preliminary results on GP CFL displaced wattage from the aforementioned CPUC studies prior to their publication. However, in late April, 2013, Energy Division Evaluation, Measurement, and Verification (EM&V) staff decided to conduct an assessment of previously-used methods to estimate displaced CFL wattage (which relied on an incandescent lamp baseline) and modify the approach in its evaluation of the California investor-owned electric utilities' 2010-2012 residential and upstream lighting programs. Energy Division is currently planning discussions with its evaluation contractors and IOU staff to agree upon the most appropriate baseline for evaluating the 2010-2012 programs. As such, results for this ACE Model input are not yet available.

However, as NEEA staff may have interest in estimates of CFL displaced wattage that rely on an incandescent lamp baseline—even though these will not be the final results applied in California's evaluation of the 2010-2012 programs—the DNV KEMA team has provided these estimates below.

- **Results:** To estimate displaced wattage for GP CFLs based on an incandescent baseline, the DNV KEMA team first calculated the baseline incandescent a-lamp wattage based on the weighted average of installed medium screw-base (MSB) incandescent a-lamps in the 2012 in-home lamp inventory conducted as part of the CLASS study in 1,987 California households. This yielded a weighted average baseline wattage of 60.79 per lamp.

  DNV KEMA analysts then calculated the average wattage of program-discounted spiral CFLs (19.18 watts), CFL a-lamps (15.35 watts), and a weighted average across both general purpose CFL styles (18.53 watts) based on California investor-owned electric utility tracking data. To estimate displaced wattage, analysts subtracted the CFL wattage estimates from the incandescent baseline wattage estimate.

  Table 7 shows the results of these calculations. As shown, estimated displaced wattage is 41.61 watts for spiral CFLs, 45.43 watts for CFL a-lamps, and 42.26 watts across all general purpose CFLs. The preliminary overall estimate for 2012 reflects a decline in displaced wattage from the final 2010 results of 5.4 watts per lamp.

Table 7
Estimated Displaced Wattage in California
by CFL Type and Overall for General Purpose CFLs, 2012

Lamp Type	Preliminary 2012 Results	Change from Final 2010 Results	Number of Lamps in Sample	Number of Lamps in California Households
Spiral	41.61	*	22,298	10,315,836
A-Lamp	45.43	*	957	232,620,754
Overall - GP CFLs	**42.26**	**-5.40**	**23,255**	**242,936,590**

* Results not calculated separately for these lamp types in the 2010 study.
Source for 2010 results: KEMA, Inc., 2010.

3.3.4 GP CFL Daily Hours of Use (HOU)

NEEA bases GP CFL HOU on results from site visits conducted in 2009 as part of the California Residential Lighting Metering Study with adjustments based on data presented to the Regional Technical Forum by SBW Consulting. As part of the 2012 input review, DNV KEMA recommended reviewing results from the aforementioned CLASS and Work Order 28 interim results for updated estimates of GP CFL HOU.

- **Status:** As described above in Section 3.3.3 (GP CFL Displaced Wattage), NEEA and the CPUC Energy Division have executed a Non-Disclosure Agreement (NDA) to allow the DNV KEMA team to provide preliminary results on GP CFL displaced wattage and average daily HOU from the aforementioned CPUC studies prior to their publication. The DNV KEMA team completed the analyses on average daily HOU in early April, 2013.

- **Results:** The interim report on CPUC EM&V Work Order 28 (Residential/Advanced/Upstream Lighting Programs Impact Evaluation) will include updated estimates of average daily HOU for four CFL styles – spiral, a-lamp, reflector, and globe. Of interest to NEEA regarding the GP HOU estimates are spiral CFLs and a-lamp CFLs.

  During 2009, DNV KEMA researchers conducted a detailed lighting inventory of California households, and also conducted a metering study to statistically model average daily HOU for residential lighting, including breakdowns for CFLs by type (KEMA, Inc., 2010). To update these estimates for 2012, the DNV KEMA team obtained an updated lighting inventory of California households during site visits conducted as part of the CLASS study in 2012. The team then applied the updated data on disposition of CFLs by type to the 2010 HOU models to estimate the 2012 HOU estimates for spiral, a-lamp, reflector, and globe CFLs.

  Table 8 below provides the estimated average daily HOU for spiral CFLs and a-lamps as well as a weighted average estimate for all GP CFLs based on these two estimates using California data. As shown, the estimated average daily HOU for spiral CFLs declined by 0.17 hours between the final 2010 results and preliminary 2012 results, while average daily HOU for a-lamp CFLs declined by 0.29 hours during the same timeframe. Overall, the average daily HOU for GP CFLs declined by 0.10 between the final 2010 and preliminary 2012 results to 1.72.

Table 8
Estimated Average Daily Hours of Use in California
by CFL Type and Overall for General Purpose CFLs, 2012

Lamp Type	Preliminary 2012 Results	Change from Final 2010 Results	Number of Lamps in Sample	Number of Lamps in California Households
Spiral	1.73	-0.08	14,475	107,998,735
A-Lamp	1.61	-0.22	634	4,770,805
Overall - GP CFLs	**1.72**	**-0.10**	**15,109**	**112,769,540**

3.3.5 GP CFL Space Heat Interaction

NEEA relies on a 2010 value from a Regional Technical Forum report for this input. DNV KEMA staff are unaware of any rigorous studies designed to address heating interactive effects other

than a California study for which results are not expected until late 2013 at the earliest. However, the team is aware of some recent papers on this topic. As such, the DNV KEMA team recommends a brief, high-level summary of the results from those papers to help NEEA evaluate the validity of its current estimate for this input.

- **Status:** The DNV KEMA completed the literature review in April, 2013.

- **Results:** DNV KEMA analysts performed a review of the literature on CFL space heat interactive effects using an approach similar to the one described above for CFL takeback effects. Several sources note the current lack of reliable estimates for CFL space heat interaction (e.g., Eddy and Messenger, 2012). Among all of the sources reviewed, however, only two directly estimated interactive effects (Brunner *et al.*, 2010 and Hirsch, 2012).

  Brunner *et al.* utilized a billing analysis approach to examine the effects of replacing incandescent lamps with CFLs. The study relied on a total sample of 2,800 households in the San Diego, CA area and while results validated the electricity savings attributable to CFLs, the authors found no statistically measurable interactive effects on natural gas consumption. The study thus concluded that CFLs save electricity and do not cause an increase in heating energy.[29]

  A draft report of the Database for Energy-Efficient Resources (DEER) Heating, Ventilation, and Air Conditioning (HVAC) Interactive Effects found effects based from a review of studies (including the Brunner *et al.* study cited above) which relied upon field measurement, billing analyses, spreadsheet analyses and building energy simulations (Hirsch, 2012). This evaluation found takeback factors of lighting heat to space in residential buildings of -0.0295 Therms of gas per kWh of lighting savings.

3.3.6 GP CFL Measure Life

NEEA relies on a 2010 value from a Regional Technical Forum report for this input. As mentioned above for "Tracked Units: GP CFL Replacements," DNV KEMA staff recommend reviewing the forthcoming CFL Lab Test study from California to determine the average lifetime of GP CFLs. The DNV KEMA team initially expected results from this study to be available during or shortly after February 2013.

- **Status:** As described above, the CPUC Energy Division announced in late March, 2013 that publication of the CFL Lab Testing report would be delayed until mid-April. In late April, 2013, Energy Division reported that the study will be delayed until June or July, 2013 to allow for an extended lamp testing period.

[29] The authors do caution that the sample size of high-use households is small (n=240) in contrast with more robust low-income sample sizes (n=970 for gas model, n=1219 for electricity model). In addition, note that the results of this study may not be applicable to the Northwest region given the warmer climate in the San Diego, CA area.

- **Results:** The DNV KEMA team will provide an update to this memorandum when results for this input are available.

3.4 Specialty CFL Market Share

NEEA's ACE model includes the same five elements related to specialty CFL market share as related to GP CFL market share, including:

1. Total tracked units
2. Tracked NOB units
3. Tracked local program units
4. Tracked unit retirements
5. NOB market share

3.4.1 Tracked Units: Total Specialty CFLs

As described above under Tracked Units: GP CFLs (section 2.2.1), DNV KEMA recommended a limited review of Fluid Market Strategy's CFL sales estimation methods for 2012, focusing on areas in which methods have changed from 2011 to 2012. If the 2012 methods are deemed sound, DNV KEMA recommends that NEEA rely on Fluid's sales estimates for 2012 for this input to the ACE model.

- **Status:** Fluid Market Strategies provided final 2012 CFL sales data to DNV KEMA on March 15, 2013 and a summary of the sales data tracking approaches used in 2011 and 2012 on the same date.

- **Results:** As described above for "Tracked Units: Total GP CFLs," DNV KEMA's project manager found no issues of concern with the sales data tracking approach taken by Fluid Market Strategies in estimating 2012 specialty CFL sales for NEEA. As mentioned above, Fluid reports that 14 percent of the 2012 sales data were based on extrapolations (down from 18% in 2011). However, it is worth noting that the number of retail chains from which Fluid obtained data in 2012 was smaller than in 2011 (43 versus 27, respectively); although the chains that were absent from the 2012 data represented a small fraction of 2011 sales. Based on Fluid's estimates, regional specialty CFL sales totaled 5,098,427 lamps in 2012 (4,549,823 of which were Energy Star [89%]).

3.4.2 Tracked Units: Naturally Occurring Baseline (NOB) Specialty Units

As explained in our memorandum dated November 30, 2012, DNV KEMA is aware of no current or forthcoming literature that would support a defensible method to asses this input for NEEA.

3.4.3 Tracked Units: Local Program Specialty Units

NEEA obtains reports from the local utilities regarding the number of specialty CFLs for which they have provided incentives throughout the year through surveys conducted by NEEA's Plan-

ning Department. These estimates are included in annual CFL sales data reports prepared for NEEA by Fluid Market Strategies. As for local program GP units above, DNV KEMA recommended high-level spot-checks on Fluid sales data via 2013 Utility Program Manager interviews to assess this input.

- **Status:** Fluid Market Strategies provided final 2012 CFL sales data to DNV KEMA on March 15, 2013. As part of the 2012-2013 Northwest Residential Lighting Tracking Study, DNV KEMA staff completed 18 utility program manager interviews in March and early April, 2013.

- **Results:** As described above in Section 3.2.3 (Tracked Units: Local Program GP Units), DNV KEMA staff were unable to compare utility program manager interview results against the Fluid Market Strategies data. Given that DNV KEMA team believes the estimates provided Fluid Market Strategies to be valid, we recommend that NEEA rely upon Fluid's estimate of 2,848,312 program-discounted specialty CFLs sold in 2012.

3.4.4 Tracked Units: Specialty Unit Retirements

NEEA has a retirement model which estimates the proportion of specialty CFLs that are retired annually. The majority of specialty CFLs retires within 10 years. DNV KEMA recommends the same as above for GP CFLs (California CFL Lab Test study results), which was initially expected to be available in February, 2013.

- **Status:** As described above, the CPUC Energy Division announced in late March, 2013 that publication of the CFL Lab Testing report would be delayed until mid-April, 2013. In late April, 2013, Energy Division reported that the study will be delayed until June or July, 2013 to allow for an extended lamp testing period.

- **Results:** The DNV KEMA team will provide an update to this memorandum when results for this input are available.

3.4.5 NOB Market Share

As explained in our memorandum dated November 30, 2012, DNV KEMA is aware of no current or forthcoming literature that would support a defensible method to asses this input for NEEA.

3.5 Specialty CFL Savings Rate

NEEA's ACE model includes the same six inputs related to the savings rate for Specialty CFLs as included for estimating the specialty CFL savings rate:

1. Removal rate
2. Takeback
3. Displaced wattage
4. Daily hours of use

5. Space heat interaction effects (interior only)
6. Measure life

3.5.1 Specialty CFL Removal Rate

NEEA assumes a zero percent removal rate for specialty CFLs. DNV KEMA staff recommended including questions on CFL removals in the 2013 consumer survey.

- **Status:** Consumer telephone surveys completed as of March 12, 2013 (n = 776).

  Results: As shown in Table 5 above (in Section 3.3.1 – GP CFL Removal Rate), specialty CFL removals represent less than one percent of all CFLs ever acquired by CFL purchasers and 0.2 percent of all CFLs ever acquired across the population (purchasers and non-purchasers). Based on these results, the DNV KEMA team recommends a removal rate of 0.2 percent for specialty CFLs.

3.5.2 Specialty CFL Takeback

NEEA relies on a 2010 value from a Regional Technical Forum report for this input. NEEA relies on a 2010 value from a Regional Technical Forum report for this input. DNV KEMA staff are unaware of any rigorous studies designed to address takeback effects (particularly not for specialty CFLs in particular), however, the team is aware of some recent papers on this topic. As such, the DNV KEMA team recommended a brief, high-level summary of the results from those papers to help NEEA evaluate the validity of its current estimate for this input.

- **Status:** DNV KEMA staff completed the literature review in April, 2012.

- **Results:** As described above in Section 3.3.2 (GP CFL Takeback), the sources considered as part of the literature review did not differentiate between takeback effects for general purpose versus specialty CFLs.

3.5.3 Specialty CFL Displaced Wattage

The 2011 review of ACE model inputs relied on results from the 2009 California Residential Lighting Metering Study performed by DNV KEMA in California to compare to its current estimate of displaced specialty CFL wattage. DNV KEMA recommends reviewing results from the forthcoming California Lighting and Appliance Saturation Study (CLASS). CLASS involves on-site surveys in 2,000 California households and will estimate average displaced wattage for various types of specialty CFLs.

- **Status:** As described above, NEEA and the CPUC Energy Division have executed an NDA to allow the DNV KEMA team to provide preliminary results on specialty CFL displaced wattage from the aforementioned CPUC studies prior to their publication, but results for this ACE Model input are not yet available due to Energy Division's recent deci-

sion to reassess the baseline for this calculation. As with GP CFL displaced wattage, the DNV KEMA team developed estimates of displaced wattage for specialty CFLs using an incandescent lamp baseline—even though these will not be the final results applied in California's evaluation of the 2010-2012 programs.

- **Results:** To estimate displaced wattage for specialty CFLs based on an incandescent baseline, the DNV KEMA team first calculated the baseline wattage from installed incandescent MSB reflector and globe lamps in the 2012 in-home lamp inventory conducted as part of the CLASS study in 1,987 California households. This yielded a weighted average baseline wattage of 69.05 watts per lamp for incandescent reflectors, 45.06 watts for globes, and 59.32 watts per lamp across both classes of incandescent specialty lamps.

  DNV KEMA analysts then calculated the average wattage of program-discounted reflector CFLs (19.18 watts), globe CFLs (15.47 watts), and a weighted average across both specialty CFL styles (18.73 watts) based on California investor-owned electric utility tracking data. To estimate displaced wattage, analysts subtracted the specialty CFL wattage estimates from the incandescent baseline wattage estimate.

  Table 9 shows the results of these calculations. As shown, preliminary 2012 results for displaced wattage are 49.87 watts for reflector CFLs, 29.59 watts for globe CFLs, and 40.59 watts across all general purpose CFLs.

Table 9
Estimated Displaced Wattage in California
by CFL Type and Overall for Specialty CFLs, 2012

Lamp Type	Preliminary 2012 Results	Change from Final 2010 Results	Number of Lamps in Sample	Number of Lamps in California Households
Reflector	49.87	-2.83	905	47,268,504
Globe	29.59	-4.61	3,321	19,305,433
Overall – Specialty CFLs	**40.59**	*	**4,226**	**66,573,936**

* Overall results not calculated for these lamp types in the 2010 study.
Source for 2010 results: KEMA, Inc., 2010.

3.5.4 Specialty CFL Daily Hours of Use (HOU)

NEEA bases specialty CFL HOU on results from site visits conducted in 2009 as part of the California Residential Lighting Metering Study with adjustments based on data presented to the Regional Technical Forum by SBW Consulting. As part of the 2012 input review, DNV KEMA recommended reviewing results from the aforementioned CLASS and Work Order 28 interim results for updated estimates of specialty CFL HOU.

- **Status:** As described above, NEEA and the CPUC Energy Division have executed a Non-Disclosure Agreement (NDA) to allow the DNV KEMA team to provide preliminary results on specialty CFL displaced wattage and average daily HOU from the aforementioned CPUC studies prior to their publication. The DNV KEMA team completed the analyses on average daily HOU in early April, 2013.

- **Results:** The interim report on CPUC EM&V Work Order 28 (Residential/Advanced/Upstream Lighting Programs Impact Evaluation) will include updated estimates of average daily HOU for four CFL styles – spiral, a-lamp, reflector, and globe. Of interest to NEEA regarding the specialty HOU estimates are reflector CFLs and globe CFLs.

  Using the same approach described above in Section 3.3.4 (GP CFL HOU), the DNV KEMA team prepared updated estimates of average daily HOU for CFLs in 2012. Table 10 below provides the estimated average daily HOU for reflector, globe and all other specialty CFLs as well as a weighted average estimate for all specialty CFLs based on these three estimates using California data. As shown, the estimated average daily HOU for reflector CFLs declined by 0.06 between the final 2010 results and preliminary 2012 results, while average daily HOU for globe CFLs declined by 0.14 hours during the same timeframe. Overall, the average daily HOU for specialty CFLs in 2012 declined by 0.07 between the final 2010 and preliminary 2012 results to 1.68.

Table 10
Estimated Average Daily Hours of Use in California
by CFL Type and Overall for Specialty CFLs, 2012

Lamp Type	Preliminary 2012 Results	Change from Final 2010 Results	Number of Lamps in Sample	Number of Lamps in California Households
Reflector	1.72	-0.06	1,440	12,971,791
Globe	1.33	-0.14	301	4,129,983
Other	1.74	-0.06	1,581	11,981,527
Overall – Specialty CFLs	**1.68**	**-0.07**	**3,322**	**29,083,302**

3.5.5 Specialty CFL Space Heat Interaction

NEEA relies on a 2010 value from a Regional Technical Forum report for this input. As mentioned above for "GP CFL Space Heat Interaction," DNV KEMA staff are unaware of any rigorous studies designed to address heating interactive effects other than a California study for which results are not expected until late 2013 at the earliest. However, the team is aware of some recent papers on this topic. As such, the DNV KEMA team recommends a brief, high-level summary of the results from those papers to help NEEA evaluate the validity of its current estimate for this input.

- **Status:** The DNV KEMA completed the literature review in April, 2013.

- **Results:** As described above for GP CFL space heat interaction, the studies considered in the literature review did not distinguish between GP and specialty CFLs.

3.5.6 Specialty CFL Measure Life

NEEA relies on a 2010 value from a Regional Technical Forum report for this input. As mentioned above for "GP CFL Measure Life," DNV KEMA staff recommend reviewing the forthcoming CFL Lab Test study from California to determine the average lifetime of specialty CFLs. The DNV KEMA team initially expected results from this study to be available during or shortly after February 2013.

- **Status:** As described above, the CPUC Energy Division announced in late March, 2013 that publication of the CFL Lab Testing report would be delayed until mid-April, 2013. In late April, Energy Division reported that the study will be delayed until June or July, 2013, to allow for an extended lamp testing period.

- **Results:** The DNV KEMA team will provide an update to this memorandum when results for this input are available.

APPENDIX F – CONSUMER TELEPHONE SURVEY BANNER TABLES

NEEA Consumer Lighting Survey (#6510)

STATE

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
ID	93	23	69	93	-	-	-	73	15	5	42	26	-	2	13	29	14	32	46	15
	11.9	29.4 C	9.9	100.0				13.4	9.5	6.3	13.5	13.2		17.7	13.1	12.2	11.8	13.5	10.9	12.5
MT	58	21	37	-	58	-	-	37	15	7	23	14	-	0	4	16	7	16	29	14
	7.5	26.9 C	5.3		100.0			6.8	9.5	9.0	7.4	6.9		2.9	4.6	6.7	5.6	6.9	6.7	11.5
OR	226	15	211	-	-	226	-	163	44	19	87	65	-	3	31	68	33	69	132	25
	29.1	19.0	30.3 B			100.0		29.8	28.5	25.8	28.0	32.6		30.4	32.3	28.7	27.8	29.4	31.1 t	21.6
WA	399	20	379	-	-	-	399	274	81	44	159	94	-	5	48	125	66	118	218	64
	51.4	24.7	54.4 B				100.0	50.1	52.5	58.9	51.1	47.3		48.9	49.9	52.4	54.8	50.2	51.3	54.3

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

RUCC

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
Rural	79	79	-	23	21	15	20	53	17	9	32	18	-	1	9	24	10	22	43	14
	10.2	100.0		25.1 FG	36.5 FG	6.6	4.9	9.7	11.0	12.1	10.5	8.8		8.8	8.8	10.2	8.3	9.3	10.2	12.2
Urban	697	-	697	69	37	211	379	494	137	66	278	181	-	9	88	214	110	213	381	103
	89.8		100.0	74.9	63.5	93.4 DE	95.1 DE	90.3	89.0	87.9	89.5	91.2		91.2	91.2	89.8	91.7	90.7	89.8	87.8

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

STRATUM

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
1	23	23	-	23	-	-	-	16	5	2	9	7	-	0	2	8	3	7	13	4
	3.0	29.4		25.1				3.0	3.2	2.6	2.8	3.5		3.0	1.7	3.5	2.5	2.8	3.1	3.1
2	69	-	69	69	-	-	-	57	10	3	33	19	-	1	11	21	11	25	33	11
	8.9		9.9	74.9				10.4 iJ	6.3	3.7	10.7	9.8		14.8	11.4	8.7	9.2	10.6	7.8	9.5
3	21	21	-	-	21	-	-	14	5	2	7	7	-	0	2	6	2	6	11	4
	2.7	26.9			36.5			2.6	3.0	3.3	2.4	3.3		2.9	1.7	2.5	2.0	2.7	2.7	3.0
4	37	-	37	-	37	-	-	23	10	4	16	7	-	-	3	10	4	10	17	10
	4.8		5.3		63.5			4.2	6.5	5.7	5.0	3.6			2.9	4.2	3.6	4.2	4.0	8.5 s
5	15	15	-	-	-	15	-	12	1	2	10	1	-	-	3	6	2	5	8	3
	1.9	19.0				6.6		2.1	0.7	3.0	3.2	0.3			2.9	2.3	1.6	2.0	1.8	2.1

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

STRATUM

BANNER 1 - WEIGHTED

	TOTAL	RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
		RURAL	URBAN	ID	MT	OR	WA	PURCHASER	NON-PURCHASER	UNAWARE	WITHIN PAST YEAR	2 OR MORE YEARS AGO	0	1	2-4	5-12	13+	PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
6	211	-	211	-	-	211	-	151	43	17	77	64	-	3	29	63	31	64	124	23
	27.2		30.3			93.4		27.7	27.8	22.9	24.8	32.3 k		30.4	29.4	26.3	26.2	27.4 t	29.2 T	19.5
7	20	20	-	-	-	-	20	11	6	2	7	4	-	0	2	4	2	4	11	5
	2.5	24.7					4.9	2.0	4.1	3.3	2.1	1.8		2.9	2.5	1.8	2.0	1.7	2.6	3.9
8	379	-	379	-	-	-	379	263	75	42	152	91	-	4	46	121	63	114	207	59
	48.9		54.4				95.1	48.1	48.5	55.6	49.0	45.5		46.0	47.4	50.6	52.7	48.4	48.7	50.3

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

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

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
Don't know/Refused	9	1	9	1	2	1	5	5	1	3	3	2	-	-	1	-	-	2	4	3
Total answering	767	79	688	91	57	225	394	542	153	72	308	197	-	9	96	238	120	233	420	114
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	597	57	540	67	42	179	309	472	126	-	270	176	-	9	71	214	112	194	341	63
	77.9	73.1	78.4 b	73.9	74.7	79.5	78.4	86.9	82.3		87.6	89.2		97.0 o	73.8	89.9 O	93.8 O	83.2 T	81.1 T	55.2
No	170	21	148	24	14	46	85	71	27	72	38	21	-	0	25	24	7	39	79	51
	22.1	26.9 c	21.6	26.1	25.3	20.5	21.6	13.1	17.7	100.0 HI	12.4	10.8		3.0	26.2 nPQ	10.1	6.2	16.8	18.9	44.8 RS

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

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

BANNER 1 - WEIGHTED

		RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
	TOTAL	RURAL	URBAN	ID	MT	OR	WA	PURCHASER	NON-PURCHASER	UNAWARE	WITHIN PAST YEAR	2 OR MORE YEARS AGO	0	1	2-4	5-12	13+	PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
Yes	597	57	540	67	42	179	309	472	126	-	270	176	-	9	71	214	112	194	341	63
	77.0	72.6	77.5	72.8	72.5	79.0	77.5	86.2	81.6		86.8	88.4		97.0 o	72.7	89.9 O	93.8 O	82.6 T	80.3 T	53.7
No	170	21	148	24	14	46	85	71	27	72	38	21	-	0	25	24	7	39	79	51
	21.9	26.7 c	21.3	25.7	24.6	20.4	21.4	12.9	17.5	95.8 HI	12.3	10.7		3.0	25.8 nPQ	10.1	6.2	16.7	18.7	43.6 RS
Don't know	9	1	9	1	2	1	5	5	1	3	3	2	-	-	1	-	-	2	4	3
	1.2	0.7	1.2	1.5	2.9	0.6	1.1	0.8	0.9	4.2	0.9	0.9			1.5			0.7	1.0	2.7

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

A2. After description, have you every heard of CFLs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: NEVER HEARD OF CFLS	179	22	157	25	16	48	90	75	28	75	41	23	-	0	26	24	7	41	84	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	100.0
UNWEIGHTED BASE	189	79	110	39	25	43	82	82	28	79	45	25	-	1	25	25	10	44	82	63
Don't know/Refused	1	-	1	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	1	-
Total answering	177	22	156	25	16	48	88	75	28	73	41	23	-	0	26	24	7	41	82	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	100.0
Yes	104	13	91	21	9	28	46	75	28	-	41	23	-	0	26	24	7	28	53	22
	58.6	58.2	58.6	81.3 fG	58.0	59.3	51.7	100.0	100.0		100.0	100.0		100.0	100.0	100.0	100.0	69.4 T	64.5 T	41.3
No	73	9	64	5	7	19	43	-	-	73	-	-	-	-	-	-	-	12	29	32
	41.4	41.8	41.4	18.7	42.0	40.7 d	48.3 D			100.0								30.6	35.5	58.7 RS

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

A2. After description, have you every heard of CFLs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: NEVER HEARD OF CFLS	179	22	157	25	16	48	90	75	28	75	41	23	-	0	26	24	7	41	84	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	100.0
UNWEIGHTED BASE	189	79	110	39	25	43	82	82	28	79	45	25	-	1	25	25	10	44	82	63
Yes	104	13	91	21	9	28	46	75	28	-	41	23	-	0	26	24	7	28	53	22
	58.1	58.2	58.1	81.3 fG	58.0	59.3	50.9	100.0	100.0		100.0	100.0		100.0	100.0	100.0	100.0	69.4 T	63.4 T	41.3
No	73	9	64	5	7	19	43	-	-	73	-	-	-	-	-	-	-	12	29	32
	41.1	41.8	41.0	18.7	42.0	40.7 d	47.5 D			98.1								30.6	34.8	58.7 RS
Don't know	1	-	1	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	1	-
	0.8		0.9				1.6			1.9									1.7	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

A1./A2. Total CFL Awareness

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
Unaided aware	597	57	540	67	42	179	309	472	126	-	270	176	-	9	71	214	112	194	341	63
	77.0	72.6	77.5	72.8	72.5	79.0	77.5	86.2	81.6		86.8	88.4		97.0 o	72.7	89.9 O	93.8 O	82.6 T	80.3 T	53.7
Aided aware	104	13	91	21	9	28	46	75	28	-	41	23	-	0	26	24	7	28	53	22
	13.4	16.0	13.1	22.2 fG	16.0	12.5	11.5	13.8	18.4		13.2	11.6		3.0	27.3 nPQ	10.1	6.2	12.1	12.5	19.1
Not aware	73	9	64	5	7	19	43	-	-	73	-	-	-	-	-	-	-	12	29	32
	9.5	11.5	9.2	5.1	11.5	8.6	10.7 d			98.1								5.3	6.9	27.2 RS
Don't know	1	-	1	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	1	-
	0.2		0.2				0.4			1.9									0.3	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P0. Have you ever purchased CFLs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: AWARE OF CFLS	701	70	631	88	52	207	355	547	154	-	311	199	-	9	97	238	120	222	394	85
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	697	255	442	125	92	182	298	539	158	-	313	191	-	9	93	238	113	212	397	88
Don't know/Refused	6	1	6	1	-	3	3	-	6	-	-	-	-	-	-	-	-	-	5	1
Total answering	695	70	625	87	52	204	352	547	148	-	311	199	-	9	97	238	120	222	389	84
	100.0	100.0	100.0	100.0	100.0	100.0	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	547	53	494	73	37	163	274	547	-	-	311	199	-	9	97	238	120	189	310	48
	78.7	76.4	79.0	83.8	71.7	79.9	77.8	100.0			100.0	100.0		100.0	100.0	100.0	100.0	85.1 T	79.8 T	56.8
No	148	16	131	14	15	41	78	-	148	-	-	-	-	-	-	-	-	33	79	36
	21.3	23.6	21.0	16.2	28.3	20.1	22.2		100.0									14.9	20.2	43.2 RS

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P0. Have you ever purchased CFLs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: AWARE OF CFLS	701	70	631	88	52	207	355	547	154	-	311	199	-	9	97	238	120	222	394	85
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	697	255	442	125	92	182	298	539	158	-	313	191	-	9	93	238	113	212	397	88
Yes	547	53	494	73	37	163	274	547	-	-	311	199	-	9	97	238	120	189	310	48
	78.0	75.8	78.3	83.3	71.7	78.8	77.2	100.0			100.0	100.0		100.0	100.0	100.0	100.0	85.1 sT	78.8 T	55.9
No	148	16	131	14	15	41	78	-	148	-	-	-	-	-	-	-	-	33	79	36
	21.1	23.5	20.8	16.1	28.3	19.9	22.0		95.9									14.9	20.0	42.4 RS
Don't know	6	1	6	1	-	3	3	-	6	-	-	-	-	-	-	-	-	-	5	1
	0.9	0.8	0.9	0.6		1.4	0.8		4.1										1.2	1.7

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P0. Have you ever purchased CFLs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
TOTAL	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
Don't know/Refused	6	1	6	1	-	3	3	-	6	-	-	-	-	-	-	-	-	-	5	1
Total answering	770	79	691	92	58	223	396	547	148	75	311	199	-	9	97	238	120	234	420	116
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	547	53	494	73	37	163	274	547	-	-	311	199	-	9	97	238	120	189	310	48
	71.1	67.5	71.5	79.5 Eg	63.4	73.0	69.1	100.0			100.0	100.0		100.0	100.0	100.0	100.0	80.6 sT	74.0 T	41.2
No	223	26	197	19	21	60	122	-	148	75	-	-	-	-	-	-	-	46	109	68
	28.9	32.5	28.5	20.5	36.6 D	27.0	30.9 d		100.0	100.0								19.4	26.0 r	58.8 RS

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P0. Have you ever purchased CFLs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
TOTAL	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
Yes	547	53	494	73	37	163	274	547	-	-	311	199	-	9	97	238	120	189	310	48
	70.5	67.1	70.9	79.0 Eg	63.4	72.0	68.6	100.0			100.0	100.0		100.0	100.0	100.0	100.0	80.6 sT	73.1 T	40.7
No	223	26	197	19	21	60	122	-	148	75	-	-	-	-	-	-	-	46	109	68
	28.7	32.2	28.3	20.4	36.6 D	26.7	30.6 d		95.9	100.0 I								19.4	25.7	58.1 RS
Don't know	6	1	6	1	-	3	3	-	6	-	-	-	-	-	-	-	-	-	5	1
	0.8	0.7	0.8	0.6		1.3	0.7		4.1										1.1	1.2

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

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

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: PURCHASED CFLS	547	53	494	73	37	163	274	547	-	-	311	199	-	9	97	238	120	189	310	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
UNWEIGHTED BASE	539	193	346	100	68	148	223	539	-	-	313	191	-	9	93	238	113	180	303	56
Don't know/Refused	1	-	1	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	1
Total answering	545	53	492	73	37	163	272	545	-	-	311	199	-	9	97	238	120	189	310	46
	100.0	100.0	100.0	100.0	100.0	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	499	48	451	65	31	146	257	499	-	-	308	158	-	9	97	238	120	178	279	42
	91.5	90.2	91.6	89.0	83.3	89.5	94.4 ef	91.5			99.0 L	79.6		100.0	100.0	100.0	100.0	94.2	90.0	90.3
No	47	5	41	8	6	17	15	47	-	-	3	41	-	-	-	-	-	11	31	4
	8.5	9.8	8.4	11.0	16.7 g	10.5 g	5.6	8.5			1.0	20.4 K						5.8	10.0	9.7

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

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

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: PURCHASED CFLS	547	53	494	73	37	163	274	547	-	-	311	199	-	9	97	238	120	189	310	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
UNWEIGHTED BASE	539	193	346	100	68	148	223	539	-	-	313	191	-	9	93	238	113	180	303	56
Yes	499	48	451	65	31	146	257	499	-	-	308	158	-	9	97	238	120	178	279	42
	91.2	90.2	91.3	89.0	83.3	89.5	93.9 e	91.2			99.0 L	79.6		100.0	100.0	100.0	100.0	94.2	90.0	87.6
No	47	5	41	8	6	17	15	47	-	-	3	41	-	-	-	-	-	11	31	4
	8.5	9.8	8.4	11.0	16.7 g	10.5 g	5.5	8.5			1.0	20.4 K						5.8	10.0	9.4
Don't know	1	-	1	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	1
	0.3		0.3				0.5	0.3												3.0

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P3B. How many CFLs are installed?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: CFLS INSTALLED	499	48	451	65	31	146	257	499	-	-	308	158	-	9	97	238	120	178	279	42
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	490	174	316	87	58	136	209	490	-	-	310	148	-	9	93	238	113	169	274	47
Don't know/Refused	34	4	30	7	3	10	13	34	-	-	18	11	-	-	-	-	-	13	17	4
Total answering	465	43	421	58	27	136	244	465	-	-	289	147	-	9	97	238	120	164	262	38
	100.0	100.0	100.0	100.0	100.0	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	9	1	9	2	0	3	5	9	-	-	3	7	-	9	-	-	-	4	4	1
	2.0	1.9	2.0	2.9	1.0	2.1	1.9	2.0			1.0	4.5		100.0				2.6	1.6	2.2
2	18	2	16	4	0	5	9	18	-	-	5	11	-	-	18	-	-	6	7	5
	3.8	5.1	3.7	6.3	1.0	3.4	3.9	3.8			1.8	7.5 K			18.4			3.7	2.8	11.9
3	32	3	28	6	2	11	12	32	-	-	14	12	-	-	32	-	-	12	13	7
	6.8	7.6	6.8	10.6	7.2	8.4	5.1	6.8			4.9	8.0			32.7			7.4	5.0	17.2 s

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P3B. How many CFLs are installed?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
4	47	3	44	3	2	15	27	47	-	-	25	17	-	-	47	-	-	13	26	9
	10.2	7.0	10.5	5.3	8.2	11.3	10.9	10.2			8.7	11.3			48.8			7.6	9.9	23.5 Rs
5	46	4	43	6	4	12	24	46	-	-	26	20	-	-	-	46	-	17	27	2
	10.0	8.3	10.2	10.6	14.3	8.8	10.0	10.0			9.0	13.5				19.5		10.6	10.2	6.0
6	52	5	47	6	4	13	30	52	-	-	28	19	-	-	-	52	-	18	28	5
	11.2	10.8	11.2	9.6	13.4	9.4	12.2	11.2			9.8	13.0				21.7		11.2	10.8	13.6
7	21	2	19	2	1	7	10	21	-	-	11	7	-	-	-	21	-	4	13	3
	4.4	4.4	4.4	4.3	2.0	5.5	4.1	4.4			3.9	5.1				8.6		2.6	5.0	8.3
8	20	3	17	3	2	3	12	20	-	-	13	5	-	-	-	20	-	5	13	3
	4.3	7.0	4.1	5.8	6.2	2.1	5.1	4.3			4.5	3.5				8.5		2.8	4.9	7.6
9	9	1	7	0	1	6	2	9	-	-	7	2	-	-	-	9	-	4	4	-
	1.8	3.2	1.7	0.5	2.0	4.4 g	0.7	1.8			2.3	1.3				3.6		2.6	1.6	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P3B. How many CFLs are installed?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
10	57	6	51	7	4	13	33	57	-	-	40	14	-	-	-	57	-	11	46	0
	12.2	12.7	12.2	12.0	15.3	9.6	13.4	12.2			13.7	9.7				23.9		6.6	17.5 RT	0.7
11-20	108	11	97	12	7	34	55	108	-	-	80	24	-	-	-	34	74	48	57	3
	23.3	25.3	23.1	20.7	26.5	25.2	22.5	23.3			27.8 L	16.5				14.3	61.8 P	29.1 T	21.7 T	9.0
More than 20	46	3	43	7	1	13	25	46	-	-	37	9	-	-	-	-	46	22	24	-
	9.9	7.0	10.2	11.5	3.0	9.9	10.2	9.9			12.7 L	6.2					38.2	13.3	9.1	
Mean	11.07	10.44	11.13	10.59	9.46	11.16	11.31	11.07	-	-	12.82 L	8.56	-	1.00	3.30 N	7.97 NO	24.29 NOP	12.12 T	11.24 T	5.29
Median	8.00	8.00	8.00	8.00	8.00	8.00	8.00	8.00	-	-	10.00	6.00	-	1.00	3.00	8.00	20.00	9.00	8.00	4.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P3B. How many CFLs are installed?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: CFLS INSTALLED	499	48	451	65	31	146	257	499	-	-	308	158	-	9	97	238	120	178	279	42
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	490	174	316	87	58	136	209	490	-	-	310	148	-	9	93	238	113	169	274	47
1	9	1	9	2	0	3	5	9	-	-	3	7	-	9	-	-	-	4	4	1
	1.9	1.7	1.9	2.6	0.9	2.0	1.8	1.9			0.9	4.1		100.0				2.4	1.5	2.0
2	18	2	16	4	0	5	9	18	-	-	5	11	-	-	18	-	-	6	7	5
	3.6	4.6	3.5	5.5	0.9	3.1	3.7	3.6			1.7	7.0 K			18.4			3.4	2.6	10.8
3	32	3	28	6	2	11	12	32	-	-	14	12	-	-	32	-	-	12	13	7
	6.4	6.9	6.3	9.4	6.4	7.8	4.8	6.4			4.6	7.4			32.7			6.9	4.7	15.6 s
4	47	3	44	3	2	15	27	47	-	-	25	17	-	-	47	-	-	13	26	9
	9.5	6.3	9.8	4.7	7.3	10.5	10.4 d	9.5			8.2	10.4			48.8			7.0	9.3	21.3 Rs

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P3B. How many CFLs are installed?

BANNER 1 - WEIGHTED

		RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
	TOTAL	RURAL	URBAN	ID	MT	OR	WA	PURCHASER	NON-PURCHASER	UNAWARE	WITHIN PAST YEAR	2 OR MORE YEARS AGO	0	1	2-4	5-12	13+	PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
5	46	4	43	6	4	12	24	46	-	-	26	20	-	-	-	46	-	17	27	2
	9.3	7.5	9.5	9.4	12.8	8.2	9.5	9.3			8.4	12.6				19.5		9.8	9.6	5.4
6	52	5	47	6	4	13	30	52	-	-	28	19	-	-	-	52	-	18	28	5
	10.4	9.8	10.5	8.5	11.9	8.8	11.6	10.4			9.3	12.0				21.7		10.4	10.1	12.3
7	21	2	19	2	1	7	10	21	-	-	11	7	-	-	-	21	-	4	13	3
	4.1	4.0	4.1	3.8	1.8	5.1	3.9	4.1			3.7	4.7				8.6		2.4	4.7	7.5
8	20	3	17	3	2	3	12	20	-	-	13	5	-	-	-	20	-	5	13	3
	4.0	6.3	3.8	5.1	5.5	2.0	4.8	4.0			4.3	3.2				8.5		2.6	4.6	6.9
9	9	1	7	0	1	6	2	9	-	-	7	2	-	-	-	9	-	4	4	-
	1.7	2.9	1.6	0.4	1.8	4.1 g	0.7	1.7			2.1	1.2				3.6		2.4	1.5	
10	57	6	51	7	4	13	33	57	-	-	40	14	-	-	-	57	-	11	46	0
	11.4	11.5	11.4	10.6	13.7	9.0	12.7	11.4			12.8	9.0				23.9		6.1 t	16.4 RT	0.7

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P3B. How many CFLs are installed?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
11-20	108	11	97	12	7	34	55	108	-	-	80	24	-	-	-	34	74	48	57	3
	21.7	23.0	21.5	18.3	23.6	23.4	21.3	21.7			26.2 L	15.3				14.3	61.8 P	26.9 T	20.3 T	8.2
More than 20	46	3	43	7	1	13	25	46	-	-	37	9	-	-	-	-	46	22	24	-
	9.2	6.3	9.5	10.2	2.7	9.2	9.7	9.2			11.9 L	5.7					38.2	12.3	8.6	
Don't know	30	4	26	5	3	9	13	30	-	-	16	10	-	-	-	-	-	12	14	4
	6.0	9.2	5.7	7.2	10.8	5.8	5.2	6.0			5.1	6.3						6.7	5.1	9.4
Refused	4	-	4	3	-	1	-	4	-	-	3	1	-	-	-	-	-	1	3	-
	0.8		0.9	4.3		1.0		0.8			0.9	0.9						0.8	1.0	
Mean	11.07	10.44	11.13	10.59	9.46	11.16	11.31	11.07	-	-	12.82 L	8.56	-	1.00	3.30 N	7.97 NO	24.29 NOP	12.12 T	11.24 T	5.29
Median	8.00	8.00	8.00	8.00	8.00	8.00	8.00	8.00	-	-	10.00	6.00	-	1.00	3.00	8.00	20.00	9.00	8.00	4.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P3B. How many CFLs are installed?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
Don't know/Refused	34	4	30	7	3	10	13	34	-	-	18	11	-	-	-	-	-	13	17	4
Total answering	742	75	667	85	55	216	385	513	154	75	292	187	-	9	97	238	120	221	408	113
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	277	31	246	27	28	80	142	48	154	75	3	41	-	-	-	-	-	57	145	75
	37.4	41.8	36.8	32.2	50.1 Dfg	37.2	36.8	9.4	100.0 H	100.0 H	1.1	21.6 K						25.6	35.6 R	66.6 RS
1	9	1	9	2	0	3	5	9	-	-	3	7	-	9	-	-	-	4	4	1
	1.3	1.1	1.3	2.0	0.5	1.3	1.2	1.8			1.0	3.5		100.0				1.9	1.1	0.7
2	18	2	16	4	0	5	9	18	-	-	5	11	-	-	18	-	-	6	7	5
	2.4	2.9	2.4	4.2	0.5	2.1	2.4	3.5			1.8	5.9 k			18.4			2.7	1.8	4.0

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P3B. How many CFLs are installed?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
3	32	3	28	6	2	11	12	32	-	-	14	12	-	-	32	-	-	12	13	7
	4.3	4.4	4.3	7.2	3.6	5.3	3.2	6.2			4.8	6.2			32.7			5.5	3.2	5.7
4	47	3	44	3	2	15	27	47	-	-	25	17	-	-	47	-	-	13	26	9
	6.4	4.0	6.6	3.6	4.1	7.1	6.9	9.2			8.6	8.8			48.8			5.7	6.4	7.8
5	46	4	43	6	4	12	24	46	-	-	26	20	-	-	-	46	-	17	27	2
	6.3	4.8	6.4	7.2	7.2	5.5	6.3	9.1			8.9	10.6				19.5		7.9 T	6.6 T	2.0
6	52	5	47	6	4	13	30	52	-	-	28	19	-	-	-	52	-	18	28	5
	7.0	6.3	7.1	6.5	6.7	5.9	7.7	10.1			9.7	10.2				21.7		8.3	6.9	4.5
7	21	2	19	2	1	7	10	21	-	-	11	7	-	-	-	21	-	4	13	3
	2.8	2.6	2.8	2.9	1.0	3.4	2.6	4.0			3.9	4.0				8.6		1.9	3.2	2.8
8	20	3	17	3	2	3	12	20	-	-	13	5	-	-	-	20	-	5	13	3
	2.7	4.1	2.6	3.9	3.1	1.3	3.2	3.9			4.5	2.7				8.5		2.1	3.1	2.5
9	9	1	7	0	1	6	2	9	-	-	7	2	-	-	-	9	-	4	4	-
	1.1	1.8	1.1	0.3	1.0	2.8 g	0.4	1.7			2.2	1.1				3.6		1.9	1.0	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P3B. How many CFLs are installed?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
10	57	6	51	7	4	13	33	57	-	-	40	14	-	-	-	57	-	11	46	0
	7.7	7.4	7.7	8.1	7.7	6.1	8.5	11.1			13.5 l	7.6				23.9		4.9 T	11.2 RT	0.2
11-20	108	11	97	12	7	34	55	108	-	-	80	24	-	-	-	34	74	48	57	3
	14.6	14.7	14.6	14.0	13.2	15.8	14.2	21.1			27.5 L	12.9				14.3	61.8 P	21.6 ST	13.9 T	3.0
More than 20	46	3	43	7	1	13	25	46	-	-	37	9	-	-	-	-	46	22	24	-
	6.2	4.0	6.4	7.8 e	1.5	6.2	6.5 e	8.9			12.6 L	4.9					38.2	9.9	5.9	
Mean	6.93	6.07	7.03	7.17 e	4.72	7.01 e	7.15 E	10.03 IJ	0.00	0.00	12.68 L	6.70	-	1.00	3.30 N	7.97 NO	24.29 NOP	9.02 sT	7.24 T	1.77
Median	4.00	3.00	4.00	5.00	0.00	4.00	4.00	7.00	0.00	0.00	10.00	5.00	-	1.00	3.00	8.00	20.00	6.00	5.00	0.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P3B. How many CFLs are installed?

	BANNER 1 - WEIGHTED																			
		RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
	TOTAL	RURAL	URBAN	ID	MT	OR	WA	PURCHASER	NON-PURCHASER	UNAWARE	WITHIN PAST YEAR	2 OR MORE YEARS AGO	0	1	2-4	5-12	13+	PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
None	277	31	246	27	28	80	142	48	154	75	3	41	-	-	-	-	-	57	145	75
	35.7	39.5	35.3	29.6	47.2 D	35.5	35.5	8.8	100.0 H	100.0 H	1.0	20.4 K						24.1	34.2 R	64.3 RS
1	9	1	9	2	0	3	5	9	-	-	3	7	-	9	-	-	-	4	4	1
	1.2	1.0	1.2	1.8	0.5	1.3	1.1	1.7			0.9	3.3		100.0				1.8	1.0	0.7
2	18	2	16	4	0	5	9	18	-	-	5	11	-	-	18	-	-	6	7	5
	2.3	2.8	2.2	3.9	0.5	2.0	2.4	3.3			1.7	5.6 k			18.4			2.6	1.7	3.9
3	32	3	28	6	2	11	12	32	-	-	14	12	-	-	32	-	-	12	13	7
	4.1	4.2	4.1	6.6	3.4	5.0	3.1	5.8			4.5	5.9			32.7			5.2	3.1	5.6
4	47	3	44	3	2	15	27	47	-	-	25	17	-	-	47	-	-	13	26	9
	6.1	3.8	6.4	3.3	3.8	6.8	6.7	8.7			8.1	8.3			48.8			5.3	6.1	7.6

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P3B. How many CFLs are installed?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
5	46	4	43	6	4	12	24	46	-	-	26	20	-	-	-	46	-	17	27	2
	6.0	4.5	6.1	6.6	6.8	5.3	6.1	8.5			8.4	10.0				19.5		7.4 T	6.3 T	1.9
6	52	5	47	6	4	13	30	52	-	-	28	19	-	-	-	52	-	18	28	5
	6.7	5.9	6.8	6.0	6.3	5.7	7.5	9.5			9.2	9.6				21.7		7.9	6.7	4.4
7	21	2	19	2	1	7	10	21	-	-	11	7	-	-	-	21	-	4	13	3
	2.6	2.4	2.7	2.7	0.9	3.3	2.5	3.8			3.7	3.7				8.6		1.8	3.1	2.7
8	20	3	17	3	2	3	12	20	-	-	13	5	-	-	-	20	-	5	13	3
	2.6	3.8	2.5	3.6	2.9	1.3	3.1	3.7			4.2	2.6				8.5		1.9	3.0	2.5
9	9	1	7	0	1	6	2	9	-	-	7	2	-	-	-	9	-	4	4	-
	1.1	1.7	1.0	0.3	0.9	2.6 g	0.4	1.6			2.1	1.0				3.6		1.8	1.0	
10	57	6	51	7	4	13	33	57	-	-	40	14	-	-	-	57	-	11	46	0
	7.3	7.0	7.4	7.5	7.2	5.8	8.2	10.4			12.7 l	7.2				23.9		4.6 T	10.8 RT	0.2

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P3B. How many CFLs are installed?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
11-20	108	11	97	12	7	34	55	108	-	-	80	24	-	-	-	34	74	48	57	3
	13.9	13.9	13.9	12.9	12.5	15.1	13.7	19.8			25.9 L	12.2				14.3	61.8 P	20.4 sT	13.4 T	2.9
More than 20	46	3	43	7	1	13	25	46	-	-	37	9	-	-	-	-	46	22	24	-
	5.9	3.8	6.1	7.2 e	1.4	5.9	6.3 e	8.4			11.8 L	4.6					38.2	9.4	5.6	
Don't know	30	4	26	5	3	9	13	30	-	-	16	10	-	-	-	-	-	12	14	4
	3.9	5.6	3.7	5.1	5.7	3.8	3.4	5.5			5.0	5.0						5.1	3.3	3.3
Refused	4	-	4	3	-	1	-	4	-	-	3	1	-	-	-	-	-	1	3	-
	0.5		0.6	3.0 f		0.6		0.8			0.9	0.7						0.6	0.7	
Mean	6.93	6.07	7.03	7.17 e	4.72	7.01 e	7.15 E	10.03 IJ	0.00	0.00	12.68 L	6.70	-	1.00	3.30 N	7.97 NO	24.29 NOP	9.02 sT	7.24 T	1.77
Median	4.00	3.00	4.00	5.00	0.00	4.00	4.00	7.00	0.00	0.00	10.00	5.00	-	1.00	3.00	8.00	20.00	6.00	5.00	0.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P3C. Of the [P3b] CFLs you have installed, how many are the spiral or twisty shape?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: CFLS INSTALLED	465	43	421	58	27	136	244	465	-	-	289	147	-	9	97	238	120	164	262	38
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	453	158	295	80	50	125	198	453	-	-	289	136	-	9	93	238	113	154	258	41
Don't know/Refused	7	-	7	-	-	1	6	7	-	-	3	3	-	-	3	3	1	3	4	-
Total answering	458	43	414	58	27	134	238	458	-	-	286	144	-	9	94	236	118	162	258	38
	100.0	100.0	100.0	100.0	100.0	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	-	4	-	-	4	-	4	-	-	1	3	-	-	1	3	-	3	1	-
	0.9		1.0			3.2		0.9			0.5	2.0			1.5	1.2		1.8	0.6	
1	9	1	9	2	0	3	5	9	-	-	3	7	-	9	-	-	-	4	4	1
	2.0	1.9	2.1	2.9	1.0	2.1	1.9	2.0			1.0	4.6		100.0				2.6	1.7	2.2
2	31	2	29	4	2	9	17	31	-	-	11	18	-	-	24	7	-	9	16	6
	6.7	5.1	6.9	6.3	6.2	6.6	7.0	6.7			3.8	12.7 K			25.1 P	3.0		5.5	6.2	15.7

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P3C. Of the [P3b] CFLs you have installed, how many are the spiral or twisty shape?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
3	41	4	37	6	2	16	17	41	-	-	19	16	-	-	30	9	1	15	19	7
	8.9	8.2	8.9	11.1	7.2	11.6	7.0	8.9			6.5	11.1			32.2 PQ	3.8	1.2	9.5	7.3	17.2
4	43	4	39	4	2	14	23	43	-	-	24	14	-	-	39	4	-	13	22	7
	9.3	9.5	9.3	6.3	8.2	10.6	9.5	9.3			8.5	9.7			41.2 P	1.7		7.9	8.7	19.7 r
5	39	5	34	6	3	9	21	39	-	-	23	16	-	-	-	36	3	12	25	2
	8.5	10.8	8.3	10.6	10.2	7.0	8.7	8.5			7.9	11.0				15.3 Q	2.4	7.4	9.6	6.0
6	54	4	50	5	4	13	33	54	-	-	31	19	-	-	-	51	3	18	31	5
	11.8	9.5	12.1	9.1	13.4	9.3	13.7	11.8			10.8	13.2				21.8 Q	2.4	11.3	11.9	13.6
7	17	2	16	2	0	7	7	17	-	-	13	3	-	-	-	16	1	4	11	2
	3.8	3.8	3.8	4.3	1.0	5.5	3.0	3.8			4.4	2.2				6.8 Q	1.2	2.6	4.4	4.5

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P3C. Of the [P3b] CFLs you have installed, how many are the spiral or twisty shape?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
8	29	3	26	3	2	7	17	29	-	-	21	7	-	-	-	25	4	10	14	5
	6.3	7.6	6.2	5.3	8.2	5.3	7.0	6.3			7.2	4.6				10.5 Q	3.6	6.2	5.6	12.1
9	7	1	6	0	1	5	2	7	-	-	7	0	-	-	-	7	0	5	3	-
	1.5	3.2	1.4	0.5	2.0	3.4	0.7	1.5			2.4	0.2				2.9	0.2	2.8	1.0	
10	64	5	59	8	4	13	38	64	-	-	47	14	-	-	-	53	11	15	48	0
	13.9	12.0	14.1	14.4	15.3	9.5	16.2	13.9			16.3 l	9.7				22.6 Q	8.9	9.4 T	18.7 RT	0.7
11-20	89	10	79	10	7	27	44	89	-	-	64	21	-	-	-	23	66	36	51	2
	19.4	24.0	19.0	17.8	25.5	20.3	18.7	19.4			22.4 l	14.8				9.9	55.5 P	22.5 T	19.7 T	4.5
More than 20	30	2	28	7	1	7	16	30	-	-	24	6	-	-	-	1	29	17	12	1
	6.6	4.4	6.9	11.5 e	2.0	5.5	6.6	6.6			8.4	4.3				0.6	24.5 P	10.5 st	4.6	3.8
Mean	9.62	9.24	9.67	9.91	8.94	9.11	9.92	9.62	-	-	10.78 L	7.95	-	1.00	3.12 N	7.68 NO	19.36 NOP	10.41 T	9.54	6.86

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P3C. Of the [P3b] CFLs you have installed, how many are the spiral or twisty shape?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Median	7.00	8.00	7.00	7.00	8.00	6.00	7.00	7.00	-	-	8.00	5.00	-	1.00	3.00	7.00	19.00	8.00	7.00	4.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P3C. Of the [P3b] CFLs you have installed, how many are the spiral or twisty shape?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: CFLS INSTALLED	465	43	421	58	27	136	244	465	-	-	289	147	-	9	97	238	120	164	262	38
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	453	158	295	80	50	125	198	453	-	-	289	136	-	9	93	238	113	154	258	41
None	4	-	4	-	-	4	-	4	-	-	1	3	-	-	1	3	-	3	1	-
	0.9		1.0			3.2		0.9			0.5	1.9			1.5	1.2		1.7	0.5	
1	9	1	9	2	0	3	5	9	-	-	3	7	-	9	-	-	-	4	4	1
	2.0	1.9	2.0	2.9	1.0	2.1	1.9	2.0			1.0	4.5		100.0				2.6	1.6	2.2
2	31	2	29	4	2	9	17	31	-	-	11	18	-	-	24	7	-	9	16	6
	6.6	5.1	6.8	6.3	6.2	6.5	6.8	6.6			3.8	12.4 K			24.3 P	3.0		5.4	6.1	15.7
3	41	4	37	6	2	16	17	41	-	-	19	16	-	-	30	9	1	15	19	7
	8.7	8.2	8.8	11.1	7.2	11.5	6.8	8.7			6.5	10.9			31.3 PQ	3.7	1.2	9.3	7.2	17.2
4	43	4	39	4	2	14	23	43	-	-	24	14	-	-	39	4	-	13	22	7
	9.2	9.5	9.2	6.3	8.2	10.5	9.3	9.2			8.5	9.5			40.0 P	1.7		7.8	8.6	19.7 r

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P3C. Of the [P3b] CFLs you have installed, how many are the spiral or twisty shape?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
5	39	5	34	6	3	9	21	39	-	-	23	16	-	-	-	36	3	12	25	2
	8.4	10.8	8.1	10.6	10.2	6.9	8.5	8.4			7.8	10.8				15.1 Q	2.4	7.2	9.4	6.0
6	54	4	50	5	4	13	33	54	-	-	31	19	-	-	-	51	3	18	31	5
	11.7	9.5	11.9	9.1	13.4	9.2	13.4	11.7			10.6	13.0				21.5 Q	2.4	11.1	11.8	13.6
7	17	2	16	2	0	7	7	17	-	-	13	3	-	-	-	16	1	4	11	2
	3.7	3.8	3.7	4.3	1.0	5.5	2.9	3.7			4.3	2.1				6.7 Q	1.2	2.6	4.3	4.5
8	29	3	26	3	2	7	17	29	-	-	21	7	-	-	-	25	4	10	14	5
	6.3	7.6	6.1	5.3	8.2	5.3	6.8	6.3			7.1	4.5				10.4 Q	3.6	6.1	5.5	12.1
9	7	1	6	0	1	5	2	7	-	-	7	0	-	-	-	7	0	5	3	-
	1.5	3.2	1.4	0.5	2.0	3.4	0.7	1.5			2.4	0.2				2.9	0.2	2.8	1.0	
10	64	5	59	8	4	13	38	64	-	-	47	14	-	-	-	53	11	15	48	0
	13.7	12.0	13.9	14.4	15.3	9.4	15.8	13.7			16.1 l	9.5				22.3 Q	8.8	9.2 T	18.4 RT	0.7

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
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NEEA Consumer Lighting Survey (#6510)

P3C. Of the [P3b] CFLs you have installed, how many are the spiral or twisty shape?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
11-20	89	10	79	10	7	27	44	89	-	-	64	21	-	-	-	23	66	36	51	2
	19.1	24.0	18.6	17.8	25.5	20.1	18.2	19.1			22.2 l	14.5				9.7	54.8 P	22.1 T	19.4 T	4.5
More than 20	30	2	28	7	1	7	16	30	-	-	24	6	-	-	-	1	29	17	12	1
	6.5	4.4	6.8	11.5 e	2.0	5.5	6.5	6.5			8.4	4.3				0.6	24.2 P	10.4 st	4.6	3.8
Don't know	6	-	6	-	-	-	6	6	-	-	3	1	-	-	3	3	-	3	3	-
	1.2		1.4				2.4	1.2			1.0	1.0			3.0	1.2		1.7	1.1	
Refused	1	-	1	-	-	1	-	1	-	-	-	1	-	-	-	-	1	-	1	-
	0.3		0.3			1.1		0.3				1.0					1.2		0.5	
Mean	9.62	9.24	9.67	9.91	8.94	9.11	9.92	9.62	-	-	10.78 L	7.95	-	1.00	3.12 N	7.68 NO	19.36 NOP	10.41 T	9.54	6.86
Median	7.00	8.00	7.00	7.00	8.00	6.00	7.00	7.00	-	-	8.00	5.00	-	1.00	3.00	7.00	19.00	8.00	7.00	4.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
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NEEA Consumer Lighting Survey (#6510)

P3C. Of the [P3b] CFLs you have installed, how many are the spiral or twisty shape?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
Don't know/Refused	7	-	7	-	-	1	6	7	-	-	3	3	-	-	3	3	1	3	4	-
Total answering	769	79	690	93	58	225	393	540	154	75	308	196	-	9	94	236	118	232	420	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	316	36	280	35	31	95	155	86	154	75	23	55	-	-	1	3	-	73	164	79
	41.0	45.1	40.6	37.7	52.9 dg	42.1	39.5	16.0	100.0 H	100.0 H	7.4	28.0 K			1.5	1.2		31.4	38.9 r	67.7 RS
1	9	1	9	2	0	3	5	9	-	-	3	7	-	9	-	-	-	4	4	1
	1.2	1.0	1.2	1.8	0.5	1.3	1.2	1.7			0.9	3.3		100.0				1.8	1.0	0.7
2	31	2	29	4	2	9	17	31	-	-	11	18	-	-	24	7	-	9	16	6
	4.0	2.8	4.1	3.9	2.9	3.9	4.2	5.7			3.5	9.3 K			25.1 P	3.0		3.8	3.8	5.1

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
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	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
3	41	4	37	6	2	16	17	41	-	-	19	16	-	-	30	9	1	15	19	7
	5.3	4.5	5.4	6.9	3.4	7.0	4.2	7.5			6.1	8.2			32.2 PQ	3.8	1.2	6.6	4.5	5.6
4	43	4	39	4	2	14	23	43	-	-	24	14	-	-	39	4	-	13	22	7
	5.6	5.2	5.6	3.9	3.8	6.3	5.8	7.9			8.0	7.1			41.2 P	1.7		5.5	5.4	6.4
5	39	5	34	6	3	9	21	39	-	-	23	16	-	-	-	36	3	12	25	2
	5.1	5.9	5.0	6.6	4.8	4.2	5.3	7.2			7.3	8.1				15.3 Q	2.4	5.1	5.9 t	1.9
6	54	4	50	5	4	13	33	54	-	-	31	19	-	-	-	51	3	18	31	5
	7.0	5.2	7.3	5.7	6.3	5.6	8.3	10.0			10.0	9.7				21.8 Q	2.4	7.9	7.3	4.4
7	17	2	16	2	0	7	7	17	-	-	13	3	-	-	-	16	1	4	11	2
	2.3	2.1	2.3	2.7	0.5	3.3	1.8	3.2			4.1	1.6				6.8 Q	1.2	1.8	2.7	1.5

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
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P3C. Of the [P3b] CFLs you have installed, how many are the spiral or twisty shape?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
8	29	3	26	3	2	7	17	29	-	-	21	7	-	-	-	25	4	10	14	5
	3.8	4.2	3.7	3.3	3.8	3.2	4.2	5.4			6.7	3.3				10.5 Q	3.6	4.3	3.4	3.9
9	7	1	6	0	1	5	2	7	-	-	7	0	-	-	-	7	0	5	3	-
	0.9	1.7	0.8	0.3	0.9	2.0	0.4	1.3			2.2 l	0.1				2.9	0.2	2.0	0.6	
10	64	5	59	8	4	13	38	64	-	-	47	14	-	-	-	53	11	15	48	0
	8.3	6.6	8.5	9.0	7.2	5.7	9.8	11.8			15.1 L	7.1				22.6 Q	8.9	6.5 T	11.5 RT	0.2
11-20	89	10	79	10	7	27	44	89	-	-	64	21	-	-	-	23	66	36	51	2
	11.6	13.2	11.4	11.1	12.0	12.2	11.3	16.5			20.9 L	10.9				9.9	55.5 P	15.7 T	12.1 T	1.5
More than 20	30	2	28	7	1	7	16	30	-	-	24	6	-	-	-	1	29	17	12	1
	4.0	2.4	4.1	7.2 E	0.9	3.3	4.0	5.6			7.8 L	3.2				0.6	24.5 P	7.4 ST	2.8	1.2

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P3C. Of the [P3b] CFLs you have installed, how many are the spiral or twisty shape?

BANNER 1 - WEIGHTED

	TOTAL	RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
		RURAL	URBAN	ID	MT	OR	WA	PURCHASER	NON-PURCHASER	UNAWARE	WITHIN PAST YEAR	2 OR MORE YEARS AGO	0	1	2-4	5-12	13+	PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Mean	5.73	5.07	5.80	6.17 e	4.21	5.45	6.01 e	8.16 IJ	0.00	0.00	10.03 L	5.84	-	1.00	3.12 N	7.68 NO	19.36 NOP	7.27 sT	5.86 T	2.21
Median	3.00	3.00	3.00	3.00	0.00	3.00	4.00	6.00	0.00	0.00	8.00	4.00	-	1.00	3.00	7.00	19.00	5.00	4.00	0.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P3C. Of the [P3b] CFLs you have installed, how many are the spiral or twisty shape?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
None	316	36	280	35	31	95	155	86	154	75	23	55	-	-	1	3	-	73	164	79
	40.7	45.1	40.2	37.7	52.9 dg	41.8	38.9	15.8	100.0 H	100.0 H	7.4	27.5 K			1.5	1.2		31.0	38.5 r	67.7 RS
1	9	1	9	2	0	3	5	9	-	-	3	7	-	9	-	-	-	4	4	1
	1.2	1.0	1.2	1.8	0.5	1.3	1.1	1.7			0.9	3.3		100.0				1.8	1.0	0.7
2	31	2	29	4	2	9	17	31	-	-	11	18	-	-	24	7	-	9	16	6
	4.0	2.8	4.1	3.9	2.9	3.9	4.2	5.6			3.5	9.2 K			24.3 P	3.0		3.8	3.8	5.1
3	41	4	37	6	2	16	17	41	-	-	19	16	-	-	30	9	1	15	19	7
	5.2	4.5	5.3	6.9	3.4	6.9	4.2	7.4			6.0	8.0			31.3 PQ	3.7	1.2	6.6	4.4	5.6

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P3C. Of the [P3b] CFLs you have installed, how many are the spiral or twisty shape?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
4	43	4	39	4	2	14	23	43	-	-	24	14	-	-	39	4	-	13	22	7
	5.5	5.2	5.5	3.9	3.8	6.3	5.7	7.8			7.9	7.0			40.0 P	1.7		5.5	5.3	6.4
5	39	5	34	6	3	9	21	39	-	-	23	16	-	-	-	36	3	12	25	2
	5.0	5.9	4.9	6.6	4.8	4.2	5.2	7.1			7.2	8.0				15.1 Q	2.4	5.1	5.8 t	1.9
6	54	4	50	5	4	13	33	54	-	-	31	19	-	-	-	51	3	18	31	5
	7.0	5.2	7.2	5.7	6.3	5.5	8.2	9.9			9.9	9.6				21.5 Q	2.4	7.8	7.3	4.4
7	17	2	16	2	0	7	7	17	-	-	13	3	-	-	-	16	1	4	11	2
	2.2	2.1	2.3	2.7	0.5	3.3	1.8	3.2			4.0	1.6				6.7 Q	1.2	1.8	2.7	1.5
8	29	3	26	3	2	7	17	29	-	-	21	7	-	-	-	25	4	10	14	5
	3.7	4.2	3.7	3.3	3.8	3.2	4.2	5.3			6.6	3.3				10.4 Q	3.6	4.3	3.4	3.9

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P3C. Of the [P3b] CFLs you have installed, how many are the spiral or twisty shape?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
9	7	1	6	0	1	5	2	7	-	-	7	0	-	-	-	7	0	5	3	-
	0.9	1.7	0.8	0.3	0.9	2.0	0.4	1.3			2.2 l	0.1				2.9	0.2	1.9	0.6	
10	64	5	59	8	4	13	38	64	-	-	47	14	-	-	-	53	11	15	48	0
	8.2	6.6	8.4	9.0	7.2	5.7	9.6	11.7			15.0 L	7.0				22.3 Q	8.8	6.5 T	11.4 RT	0.2
11-20	89	10	79	10	7	27	44	89	-	-	64	21	-	-	-	23	66	36	51	2
	11.5	13.2	11.3	11.1	12.0	12.1	11.1	16.3			20.7 L	10.7				9.7	54.8 P	15.5 T	12.0 T	1.5
More than 20	30	2	28	7	1	7	16	30	-	-	24	6	-	-	-	1	29	17	12	1
	3.9	2.4	4.1	7.2 E	0.9	3.3	4.0	5.6			7.8 L	3.1				0.6	24.2 P	7.3 ST	2.8	1.2
Don't know	6	-	6	-	-	-	6	6	-	-	3	1	-	-	3	3	-	3	3	-
	0.7		0.8				1.4	1.1			0.9	0.7			3.0	1.2		1.2	0.7	
Refused	1	-	1	-	-	1	-	1	-	-	-	1	-	-	-	-	1	-	1	-
	0.2		0.2			0.6		0.3				0.7					1.2		0.3	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P3C. Of the [P3b] CFLs you have installed, how many are the spiral or twisty shape?

BANNER 1 - WEIGHTED

	TOTAL	RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
		RURAL	URBAN	ID	MT	OR	WA	PURCHASER	NON-PURCHASER	UNAWARE	WITHIN PAST YEAR	2 OR MORE YEARS AGO	0	1	2-4	5-12	13+	PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Mean	5.73	5.07	5.80	6.17 e	4.21	5.45	6.01 e	8.16 IJ	0.00	0.00	10.03 L	5.84	-	1.00	3.12 N	7.68 NO	19.36 NOP	7.27 sT	5.86 T	2.21
Median	3.00	3.00	3.00	3.00	0.00	3.00	4.00	6.00	0.00	0.00	8.00	4.00	-	1.00	3.00	7.00	19.00	5.00	4.00	0.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P3D. How many are shaped like regular light bulbs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: CFLS INSTALLED	103	7	96	7	2	37	57	103	-	-	71	30	-	-	11	41	50	47	51	5
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	92	25	67	8	8	29	47	92	-	-	66	25	-	-	8	40	44	42	46	4
Don't know/Refused	7	0	7	-	0	4	3	7	-	-	3	3	-	-	3	0	4	3	5	-
Total answering	95	7	89	7	2	33	54	95	-	-	68	27	-	-	9	41	46	44	46	5
	100.0	100.0	100.0	100.0	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	1	20	3	0	7	10	21	-	-	15	6	-	-	3	5	13	12	8	1
	21.8	12.5	22.5	45.8	14.3	21.9	19.1	21.8			21.7	22.1			33.3	12.5	27.9	26.2	16.7	31.3
1	3	-	3	-	-	-	3	3	-	-	-	3	-	-	1	1	-	-	3	-
	3.0		3.2				5.3	3.0				10.6			16.7	3.5			6.2	
2	18	1	17	-	0	7	10	18	-	-	12	6	-	-	4	12	1	7	8	3
	18.6	8.3	19.4		14.3	21.9	19.1	18.6			17.2	22.1			49.9	29.4	3.1	16.1	16.7	62.8
															Q	Q				r

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
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NEEA Consumer Lighting Survey (#6510)

P3D. How many are shaped like regular light bulbs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
3	5	0	4	0	-	1	3	5	-	-	2	3	-	-	-	5	-	3	1	-
	4.8	4.2	4.9	4.2		4.4	5.3	4.8			2.5	10.6				11.2		7.1	3.1	
4	5	1	4	0	-	3	2	5	-	-	3	2	-	-	-	4	1	2	3	0
	5.4	12.5	4.8	4.2		8.8	3.7	5.4			5.0	6.3				9.0	3.1	3.8	6.8	6.0
5	5	2	3	-	1	0	3	5	-	-	4	0	-	-	-	1	4	2	2	-
	4.7	24.9 C	3.2		42.9 Fg	0.9	6.3	4.7			6.2	1.0				2.0	8.1	5.1	4.9	
6	5	0	4	-	-	3	1	5	-	-	3	1	-	-	-	3	1	3	2	-
	4.8	4.2	4.8			9.6	2.7	4.8			4.6	5.3				7.7	3.1	6.4	3.7	
7	6	-	6	-	-	1	4	6	-	-	3	3	-	-	-	3	3	3	3	-
	6.0		6.5			4.4	8.0	6.0			4.2	10.6				7.0	6.2	6.5	6.2	
8	5	0	4	-	-	-	5	5	-	-	5	-	-	-	-	3	2	1	3	-
	4.8	4.1	4.9				8.5	4.8			6.7					7.0	3.7	3.2	6.8	
9	4	-	4	-	-	1	3	4	-	-	3	1	-	-	-	3	1	1	3	-
	4.5		4.9			4.4	5.3	4.5			4.2	5.3				7.0	3.1	3.2	6.2	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
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NEEA Consumer Lighting Survey (#6510)

P3D. How many are shaped like regular light bulbs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
10	10	1	9	1	1	5	3	10	-	-	8	1	-	-	-	1	8	5	5	-
	10.4	20.8	9.6	20.8	28.6	14.0	6.3	10.4			12.5	5.3				3.5	18.5 p	11.5	10.4	
11-20	6	0	6	1	-	2	3	6	-	-	6	-	-	-	-	-	6	3	3	-
	6.3	4.2	6.4	20.8		5.2	5.3	6.3			8.8						13.0	7.1	6.1	
More than 20	5	0	4	0	-	1	3	5	-	-	4	0	-	-	-	-	5	2	3	-
	4.8	4.2	4.9	4.2		4.4	5.3	4.8			6.3	1.0					10.0	3.9	6.2	
Mean	6.11	7.44	6.02	7.58	5.29	6.06	6.00	6.11	-	-	7.06	3.73	-	-	1.17	3.92 O	8.99 OP	5.79 T	6.89 T	1.49
Median	4.00	5.00	3.00	3.00	5.00	4.00	4.00	4.00	-	-	5.00	2.00	-	-	1.00	3.00	7.00	4.00	5.00	2.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
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NEEA Consumer Lighting Survey (#6510)

P3D. How many are shaped like regular light bulbs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: CFLS INSTALLED	103	7	96	7	2	37	57	103	-	-	71	30	-	-	11	41	50	47	51	5
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	92	25	67	8	8	29	47	92	-	-	66	25	-	-	8	40	44	42	46	4
None	21	1	20	3	0	7	10	21	-	-	15	6	-	-	3	5	13	12	8	1
	20.2	12.0	20.8	45.8	12.5	19.4	18.1	20.2			20.8	20.0			25.0	12.4	25.6	24.6	15.2	31.3
1	3	-	3	-	-	-	3	3	-	-	-	3	-	-	1	1	-	-	3	-
	2.8		3.0				5.0	2.8				9.6			12.5	3.5			5.7	
2	18	1	17	-	0	7	10	18	-	-	12	6	-	-	4	12	1	7	8	3
	17.3	8.0	17.9		12.5	19.4	18.1	17.3			16.5	20.0			37.4 Q	29.2 Q	2.9	15.1	15.2	62.8 rs
3	5	0	4	0	-	1	3	5	-	-	2	3	-	-	-	5	-	3	1	-
	4.5	4.0	4.5	4.2		3.9	5.0	4.5			2.4	9.6				11.1		6.6	2.8	
4	5	1	4	0	-	3	2	5	-	-	3	2	-	-	-	4	1	2	3	0
	5.0	12.0	4.5	4.2		7.8	3.5	5.0			4.8	5.7				8.9	2.9	3.6	6.2	6.0

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P3D. How many are shaped like regular light bulbs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
5	5	2	3	-	1	0	3	5	-	-	4	0	-	-	-	1	4	2	2	-
	4.4	23.9 C	3.0		37.5 Fg	0.8	6.0	4.4			6.0	0.9				2.0	7.4	4.8	4.5	
6	5	0	4	-	-	3	1	5	-	-	3	1	-	-	-	3	1	3	2	-
	4.4	4.1	4.5			8.5	2.5	4.4			4.4	4.8				7.6	2.9	6.0	3.4	
7	6	-	6	-	-	1	4	6	-	-	3	3	-	-	-	3	3	3	3	-
	5.6		6.0			3.9	7.6	5.6			4.0	9.6				7.0	5.7	6.1	5.6	
8	5	0	4	-	-	-	5	5	-	-	5	-	-	-	-	3	2	1	3	-
	4.5	4.0	4.5				8.0	4.5			6.4					7.0	3.4	3.0	6.2	
9	4	-	4	-	-	1	3	4	-	-	3	1	-	-	-	3	1	1	3	-
	4.2		4.5			3.9	5.0	4.2			4.0	4.8				7.0	2.9	3.0	5.6	
10	10	1	9	1	1	5	3	10	-	-	8	1	-	-	-	1	8	5	5	-
	9.7	20.0	8.9	20.8	25.0	12.4	6.0	9.7			11.9	4.8				3.5	16.9 p	10.8	9.4	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P3D. How many are shaped like regular light bulbs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
11-20	6	0	6	1	-	2	3	6	-	-	6	-	-	-	-	-	6	3	3	-
	5.8	4.1	5.9	20.8		4.6	5.0	5.8			8.4						11.9	6.6	5.6	
More than 20	5	0	4	0	-	1	3	5	-	-	4	0	-	-	-	-	5	2	3	-
	4.5	4.0	4.5	4.2		3.9	5.0	4.5			6.0	0.9					9.1	3.6	5.6	
Don't know	7	0	7	-	0	4	3	7	-	-	3	3	-	-	3	0	4	3	5	-
	7.2	4.0	7.5		12.5	11.6	5.0	7.2			4.4	9.5			25.1	0.7	8.5	6.0	9.0	
Mean	6.11	7.44	6.02	7.58	5.29	6.06	6.00	6.11	-	-	7.06	3.73	-	-	1.17	3.92 O	8.99 OP	5.79 T	6.89 T	1.49
Median	4.00	5.00	3.00	3.00	5.00	4.00	4.00	4.00	-	-	5.00	2.00	-	-	1.00	3.00	7.00	4.00	5.00	2.00

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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P3D. How many are shaped like regular light bulbs?

	BANNER 1 - WEIGHTED																			
		RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
	TOTAL	RURAL	URBAN	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+	PUR-CHASER	NON-PUR-CHASER	UN-AWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
Don't know/Refused	7	0	7	-	0	4	3	7	-	-	3	3	-	-	3	0	4	3	5	-
Total answering	769	79	690	93	58	222	396	539	154	75	308	196	-	9	94	238	116	232	420	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	694	73	621	89	56	197	352	465	154	75	254	175	-	9	88	203	83	199	382	114
	90.3	92.7	90.0	96.1 FG	97.2 FG	88.6	88.9	86.2	100.0 H	100.0 H	82.7	89.2 k		100.0 OPQ	93.9 PQ	85.0 Q	71.4	85.8	90.8 r	97.3 RS
1	3	-	3	-	-	-	3	3	-	-	-	3	-	-	1	1	-	-	3	-
	0.4		0.4				0.7	0.5				1.5			1.5	0.6			0.7	
2	18	1	17	-	0	7	10	18	-	-	12	6	-	-	4	12	1	7	8	3
	2.3	0.7	2.5 B		0.5	3.2	2.6	3.3			3.8	3.1			4.6	5.0 Q	1.2	3.1	1.8	2.4

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P3D. How many are shaped like regular light bulbs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
		RURAL	URBAN	ID	MT	OR	WA	PURCHASER	NON-PURCHASER	UNAWARE	WITHIN PAST YEAR	2 OR MORE YEARS AGO	0	1	2-4	5-12	13+	PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
3	5	0	4	0	-	1	3	5	-	-	2	3	-	-	-	5	-	3	1	-
	0.6	0.4	0.6	0.3		0.6	0.7	0.8			0.6	1.5				1.9		1.4	0.3	
4	5	1	4	0	-	3	2	5	-	-	3	2	-	-	-	4	1	2	3	0
	0.7	1.0	0.6	0.3		1.3	0.5	0.9			1.1	0.9				1.5	1.2	0.7	0.7	0.2
5	5	2	3	-	1	0	3	5	-	-	4	0	-	-	-	1	4	2	2	-
	0.6	2.1 c	0.4		1.4	0.1	0.9	0.8			1.4	0.1				0.3	3.2	1.0	0.5	
6	5	0	4	-	-	3	1	5	-	-	3	1	-	-	-	3	1	3	2	-
	0.6	0.4	0.6			1.4	0.4	0.8			1.0	0.7				1.3	1.2	1.2	0.4	
7	6	-	6	-	-	1	4	6	-	-	3	3	-	-	-	3	3	3	3	-
	0.7		0.8			0.6	1.1	1.1			0.9	1.5				1.2	2.5	1.2	0.7	
8	5	0	4	-	-	-	5	5	-	-	5	-	-	-	-	3	2	1	3	-
	0.6	0.3	0.6				1.2	0.8			1.5					1.2	1.5	0.6	0.7	
9	4	-	4	-	-	1	3	4	-	-	3	1	-	-	-	3	1	1	3	-
	0.6		0.6			0.6	0.7	0.8			0.9	0.7				1.2	1.2	0.6	0.7	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P3D. How many are shaped like regular light bulbs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
10	10	1	9	1	1	5	3	10	-	-	8	1	-	-	-	1	8	5	5	-
	1.3	1.7	1.2	1.5	0.9	2.1	0.9	1.8			2.8	0.7				0.6	7.3 P	2.2	1.1	
11-20	6	0	6	1	-	2	3	6	-	-	6	-	-	-	-	-	6	3	3	-
	0.8	0.4	0.8	1.5		0.8	0.7	1.1			1.9						5.2	1.4	0.7	
More than 20	5	0	4	0	-	1	3	5	-	-	4	0	-	-	-	-	5	2	3	-
	0.6	0.4	0.6	0.3		0.6	0.7	0.8			1.4	0.1					4.0	0.7	0.7	
Mean	0.76	0.62	0.77	0.54	0.17	0.89 E	0.82 E	1.08 IJ	0.00	0.00	1.56 L	0.52	-	0.00	0.11	0.67 O	3.57 OP	1.11 T	0.76 T	0.06
Median	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-	0.00	0.00	0.00	0.00	0.00	0.00	0.00

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	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
None	694	73	621	89	56	197	352	465	154	75	254	175	-	9	88	203	83	199	382	114
	89.4	92.4	89.1	96.1 FG	96.7 FG	86.9	88.3	85.0	100.0 H	100.0 H	81.8	87.9 k		100.0 OPQ	91.1 Q	84.9 Q	68.9	84.8	89.9 r	97.3 RS
1	3	-	3	-	-	-	3	3	-	-	-	3	-	-	1	1	-	-	3	-
	0.4		0.4				0.7	0.5				1.4			1.5	0.6			0.7	
2	18	1	17	-	0	7	10	18	-	-	12	6	-	-	4	12	1	7	8	3
	2.3	0.7	2.5 B		0.5	3.2	2.6	3.2			3.8	3.0			4.4	5.0 Q	1.2	3.1	1.8	2.4
3	5	0	4	0	-	1	3	5	-	-	2	3	-	-	-	5	-	3	1	-
	0.6	0.3	0.6	0.3		0.6	0.7	0.8			0.6	1.4				1.9		1.3	0.3	
4	5	1	4	0	-	3	2	5	-	-	3	2	-	-	-	4	1	2	3	0
	0.7	1.0	0.6	0.3		1.3	0.5	0.9			1.1	0.9				1.5	1.2	0.7	0.7	0.2

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BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
5	5	2	3	-	1	0	3	5	-	-	4	0	-	-	-	1	4	2	2	-
	0.6	2.1 c	0.4		1.4	0.1	0.9	0.8			1.4	0.1				0.3	3.1	1.0	0.5	
6	5	0	4	-	-	3	1	5	-	-	3	1	-	-	-	3	1	3	2	-
	0.6	0.4	0.6			1.4	0.4	0.8			1.0	0.7				1.3	1.2	1.2	0.4	
7	6	-	6	-	-	1	4	6	-	-	3	3	-	-	-	3	3	3	3	-
	0.7		0.8			0.6	1.1	1.0			0.9	1.4				1.2	2.4	1.2	0.7	
8	5	0	4	-	-	-	5	5	-	-	5	-	-	-	-	3	2	1	3	-
	0.6	0.3	0.6				1.1	0.8			1.5					1.2	1.4	0.6	0.7	
9	4	-	4	-	-	1	3	4	-	-	3	1	-	-	-	3	1	1	3	-
	0.6		0.6			0.6	0.7	0.8			0.9	0.7				1.2	1.2	0.6	0.7	
10	10	1	9	1	1	5	3	10	-	-	8	1	-	-	-	1	8	5	5	-
	1.3	1.7	1.2	1.5	0.9	2.0	0.9	1.8			2.7	0.7				0.6	7.1 P	2.2	1.1	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
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	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
11-20	6	0	6	1	-	2	3	6	-	-	6	-	-	-	-	-	6	3	3	-
	0.8	0.4	0.8	1.5		0.8	0.7	1.1			1.9						5.0	1.3	0.7	
More than 20	5	0	4	0	-	1	3	5	-	-	4	0	-	-	-	-	5	2	3	-
	0.6	0.3	0.6	0.3		0.6	0.7	0.8			1.4	0.1					3.8	0.7	0.7	
Don't know	7	0	7	-	0	4	3	7	-	-	3	3	-	-	3	0	4	3	5	-
	1.0	0.3	1.0		0.5	1.9	0.7	1.4			1.0	1.4			3.0	0.1	3.6 P	1.2	1.1	
Mean	0.76	0.62	0.77	0.54	0.17	0.89 E	0.82 E	1.08 IJ	0.00	0.00	1.56 L	0.52	-	0.00	0.11	0.67 O	3.57 OP	1.11 T	0.76 T	0.06
Median	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P3E. Which other types of CFLs do you have installed

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: CFLS INSTALLED	37	3	34	3	1	16	17	37	-	-	24	12	-	-	6	11	21	16	18	3
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	35	11	24	3	5	13	14	35	-	-	25	9	-	-	4	13	18	14	19	2
Don't know/Refused	18	1	17	3	1	9	6	18	-	-	11	6	-	-	3	5	10	9	6	3
Total answering	19	2	17	0	1	8	11	19	-	-	13	6	-	-	3	5	11	7	12	-
	100.0	100.0	100.0	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	2	0	1	-	-	-	2	2	-	-	-	2	-	-	-	2	-	-	2	-
	8.9	14.1	8.4				16.1	8.9				28.5				31.7			14.6	
Globe/sphere/vanity	3	1	3	0	0	-	3	3	-	-	3	-	-	-	-	0	3	-	3	-
	17.9	28.6	16.7	100.0 G	50.0		27.1	17.9			26.1					5.1	29.0		29.3	
U-shaped/Tube shaped	6	1	6	-	-	3	3	6	-	-	3	3	-	-	1	3	1	4	2	-
	32.9	28.9	33.3			44.3	27.1	32.9			26.1	47.7			50.2	63.2 q	13.2	57.8	17.0	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P3E. Which other types of CFLs do you have installed

BANNER 1 - WEIGHTED

	TOTAL	RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
		RURAL	URBAN	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+	PUR-CHASER	NON-PUR-CHASER	UN-AWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Reflector/flood/ spotlight	5	0	4	-	0	1	3	5	-	-	5	-	-	-	-	-	5	1	3	-
	23.9	14.2	25.0		50.0	18.6	27.1	23.9			34.9						42.1	19.3	26.8	
Candelabra/flame shape	2	0	1	-	-	-	2	2	-	-	2	-	-	-	-	-	2	2	-	-
	8.9	14.1	8.4				16.1	8.9			13.0						15.7	23.0		
Small screw base	3	-	3	-	-	3	-	3	-	-	1	1	-	-	1	-	1	1	1	-
	14.9		16.6			37.1		14.9			10.9	23.8			49.8		13.1	19.2	12.2	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P3E. Which other types of CFLs do you have installed

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: CFLS INSTALLED	37	3	34	3	1	16	17	37	-	-	24	12	-	-	6	11	21	16	18	3
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	35	11	24	3	5	13	14	35	-	-	25	9	-	-	4	13	18	14	19	2
Shaped like regular light bulbs/incandescent bulbs	2	0	1	-	-	-	2	2	-	-	-	2	-	-	-	2	-	-	2	-
	4.6	9.0	4.2				10.3	4.6				14.6				16.3			9.5	
Globe/sphere/vanity	3	1	3	0	0	-	3	3	-	-	3	-	-	-	-	0	3	-	3	-
	9.2	18.2	8.4	9.1	20.0		17.3	9.2			14.2					2.6	15.0		19.1	
U-shaped/Tube shaped	6	1	6	-	-	3	3	6	-	-	3	3	-	-	1	3	1	4	2	-
	16.9	18.4	16.7			21.0	17.3	16.9			14.2	24.4			25.0	32.4	6.8	26.1	11.1	
Reflector/flood/ spotlight	5	0	4	-	0	1	3	5	-	-	5	-	-	-	-	-	5	1	3	-
	12.3	9.1	12.5		20.0	8.8	17.3	12.3			19.0						21.7	8.7	17.5	
Candelabra/flame shape	2	0	1	-	-	-	2	2	-	-	2	-	-	-	-	-	2	2	-	-
	4.6	9.0	4.2				10.3	4.6			7.1						8.1	10.4		

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P3E. Which other types of CFLs do you have installed

BANNER 1 - WEIGHTED

	TOTAL	RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
		RURAL	URBAN	ID	MT	OR	WA	PURCHASER	NON-PURCHASER	UNAWARE	WITHIN PAST YEAR	2 OR MORE YEARS AGO	0	1	2-4	5-12	13+	PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Small screw base	3	-	3	-	-	3	-	3	-	-	1	1	-	-	1	-	1	1	1	-
	7.7		8.3			17.6		7.7			5.9	12.2			24.9		6.8	8.7	7.9	
Don't know	15	1	14	3	1	7	5	15	-	-	11	3	-	-	3	4	9	9	6	-
	41.1	36.2	41.5	90.9 g	60.0	43.9	27.6	41.1			45.7	24.4			50.1	35.0	41.6	54.9	34.9	
Refused	3	-	3	-	-	1	1	3	-	-	-	3	-	-	-	1	1	-	-	3
	7.7		8.4			8.8	8.6	7.7				24.4				13.7	6.8			100.0

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P3F. Why aren't you using other types of CFLs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: CFLS INSTALLED	427	40	387	55	26	120	227	427	-	-	265	135	-	9	91	228	99	148	244	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
UNWEIGHTED BASE	418	147	271	77	45	112	184	418	-	-	264	127	-	9	89	225	95	140	239	39
Don't know/Refused	116	13	103	8	5	36	67	116	-	-	71	37	-	4	20	65	27	39	68	9
Total answering	311	27	284	47	21	83	160	311	-	-	194	98	-	5	71	163	71	109	176	26
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
Not aware of them	129	12	117	18	9	38	64	129	-	-	85	36	-	0	21	83	24	40	80	9
	41.4	43.4	41.2	37.9	41.2	45.9	40.1	41.4			43.9	36.7		5.5	29.8	50.8 NOQ	34.2	36.6	45.4	34.2
Price/Expensive	53	5	49	7	2	16	29	53	-	-	38	11	-	0	14	24	15	20	30	4
	17.1	17.2	17.1	14.2	9.3	19.2	17.9	17.1			19.4	11.4		5.4	19.6	14.4	21.6	18.0	17.0	14.3
Can't find them	23	2	21	5	-	7	11	23	-	-	20	3	-	1	1	16	5	6	17	0
	7.4	6.1	7.5	11.2		8.6	6.6	7.4			10.1 L	3.5		28.1	2.0	9.6 O	6.3	5.4	9.5 t	1.1

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P3F. Why aren't you using other types of CFLs?

	BANNER 1 - WEIGHTED																			
		RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
	TOTAL	RURAL	URBAN	ID	MT	OR	WA	PURCHASER	NON-PURCHASER	UNAWARE	WITHIN PAST YEAR	2 OR MORE YEARS AGO	0	1	2-4	5-12	13+	PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
How they fit in fixtures	29	3	26	7	-	5	16	29	-	-	19	10	-	-	7	12	9	12	16	-
	9.2	11.2	9.0	14.8		6.5	10.2	9.2			9.6	10.4			10.3	7.3	13.1	11.5	9.2	
How they look in fixtures	11	2	9	1	1	3	6	11	-	-	7	4	-	1	4	6	-	4	7	-
	3.5	8.1 c	3.0	1.2	3.9	4.1	3.8	3.5			3.4	4.4		28.3	5.2	3.5		3.9	3.7	
Mercury/hazardous contents	10	-	10	-	-	1	9	10	-	-	3	6	-	-	3	4	3	4	4	1
	3.2		3.5			1.7	5.4	3.2			1.5	5.9 k			4.0	2.6	4.0	3.9	2.4	5.6
They take too long to light up	15	2	13	-	3	3	9	15	-	-	4	11	-	-	9	6	0	5	7	3
	4.9	9.0	4.5		13.2	4.1	5.7	4.9			2.2	11.4 K			12.4 Q	3.8	0.4	4.7	4.2	11.0
Don't need any lights yet	45	2	43	11	6	6	22	45	-	-	25	14	-	-	10	20	15	17	23	6
	14.4	8.1	15.0 b	24.3 F	29.5 Fg	6.9	13.5	14.4			12.8	14.7			13.9	12.3	20.8	15.3	12.8	21.8
Other	16	2	14	3	2	6	5	16	-	-	8	7	-	2	6	6	1	9	4	3
	5.1	6.0	5.0	5.9	8.0	7.2	3.4	5.1			4.2	7.6		32.7	9.1	3.8	2.0	8.1 s	2.2	12.1

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P3F. Why aren't you using other types of CFLs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: CFLS INSTALLED	427	40	387	55	26	120	227	427	-	-	265	135	-	9	91	228	99	148	244	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
UNWEIGHTED BASE	418	147	271	77	45	112	184	418	-	-	264	127	-	9	89	225	95	140	239	39
Not aware of them	129	12	117	18	9	38	64	129	-	-	85	36	-	0	21	83	24	40	80	9
	30.1	29.2	30.2	32.5	33.3	31.9	28.3	30.1			32.1	26.5		3.0	23.3	36.4 NOq	24.7 n	26.9	32.8	25.3
Price/Expensive	53	5	49	7	2	16	29	53	-	-	38	11	-	0	14	24	15	20	30	4
	12.5	11.6	12.5	12.2	7.5	13.3	12.6	12.5			14.2	8.2		2.9	15.3	10.3	15.6	13.3	12.2	10.6
Can't find them	23	2	21	5	-	7	11	23	-	-	20	3	-	1	1	16	5	6	17	0
	5.4	4.1	5.5	9.6		6.0	4.7	5.4			7.4 L	2.5		15.2	1.6	6.8 O	4.6	4.0	6.9 t	0.8
How they fit in fixtures	29	3	26	7	-	5	16	29	-	-	19	10	-	-	7	12	9	12	16	-
	6.7	7.5	6.6	12.7		4.5	7.2	6.7			7.0	7.5			8.1	5.3	9.4	8.4	6.6	
How they look in fixtures	11	2	9	1	1	3	6	11	-	-	7	4	-	1	4	6	-	4	7	-
	2.5	5.4	2.2	1.0	3.1	2.9	2.7	2.5			2.5	3.2		15.3	4.0	2.5		2.9	2.7	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P3F. Why aren't you using other types of CFLs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Mercury/hazardous contents	10 2.4	-	10 2.6	-	-	1 1.2	9 3.8	10 2.4	-	-	3 1.1	6 4.2 k	-	-	3 3.1	4 1.9	3 2.9	4 2.9	4 1.8	1 4.1
They take too long to light up	15 3.6	2 6.1	13 3.3	-	3 10.7	3 2.9	9 4.0	15 3.6	-	-	4 1.6	11 8.2 K	-	-	9 9.7 pQ	6 2.8	0 0.3	5 3.5	7 3.0	3 8.2
Don't need any lights yet	45 10.5	2 5.5	43 11.0 B	11 20.8 Fg	6 23.9 FG	6 4.8	22 9.5	45 10.5	-	-	25 9.3	14 10.6	-	-	10 10.8	20 8.8	15 15.0	17 11.3	23 9.2	6 16.2
Other	16 3.7	2 4.1	14 3.7	3 5.1	2 6.5	6 5.0	5 2.4	16 3.7	-	-	8 3.1	7 5.5	-	2 17.7	6 7.1 q	6 2.8	1 1.4	9 5.9 s	4 1.6	3 8.9
Don't know	105 24.6	12 29.3	93 24.1	5 9.1	5 18.0	34 28.8 D	61 26.8 D	105 24.6	-	-	63 23.9	36 26.6	-	3 30.6	18 20.0	59 26.0	25 24.8	35 23.3	62 25.2	9 25.2

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P3F. Why aren't you using other types of CFLs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Refused	11	1	10	3	0	2	6	11	-	-	8	1	-	1	2	5	3	5	6	0
	2.6	3.4	2.6	5.1	1.0	1.7	2.8	2.6			3.1	1.1		15.3	1.9	2.3	2.9	3.1	2.6	0.8

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P4. Are you storing any CFLs for use as spares or to be installed at a later date?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: PURCHASED CFLS	547	53	494	73	37	163	274	547	-	-	311	199	-	9	97	238	120	189	310	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
UNWEIGHTED BASE	539	193	346	100	68	148	223	539	-	-	313	191	-	9	93	238	113	180	303	56
Don't know/Refused	13	1	13	3	1	4	6	13	-	-	1	6	-	-	7	-	3	3	9	1
Total answering	534	53	481	70	36	159	268	534	-	-	310	193	-	9	90	238	117	185	302	46
	100.0	100.0	100.0	100.0	100.0	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	360	33	327	40	26	100	195	360	-	-	247	95	-	1	42	183	102	132	200	28
	67.6	63.4	68.0	56.7	70.1	63.0	72.8	67.6			79.5	49.1		15.3	47.1	76.7	87.5	71.1	66.3	61.5
							Df				L				N	NO	NOP			
No	173	19	154	30	11	59	73	173	-	-	64	98	-	8	48	56	15	54	102	18
	32.4	36.6	32.0	43.3	29.9	37.0	27.2	32.4			20.5	50.9		84.7	52.9	23.3	12.5	28.9	33.7	38.5
				G		g						K		OPQ	PQ	Q				

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P4. Are you storing any CFLs for use as spares or to be installed at a later date?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: PURCHASED CFLS	547	53	494	73	37	163	274	547	-	-	311	199	-	9	97	238	120	189	310	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
UNWEIGHTED BASE	539	193	346	100	68	148	223	539	-	-	313	191	-	9	93	238	113	180	303	56
Yes	360	33	327	40	26	100	195	360	-	-	247	95	-	1	42	183	102	132	200	28
	65.9	62.7	66.2	54.5	69.1	61.3	71.2 Df	65.9			79.3 L	47.7		15.3	43.7 N	76.7 NO	85.4 NOp	69.8	64.5	59.7
No	173	19	154	30	11	59	73	173	-	-	64	98	-	8	48	56	15	54	102	18
	31.7	36.3	31.2	41.7 G	29.4	36.0 g	26.7	31.7			20.5	49.4 K		84.7 OPQ	49.0 PQ	23.3 Q	12.2	28.4	32.8	37.3
Don't know	13	1	13	3	1	4	6	13	-	-	1	6	-	-	7	-	3	3	9	1
	2.4	1.0	2.6	3.8	1.5	2.6	2.1	2.4			0.2	2.9 K			7.3		2.4	1.8	2.7	3.0

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P4B. How many CFLs are you storing?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: STORING BULBS	360	33	327	40	26	100	195	360	-	-	247	95	-	1	42	183	102	132	200	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
UNWEIGHTED BASE	350	121	229	56	43	95	156	350	-	-	246	85	-	1	45	174	95	127	195	28
Don't know/Refused	24	2	21	2	3	2	16	24	-	-	16	7	-	-	3	9	1	7	14	3
Total answering	336	31	306	38	22	98	179	336	-	-	231	88	-	1	39	174	101	125	186	26
	100.0	100.0	100.0	100.0	100.0	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	7	0	7	-	-	3	5	7	-	-	5	1	-	1	2	4	-	1	3	3
	2.2	0.9	2.3			2.9	2.6	2.2			2.0	1.6		100.0 OP	4.4	2.5		1.1	1.7	11.2 r
2	67	2	64	5	2	19	41	67	-	-	36	25	-	-	15	35	15	24	36	7
	19.8	7.1	21.1 B	12.5	7.7	19.5 e	23.0 dE	19.8			15.6	27.9 K			39.2 PQ	20.1	14.7	18.8	19.3	27.9
3	43	3	40	1	3	19	19	43	-	-	31	10	-	-	8	19	13	10	29	3
	12.7	9.0	13.1	2.9	14.1	19.8 Dg	10.8	12.7			13.5	11.6			20.3	10.8	13.1	8.2	15.8 r	12.3

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P4B. How many CFLs are you storing?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
4	62	7	54	5	1	20	36	62	-	-	48	10	-	-	8	35	16	17	41	4
	18.3	23.2	17.8	13.2	4.9	20.1 e	20.0 E	18.3			20.7 l	11.6			19.6	20.3	15.8	13.7	21.9	14.4
5	29	3	26	6	4	9	10	29	-	-	19	8	-	-	2	13	12	14	13	2
	8.6	10.7	8.4	14.7	19.0	9.3	5.6	8.6			8.3	9.2			4.2	7.6	11.9	11.6	6.7	7.6
6	45	7	38	11	4	7	22	45	-	-	28	14	-	-	3	26	12	21	19	5
	13.4	21.4 C	12.6	30.1 FG	17.5	7.5	12.5	13.4			12.2	15.5			8.0	15.0	12.3	17.0	10.2	18.8
7	3	-	3	-	-	-	3	3	-	-	1	1	-	-	-	1	1	-	3	-
	0.9		0.9				1.6	0.9			0.6	1.6				0.8	1.4		1.5	
8	16	2	14	3	2	5	7	16	-	-	12	4	-	-	1	11	3	6	10	0
	4.9	7.2	4.7	8.1	7.7	4.6	4.0	4.9			5.3	4.8			2.1	6.2	3.4	5.2	5.2	1.1
9	1	-	1	-	-	1	-	1	-	-	-	1	-	-	-	1	-	-	1	-
	0.4		0.5			1.5		0.4				1.6				0.8			0.8	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P4B. How many CFLs are you storing?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
10	29	3	26	4	4	7	14	29	-	-	27	2	-	-	0	11	14	14	15	-
	8.6	10.7	8.4	9.6	19.0	7.0	8.0	8.6			11.6 L	2.2			0.7	6.0	13.6 Op	11.4	7.9	
11-20	29	2	27	3	2	6	18	29	-	-	20	9	-	-	0	15	12	14	14	2
	8.7	7.1	8.9	8.1	10.1	5.8	10.3	8.7			8.8	10.3			0.7	8.7 O	12.1 O	11.2	7.3	6.7
More than 20	5	1	4	0	-	2	3	5	-	-	3	2	-	-	0	2	2	2	3	-
	1.5	2.7	1.4	0.7		2.0	1.6	1.5			1.5	1.9			0.7	1.0	1.7	1.8	1.5	
Mean	5.95	7.01	5.85	6.71	6.54	5.37	6.04	5.95	-	-	6.10	6.07	-	1.00	3.58	5.46	6.82 O	6.85 T	5.62 T	4.01
Median	4.00	5.00	4.00	6.00	6.00	4.00	4.00	4.00	-	-	4.00	4.00	-	1.00	3.00	4.00	5.00	5.00	4.00	3.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P4B. How many CFLs are you storing?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: STORING BULBS	360	33	327	40	26	100	195	360	-	-	247	95	-	1	42	183	102	132	200	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
UNWEIGHTED BASE	350	121	229	56	43	95	156	350	-	-	246	85	-	1	45	174	95	127	195	28
1	7	0	7	-	-	3	5	7	-	-	5	1	-	1	2	4	-	1	3	3
	2.1	0.8	2.2			2.9	2.3	2.1			1.9	1.5		100.0 OP	4.0	2.3		1.1	1.6	10.1
2	67	2	64	5	2	19	41	67	-	-	36	25	-	-	15	35	15	24	36	7
	18.5	6.6	19.7 B	11.8	6.6	19.1 E	21.0 E	18.5			14.6	25.9 K			36.3 PQ	19.1	14.5	17.8	17.9	25.1
3	43	3	40	1	3	19	19	43	-	-	31	10	-	-	8	19	13	10	29	3
	11.9	8.3	12.3	2.8	12.2	19.4 Dg	9.9	11.9			12.6	10.8			18.8	10.3	12.9	7.8	14.7 r	11.1
4	62	7	54	5	1	20	36	62	-	-	48	10	-	-	8	35	16	17	41	4
	17.1	21.4	16.6	12.5	4.3	19.7 E	18.3 E	17.1			19.3 l	10.8			18.2	19.3	15.6	13.0	20.3	13.0

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P4B. How many CFLs are you storing?

BANNER 1 - WEIGHTED

	TOTAL	RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
		RURAL	URBAN	ID	MT	OR	WA	PURCHASER	NON-PURCHASER	UNAWARE	WITHIN PAST YEAR	2 OR MORE YEARS AGO	0	1	2-4	5-12	13+	PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
5	29	3	26	6	4	9	10	29	-	-	19	8	-	-	2	13	12	14	13	2
	8.0	9.9	7.8	13.9	16.5	9.1	5.2	8.0			7.7	8.6			3.9	7.3	11.7	11.0	6.3	6.8
6	45	7	38	11	4	7	22	45	-	-	28	14	-	-	3	26	12	21	19	5
	12.5	19.8 c	11.7	28.5 FG	15.2	7.4	11.5	12.5			11.4	14.4			7.4	14.2	12.2	16.1	9.5	16.9
7	3	-	3	-	-	-	3	3	-	-	1	1	-	-	-	1	1	-	3	-
	0.8		0.9				1.5	0.8			0.6	1.5				0.8	1.4		1.4	
8	16	2	14	3	2	5	7	16	-	-	12	4	-	-	1	11	3	6	10	0
	4.6	6.7	4.4	7.6	6.6	4.5	3.7	4.6			4.9	4.5			2.0	5.9	3.3	4.9	4.8	1.0
9	1	-	1	-	-	1	-	1	-	-	-	1	-	-	-	1	-	-	1	-
	0.4		0.4			1.4		0.4				1.5				0.8			0.7	
10	29	3	26	4	4	7	14	29	-	-	27	2	-	-	0	11	14	14	15	-
	8.0	9.9	7.9	9.0	16.5	6.8	7.4	8.0			10.9 L	2.1			0.7	5.7	13.4 Op	10.8	7.4	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P4B. How many CFLs are you storing?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
11-20	29	2	27	3	2	6	18	29	-	-	20	9	-	-	0	15	12	14	14	2
	8.1	6.6	8.3	7.6	8.8	5.7	9.4	8.1			8.2	9.6			0.6	8.3 O	12.0 O	10.6	6.8	6.0
More than 20	5	1	4	0	-	2	3	5	-	-	3	2	-	-	0	2	2	2	3	-
	1.4	2.5	1.3	0.7		2.0	1.5	1.4			1.4	1.8			0.7	0.9	1.7	1.7	1.4	
Don't know	24	2	21	2	3	2	16	24	-	-	16	7	-	-	3	9	1	7	14	3
	6.6	7.4	6.6	5.6	13.3 f	2.0	8.4 F	6.6			6.5	6.9			7.4	5.0 q	1.4	5.2	7.1	10.1
Mean	5.95	7.01	5.85	6.71	6.54	5.37	6.04	5.95	-	-	6.10	6.07	-	1.00	3.58	5.46	6.82 O	6.85 T	5.62 T	4.01
Median	4.00	5.00	4.00	6.00	6.00	4.00	4.00	4.00	-	-	4.00	4.00	-	1.00	3.00	4.00	5.00	5.00	4.00	3.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P4B. How many CFLs are you storing?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
Don't know/Refused	24	2	21	2	3	2	16	24	-	-	16	7	-	-	3	9	1	7	14	3
Total answering	752	77	675	90	55	224	383	523	154	75	295	192	-	9	94	229	118	228	410	114
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	416	46	370	53	33	126	204	186	154	75	64	104	-	8	55	56	17	103	224	89
	55.3	59.8	54.7	58.3	59.7	56.3	53.3	35.7	100.0 H	100.0 H	21.8	54.1 K		84.7 OPQ	58.2 PQ	24.3 q	14.8	45.1	54.7 R	77.6 RS
1	7	0	7	-	-	3	5	7	-	-	5	1	-	1	2	4	-	1	3	3
	1.0	0.4	1.1			1.3	1.2	1.4			1.6	0.7		15.3	1.8	1.9		0.6	0.8	2.5
2	67	2	64	5	2	19	41	67	-	-	36	25	-	-	15	35	15	24	36	7
	8.9	2.9	9.5 B	5.2	3.1	8.5 e	10.7 DE	12.7			12.2	12.8			16.4	15.2	12.5	10.3	8.8	6.2

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P4B. How many CFLs are you storing?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
3	43	3	40	1	3	19	19	43	-	-	31	10	-	-	8	19	13	10	29	3
	5.7	3.6	5.9	1.2	5.7	8.6 D	5.0 d	8.2			10.6 L	5.3			8.5	8.2	11.1	4.5	7.2 T	2.8
4	62	7	54	5	1	20	36	62	-	-	48	10	-	-	8	35	16	17	41	4
	8.2	9.3	8.1	5.5	2.0	8.8 E	9.3 E	11.8			16.1 L	5.3			8.2	15.4 o	13.4	7.5	9.9 T	3.2
5	29	3	26	6	4	9	10	29	-	-	19	8	-	-	2	13	12	14	13	2
	3.8	4.3	3.8	6.1	7.7	4.1	2.6	5.5			6.5	4.2			1.8	5.8	10.1 O	6.4 t	3.0	1.7
6	45	7	38	11	4	7	22	45	-	-	28	14	-	-	3	26	12	21	19	5
	6.0	8.6	5.7	12.6 Fg	7.1	3.3	5.8	8.6			9.6	7.1			3.4	11.3 O	10.5 o	9.3 s	4.6	4.2
7	3	-	3	-	-	-	3	3	-	-	1	1	-	-	-	1	1	-	3	-
	0.4		0.4				0.8	0.5			0.5	0.7				0.6	1.2		0.7	
8	16	2	14	3	2	5	7	16	-	-	12	4	-	-	1	11	3	6	10	0
	2.2	2.9	2.1	3.4	3.1	2.0	1.9	3.1			4.1	2.2			0.9	4.7	2.9	2.8	2.4	0.2

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P4B. How many CFLs are you storing?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
9	1	-	1	-	-	1	-	1	-	-	-	1	-	-	-	1	-	-	1	-
	0.2		0.2			0.6		0.3				0.7				0.6			0.3	
10	29	3	26	4	4	7	14	29	-	-	27	2	-	-	0	11	14	14	15	-
	3.9	4.3	3.8	4.0	7.7	3.0	3.8	5.5			9.1 L	1.0			0.3	4.6 O	11.6 Op	6.3	3.6	
11-20	29	2	27	3	2	6	18	29	-	-	20	9	-	-	0	15	12	14	14	2
	3.9	2.8	4.0	3.4	4.1	2.5	4.8	5.6			6.9	4.7			0.3	6.6 O	10.3 O	6.1 T	3.3	1.5
More than 20	5	1	4	0	-	2	3	5	-	-	3	2	-	-	0	2	2	2	3	-
	0.7	1.1	0.6	0.3		0.9	0.8	1.0			1.2	0.9			0.3	0.7	1.4	1.0	0.7	
Mean	2.66	2.82	2.65	2.80	2.64	2.35	2.82	3.83 IJ	0.00	0.00	4.77 L	2.79	-	0.15	1.50 N	4.14 NO	5.81 NOP	3.76 ST	2.55 T	0.90
Median	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.00	0.00	0.00	4.00	0.00	-	0.00	0.00	4.00	4.00	2.00	0.00	0.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P4B. How many CFLs are you storing?

BANNER 1 - WEIGHTED

		RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
	TOTAL	RURAL	URBAN	ID	MT	OR	WA	PURCHASER	NON-PURCHASER	UNAWARE	WITHIN PAST YEAR	2 OR MORE YEARS AGO	0	1	2-4	5-12	13+	PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
None	416	46	370	53	33	126	204	186	154	75	64	104	-	8	55	56	17	103	224	89
	53.6	57.9	53.1	56.9	56.2	55.8	51.1	34.1	100.0 H	100.0 H	20.7	52.3 K		84.7 OPQ	56.3 PQ	23.3 q	14.6	43.7	52.9 R	75.7 RS
1	7	0	7	-	-	3	5	7	-	-	5	1	-	1	2	4	-	1	3	3
	1.0	0.3	1.0			1.3	1.1	1.4			1.5	0.7		15.3	1.8	1.8		0.6	0.7	2.4
2	67	2	64	5	2	19	41	67	-	-	36	25	-	-	15	35	15	24	36	7
	8.6	2.8	9.2 B	5.1	2.9	8.4 E	10.3 dE	12.2			11.6	12.4			15.9	14.6	12.4	10.0	8.5	6.1
3	43	3	40	1	3	19	19	43	-	-	31	10	-	-	8	19	13	10	29	3
	5.5	3.5	5.8	1.2	5.4	8.6 D	4.8	7.8			10.0 l	5.2			8.2	7.9	11.0	4.4	6.9 T	2.7

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P4B. How many CFLs are you storing?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
4	62	7	54	5	1	20	36	62	-	-	48	10	-	-	8	35	16	17	41	4
	7.9	9.0	7.8	5.4	1.9	8.7 E	9.0 E	11.2			15.3 L	5.1			7.9	14.8 o	13.3	7.3	9.6 T	3.1
5	29	3	26	6	4	9	10	29	-	-	19	8	-	-	2	13	12	14	13	2
	3.7	4.2	3.7	6.0	7.2	4.0	2.5	5.3			6.1	4.1			1.7	5.6	10.0 O	6.2 t	2.9	1.7
6	45	7	38	11	4	7	22	45	-	-	28	14	-	-	3	26	12	21	19	5
	5.8	8.3	5.5	12.3 Fg	6.7	3.3	5.6	8.2			9.1	6.9			3.2	10.9 O	10.4 o	9.0 s	4.5	4.1
7	3	-	3	-	-	-	3	3	-	-	1	1	-	-	-	1	1	-	3	-
	0.4		0.4				0.7	0.5			0.5	0.7				0.6	1.2		0.7	
8	16	2	14	3	2	5	7	16	-	-	12	4	-	-	1	11	3	6	10	0
	2.1	2.8	2.0	3.3	2.9	2.0	1.8	3.0			3.9	2.1			0.9	4.5	2.8	2.8	2.3	0.2
9	1	-	1	-	-	1	-	1	-	-	-	1	-	-	-	1	-	-	1	-
	0.2		0.2			0.6		0.3				0.7				0.6			0.3	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P4B. How many CFLs are you storing?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
10	29	3	26	4	4	7	14	29	-	-	27	2	-	-	0	11	14	14	15	-
	3.7	4.2	3.7	3.9	7.2	3.0	3.6	5.3			8.6 L	1.0			0.3	4.4 O	11.5 Op	6.1	3.5	
11-20	29	2	27	3	2	6	18	29	-	-	20	9	-	-	0	15	12	14	14	2
	3.8	2.8	3.9	3.3	3.8	2.5	4.6	5.4			6.5	4.6			0.3	6.3 O	10.2 O	6.0 T	3.2	1.5
More than 20	5	1	4	0	-	2	3	5	-	-	3	2	-	-	0	2	2	2	3	-
	0.7	1.1	0.6	0.3		0.9	0.7	0.9			1.1	0.9			0.3	0.7	1.4	1.0	0.7	
Don't know	24	2	21	2	3	2	16	24	-	-	16	7	-	-	3	9	1	7	14	3
	3.1	3.1	3.1	2.4	5.8 f	0.9	4.1 F	4.4			5.1	3.3			3.2	3.8	1.2	2.9	3.3	2.5
Mean	2.66	2.82	2.65	2.80	2.64	2.35	2.82	3.83 IJ	0.00	0.00	4.77 L	2.79	-	0.15	1.50 N	4.14 NO	5.81 NOP	3.76 ST	2.55 T	0.90
Median	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.00	0.00	0.00	4.00	0.00	-	0.00	0.00	4.00	4.00	2.00	0.00	0.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P4D. How many of the CFLs in storage are spiral shaped

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: STORING BULBS	360	33	327	40	26	100	195	360	-	-	247	95	-	1	42	183	102	132	200	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
UNWEIGHTED BASE	350	121	229	56	43	95	156	350	-	-	246	85	-	1	45	174	95	127	195	28
Don't know/Refused	26	2	24	2	3	3	18	26	-	-	18	8	-	-	5	10	1	7	15	4
Total answering	334	31	303	38	22	97	177	334	-	-	228	87	-	1	38	173	101	125	185	24
	100.0	100.0	100.0	100.0	100.0	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	8	1	7	-	-	2	6	8	-	-	6	1	-	-	-	6	2	2	6	-
	2.3	1.8	2.4			2.0	3.2	2.3			2.8	1.7				3.3	2.0	1.6	3.1	
1	11	1	10	-	0	4	6	11	-	-	8	1	-	1	2	6	1	5	3	3
	3.2	2.6	3.3		1.2	4.4	3.5	3.2			3.5	1.7		100.0 OPQ	4.5	3.6	1.4	3.7	1.8	11.9
2	69	3	66	5	2	21	42	69	-	-	39	23	-	-	15	34	16	28	34	7
	20.6	9.6	21.7 B	13.2	7.6	21.2 E	23.5 E	20.6			17.3	27.0			40.7 PQ	19.9	16.1	22.5	18.2	29.5

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P4D. How many of the CFLs in storage are spiral shaped

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
3	43	3	40	1	3	18	21	43	-	-	31	10	-	-	8	19	13	11	29	3
	12.9	9.7	13.2	3.7	13.9	18.3 D	11.8	12.9			13.8	11.8			21.1	11.1	13.1	8.4	15.8 r	14.2
4	58	5	53	4	1	18	35	58	-	-	42	10	-	-	6	33	17	19	37	2
	17.5	17.5	17.5	11.8	4.9	18.8 e	19.6 E	17.5			18.5	11.1			15.9	19.0	17.2	15.6	20.0	8.2
5	29	3	26	7	4	7	10	29	-	-	20	8	-	-	2	10	15	13	14	2
	8.6	10.5	8.4	18.4 g	20.0 g	7.7	5.7	8.6			9.0	9.4			4.4	6.0	14.7 op	10.2	7.7	8.0
6	42	7	36	11	4	8	20	42	-	-	25	14	-	-	3	26	9	17	20	5
	12.6	21.0 C	11.7	29.4 FG	16.1	7.9	11.2	12.6			11.1	15.8			8.3	15.2	9.2	13.3	11.0	21.1
7	2	0	1	-	-	0	1	2	-	-	2	-	-	-	-	0	1	-	2	-
	0.5	0.9	0.5			0.3	0.8	0.5			0.8					0.2	1.4		0.9	
8	16	2	14	3	2	4	7	16	-	-	12	5	-	-	1	9	5	5	11	0
	4.9	7.1	4.7	8.1	8.8	4.4	4.1	4.9			5.2	5.2			2.2	5.4	4.5	3.8	6.2	1.2

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P4D. How many of the CFLs in storage are spiral shaped

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
9	1	-	1	-	-	1	-	1	-	-	-	1	-	-	-	1	-	-	1	-
	0.4		0.5			1.5		0.4				1.6				0.8			0.8	
10	23	3	20	4	4	7	9	23	-	-	21	2	-	-	0	10	8	10	13	-
	6.9	9.7	6.6	9.6	18.8 g	6.8	4.9	6.9			9.2 L	2.0			0.7	5.8	8.2 o	8.2	6.9	
11-20	26	2	24	2	2	4	18	26	-	-	17	9	-	-	0	15	11	14	11	1
	7.8	5.2	8.0	4.4	8.8	4.4	10.2 f	7.8			7.4	10.5			0.7	8.6 O	10.5 O	11.0	5.9	6.0
More than 20	6	1	4	1	-	2	3	6	-	-	4	2	-	-	1	2	2	2	3	-
	1.7	4.4	1.4	1.5		2.3	1.6	1.7			1.6	2.3			1.5	1.0	1.7	1.8	1.8	
Mean	5.55	7.10 C	5.39	6.38	6.38	4.99	5.57	5.55	-	-	5.50	6.12	-	1.00	3.77	5.21	5.93	6.26 T	5.27 t	3.94
Median	4.00	5.00	4.00	6.00	6.00	4.00	4.00	4.00	-	-	4.00	4.00	-	1.00	3.00	4.00	5.00	4.00	4.00	3.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P4D. How many of the CFLs in storage are spiral shaped

BANNER 1 - WEIGHTED

		RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
	TOTAL	RURAL	URBAN	ID	MT	OR	WA	PURCHASER	NON-PURCHASER	UNAWARE	WITHIN PAST YEAR	2 OR MORE YEARS AGO	0	1	2-4	5-12	13+	PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: STORING BULBS	360	33	327	40	26	100	195	360	-	-	247	95	-	1	42	183	102	132	200	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
UNWEIGHTED BASE	350	121	229	56	43	95	156	350	-	-	246	85	-	1	45	174	95	127	195	28
None	8	1	7	-	-	2	6	8	-	-	6	1	-	-	-	6	2	2	6	-
	2.1	1.7	2.2			2.0	2.9	2.1			2.6	1.5				3.1	1.9	1.5	2.9	
1	11	1	10	-	0	4	6	11	-	-	8	1	-	1	2	6	1	5	3	3
	3.0	2.5	3.1		1.1	4.3	3.2	3.0			3.2	1.5		100.0 OPQ	4.0	3.4	1.4	3.5	1.7	10.1
2	69	3	66	5	2	21	42	69	-	-	39	23	-	-	15	34	16	28	34	7
	19.1	9.1	20.1 B	12.5	6.6	20.5 E	21.3 E	19.1			16.0	24.7			36.3 PQ	18.7	15.9	21.3	16.8	25.1
3	43	3	40	1	3	18	21	43	-	-	31	10	-	-	8	19	13	11	29	3
	12.0	9.1	12.3	3.5	12.2	17.7 D	10.7	12.0			12.7	10.8			18.8	10.4	12.9	8.0	14.6 r	12.0

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
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NEEA Consumer Lighting Survey (#6510)

P4D. How many of the CFLs in storage are spiral shaped

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
4	58	5	53	4	1	18	35	58	-	-	42	10	-	-	6	33	17	19	37	2
	16.2	16.5	16.2	11.1	4.3	18.2 e	17.8 E	16.2			17.1	10.2			14.2	17.9	17.0	14.8	18.5	7.0
5	29	3	26	7	4	7	10	29	-	-	20	8	-	-	2	10	15	13	14	2
	8.0	9.9	7.8	17.4 g	17.6	7.4	5.2	8.0			8.3	8.6			3.9	5.7	14.5 OP	9.7	7.1	6.8
6	42	7	36	11	4	8	20	42	-	-	25	14	-	-	3	26	9	17	20	5
	11.7	19.8 C	10.9	27.8 FG	14.1	7.7	10.1	11.7			10.3	14.4			7.4	14.4	9.1	12.6	10.2	17.9
7	2	0	1	-	-	0	1	2	-	-	2	-	-	-	-	0	1	-	2	-
	0.5	0.8	0.4			0.3	0.7	0.5			0.7					0.2	1.4		0.9	
8	16	2	14	3	2	4	7	16	-	-	12	5	-	-	1	9	5	5	11	0
	4.6	6.6	4.4	7.6	7.7	4.2	3.7	4.6			4.8	4.8			2.0	5.1	4.5	3.6	5.7	1.0
9	1	-	1	-	-	1	-	1	-	-	-	1	-	-	-	1	-	-	1	-
	0.4		0.4			1.4		0.4				1.5				0.8			0.7	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
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	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
10	23	3	20	4	4	7	9	23	-	-	21	2	-	-	0	10	8	10	13	-
	6.4	9.1	6.1	9.0	16.5	6.5	4.4	6.4			8.5 L	1.8			0.7	5.4	8.1 o	7.7	6.4	
11-20	26	2	24	2	2	4	18	26	-	-	17	9	-	-	0	15	11	14	11	1
	7.2	4.9	7.4	4.2	7.7	4.3	9.3	7.2			6.8	9.6			0.6	8.1 O	10.3 O	10.4	5.4	5.1
More than 20	6	1	4	1	-	2	3	6	-	-	4	2	-	-	1	2	2	2	3	-
	1.6	4.2	1.3	1.4		2.3	1.5	1.6			1.5	2.1			1.3	0.9	1.7	1.7	1.7	
Don't know	25	2	23	1	3	3	18	25	-	-	17	8	-	-	5	9	1	7	14	4
	6.9	5.8	7.0	2.1	12.2	3.1	9.1 f	6.9			6.8	8.4			10.8 q	4.9 q	1.4	5.2	6.9	15.1
Refused	1	-	1	1	-	-	-	1	-	-	1	-	-	-	-	1	-	-	1	-
	0.4		0.4	3.5				0.4			0.6					0.8			0.7	
Mean	5.55	7.10 C	5.39	6.38	6.38	4.99	5.57	5.55	-	-	5.50	6.12	-	1.00	3.77	5.21	5.93	6.26 T	5.27 t	3.94

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
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BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Median	4.00	5.00	4.00	6.00	6.00	4.00	4.00	4.00	-	-	4.00	4.00	-	1.00	3.00	4.00	5.00	4.00	4.00	3.00

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		RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
	TOTAL	RURAL	URBAN	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+	PUR-CHASER	NON-PUR-CHASER	UN-AWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
Don't know/Refused	26	2	24	2	3	3	18	26	-	-	18	8	-	-	5	10	1	7	15	4
Total answering	750	77	673	90	55	223	381	521	154	75	293	191	-	9	92	228	118	228	409	113
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	423	46	377	53	33	128	210	194	154	75	71	105	-	8	55	61	19	105	230	89
	56.5	60.1	56.0	58.3	59.4	57.5	55.0	37.3	100.0 H	100.0 H	24.1	55.2 K		84.7 oPQ	59.1 PQ	26.9 q	16.4	45.9	56.2 R	78.6 RS
1	11	1	10	-	0	4	6	11	-	-	8	1	-	1	2	6	1	5	3	3
	1.4	1.1	1.5		0.5	1.9	1.7	2.1			2.7	0.8		15.3	1.8	2.7	1.2	2.0	0.8	2.5
2	69	3	66	5	2	21	42	69	-	-	39	23	-	-	15	34	16	28	34	7
	9.2	3.9	9.8 B	5.5	3.1	9.2 E	10.9 dE	13.2			13.5	12.3			16.7	15.0	13.7	12.3 t	8.2	6.3

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	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
3	43	3	40	1	3	18	21	43	-	-	31	10	-	-	8	19	13	11	29	3
	5.8	3.9	6.0	1.5	5.7	7.9 D	5.5	8.3			10.7 L	5.4			8.6	8.4	11.1	4.6	7.1 t	3.0
4	58	5	53	4	1	18	35	58	-	-	42	10	-	-	6	33	17	19	37	2
	7.8	7.1	7.9	4.9	2.0	8.2 e	9.1 E	11.2			14.4 L	5.1			6.5	14.4 O	14.7 o	8.6 T	9.0 T	1.8
5	29	3	26	7	4	7	10	29	-	-	20	8	-	-	2	10	15	13	14	2
	3.9	4.3	3.8	7.7 g	8.1	3.3	2.6	5.5			7.0	4.3			1.8	4.6	12.6 OP	5.6	3.5	1.7
6	42	7	36	11	4	8	20	42	-	-	25	14	-	-	3	26	9	17	20	5
	5.6	8.5 c	5.3	12.3 FG	6.5	3.4	5.2	8.1			8.7	7.2			3.4	11.5 O	7.9	7.3	5.0	4.5
7	2	0	1	-	-	0	1	2	-	-	2	-	-	-	-	0	1	-	2	-
	0.2	0.4	0.2			0.1	0.4	0.3			0.6					0.1	1.2		0.4	
8	16	2	14	3	2	4	7	16	-	-	12	5	-	-	1	9	5	5	11	0
	2.2	2.9	2.1	3.4	3.6	1.9	1.9	3.2			4.1	2.4			0.9	4.1	3.9	2.1	2.8 t	0.2

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BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
9	1	-	1	-	-	1	-	1	-	-	-	1	-	-	-	1	-	-	1	-
	0.2		0.2			0.6		0.3				0.7				0.6			0.3	
10	23	3	20	4	4	7	9	23	-	-	21	2	-	-	0	10	8	10	13	-
	3.1	3.9	3.0	4.0	7.6	2.9	2.3	4.4			7.2	0.9			0.3	4.4	7.0	4.5	3.1	
											L					O	O			
11-20	26	2	24	2	2	4	18	26	-	-	17	9	-	-	0	15	11	14	11	1
	3.5	2.1	3.6	1.8	3.6	1.9	4.7	5.0			5.8	4.8			0.3	6.5	8.9	6.0	2.6	1.3
							f									O	O	sT		
More than 20	6	1	4	1	-	2	3	6	-	-	4	2	-	-	1	2	2	2	3	-
	0.8	1.8	0.6	0.6		1.0	0.8	1.1			1.3	1.0			0.6	0.8	1.4	1.0	0.8	
Mean	2.47	2.88	2.43	2.66	2.59	2.17	2.59	3.56	0.00	0.00	4.29	2.78	-	0.15	1.54	3.94	5.06	3.44	2.38	0.84
								IJ			L				n	NO	NO	sT	T	
Median	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.00	0.00	0.00	3.00	0.00	-	0.00	0.00	3.00	4.00	2.00	0.00	0.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P4D. How many of the CFLs in storage are spiral shaped

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
None	423	46	377	53	33	128	210	194	154	75	71	105	-	8	55	61	19	105	230	89
	54.5	58.6	54.1	56.9	56.2	56.7	52.6	35.5	100.0 H	100.0 H	22.7	53.0 K		84.7 OPQ	56.3 PQ	25.7 q	16.2	44.6	54.2 R	75.7 RS
1	11	1	10	-	0	4	6	11	-	-	8	1	-	1	2	6	1	5	3	3
	1.4	1.0	1.4		0.5	1.9	1.6	2.0			2.6	0.7		15.3	1.8	2.6	1.2	2.0	0.8	2.4
2	69	3	66	5	2	21	42	69	-	-	39	23	-	-	15	34	16	28	34	7
	8.9	3.8	9.4 B	5.4	2.9	9.1 E	10.4 dE	12.6			12.7	11.8			15.9	14.4	13.6	12.0 t	7.9	6.1
3	43	3	40	1	3	18	21	43	-	-	31	10	-	-	8	19	13	11	29	3
	5.6	3.8	5.8	1.5	5.4	7.8 D	5.2	7.9			10.1 L	5.2			8.2	8.0	11.0	4.5	6.9 t	2.9

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P4D. How many of the CFLs in storage are spiral shaped

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
4	58	5	53	4	1	18	35	58	-	-	42	10	-	-	6	33	17	19	37	2
	7.5	6.9	7.6	4.8	1.9	8.1 e	8.7 E	10.7			13.6 L	4.9			6.2	13.8 O	14.5 o	8.3 T	8.7 T	1.7
5	29	3	26	7	4	7	10	29	-	-	20	8	-	-	2	10	15	13	14	2
	3.7	4.2	3.7	7.5 g	7.7	3.3	2.5	5.3			6.6	4.1			1.7	4.4	12.4 OP	5.5	3.3	1.7
6	42	7	36	11	4	8	20	42	-	-	25	14	-	-	3	26	9	17	20	5
	5.4	8.3 c	5.1	12.0 FG	6.2	3.4	5.0	7.7			8.2	6.9			3.2	11.0 O	7.8	7.1	4.8	4.3
7	2	0	1	-	-	0	1	2	-	-	2	-	-	-	-	0	1	-	2	-
	0.2	0.4	0.2			0.1	0.4	0.3			0.6					0.1	1.2		0.4	
8	16	2	14	3	2	4	7	16	-	-	12	5	-	-	1	9	5	5	11	0
	2.1	2.8	2.0	3.3	3.4	1.9	1.8	3.0			3.8	2.3			0.9	3.9	3.8	2.0	2.7 t	0.2
9	1	-	1	-	-	1	-	1	-	-	-	1	-	-	-	1	-	-	1	-
	0.2		0.2			0.6		0.3				0.7				0.6			0.3	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P4D. How many of the CFLs in storage are spiral shaped

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
10	23	3	20	4	4	7	9	23	-	-	21	2	-	-	0	10	8	10	13	-
	3.0	3.8	2.9	3.9	7.2	2.9	2.2	4.2			6.8 L	0.9			0.3	4.2 O	6.9 O	4.4	3.0	
11-20	26	2	24	2	2	4	18	26	-	-	17	9	-	-	0	15	11	14	11	1
	3.3	2.1	3.5	1.8	3.4	1.9	4.5 f	4.7			5.4	4.6			0.3	6.2 O	8.8 O	5.8 sT	2.6	1.2
More than 20	6	1	4	1	-	2	3	6	-	-	4	2	-	-	1	2	2	2	3	-
	0.7	1.8	0.6	0.6		1.0	0.7	1.0			1.2	1.0			0.6	0.7	1.4	1.0	0.8	
Don't know	25	2	23	1	3	3	18	25	-	-	17	8	-	-	5	9	1	7	14	4
	3.2	2.4	3.3	0.9	5.4 f	1.4	4.5 dF	4.5			5.4	4.0			4.7	3.7	1.2	2.9	3.2	3.7
Refused	1	-	1	1	-	-	-	1	-	-	1	-	-	-	-	1	-	-	1	-
	0.2		0.2	1.5				0.3			0.4					0.6			0.3	
Mean	2.47	2.88	2.43	2.66	2.59	2.17	2.59	3.56 IJ	0.00	0.00	4.29 L	2.78	-	0.15	1.54 n	3.94 NO	5.06 NO	3.44 sT	2.38 T	0.84

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P4D. How many of the CFLs in storage are spiral shaped

BANNER 1 - WEIGHTED

	TOTAL	RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
		RURAL	URBAN	ID	MT	OR	WA	PURCHASER	NON-PURCHASER	UNAWARE	WITHIN PAST YEAR	2 OR MORE YEARS AGO	0	1	2-4	5-12	13+	PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Median	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.00	0.00	0.00	3.00	0.00	-	0.00	0.00	3.00	4.00	2.00	0.00	0.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P4E. How many of the CFLs in storage are shaped like a regular light bulb?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: STORING BULBS	42	5	37	3	1	9	29	42	-	-	36	3	-	-	0	16	20	19	22	1
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	44	18	26	4	4	11	25	44	-	-	38	4	-	-	1	19	18	19	23	2
Don't know/Refused	0	0	-	-	0	-	-	0	-	-	0	-	-	-	-	0	-	-	0	-
Total answering	42	5	37	3	1	9	29	42	-	-	36	3	-	-	0	15	20	19	22	1
	100.0	100.0	100.0	100.0	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	3	1	3	-	-	1	3	3	-	-	2	1	-	-	-	1	2	2	1	-
	8.2	11.9	7.7			6.3	9.9	8.2			5.6	42.0				9.3	10.0	10.4	6.5	
1	5	1	4	-	0	-	5	5	-	-	2	1	-	-	-	2	2	3	2	-
	11.6	11.7	11.6		33.3		15.8	11.6			5.6	42.0				11.1	8.5	15.0	8.9	
2	10	2	9	0	0	1	9	10	-	-	8	1	-	-	-	5	3	5	6	-
	24.5	35.4	23.2	8.3	33.3	9.5	30.7	24.5			23.3	15.9				35.2	14.4	24.0	25.6	
3	1	1	-	0	-	0	0	1	-	-	1	-	-	-	-	1	-	1	0	-
	2.0	17.7		8.3		3.2	0.9	2.0			2.3					5.4		2.9	1.3	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P4E. How many of the CFLs in storage are shaped like a regular light bulb?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
4	4	-	4	-	-	1	3	4	-	-	4	-	-	-	-	3	1	3	1	-
	10.3		11.6			16.2	9.9	10.3			12.1					18.6	7.2	15.0	6.5	
5	9	1	9	1	0	3	5	9	-	-	9	-	-	-	-	1	6	2	7	-
	21.7	11.7	23.0	41.7	33.3	32.4	15.8	21.7			25.6					9.3	31.3	10.3	32.1	
6	5	0	4	-	-	1	3	5	-	-	5	-	-	-	-	2	3	4	-	0
	10.9	5.8	11.6			16.2	10.9	10.9			12.8					11.0	14.4	22.5		50.0
7	1	-	1	-	-	-	1	1	-	-	1	-	-	-	-	-	1	-	1	-
	3.4		3.9				5.0	3.4			4.0						7.2		6.5	
10	1	-	1	1	-	-	-	1	-	-	1	-	-	-	-	-	-	-	1	-
	3.3		3.7	41.7				3.3			3.9								6.2	
11-20	1	-	1	-	-	1	-	1	-	-	1	-	-	-	-	-	1	-	1	-
	3.4		3.8			16.2		3.4			4.0						7.1		6.4	
More than 20	0	0	-	-	-	-	0	0	-	-	0	-	-	-	0	-	-	-	-	0
	0.6	5.8					0.9	0.6			0.8				100.0					50.0

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P4E. How many of the CFLs in storage are shaped like a regular light bulb?

BANNER 1 - WEIGHTED

		RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
	TOTAL	RURAL	URBAN	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+	PUR-CHASER	NON-PUR-CHASER	UN-AWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Mean	3.96	3.74	3.99	6.67	2.67	5.47	3.23	3.96	-	-	4.47 l	0.74	-	-	25.00	2.85	4.44 p	3.18	4.35	15.50
Median	4.00	2.00	4.00	5.00	2.00	5.00	2.00	4.00	-	-	5.00	1.00	-	-	25.00	2.00	5.00	3.00	5.00	6.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P4E. How many of the CFLs in storage are shaped like a regular light bulb?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: STORING BULBS	42	5	37	3	1	9	29	42	-	-	36	3	-	-	0	16	20	19	22	1
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	44	18	26	4	4	11	25	44	-	-	38	4	-	-	1	19	18	19	23	2
None	3	1	3	-	-	1	3	3	-	-	2	1	-	-	-	1	2	2	1	-
	8.1	11.2	7.7			6.3	9.9	8.1			5.6	42.0				9.2	10.0	10.4	6.4	
1	5	1	4	-	0	-	5	5	-	-	2	1	-	-	-	2	2	3	2	-
	11.5	11.0	11.6		25.0		15.8	11.5			5.5	42.0				10.9	8.5	15.0	8.8	
2	10	2	9	0	0	1	9	10	-	-	8	1	-	-	-	5	3	5	6	-
	24.4	33.5	23.2	8.3	25.0	9.5	30.7	24.4			23.1	15.9				34.6	14.4	24.0	25.3	
3	1	1	-	0	-	0	0	1	-	-	1	-	-	-	-	1	-	1	0	-
	2.0	16.7		8.3		3.2	0.9	2.0			2.3					5.3		2.9	1.2	
4	4	-	4	-	-	1	3	4	-	-	4	-	-	-	-	3	1	3	1	-
	10.2		11.6			16.2	9.9	10.2			12.0					18.3	7.2	15.0	6.4	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P4E. How many of the CFLs in storage are shaped like a regular light bulb?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
5	9	1	9	1	0	3	5	9	-	-	9	-	-	-	-	1	6	2	7	-
	21.6	11.0	23.0	41.7	25.0	32.4	15.8	21.6			25.4					9.2	31.3	10.3	31.7	
6	5	0	4	-	-	1	3	5	-	-	5	-	-	-	-	2	3	4	-	0
	10.8	5.5	11.6			16.2	10.9	10.8			12.8					10.9	14.4	22.5		50.0
7	1	-	1	-	-	-	1	1	-	-	1	-	-	-	-	-	1	-	1	-
	3.4		3.9				5.0	3.4			4.0						7.2		6.4	
10	1	-	1	1	-	-	-	1	-	-	1	-	-	-	-	-	-	-	1	-
	3.3		3.7	41.7				3.3			3.9								6.2	
11-20	1	-	1	-	-	1	-	1	-	-	1	-	-	-	-	-	1	-	1	-
	3.4		3.8			16.2		3.4			4.0						7.1		6.4	
More than 20	0	0	-	-	-	-	0	0	-	-	0	-	-	-	0	-	-	-	-	0
	0.6	5.5					0.9	0.6			0.8				100.0					50.0
Refused	0	0	-	-	0	-	-	0	-	-	0	-	-	-	-	0	-	-	0	-
	0.6	5.5			25.0			0.6			0.8					1.7			1.2	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P4E. How many of the CFLs in storage are shaped like a regular light bulb?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Mean	3.96	3.74	3.99	6.67	2.67	5.47	3.23	3.96	-	-	4.47 l	0.74	-	-	25.00	2.85	4.44 p	3.18	4.35	15.50
Median	4.00	2.00	4.00	5.00	2.00	5.00	2.00	4.00	-	-	5.00	1.00	-	-	25.00	2.00	5.00	3.00	5.00	6.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P4E. How many of the CFLs in storage are shaped like a regular light bulb?

	BANNER 1 - WEIGHTED																			
		RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
	TOTAL	RURAL	URBAN	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+	PUR-CHASER	NON-PUR-CHASER	UN-AWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
Don't know/Refused	0	0	-	-	0	-	-	0	-	-	0	-	-	-	-	0	-	-	0	-
Total answering	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	424	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	737	75	663	89	57	218	373	508	154	75	277	197	-	9	97	224	102	217	404	117
	95.0	94.8	95.1	96.4	98.6 g	96.4	93.5	93.0	100.0 H	100.0 H	89.2	99.0 K		100.0 PQ	99.7 PQ	94.1 Q	85.0	92.7	95.1	99.5 RS
1	5	1	4	-	0	-	5	5	-	-	2	1	-	-	-	2	2	3	2	-
	0.6	0.7	0.6		0.5		1.1	0.9			0.6	0.7				0.7	1.4	1.2	0.5	
2	10	2	9	0	0	1	9	10	-	-	8	1	-	-	-	5	3	5	6	-
	1.3	2.1	1.2	0.3	0.5	0.4	2.2	1.9			2.7 l	0.3				2.3	2.4	2.0	1.3	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P4E. How many of the CFLs in storage are shaped like a regular light bulb?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
3	1	1	-	0	-	0	0	1	-	-	1	-	-	-	-	1	-	1	0	-
	0.1	1.0		0.3		0.1	0.1	0.2			0.3					0.3		0.2	0.1	
4	4	-	4	-	-	1	3	4	-	-	4	-	-	-	-	3	1	3	1	-
	0.6		0.6			0.6	0.7	0.8			1.4					1.2	1.2	1.2	0.3	
5	9	1	9	1	0	3	5	9	-	-	9	-	-	-	-	1	6	2	7	-
	1.2	0.7	1.2	1.5	0.5	1.3	1.1	1.7			2.9					0.6	5.2 p	0.8	1.7	
6	5	0	4	-	-	1	3	5	-	-	5	-	-	-	-	2	3	4	-	0
	0.6	0.3	0.6			0.6	0.8	0.8			1.5					0.7	2.4	1.8		0.2
7	1	-	1	-	-	-	1	1	-	-	1	-	-	-	-	-	1	-	1	-
	0.2		0.2				0.4	0.3			0.5						1.2		0.3	
10	1	-	1	1	-	-	-	1	-	-	1	-	-	-	-	-	-	-	1	-
	0.2		0.2	1.5				0.3			0.4								0.3	
11-20	1	-	1	-	-	1	-	1	-	-	1	-	-	-	-	-	1	-	1	-
	0.2		0.2			0.6		0.3			0.5						1.2		0.3	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P4E. How many of the CFLs in storage are shaped like a regular light bulb?

BANNER 1 - WEIGHTED

	TOTAL	RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
		RURAL	URBAN	ID	MT	OR	WA	PURCHASER	NON-PURCHASER	UNAWARE	WITHIN PAST YEAR	2 OR MORE YEARS AGO	0	1	2-4	5-12	13+	PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
More than 20	0	0	-	-	-	-	0	0	-	-	0	-	-	-	0	-	-	-	-	0
	*	0.3					0.1	*			0.1				0.3					0.2
Mean	0.21	0.22	0.21	0.24	0.04	0.21	0.23	0.30	0.00	0.00	0.51	0.01	-	0.00	0.07	0.18	0.74	0.26	0.23	0.07
								IJ			L						oP			
Median	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P4E. How many of the CFLs in storage are shaped like a regular light bulb?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
None	737	75	663	89	57	218	373	508	154	75	277	197	-	9	97	224	102	217	404	117
	95.0	94.5	95.1	96.4	98.1	96.4	93.5	92.9	100.0 H	100.0 H	89.1	99.0 K		100.0 PQ	99.7 PQ	94.0 Q	85.0	92.7	95.0	99.5 RS
1	5	1	4	-	0	-	5	5	-	-	2	1	-	-	-	2	2	3	2	-
	0.6	0.7	0.6		0.5		1.1	0.9			0.6	0.7				0.7	1.4	1.2	0.5	
2	10	2	9	0	0	1	9	10	-	-	8	1	-	-	-	5	3	5	6	-
	1.3	2.1	1.2	0.3	0.5	0.4	2.2	1.9			2.7 l	0.3				2.3	2.4	2.0	1.3	
3	1	1	-	0	-	0	0	1	-	-	1	-	-	-	-	1	-	1	0	-
	0.1	1.0		0.3		0.1	0.1	0.2			0.3					0.3		0.2	0.1	
4	4	-	4	-	-	1	3	4	-	-	4	-	-	-	-	3	1	3	1	-
	0.6		0.6			0.6	0.7	0.8			1.4					1.2	1.2	1.2	0.3	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P4E. How many of the CFLs in storage are shaped like a regular light bulb?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
5	9	1	9	1	0	3	5	9	-	-	9	-	-	-	-	1	6	2	7	-
	1.2	0.7	1.2	1.5	0.5	1.3	1.1	1.7			2.9					0.6	5.2 p	0.8	1.7	
6	5	0	4	-	-	1	3	5	-	-	5	-	-	-	-	2	3	4	-	0
	0.6	0.3	0.6			0.6	0.8	0.8			1.5					0.7	2.4	1.8		0.2
7	1	-	1	-	-	-	1	1	-	-	1	-	-	-	-	-	1	-	1	-
	0.2		0.2				0.4	0.3			0.5						1.2		0.3	
10	1	-	1	1	-	-	-	1	-	-	1	-	-	-	-	-	-	-	1	-
	0.2		0.2	1.5				0.3			0.4								0.3	
11-20	1	-	1	-	-	1	-	1	-	-	1	-	-	-	-	-	1	-	1	-
	0.2		0.2			0.6		0.3			0.5						1.2		0.3	
More than 20	0	0	-	-	-	-	0	0	-	-	0	-	-	-	0	-	-	-	-	0
	*	0.3					0.1	*			0.1				0.3					0.2
Refused	0	0	-	-	0	-	-	0	-	-	0	-	-	-	-	0	-	-	0	-
	*	0.3			0.5			*			0.1					0.1			0.1	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P4E. How many of the CFLs in storage are shaped like a regular light bulb?

BANNER 1 - WEIGHTED

	TOTAL	RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
		RURAL	URBAN	ID	MT	OR	WA	PURCHASER	NON-PURCHASER	UNAWARE	WITHIN PAST YEAR	2 OR MORE YEARS AGO	0	1	2-4	5-12	13+	PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Mean	0.21	0.22	0.21	0.24	0.04	0.21	0.23	0.30 IJ	0.00	0.00	0.51 L	0.01	-	0.00	0.07	0.18	0.74 oP	0.26	0.23	0.07
Median	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

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

BANNER 1 - WEIGHTED

	TOTAL	RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
		RURAL	URBAN	ID	MT	OR	WA	PURCHASER	NON-PURCHASER	UNAWARE	WITHIN PAST YEAR	2 OR MORE YEARS AGO	0	1	2-4	5-12	13+	PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: PURCHASED CFLS	547	53	494	73	37	163	274	547	-	-	311	199	-	9	97	238	120	189	310	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
UNWEIGHTED BASE	539	193	346	100	68	148	223	539	-	-	313	191	-	9	93	238	113	180	303	56
Don't know/Refused	5	1	4	-	-	3	2	5	-	-	2	3	-	-	0	-	0	2	3	-
Total answering	542	52	490	73	37	160	272	542	-	-	309	196	-	9	97	238	120	187	307	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
Yes	90	7	83	7	5	29	49	90	-	-	44	44	-	3	15	36	15	33	50	7
	16.7	14.2	16.9	9.5	14.3	18.2	18.1 d	16.7			14.2	22.3 K		33.5	15.3	15.1	12.2	17.7	16.4	14.9
No	451	45	407	66	32	131	223	451	-	-	265	152	-	6	82	203	105	154	257	41
	83.3	85.8	83.1	90.5 g	85.7	81.8	81.9	83.3			85.8 L	77.7		66.5	84.7	84.9	87.8	82.3	83.6	85.1

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

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

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: PURCHASED CFLS	547	53	494	73	37	163	274	547	-	-	311	199	-	9	97	238	120	189	310	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
UNWEIGHTED BASE	539	193	346	100	68	148	223	539	-	-	313	191	-	9	93	238	113	180	303	56
Yes	90	7	83	7	5	29	49	90	-	-	44	44	-	3	15	36	15	33	50	7
	16.5	14.0	16.8	9.5	14.3	17.9	17.9 d	16.5			14.1	21.9 k		33.5	15.3	15.1	12.1	17.5	16.2	14.9
No	451	45	407	66	32	131	223	451	-	-	265	152	-	6	82	203	105	154	257	41
	82.5	84.5	82.3	90.5 fg	85.7	80.4	81.3	82.5			85.3 L	76.5		66.5	84.4	84.9	87.6	81.6	82.7	85.1
Don't know	5	1	4	-	-	3	2	5	-	-	2	3	-	-	0	-	0	2	3	-
	0.9	1.5	0.9			1.8	0.8	0.9			0.5	1.6			0.3		0.2	0.9	1.1	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P5B. How many CFLs did you remove?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: REMOVED CFLS	90	7	83	7	5	29	49	90	-	-	44	44	-	3	15	36	15	33	50	7
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	85	27	58	13	11	22	39	85	-	-	42	41	-	3	16	34	11	32	44	9
Don't know/Refused	10	0	10	2	1	1	6	10	-	-	6	5	-	1	3	3	-	5	6	-
Total answering	80	7	73	5	4	28	43	80	-	-	38	39	-	2	12	33	15	29	44	7
	100.0	100.0	100.0	100.0	100.0	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	16	2	14	1	0	6	8	16	-	-	13	3	-	2	5	7	1	3	11	2
	19.9	23.0	19.6	26.3	7.0	21.6	19.1	19.9			33.5 L	8.0		100.0 OPQ	45.2 q	22.3	9.8	12.0	24.3	24.1
2	26	1	24	2	1	7	16	26	-	-	12	11	-	-	2	12	6	12	11	3
	32.1	19.3	33.3	42.1	14.1	25.8	36.5	32.1			32.2	27.0			16.6	36.3	39.1	42.0	23.8	44.2
3	11	1	10	0	-	7	3	11	-	-	6	4	-	-	1	5	3	0	9	1
	13.2	7.8	13.7	5.3		26.8 g	6.6	13.2			16.4	11.0			11.9	14.7	19.6	1.0	19.9 R	20.1

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P5B. How many CFLs did you remove?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
4	3	2	1	1	1	-	2	3	-	-	2	1	-	-	0	1	2	2	1	1
	4.2	26.9 C	2.0	15.8	21.1		3.9	4.2			5.2	3.5			2.3	2.5	11.8	7.0	1.2	11.6
5	3	0	3	0	1	-	1	3	-	-	-	3	-	-	-	1	-	0	3	-
	3.9	3.9	3.9	5.3	36.7 dG		3.3	3.9				8.0				4.3		1.0	6.4	
6	6	1	6	0	0	1	4	6	-	-	2	5	-	-	1	2	3	3	3	-
	7.8	7.7	7.9	5.3	7.0	5.2	10.0	7.8			4.5	11.7			12.0	5.2	19.7	11.0	7.0	
7	1	-	1	-	-	-	1	1	-	-	-	1	-	-	-	1	-	-	1	-
	1.8		2.0				3.3	1.8				3.7				4.3			3.2	
8	3	-	3	-	-	-	3	3	-	-	-	3	-	-	-	-	-	1	1	-
	3.6		3.9				6.6	3.6				7.4						5.0	3.2	
10	3	0	3	-	0	3	-	3	-	-	-	3	-	-	-	0	-	0	3	-
	3.9	3.8	3.9		7.0	10.3		3.9				8.0				0.8		1.0	6.4	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P5B. How many CFLs did you remove?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
11-20	6	1	6	-	0	1	5	6	-	-	3	3	-	-	1	3	-	4	2	-
	7.8	7.6	7.9		7.0	5.2	10.6	7.8			8.2	8.0			12.0	9.5		15.1	4.5	
More than 20	1	-	1	-	-	1	-	1	-	-	-	1	-	-	-	-	-	1	-	-
	1.8		2.0			5.2		1.8				3.7						5.0		
Mean	4.62	3.88	4.69	2.47	5.00	5.20	4.47	4.62	-	-	3.24	6.16	-	1.00	3.87	3.89	3.12	6.54	3.77	2.19
					D		d					K			N	N	N	sT	T	
Median	2.00	3.00	2.00	2.00	5.00	3.00	2.00	2.00	-	-	2.00	5.00	-	1.00	2.00	2.00	3.00	2.00	3.00	2.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P5B. How many CFLs did you remove?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: REMOVED CFLS	90	7	83	7	5	29	49	90	-	-	44	44	-	3	15	36	15	33	50	7
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	85	27	58	13	11	22	39	85	-	-	42	41	-	3	16	34	11	32	44	9
1	16	2	14	1	0	6	8	16	-	-	13	3	-	2	5	7	1	3	11	2
	17.6	22.1	17.2	20.0	5.1	20.6	16.9	17.6			29.1 L	7.2		54.2	36.4	20.6	9.8	10.3	21.5	24.1
2	26	1	24	2	1	7	16	26	-	-	12	11	-	-	2	12	6	12	11	3
	28.4	18.6	29.3	32.0	10.3	24.5	32.2	28.4			28.0	24.1			13.4	33.4	39.1	36.2	21.1	44.2
3	11	1	10	0	-	7	3	11	-	-	6	4	-	-	1	5	3	0	9	1
	11.7	7.5	12.1	4.0		25.5 g	5.9	11.7			14.3	9.8			9.6	13.5	19.6	0.8	17.6 R	20.1
4	3	2	1	1	1	-	2	3	-	-	2	1	-	-	0	1	2	2	1	1
	3.7	25.9 C	1.7	12.0	15.4		3.5	3.7			4.5	3.2			1.8	2.3	11.8	6.0	1.1	11.6

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P5B. How many CFLs did you remove?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
5	3	0	3	0	1	-	1	3	-	-	-	3	-	-	-	1	-	0	3	-
	3.5	3.7	3.4	4.0	26.8 G		2.9	3.5				7.2				4.0		0.8	5.7	
6	6	1	6	0	0	1	4	6	-	-	2	5	-	-	1	2	3	3	3	-
	7.0	7.4	6.9	4.0	5.1	4.9	8.8	7.0			3.9	10.5			9.7	4.8	19.7	9.5	6.2	
7	1	-	1	-	-	-	1	1	-	-	-	1	-	-	-	1	-	-	1	-
	1.6		1.7				2.9	1.6				3.3				4.0			2.9	
8	3	-	3	-	-	-	3	3	-	-	-	3	-	-	-	-	-	1	1	-
	3.2		3.5				5.9	3.2				6.6						4.3	2.9	
10	3	0	3	-	0	3	-	3	-	-	-	3	-	-	-	0	-	0	3	-
	3.5	3.7	3.4		5.1	9.8		3.5				7.2				0.8		0.8	5.7	
11-20	6	1	6	-	0	1	5	6	-	-	3	3	-	-	1	3	-	4	2	-
	7.0	7.3	6.9		5.1	4.9	9.3	7.0			7.2	7.2			9.7	8.8		13.0	3.9	
More than 20	1	-	1	-	-	1	-	1	-	-	-	1	-	-	-	-	-	1	-	-
	1.6		1.7			4.9		1.6				3.3						4.3		

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P5B. How many CFLs did you remove?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Don't know	10	0	10	2	1	1	6	10	-	-	6	5	-	1	3	3	-	5	6	-
	11.4	3.7	12.0	24.0	26.8 f	4.9	11.7	11.4			13.0	10.4		45.8	19.4	7.9		13.7	11.4	
Mean	4.62	3.88	4.69	2.47	5.00 D	5.20	4.47 d	4.62	-	-	3.24	6.16 K	-	1.00	3.87 N	3.89 N	3.12 N	6.54 sT	3.77 T	2.19
Median	2.00	3.00	2.00	2.00	5.00	3.00	2.00	2.00	-	-	2.00	5.00	-	1.00	2.00	2.00	3.00	2.00	3.00	2.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P5B. How many CFLs did you remove?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
Don't know/Refused	10	0	10	2	1	1	6	10	-	-	6	5	-	1	3	3	-	5	6	-
Total answering	766	79	687	91	57	225	393	537	154	75	305	194	-	8	94	236	120	230	419	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	686	72	614	86	53	197	350	457	154	75	267	155	-	6	82	203	105	201	374	110
	89.5	91.0	89.4	94.2 f	93.2	87.7	89.0	85.1	100.0 H	100.0 H	87.5 l	79.9		78.6	87.3	86.0	87.9	87.6	89.4	93.9 r
1	16	2	14	1	0	6	8	16	-	-	13	3	-	2	5	7	1	3	11	2
	2.1	2.1	2.1	1.5	0.5	2.7	2.1	3.0			4.2	1.6		21.4	5.7	3.1	1.2	1.5	2.6	1.5
2	26	1	24	2	1	7	16	26	-	-	12	11	-	-	2	12	6	12	11	3
	3.4	1.7	3.5	2.4	1.0	3.2	4.0	4.8			4.0	5.4			2.1	5.1	4.8	5.2	2.5	2.7

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P5B. How many CFLs did you remove?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
3	11	1	10	0	-	7	3	11	-	-	6	4	-	-	1	5	3	0	9	1
	1.4	0.7	1.5	0.3		3.3 dg	0.7	2.0			2.1	2.2			1.5	2.1	2.4	0.1	2.1 R	1.2
4	3	2	1	1	1	-	2	3	-	-	2	1	-	-	0	1	2	2	1	1
	0.4	2.4 C	0.2	0.9	1.4		0.4	0.6			0.6	0.7			0.3	0.3	1.4	0.9	0.1	0.7
5	3	0	3	0	1	-	1	3	-	-	-	3	-	-	-	1	-	0	3	-
	0.4	0.4	0.4	0.3	2.5		0.4	0.6				1.6				0.6		0.1	0.7	
6	6	1	6	0	0	1	4	6	-	-	2	5	-	-	1	2	3	3	3	-
	0.8	0.7	0.8	0.3	0.5	0.6	1.1	1.2			0.6	2.4			1.5	0.7	2.4	1.4	0.7	
7	1	-	1	-	-	-	1	1	-	-	-	1	-	-	-	1	-	-	1	-
	0.2		0.2				0.4	0.3				0.7				0.6			0.3	
8	3	-	3	-	-	-	3	3	-	-	-	3	-	-	-	-	-	1	1	-
	0.4		0.4				0.7	0.5				1.5						0.6	0.3	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P5B. How many CFLs did you remove?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
10	3	0	3	-	0	3	-	3	-	-	-	3	-	-	-	0	-	0	3	-
	0.4	0.3	0.4		0.5	1.3		0.6				1.6				0.1		0.1	0.7	
11-20	6	1	6	-	0	1	5	6	-	-	3	3	-	-	1	3	-	4	2	-
	0.8	0.7	0.8		0.5	0.6	1.2	1.2			1.0	1.6			1.5	1.3		1.9	0.5	
More than 20	1	-	1	-	-	1	-	1	-	-	-	1	-	-	-	-	-	1	-	-
	0.2		0.2			0.6		0.3				0.7						0.6		
Mean	0.48	0.35	0.50	0.14	0.34	0.64 D	0.49 D	0.69 IJ	0.00	0.00	0.41	1.24 K	-	0.21	0.49	0.55	0.38	0.81 T	0.40 T	0.13
Median	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P5B. How many CFLs did you remove?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
None	686	72	614	86	53	197	350	457	154	75	267	155	-	6	82	203	105	201	374	110
	88.4	90.6	88.1	92.5	90.9	87.1	87.7	83.5	100.0 H	100.0 H	85.9 l	78.1		66.5	84.7	84.9	87.9	85.9	88.2	93.9 Rs
1	16	2	14	1	0	6	8	16	-	-	13	3	-	2	5	7	1	3	11	2
	2.1	2.1	2.0	1.5	0.5	2.6	2.1	2.9			4.1	1.6		18.1	5.6	3.1	1.2	1.5	2.5	1.5
2	26	1	24	2	1	7	16	26	-	-	12	11	-	-	2	12	6	12	11	3
	3.3	1.7	3.5	2.4	0.9	3.2	4.0	4.7			4.0	5.3			2.0	5.0	4.8	5.1	2.5	2.7
3	11	1	10	0	-	7	3	11	-	-	6	4	-	-	1	5	3	0	9	1
	1.4	0.7	1.4	0.3		3.3 dg	0.7	1.9			2.0	2.2			1.5	2.0	2.4	0.1	2.1 R	1.2
4	3	2	1	1	1	-	2	3	-	-	2	1	-	-	0	1	2	2	1	1
	0.4	2.4 C	0.2	0.9	1.4		0.4	0.6			0.6	0.7			0.3	0.3	1.4	0.8	0.1	0.7

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P5B. How many CFLs did you remove?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
5	3	0	3	0	1	-	1	3	-	-	-	3	-	-	-	1	-	0	3	-
	0.4	0.3	0.4	0.3	2.4		0.4	0.6				1.6				0.6		0.1	0.7	
6	6	1	6	0	0	1	4	6	-	-	2	5	-	-	1	2	3	3	3	-
	0.8	0.7	0.8	0.3	0.5	0.6	1.1	1.1			0.5	2.3			1.5	0.7	2.4	1.3	0.7	
7	1	-	1	-	-	-	1	1	-	-	-	1	-	-	-	1	-	-	1	-
	0.2		0.2				0.4	0.3				0.7				0.6			0.3	
8	3	-	3	-	-	-	3	3	-	-	-	3	-	-	-	-	-	1	1	-
	0.4		0.4				0.7	0.5				1.4						0.6	0.3	
10	3	0	3	-	0	3	-	3	-	-	-	3	-	-	-	0	-	0	3	-
	0.4	0.3	0.4		0.5	1.3		0.6				1.6				0.1		0.1	0.7	
11-20	6	1	6	-	0	1	5	6	-	-	3	3	-	-	1	3	-	4	2	-
	0.8	0.7	0.8		0.5	0.6	1.1	1.1			1.0	1.6			1.5	1.3		1.8	0.5	
More than 20	1	-	1	-	-	1	-	1	-	-	-	1	-	-	-	-	-	1	-	-
	0.2		0.2			0.6		0.3				0.7						0.6		

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P5B. How many CFLs did you remove?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Don't know	10	0	10 b	2	1	1	6	10	-	-	6	5	-	1	3	3	-	5	6	-
	1.3	0.3	1.4	1.8	2.4	0.6	1.4	1.9			1.8	2.3		15.3	3.0	1.2		1.9	1.4	
Mean	0.48	0.35	0.50	0.14	0.34	0.64 D	0.49 D	0.69 IJ	0.00	0.00	0.41	1.24 K	-	0.21	0.49	0.55	0.38	0.81 T	0.40 T	0.13
Median	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P5C. How many of the CFLs you removed were spiral or twisty shaped?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: REMOVED CFLS	80	7	73	5	4	28	43	80	-	-	38	39	-	2	12	33	15	29	44	7
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	77	26	51	11	10	21	35	77	-	-	38	37	-	2	14	32	11	28	40	9
Don't know/Refused	3	-	3	-	-	-	3	3	-	-	1	1	-	-	-	-	1	1	-	1
Total answering	77	7	70	5	4	28	40	77	-	-	37	38	-	2	12	33	13	27	44	6
	100.0	100.0	100.0	100.0	100.0	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	3	-	3	-	-	1	1	3	-	-	1	1	-	-	-	1	-	-	3	-
	3.7		4.1			5.2	3.6	3.7			3.9	3.8				4.3			6.4	
1	16	2	14	1	0	6	8	16	-	-	13	3	-	2	5	7	1	3	11	2
	20.6	23.0	20.4	26.3	7.0	21.6	20.5	20.6			34.8 L	8.3		100.0 OPQ	45.2 q	22.3	10.9	12.6	24.3	30.2
2	21	1	20	2	1	7	11	21	-	-	9	9	-	-	2	11	4	11	9	2
	27.7	19.3	28.6	42.1	14.1	25.8	28.4	27.7			25.7	24.2			16.6	32.0	32.5	38.9	20.6	30.0

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P5C. How many of the CFLs you removed were spiral or twisty shaped?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
3	11	1	10	0	-	6	4	11	-	-	8	3	-	-	1	6	3	0	9	1
	13.7	7.8	14.3	5.3		21.6	10.7	13.7			21.0	7.6			11.9	19.0	21.8	1.0	19.9 R	25.2
4	3	2	1	1	1	-	2	3	-	-	2	1	-	-	0	1	2	2	1	1
	4.3	26.9 C	2.0	15.8	21.1		4.2	4.3			5.4	3.7			2.3	2.5	13.1	7.4	1.2	14.5
5	3	0	3	0	1	-	1	3	-	-	-	3	-	-	-	1	-	0	3	-
	4.1	3.9	4.1	5.3	36.7 dG		3.6	4.1				8.3				4.3		1.0	6.4	
6	6	1	6	0	0	1	4	6	-	-	2	5	-	-	1	2	3	3	3	-
	8.1	7.7	8.2	5.3	7.0	5.2	10.7	8.1			4.6	12.2			12.0	5.2	21.8	11.6	7.0	
7	1	-	1	-	-	-	1	1	-	-	-	1	-	-	-	1	-	-	1	-
	1.9		2.0				3.6	1.9				3.8				4.3			3.2	
8	3	0	3	-	-	-	3	3	-	-	0	3	-	-	-	0	-	1	2	-
	4.1	3.8	4.1				7.8	4.1			0.7	7.6				0.8		5.3	3.8	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P5C. How many of the CFLs you removed were spiral or twisty shaped?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
10	3	0	3	-	0	3	-	3	-	-	-	3	-	-	-	0	-	0	3	-
	4.0	3.8	4.1		7.0	10.3		4.0				8.3				0.8		1.0	6.4	
11-20	5	0	4	-	0	1	3	5	-	-	1	3	-	-	1	1	-	4	0	-
	5.9	3.8	6.1		7.0	5.2	7.1	5.9			3.9	8.3			12.0	4.3		15.9 S	0.6	
More than 20	1	-	1	-	-	1	-	1	-	-	-	1	-	-	-	-	-	1	-	-
	1.8		2.0			5.2		1.8				3.8						5.3		
Mean	4.44	3.73	4.51	2.47	5.00 D	5.04	4.23	4.44	-	-	2.82	6.20 K	-	1.00	3.87 N	3.38 N	3.24 N	6.78 ST	3.29	2.24
Median	2.00	3.00	2.00	2.00	5.00	2.00	2.00	2.00	-	-	2.00	5.00	-	1.00	2.00	2.00	3.00	2.00	2.00	2.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
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NEEA Consumer Lighting Survey (#6510)

P5C. How many of the CFLs you removed were spiral or twisty shaped?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: REMOVED CFLS	80	7	73	5	4	28	43	80	-	-	38	39	-	2	12	33	15	29	44	7
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	77	26	51	11	10	21	35	77	-	-	38	37	-	2	14	32	11	28	40	9
None	3	-	3	-	-	1	1	3	-	-	1	1	-	-	-	1	-	-	3	-
	3.6		3.9			5.2	3.3	3.6			3.8	3.7				4.3			6.4	
1	16	2	14	1	0	6	8	16	-	-	13	3	-	2	5	7	1	3	11	2
	19.9	23.0	19.6	26.3	7.0	21.6	19.1	19.9			33.5 L	8.0		100.0 OPQ	45.2 q	22.3	9.8	12.0	24.3	24.1
2	21	1	20	2	1	7	11	21	-	-	9	9	-	-	2	11	4	11	9	2
	26.7	19.3	27.4	42.1	14.1	25.8	26.5	26.7			24.7	23.3			16.6	32.0	29.3	36.9	20.6	24.0
3	11	1	10	0	-	6	4	11	-	-	8	3	-	-	1	6	3	0	9	1
	13.2	7.8	13.7	5.3		21.6	10.0	13.2			20.2	7.3			11.9	19.0	19.6	1.0	19.9 R	20.1
4	3	2	1	1	1	-	2	3	-	-	2	1	-	-	0	1	2	2	1	1
	4.2	26.9 C	2.0	15.8	21.1		3.9	4.2			5.2	3.5			2.3	2.5	11.8	7.0	1.2	11.6

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P5C. How many of the CFLs you removed were spiral or twisty shaped?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
5	3	0	3	0	1	-	1	3	-	-	-	3	-	-	-	1	-	0	3	-
	3.9	3.9	3.9	5.3	36.7 dG		3.3	3.9				8.0				4.3		1.0	6.4	
6	6	1	6	0	0	1	4	6	-	-	2	5	-	-	1	2	3	3	3	-
	7.8	7.7	7.9	5.3	7.0	5.2	10.0	7.8			4.5	11.7			12.0	5.2	19.7	11.0	7.0	
7	1	-	1	-	-	-	1	1	-	-	-	1	-	-	-	1	-	-	1	-
	1.8		2.0				3.3	1.8				3.7				4.3			3.2	
8	3	0	3	-	-	-	3	3	-	-	0	3	-	-	-	0	-	1	2	-
	3.9	3.8	3.9				7.3	3.9			0.7	7.4				0.8		5.0	3.8	
10	3	0	3	-	0	3	-	3	-	-	-	3	-	-	-	0	-	0	3	-
	3.9	3.8	3.9		7.0	10.3		3.9				8.0				0.8		1.0	6.4	
11-20	5	0	4	-	0	1	3	5	-	-	1	3	-	-	1	1	-	4	0	-
	5.7	3.8	5.9		7.0	5.2	6.6	5.7			3.8	8.0			12.0	4.3		15.1 S	0.6	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P5C. How many of the CFLs you removed were spiral or twisty shaped?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
More than 20	1	-	1	-	-	1	-	1	-	-	-	1	-	-	-	-	-	1	-	-
	1.8		2.0			5.2		1.8				3.7						5.0		
Don't know	3	-	3	-	-	-	3	3	-	-	1	1	-	-	-	-	1	1	-	1
	3.6		3.9				6.6	3.6			3.8	3.7					9.9	5.0		20.3
Mean	4.44	3.73	4.51	2.47	5.00 D	5.04	4.23	4.44	-	-	2.82	6.20 K	-	1.00	3.87 N	3.38 N	3.24 N	6.78 ST	3.29	2.24
Median	2.00	3.00	2.00	2.00	5.00	2.00	2.00	2.00	-	-	2.00	5.00	-	1.00	2.00	2.00	3.00	2.00	2.00	2.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P5C. How many of the CFLs you removed were spiral or twisty shaped?

	BANNER 1 - WEIGHTED																			
		RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
	TOTAL	RURAL	URBAN	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+	PUR-CHASER	NON-PUR-CHASER	UN-AWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
Don't know/Refused	3	-	3	-	-	-	3	3	-	-	1	1	-	-	-	-	1	1	-	1
Total answering	773	79	694	93	58	226	396	544	154	75	309	197	-	9	97	238	118	233	425	116
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	699	72	627	87	54	200	357	470	154	75	274	161	-	8	85	207	105	206	383	110
	90.4	91.0	90.3	94.3	93.3	88.4	90.2	86.3	100.0 H	100.0 H	88.6 l	81.7		81.9	87.7	86.7	88.9	88.4	90.2	95.1 r
1	16	2	14	1	0	6	8	16	-	-	13	3	-	2	5	7	1	3	11	2
	2.1	2.1	2.1	1.5	0.5	2.6	2.1	2.9			4.1	1.6		18.1	5.6	3.1	1.2	1.5	2.5	1.5
2	21	1	20	2	1	7	11	21	-	-	9	9	-	-	2	11	4	11	9	2
	2.8	1.7	2.9	2.4	0.9	3.2	2.9	3.9			3.0	4.6			2.0	4.4	3.6	4.5	2.2	1.5

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P5C. How many of the CFLs you removed were spiral or twisty shaped?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
3	11	1	10	0	-	6	4	11	-	-	8	3	-	-	1	6	3	0	9	1
	1.4	0.7	1.4	0.3		2.6	1.1	1.9			2.5	1.5			1.5	2.6	2.4	0.1	2.1 R	1.2
4	3	2	1	1	1	-	2	3	-	-	2	1	-	-	0	1	2	2	1	1
	0.4	2.4 C	0.2	0.9	1.4		0.4	0.6			0.6	0.7			0.3	0.3	1.4	0.9	0.1	0.7
5	3	0	3	0	1	-	1	3	-	-	-	3	-	-	-	1	-	0	3	-
	0.4	0.3	0.4	0.3	2.4		0.4	0.6				1.6				0.6		0.1	0.7	
6	6	1	6	0	0	1	4	6	-	-	2	5	-	-	1	2	3	3	3	-
	0.8	0.7	0.8	0.3	0.5	0.6	1.1	1.2			0.5	2.3			1.5	0.7	2.4	1.4	0.7	
7	1	-	1	-	-	-	1	1	-	-	-	1	-	-	-	1	-	-	1	-
	0.2		0.2				0.4	0.3				0.7				0.6			0.3	
8	3	0	3	-	-	-	3	3	-	-	0	3	-	-	-	0	-	1	2	-
	0.4	0.3	0.4				0.8	0.6			0.1	1.5				0.1		0.6	0.4	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P5C. How many of the CFLs you removed were spiral or twisty shaped?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
10	3	0	3	-	0	3	-	3	-	-	-	3	-	-	-	0	-	0	3	-
	0.4	0.3	0.4		0.5	1.3		0.6				1.6				0.1		0.1	0.7	
11-20	5	0	4	-	0	1	3	5	-	-	1	3	-	-	1	1	-	4	0	-
	0.6	0.3	0.6		0.5	0.6	0.7	0.8			0.5	1.6			1.5	0.6		1.8 S	0.1	
More than 20	1	-	1	-	-	1	-	1	-	-	-	1	-	-	-	-	-	1	-	-
	0.2		0.2			0.6		0.3				0.7						0.6		
Mean	0.44	0.34	0.46	0.14	0.33	0.62 D	0.43 d	0.63 IJ	0.00	0.00	0.34	1.18 K	-	0.18	0.48	0.47	0.36	0.79 sT	0.35 T	0.11
Median	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P5C. How many of the CFLs you removed were spiral or twisty shaped?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
None	699	72	627	87	54	200	357	470	154	75	274	161	-	8	85	207	105	206	383	110
	90.0	91.0	89.9	94.3	93.3	88.4	89.5	85.9	100.0 H	100.0 H	88.2 l	81.1		81.9	87.7	86.7	87.9	87.8	90.2	93.9 r
1	16	2	14	1	0	6	8	16	-	-	13	3	-	2	5	7	1	3	11	2
	2.1	2.1	2.0	1.5	0.5	2.6	2.1	2.9			4.1	1.6		18.1	5.6	3.1	1.2	1.5	2.5	1.5
2	21	1	20	2	1	7	11	21	-	-	9	9	-	-	2	11	4	11	9	2
	2.8	1.7	2.9	2.4	0.9	3.2	2.9	3.9			3.0	4.6			2.0	4.4	3.6	4.5	2.2	1.5
3	11	1	10	0	-	6	4	11	-	-	8	3	-	-	1	6	3	0	9	1
	1.4	0.7	1.4	0.3		2.6	1.1	1.9			2.5	1.4			1.5	2.6	2.4	0.1	2.1 R	1.2
4	3	2	1	1	1	-	2	3	-	-	2	1	-	-	0	1	2	2	1	1
	0.4	2.4 C	0.2	0.9	1.4		0.4	0.6			0.6	0.7			0.3	0.3	1.4	0.8	0.1	0.7

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P5C. How many of the CFLs you removed were spiral or twisty shaped?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
5	3	0	3	0	1	-	1	3	-	-	-	3	-	-	-	1	-	0	3	-
	0.4	0.3	0.4	0.3	2.4		0.4	0.6				1.6				0.6		0.1	0.7	
6	6	1	6	0	0	1	4	6	-	-	2	5	-	-	1	2	3	3	3	-
	0.8	0.7	0.8	0.3	0.5	0.6	1.1	1.1			0.5	2.3			1.5	0.7	2.4	1.3	0.7	
7	1	-	1	-	-	-	1	1	-	-	-	1	-	-	-	1	-	-	1	-
	0.2		0.2				0.4	0.3				0.7				0.6			0.3	
8	3	0	3	-	-	-	3	3	-	-	0	3	-	-	-	0	-	1	2	-
	0.4	0.3	0.4				0.8	0.6			0.1	1.4				0.1		0.6	0.4	
10	3	0	3	-	0	3	-	3	-	-	-	3	-	-	-	0	-	0	3	-
	0.4	0.3	0.4		0.5	1.3		0.6				1.6				0.1		0.1	0.7	
11-20	5	0	4	-	0	1	3	5	-	-	1	3	-	-	1	1	-	4	0	-
	0.6	0.3	0.6		0.5	0.6	0.7	0.8			0.5	1.6			1.5	0.6		1.8 S	0.1	
More than 20	1	-	1	-	-	1	-	1	-	-	-	1	-	-	-	-	-	1	-	-
	0.2		0.2			0.6		0.3				0.7						0.6		

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P5C. How many of the CFLs you removed were spiral or twisty shaped?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Don't know	3	-	3	-	-	-	3	3	-	-	1	1	-	-	-	-	1	1	-	1
	0.4		0.4				0.7	0.5			0.5	0.7					1.2	0.6		1.2
Mean	0.44	0.34	0.46	0.14	0.33	0.62	0.43	0.63	0.00	0.00	0.34	1.18	-	0.18	0.48	0.47	0.36	0.79	0.35	0.11
						D	d	IJ				K						sT	T	
Median	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P5E. How many of the CFLS you removed were shaped like regular light bulbs?

	BANNER 1 - WEIGHTED																			
		RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
	TOTAL	RURAL	URBAN	ID	MT	OR	WA	PURCHASER	NON-PURCHASER	UN-AWARE	WITHIN PAST YEAR	2 OR MORE YEARS AGO	0	1	2-4	5-12	13+	PURCHASER	NON-PURCHASER	UN-AWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: REMOVED CFLS	7	0	7	-	-	1	6	7	-	-	5	3	-	-	-	3	1	1	5	1
	100.0	100.0	100.0			100.0	100.0	100.0			100.0	100.0				100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	6	1	5	-	-	1	5	6	-	-	4	2	-	-	-	3	1	1	4	1
Don't know/Refused	3	-	3	-	-	-	3	3	-	-	1	1	-	-	-	-	1	1	-	1
Total answering	5	0	4	-	-	1	3	5	-	-	3	1	-	-	-	3	-	-	5	-
	100.0	100.0	100.0			100.0	100.0	100.0			100.0	100.0				100.0			100.0	
None	3	-	3	-	-	1	1	3	-	-	1	1	-	-	-	1	-	-	3	-
	62.6		66.6			100.0 g	45.7	62.6			45.7	100.0 k				45.7			62.6	
4	0	0	-	-	-	-	0	0	-	-	0	-	-	-	-	0	-	-	0	-
	5.9	100.0					8.6	5.9			8.6					8.6			5.9	
9	1	-	1	-	-	-	1	1	-	-	1	-	-	-	-	1	-	-	1	-
	31.4		33.4				45.7	31.4			45.7					45.7			31.4	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P5E. How many of the CFLS you removed were shaped like regular light bulbs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Mean	3.07	4.00	3.01	-	-	0.00	4.46	3.07	-	-	4.46	0.00	-	-	-	4.46	-	-	3.07	-
Median	0.00	4.00	0.00	-	-	0.00	4.00	0.00	-	-	4.00	0.00	-	-	-	4.00	-	-	0.00	-

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P5E. How many of the CFLS you removed were shaped like regular light bulbs?

	BANNER 1 - WEIGHTED																			
		RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
	TOTAL	RURAL	URBAN	ID	MT	OR	WA	PURCHASER	NON-PURCHASER	UNAWARE	WITHIN PAST YEAR	2 OR MORE YEARS AGO	0	1	2-4	5-12	13+	PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: REMOVED CFLS	7	0	7	-	-	1	6	7	-	-	5	3	-	-	-	3	1	1	5	1
	100.0	100.0	100.0			100.0	100.0	100.0			100.0	100.0				100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	6	1	5	-	-	1	5	6	-	-	4	2	-	-	-	3	1	1	4	1
None	3	-	3	-	-	1	1	3	-	-	1	1	-	-	-	1	-	-	3	-
	38.5		39.9			100.0 G	23.9	38.5			31.4	49.8				45.7			62.6	
4	0	0	-	-	-	-	0	0	-	-	0	-	-	-	-	0	-	-	0	-
	3.7	100.0					4.5	3.7			5.9					8.6			5.9	
9	1	-	1	-	-	-	1	1	-	-	1	-	-	-	-	1	-	-	1	-
	19.3		20.0				23.9	19.3			31.4					45.7			31.4	
Don't know	3	-	3	-	-	-	3	3	-	-	1	1	-	-	-	-	1	1	-	1
	38.6		40.1				47.7	38.6			31.4	50.2					100.0	100.0		100.0
Mean	3.07	4.00	3.01	-	-	0.00	4.46	3.07	-	-	4.46	0.00	-	-	-	4.46	-	-	3.07	-

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P5E. How many of the CFLS you removed were shaped like regular light bulbs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
		RURAL	URBAN	ID	MT	OR	WA	PURCHASER	NON-PURCHASER	UNAWARE	WITHIN PAST YEAR	2 OR MORE YEARS AGO	0	1	2-4	5-12	13+	PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Median	0.00	4.00	0.00	-	-	0.00	4.00	0.00	-	-	4.00	0.00	-	-	-	4.00	-	-	0.00	-

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P5E. How many of the CFLS you removed were shaped like regular light bulbs?

	BANNER 1 - WEIGHTED																				
		RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
	TOTAL	RURAL	URBAN	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+	PUR-CHASER	NON-PUR-CHASER	UN-AWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
Don't know/Refused	3	-	3	-	-	-	3	3	-	-	1	1	-	-	-	-	1	1	-	1
Total answering	773	79	694	93	58	226	396	544	154	75	309	197	-	9	97	238	118	233	425	116
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	771	79	693	93	58	226	394	542	154	75	308	197	-	9	97	237	118	233	423	116
	99.8	99.7	99.8	100.0	100.0	100.0	99.6	99.7	100.0	100.0	99.4	100.0		100.0	100.0	99.3	100.0	100.0	99.6	100.0
4	0	0	-	-	-	-	0	0	-	-	0	-	-	-	-	0	-	-	0	-
	*	0.3					0.1	*			0.1					0.1			0.1	
9	1	-	1	-	-	-	1	1	-	-	1	-	-	-	-	1	-	-	1	-
	0.2		0.2				0.4	0.3			0.5					0.6			0.3	
Mean	0.02	0.01	0.02	0.00	0.00	0.00	0.04	0.03	0.00	0.00	0.05	0.00	-	0.00	0.00	0.06	0.00	0.00	0.03	0.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P5E. How many of the CFLS you removed were shaped like regular light bulbs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Median	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P5E. How many of the CFLS you removed were shaped like regular light bulbs?

	BANNER 1 - WEIGHTED																			
		RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
	TOTAL	RURAL	URBAN	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+	PUR-CHASER	NON-PUR-CHASER	UN-AWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
None	771	79	693	93	58	226	394	542	154	75	308	197	-	9	97	237	118	233	423	116
	99.4	99.7	99.4	100.0 g	100.0 g	100.0 g	98.9	99.2	100.0 H	100.0 H	99.0	99.3		100.0	100.0	99.3	98.8	99.4	99.6	98.8
4	0	0	-	-	-	-	0	0	-	-	0	-	-	-	-	0	-	-	0	-
	*	0.3					0.1	*			0.1					0.1			0.1	
9	1	-	1	-	-	-	1	1	-	-	1	-	-	-	-	1	-	-	1	-
	0.2		0.2				0.4	0.3			0.5					0.6			0.3	
Don't know	3	-	3	-	-	-	3	3	-	-	1	1	-	-	-	-	1	1	-	1
	0.4		0.4				0.7	0.5			0.5	0.7					1.2	0.6		1.2
Mean	0.02	0.01	0.02	0.00	0.00	0.00	0.04	0.03	0.00	0.00	0.05	0.00	-	0.00	0.00	0.06	0.00	0.00	0.03	0.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P5E. How many of the CFLS you removed were shaped like regular light bulbs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Median	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P6. When the CFL(s) now installed burn out how likely are you to replace them with CFL(s)?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: CFLS INSTALLED	411	39	373	55	24	117	215	411	-	-	256	128	-	8	85	209	107	145	231	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
UNWEIGHTED BASE	401	140	261	74	43	110	174	401	-	-	255	119	-	7	79	209	103	135	229	37
Don't know/Refused	6	1	6	3	-	-	3	6	-	-	2	1	-	-	4	2	-	1	4	1
Total answering	405	38	367	52	24	117	212	405	-	-	254	127	-	8	81	207	107	144	227	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
1-Not at all likely	25	2	23	3	1	6	15	25	-	-	7	18	-	2	8	11	4	8	14	3
	6.3	6.5	6.2	5.9	3.4	5.1	7.3	6.3			2.7	14.3 K		22.3	9.9	5.4	4.0	5.5	6.2	9.3
2	13	2	11	0	3	4	6	13	-	-	6	6	-	-	9	4	1	2	8	3
	3.2	4.4	3.1	0.5	12.8 Dg	3.4	2.7	3.2			2.2	4.7			11.0 PQ	1.8	0.5	1.4	3.5	9.2
3	42	6	36	9	5	15	13	42	-	-	30	10	-	1	14	18	6	16	20	5
	10.3	16.7 c	9.7	16.7 g	21.7 g	12.7	6.2	10.3			11.8	8.0		18.1	17.7 Q	8.9	6.1	11.4	8.9	16.0

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P6. When the CFL(s) now installed burn out how likely are you to replace them with CFL(s)?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
4	61	10	51	11	8	20	21	61	-	-	42	12	-	-	9	43	9	21	37	3
	15.0	25.4 C	14.0	22.0 g	34.5 fG	16.8	10.1	15.0			16.5	9.8			10.6	21.0 oQ	8.4	14.3	16.2	10.1
5-Very likely	264	18	246	28	7	72	156	264	-	-	169	80	-	5	41	130	87	97	148	19
	65.1	47.1	67.0 B	54.8 E	27.6	62.0 E	73.7 DEf	65.1			66.7	63.1		59.7	50.9	63.0	81.0 OP	67.4	65.2	55.4
Mean	4.30	4.02	4.32 B	4.19 E	3.70	4.27 E	4.40 E	4.30	-	-	4.42 L	4.03	-	3.75	3.82	4.34 O	4.62 OP	4.37 t	4.31	3.93
Median	5.00	4.00	5.00	5.00	4.00	5.00	5.00	5.00	-	-	5.00	5.00	-	5.00	5.00	5.00	5.00	5.00	5.00	5.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P6. When the CFL(s) now installed burn out how likely are you to replace them with CFL(s)?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: CFLS INSTALLED	411	39	373	55	24	117	215	411	-	-	256	128	-	8	85	209	107	145	231	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
UNWEIGHTED BASE	401	140	261	74	43	110	174	401	-	-	255	119	-	7	79	209	103	135	229	37
1-Not at all likely	25	2	23	3	1	6	15	25	-	-	7	18	-	2	8	11	4	8	14	3
	6.2	6.4	6.1	5.6	3.4	5.1	7.2	6.2			2.7	14.2 K		22.3	9.3	5.3	4.0	5.5	6.1	9.1
2	13	2	11	0	3	4	6	13	-	-	6	6	-	-	9	4	1	2	8	3
	3.2	4.3	3.1	0.5	12.8 Dg	3.4	2.7	3.2			2.2	4.7			10.4 PQ	1.8	0.5	1.4	3.5	9.1
3	42	6	36	9	5	15	13	42	-	-	30	10	-	1	14	18	6	16	20	5
	10.2	16.4 c	9.5	15.7 g	21.7 g	12.7	6.1	10.2			11.7	7.9		18.1	16.7 q	8.8	6.1	11.3	8.7	15.7
4	61	10	51	11	8	20	21	61	-	-	42	12	-	-	9	43	9	21	37	3
	14.8	25.0 C	13.8	20.7	34.5 fG	16.8	10.0	14.8			16.4	9.7			10.0	20.8 OQ	8.4	14.2	15.9	9.9

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

P6. When the CFL(s) now installed burn out how likely are you to replace them with CFL(s)?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
5-Very likely	264	18	246	28	7	72	156	264	-	-	169	80	-	5	41	130	87	97	148	19
	64.1	46.4	66.0 B	51.5 E	27.6	62.0 E	72.7 DEf	64.1			66.2	62.4		59.7	48.2	62.4 o	81.0 OP	66.7	64.0	54.5
Don't know	4	-	4	3	-	-	1	4	-	-	-	1	-	-	3	1	-	-	4	-
	1.0		1.1	5.1 g			0.7	1.0				1.1			3.3	0.7			1.8	
Refused	2	1	1	1	-	-	1	2	-	-	2	-	-	-	2	0	-	1	-	1
	0.5	1.4	0.4	1.0			0.7	0.5			0.8				2.0	0.1		1.0		1.6
Mean	4.30	4.02	4.32 B	4.19 E	3.70	4.27 E	4.40 E	4.30	-	-	4.42 L	4.03	-	3.75	3.82	4.34 O	4.62 OP	4.37 t	4.31	3.93
Median	5.00	4.00	5.00	5.00	4.00	5.00	5.00	5.00	-	-	5.00	5.00	-	5.00	5.00	5.00	5.00	5.00	5.00	5.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

M1. Did you purchase any CFLs in 2012?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: PURCHASED CFLS	547	53	494	73	37	163	274	547	-	-	311	199	-	9	97	238	120	189	310	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
UNWEIGHTED BASE	539	193	346	100	68	148	223	539	-	-	313	191	-	9	93	238	113	180	303	56
Don't know/Refused	37	3	34	5	0	11	21	37	-	-	-	-	-	-	13	14	1	11	17	9
Total answering	510	50	460	68	37	152	253	510	-	-	311	199	-	9	84	225	118	177	293	39
	100.0	100.0	100.0	100.0	100.0	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	311	32	278	42	23	87	159	311	-	-	311	-	-	3	44	148	94	129	170	12
	61.0	64.9	60.6	61.4	62.8	57.3	62.8	61.0			100.0			30.0	53.0	65.8	79.6	72.4	57.9	32.1
																No	NOP	ST	T	
No	199	18	181	26	14	65	94	199	-	-	-	199	-	7	39	77	24	49	124	26
	39.0	35.1	39.4	38.6	37.2	42.7	37.2	39.0				100.0		70.0	47.0	34.2	20.4	27.6	42.1	67.9
														PQ	pQ	Q			R	RS

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

M1. Did you purchase any CFLs in 2012?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: PURCHASED CFLS	547	53	494	73	37	163	274	547	-	-	311	199	-	9	97	238	120	189	310	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
UNWEIGHTED BASE	539	193	346	100	68	148	223	539	-	-	313	191	-	9	93	238	113	180	303	56
Yes	311	32	278	42	23	87	159	311	-	-	311	-	-	3	44	148	94	129	170	12
	56.8	61.2	56.4	57.2	62.3	53.4	58.0	56.8			100.0			30.0	45.7	62.0	78.6	68.0	54.7	26.2
																NO	NOP	ST	T	
No	199	18	181	26	14	65	94	199	-	-	-	199	-	7	39	77	24	49	124	26
	36.4	33.1	36.7	36.0	37.0	39.8	34.3	36.4				100.0		70.0	40.5	32.2	20.2	25.9	39.8	55.3
														oPQ	Q	Q			R	Rs
Don't know	37	3	34	5	0	11	21	37	-	-	-	-	-	-	13	14	1	11	17	9
	6.8	5.7	6.9	6.8	0.7	6.8	7.6	6.8							13.8	5.7	1.2	6.0	5.5	18.6
				e		E	E								pQ	Q				RS

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

M2. How many CFLs did you purchase in 2012? If a package contained more than one bulb, please count each one separately

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: PURCHASED CFLS IN 2012	311	32	278	42	23	87	159	311	-	-	311	-	-	3	44	148	94	129	170	12
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	313	118	195	55	38	90	130	313	-	-	313	-	-	2	48	148	91	124	169	20
Don't know/Refused	46	6	40	7	6	13	19	46	-	-	46	-	-	-	4	23	9	20	23	4
Total answering	265	26	238	35	17	74	139	265	-	-	265	-	-	3	40	125	85	109	147	8
	100.0	100.0	100.0	100.0	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	4	1	3	2	-	2	0	4	-	-	4	-	-	1	2	0	-	3	0	1
	1.4	3.2	1.2	4.8		2.3	0.2	1.4			1.4			49.3	4.2	0.2		2.6	0.2	6.5
2	17	2	16	-	-	7	11	17	-	-	17	-	-	1	7	8	-	7	8	2
	6.6	6.3	6.6			8.9	7.8	6.6			6.6			50.7	16.3	6.2		6.8	5.6	20.1
3	20	2	19	2	-	6	13	20	-	-	20	-	-	-	5	9	6	11	9	-
	7.6	6.3	7.8	4.8		8.1	9.0	7.6			7.6				12.6	7.3	7.1	10.5	6.0	
4	40	3	37	7	1	9	23	40	-	-	40	-	-	-	15	19	6	9	29	2
	15.1	10.5	15.6	20.0	4.9	12.0	16.7	15.1			15.1				36.8 PQ	15.2 q	7.0	8.4	19.7 R	20.2

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

M2. How many CFLs did you purchase in 2012? If a package contained more than one bulb, please count each one separately

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
5	21	1	20	3	2	7	9	21	-	-	21	-	-	-	1	13	6	10	10	0
	7.8	2.1	8.4 B	8.0	10.1	10.1	6.2	7.8			7.8				3.4	10.5 o	7.0	9.1	7.0	3.3
6	49	6	43	8	4	16	21	49	-	-	49	-	-	-	5	27	16	22	26	2
	18.6	24.2	17.9	22.4	26.6	21.2	15.2	18.6			18.6				12.0	21.7	18.4	19.8	17.3	23.3
7	2	0	1	-	-	0	1	2	-	-	2	-	-	-	-	-	1	0	1	-
	0.6	1.1	0.6			0.4	1.0	0.6			0.6						1.7	0.3	1.0	
8	20	3	17	3	2	7	7	20	-	-	20	-	-	-	4	7	7	2	16	2
	7.5	10.6	7.2	9.6	13.3	9.6	5.2	7.5			7.5				9.2	5.9	8.7	1.8	10.8 R	23.4
9	3	-	3	-	-	1	1	3	-	-	3	-	-	-	-	3	-	-	3	-
	1.1		1.2			1.9	1.0	1.1			1.1					2.3			1.9	
10	26	3	23	5	3	7	10	26	-	-	26	-	-	-	0	12	10	14	12	0
	9.8	11.7	9.6	15.2	18.5	10.0	7.2	9.8			9.8				0.7	9.8 O	12.1 O	12.5	8.1	3.3

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

M2. How many CFLs did you purchase in 2012? If a package contained more than one bulb, please count each one separately

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
11-20	55	5	50	5	4	10	36	55	-	-	55	-	-	-	2	22	28	28	28	-
	20.9	19.9	21.0	14.4	25.0	13.5	25.9 f	20.9			20.9				4.9	17.3 O	33.4 OP	25.4	18.8	
More than 20	8	1	7	0	0	1	6	8	-	-	8	-	-	-	-	4	4	3	5	-
	3.1	4.2	3.0	0.8	1.6	1.9	4.5	3.1			3.1					3.4	4.6	2.9	3.5	
Mean	8.13	8.43	8.10	6.95	9.09	7.71	8.53	8.13	-	-	8.13	-	-	1.51	4.62	7.78 NO	10.49 OP	8.17 T	8.28 T	5.03
Median	6.00	6.00	6.00	6.00	8.00	6.00	6.00	6.00	-	-	6.00	-	-	2.00	4.00	6.00	10.00	6.00	6.00	5.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

M2. How many CFLs did you purchase in 2012? If a package contained more than one bulb, please count each one separately

BANNER 1 - WEIGHTED

	TOTAL	RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
		RURAL	URBAN	ID	MT	OR	WA	PURCHASER	NON-PURCHASER	UNAWARE	WITHIN PAST YEAR	2 OR MORE YEARS AGO	0	1	2-4	5-12	13+	PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: PURCHASED CFLS IN 2012	311 100.0	32 100.0	278 100.0	42 100.0	23 100.0	87 100.0	159 100.0	311 100.0	-	-	311 100.0	-	-	3 100.0	44 100.0	148 100.0	94 100.0	129 100.0	170 100.0	12 100.0
UNWEIGHTED BASE	313	118	195	55	38	90	130	313	-	-	313	-	-	2	48	148	91	124	169	20
1	4 1.2	1 2.5	3 1.0	2 4.0	-	2 2.0	0 0.2	4 1.2	-	-	4 1.2	-	-	1 49.3	2 3.8	0 0.2	-	3 2.2	0 0.2	1 4.4
2	17 5.6	2 5.1	16 5.7	-	-	7 7.5	11 6.8	17 5.6	-	-	17 5.6	-	-	1 50.7	7 14.8	8 5.2	-	7 5.8	8 4.9	2 13.7
3	20 6.5	2 5.1	19 6.7	2 4.0	-	6 6.9	13 7.9	20 6.5	-	-	20 6.5	-	-	-	5 11.4	9 6.2	6 6.4	11 8.9	9 5.2	-
4	40 12.8	3 8.5	37 13.3	7 16.6	1 3.6	9 10.2	23 14.6 e	40 12.8	-	-	40 12.8	-	-	-	15 33.5 PQ	19 12.9	6 6.3	9 7.1	29 17.1 R	2 13.8
5	21 6.6	1 1.7	20 7.2 B	3 6.6	2 7.4	7 8.5	9 5.4	21 6.6	-	-	21 6.6	-	-	-	1 3.1	13 8.9 o	6 6.3	10 7.7	10 6.1	0 2.2

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

M2. How many CFLs did you purchase in 2012? If a package contained more than one bulb, please count each one separately

BANNER 1 - WEIGHTED

	TOTAL	RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
		RURAL	URBAN	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+	PUR-CHASER	NON-PUR-CHASER	UN-AWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
6	49	6	43	8	4	16	21	49	-	-	49	-	-	-	5	27	16	22	26	2
	15.8	19.5	15.4	18.5	19.5	18.0	13.3	15.8			15.8				10.9	18.4	16.6	16.8	15.0	15.9
7	2	0	1	-	-	0	1	2	-	-	2	-	-	-	-	-	1	0	1	-
	0.6	0.9	0.5			0.3	0.9	0.6			0.6						1.5	0.2	0.8	
8	20	3	17	3	2	7	7	20	-	-	20	-	-	-	4	7	7	2	16	2
	6.4	8.5	6.1	7.9	9.7	8.2	4.5	6.4			6.4				8.3	5.0	7.8	1.5	9.4 R	15.9
9	3	-	3	-	-	1	1	3	-	-	3	-	-	-	-	3	-	-	3	-
	0.9		1.0			1.6	0.9	0.9			0.9					1.9			1.7	
10	26	3	23	5	3	7	10	26	-	-	26	-	-	-	0	12	10	14	12	0
	8.3	9.4	8.2	12.6	13.5	8.5	6.3	8.3			8.3				0.6	8.2 O	10.9 O	10.6	7.0	2.2
11-20	55	5	50	5	4	10	36	55	-	-	55	-	-	-	2	22	28	28	28	-
	17.8	16.1	18.0	11.9	18.3	11.4	22.7 dF	17.8			17.8				4.5	14.7 o	30.2 OP	21.5	16.3	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

M2. How many CFLs did you purchase in 2012? If a package contained more than one bulb, please count each one separately

BANNER 1 - WEIGHTED

	TOTAL	RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
		RURAL	URBAN	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+	PUR-CHASER	NON-PUR-CHASER	UN-AWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
More than 20	8	1	7	0	0	1	6	8	-	-	8	-	-	-	-	4	4	3	5	-
	2.7	3.4	2.6	0.7	1.2	1.6	4.0	2.7			2.7					2.9	4.2	2.4	3.0	
Don't know	46	6	40	7	6	13	19	46	-	-	46	-	-	-	4	23	9	20	23	4
	14.9	19.5	14.3	17.2	26.8	15.3	12.3	14.9			14.9				9.0	15.5	9.7	15.3	13.3	31.9
Mean	8.13	8.43	8.10	6.95	9.09	7.71	8.53	8.13	-	-	8.13	-	-	1.51	4.62	7.78	10.49	8.17	8.28	5.03
																NO	OP	T	T	
Median	6.00	6.00	6.00	6.00	8.00	6.00	6.00	6.00	-	-	6.00	-	-	2.00	4.00	6.00	10.00	6.00	6.00	5.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

M2. How many CFLs did you purchase in 2012? If a package contained more than one bulb, please count each one separately

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
Don't know/Refused	46	6	40	7	6	13	19	46	-	-	46	-	-	-	4	23	9	20	23	4
Total answering	730	73	657	85	52	213	379	501	154	75	265	199	-	9	93	215	111	215	402	113
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	465	47	419	51	35	139	240	236	154	75	-	199	-	7	53	91	26	106	255	105
	63.7	64.1	63.7	59.4	67.7	65.4	63.3	47.2	100.0 H	100.0 H		100.0		70.0 pQ	56.6 PQ	42.0 Q	23.1	49.3	63.4 R	92.5 RS
1	4	1	3	2	-	2	0	4	-	-	4	-	-	1	2	0	-	3	0	1
	0.5	1.1	0.4	1.9		0.8	0.1	0.7			1.4			14.8	1.8	0.1		1.3	0.1	0.5
2	17	2	16	-	-	7	11	17	-	-	17	-	-	1	7	8	-	7	8	2
	2.4	2.3	2.4			3.1	2.9	3.5			6.6			15.2	7.1	3.6		3.5	2.1	1.5

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

M2. How many CFLs did you purchase in 2012? If a package contained more than one bulb, please count each one separately

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
3	20	2	19	2	-	6	13	20	-	-	20	-	-	-	5	9	6	11	9	-
	2.8	2.3	2.8	1.9		2.8	3.3	4.0			7.6				5.4	4.2	5.4	5.3 s	2.2	
4	40	3	37	7	1	9	23	40	-	-	40	-	-	-	15	19	6	9	29	2
	5.5	3.8	5.6	8.1 e	1.6	4.2	6.1	8.0			15.1				16.0 Q	8.8	5.4	4.2	7.2 T	1.5
5	21	1	20	3	2	7	9	21	-	-	21	-	-	-	1	13	6	10	10	0
	2.8	0.8	3.0 B	3.2	3.3	3.5	2.3	4.1			7.8				1.5	6.1 O	5.4	4.6 T	2.6 t	0.2
6	49	6	43	8	4	16	21	49	-	-	49	-	-	-	5	27	16	22	26	2
	6.7	8.7	6.5	9.1	8.6	7.4	5.6	9.8			18.6				5.2	12.6 o	14.2 o	10.1 T	6.4 T	1.7
7	2	0	1	-	-	0	1	2	-	-	2	-	-	-	-	-	1	0	1	-
	0.2	0.4	0.2			0.1	0.4	0.3			0.6						1.3	0.1	0.4	
8	20	3	17	3	2	7	7	20	-	-	20	-	-	-	4	7	7	2	16	2
	2.7	3.8	2.6	3.9	4.3	3.3	1.9	4.0			7.5				4.0	3.4	6.7	0.9	4.0 R	1.8

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

M2. How many CFLs did you purchase in 2012? If a package contained more than one bulb, please count each one separately

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
9	3	-	3	-	-	1	1	3	-	-	3	-	-	-	-	3	-	-	3	-
	0.4		0.4			0.7	0.4	0.6			1.1					1.3			0.7	
10	26	3	23	5	3	7	10	26	-	-	26	-	-	-	0	12	10	14	12	0
	3.5	4.2	3.5	6.2	6.0	3.5	2.7	5.2			9.8				0.3	5.7	9.3	6.3	3.0	0.2
																O	O	T	T	
11-20	55	5	50	5	4	10	36	55	-	-	55	-	-	-	2	22	28	28	28	-
	7.6	7.2	7.6	5.8	8.1	4.7	9.5	11.0			20.9				2.1	10.1	25.7	12.9	6.9	
							f									O	OP	s		
More than 20	8	1	7	0	0	1	6	8	-	-	8	-	-	-	-	4	4	3	5	-
	1.1	1.5	1.1	0.3	0.5	0.7	1.7	1.7			3.1					2.0	3.6	1.5	1.3	
Mean	2.95	3.03	2.94	2.82	2.94	2.67	3.13	4.30	0.00	0.00	8.13	0.00	-	0.45	2.01	4.51	8.07	4.14	3.03	0.38
								IJ			L				N	NO	NOP	sT	T	
Median	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.00	0.00	0.00	6.00	0.00	-	0.00	0.00	4.00	6.00	1.00	0.00	0.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

M2. How many CFLs did you purchase in 2012? If a package contained more than one bulb, please count each one separately

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
None	465	47	419	51	35	139	240	236	154	75	-	199	-	7	53	91	26	106	255	105
	60.0	59.0	60.1	54.8	60.5	61.5	60.2	43.2	100.0 H	100.0 H		100.0		70.0 PQ	54.3 PQ	38.0 Q	21.4	45.2	60.0 R	89.4 RS
1	4	1	3	2	-	2	0	4	-	-	4	-	-	1	2	0	-	3	0	1
	0.5	1.0	0.4	1.8		0.8	0.1	0.7			1.2			14.8	1.8	0.1		1.2	0.1	0.5
2	17	2	16	-	-	7	11	17	-	-	17	-	-	1	7	8	-	7	8	2
	2.2	2.1	2.3			2.9	2.7	3.2			5.6			15.2	6.8	3.2		3.2	1.9	1.5
3	20	2	19	2	-	6	13	20	-	-	20	-	-	-	5	9	6	11	9	-
	2.6	2.1	2.7	1.8		2.6	3.2	3.7			6.5				5.2	3.8	5.0	4.9 s	2.1	
4	40	3	37	7	1	9	23	40	-	-	40	-	-	-	15	19	6	9	29	2
	5.1	3.5	5.3	7.5 e	1.4	3.9	5.8 e	7.3			12.8				15.3 pQ	8.0	5.0	3.9	6.8 T	1.5

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

M2. How many CFLs did you purchase in 2012? If a package contained more than one bulb, please count each one separately

BANNER 1 - WEIGHTED

	TOTAL	RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
		RURAL	URBAN	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+	PUR-CHASER	NON-PUR-CHASER	UN-AWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
5	21	1	20	3	2	7	9	21	-	-	21	-	-	-	1	13	6	10	10	0
	2.6	0.7	2.9 B	3.0	2.9	3.3	2.2	3.7			6.6				1.4	5.5 O	5.0	4.2 T	2.4 t	0.2
6	49	6	43	8	4	16	21	49	-	-	49	-	-	-	5	27	16	22	26	2
	6.3	8.0	6.1	8.4	7.7	6.9	5.3	9.0			15.8				5.0	11.4 o	13.1 o	9.2 T	6.0 T	1.7
7	2	0	1	-	-	0	1	2	-	-	2	-	-	-	-	-	1	0	1	-
	0.2	0.4	0.2			0.1	0.4	0.3			0.6						1.2	0.1	0.3	
8	20	3	17	3	2	7	7	20	-	-	20	-	-	-	4	7	7	2	16	2
	2.6	3.5	2.5	3.6	3.8	3.1	1.8	3.6			6.4				3.8	3.1	6.2	0.8	3.8 R	1.7
9	3	-	3	-	-	1	1	3	-	-	3	-	-	-	-	3	-	-	3	-
	0.4		0.4			0.6	0.4	0.5			0.9					1.2			0.7	
10	26	3	23	5	3	7	10	26	-	-	26	-	-	-	0	12	10	14	12	0
	3.3	3.9	3.3	5.7	5.4	3.3	2.5	4.7			8.3				0.3	5.1 O	8.6 O	5.8 T	2.8 T	0.2

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

M2. How many CFLs did you purchase in 2012? If a package contained more than one bulb, please count each one separately

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
11-20	55	5	50	5	4	10	36	55	-	-	55	-	-	-	2	22	28	28	28	-
	7.1	6.6	7.2	5.4	7.2	4.4	9.1 f	10.1			17.8				2.0	9.1 O	23.7 OP	11.8 s	6.5	
More than 20	8	1	7	0	0	1	6	8	-	-	8	-	-	-	-	4	4	3	5	-
	1.1	1.4	1.0	0.3	0.5	0.6	1.6	1.5			2.7					1.8	3.3	1.3	1.2	
Don't know	46	6	40	7	6	13	19	46	-	-	46	-	-	-	4	23	9	20	23	4
	6.0	8.0	5.7	7.8	10.6	5.9	4.9	8.5			14.9				4.1	9.6	7.6	8.4	5.3	3.4
Mean	2.95	3.03	2.94	2.82	2.94	2.67	3.13	4.30 IJ	0.00	0.00	8.13 L	0.00	-	0.45	2.01 N	4.51 NO	8.07 NOP	4.14 sT	3.03 T	0.38
Median	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.00	0.00	0.00	6.00	0.00	-	0.00	0.00	4.00	6.00	1.00	0.00	0.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

M2A. How many of the CFLs you bought in 2012 were the spiral shaped?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: PURCHASED CFLS RECENTLY	265 100.0	26 100.0	238 100.0	35 100.0	17 100.0	74 100.0	139 100.0	265 100.0	-	-	265 100.0	-	-	3 100.0	40 100.0	125 100.0	85 100.0	109 100.0	147 100.0	8 100.0
UNWEIGHTED BASE	262	95	167	45	28	75	114	262	-	-	262	-	-	2	42	123	83	103	145	14
Don't know/Refused	6	0	6	-	-	5	1	6	-	-	6	-	-	-	3	-	3	2	3	1
Total answering	259 100.0	26 100.0	233 100.0	35 100.0	17 100.0	69 100.0	138 100.0	259 100.0	-	-	259 100.0	-	-	3 100.0	37 100.0	125 100.0	82 100.0	107 100.0	144 100.0	7 100.0
None	6 2.2	-	6 2.5	-	-	1 2.1	4 3.1	6 2.2	-	-	6 2.2	-	-	-	1 3.8	3 2.3	1 1.8	1 1.3	4 3.0	-
1	5 2.0	1 3.2	4 1.8	2 4.8	-	2 2.5	2 1.2	5 2.0	-	-	5 2.0	-	-	1 49.3	2 4.5	0 0.2	1 1.8	4 4.0 s	0 0.2	1 7.8
2	21 8.3	1 5.3	20 8.6	-	-	8 11.5	13 9.8	21 8.3	-	-	21 8.3	-	-	1 50.7	7 17.5 Q	10 8.2 Q	1 1.8	9 8.3	11 7.5	2 24.2

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

M2A. How many of the CFLs you bought in 2012 were the spiral shaped?

BANNER 1 - WEIGHTED

	TOTAL	RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
		RURAL	URBAN	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+	PUR-CHASER	NON-PUR-CHASER	UN-AWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
3	22	2	20	2	-	6	14	22	-	-	22	-	-	-	4	12	6	12	10	-
	8.5	7.4	8.6	5.6		8.7	10.2	8.5			8.5				9.7	9.8	7.3	10.9	7.1	
4	37	3	34	7	1	7	22	37	-	-	37	-	-	-	15	14	7	10	25	2
	14.3	10.6	14.7	19.2	4.9	10.7	16.0	14.3			14.3				39.6 PQ	10.9	8.7	9.6	17.3 r	24.3
5	24	1	23	3	2	6	13	24	-	-	24	-	-	-	1	12	10	12	12	0
	9.2	3.2	9.8 B	8.8	10.1	8.7	9.4	9.2			9.2				3.7	9.6	12.5 o	10.9	8.1	3.9
6	43	6	37	8	4	13	18	43	-	-	43	-	-	-	3	24	15	19	24	1
	16.8	24.5	15.9	22.4	26.6	18.5	13.3	16.8			16.8				9.1	19.2	17.7	17.5	16.7	7.8
7	1	1	-	-	-	0	0	1	-	-	1	-	-	-	-	0	-	0	0	-
	0.2	2.1				0.4	0.2	0.2			0.2					0.2		0.3	0.2	
8	20	3	17	3	2	7	7	20	-	-	20	-	-	-	4	7	7	3	15	2
	7.7	10.7	7.3	9.6	13.3	10.3	5.2	7.7			7.7				9.9	5.9	9.0	3.1	10.1 r	28.1

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

M2A. How many of the CFLs you bought in 2012 were the spiral shaped?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
9	3	0	3	-	-	1	2	3	-	-	3	-	-	-	-	3	0	0	3	-
	1.2	1.1	1.2			2.1	1.2	1.2			1.2					2.3	0.3	0.3	2.0	
10	26	3	23	5	3	6	12	26	-	-	26	-	-	-	0	12	10	15	11	0
	9.9	10.7	9.8	14.4	18.5	8.2	8.5	9.9			9.9				0.7	9.8	12.2	13.8	7.3	3.9
																O	O			
11-20	42	5	37	5	4	9	24	42	-	-	42	-	-	-	1	21	19	17	25	-
	16.3	19.1	16.0	14.4	26.6	12.3	17.5	16.3			16.3				1.5	16.9	22.8	16.1	17.2	
																O	O			
More than 20	9	1	9	0	-	3	6	9	-	-	9	-	-	-	-	6	3	4	5	-
	3.5	2.1	3.7	0.8		4.1	4.4	3.5			3.5					4.6	4.2	4.0	3.4	
Mean	7.86	7.94	7.86	6.90	8.84	8.61	7.61	7.86	-	-	7.86	-	-	1.51	4.06	8.53	8.88	7.78	8.07	4.84
					d											NO	O	T	T	
Median	6.00	6.00	6.00	6.00	8.00	6.00	6.00	6.00	-	-	6.00	-	-	2.00	4.00	6.00	6.00	6.00	6.00	4.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

M2A. How many of the CFLs you bought in 2012 were the spiral shaped?

	BANNER 1 - WEIGHTED																			
		RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
	TOTAL	RURAL	URBAN	ID	MT	OR	WA	PURCHASER	NON-PURCHASER	UNAWARE	WITHIN PAST YEAR	2 OR MORE YEARS AGO	0	1	2-4	5-12	13+	PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: PURCHASED CFLS RECENTLY	265 100.0	26 100.0	238 100.0	35 100.0	17 100.0	74 100.0	139 100.0	265 100.0	-	-	265 100.0	-	-	3 100.0	40 100.0	125 100.0	85 100.0	109 100.0	147 100.0	8 100.0
UNWEIGHTED BASE	262	95	167	45	28	75	114	262	-	-	262	-	-	2	42	123	83	103	145	14
None	6 2.2	-	6 2.4	-	-	1 1.9	4 3.1	6 2.2	-	-	6 2.2	-	-	-	1 3.5	3 2.3	1 1.7	1 1.3	4 2.9	-
1	5 1.9	1 3.2	4 1.8	2 4.8	-	2 2.3	2 1.2	5 1.9	-	-	5 1.9	-	-	1 49.3	2 4.2	0 0.2	1 1.7	4 3.9 s	0 0.2	1 6.5
2	21 8.1	1 5.3	20 8.4	-	-	8 10.8	13 9.7	21 8.1	-	-	21 8.1	-	-	1 50.7	7 16.3 Q	10 8.2 Q	1 1.7	9 8.2	11 7.4	2 20.1
3	22 8.3	2 7.3	20 8.4	2 5.6	-	6 8.1	14 10.1	22 8.3	-	-	22 8.3	-	-	-	4 9.0	12 9.8	6 7.1	12 10.7	10 7.0	-
4	37 14.0	3 10.5	34 14.4	7 19.2	1 4.9	7 10.1	22 15.9	37 14.0	-	-	37 14.0	-	-	-	15 36.8 PQ	14 10.9	7 8.4	10 9.4	25 17.0	2 20.2

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

M2A. How many of the CFLs you bought in 2012 were the spiral shaped?

BANNER 1 - WEIGHTED

		RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
	TOTAL	RURAL	URBAN	ID	MT	OR	WA	PURCHASER	NON-PURCHASER	UNAWARE	WITHIN PAST YEAR	2 OR MORE YEARS AGO	0	1	2-4	5-12	13+	PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
5	24	1	23	3	2	6	13	24	-	-	24	-	-	-	1	12	10	12	12	0
	8.9	3.2	9.6 B	8.8	10.1	8.1	9.3	8.9			8.9				3.4	9.6	12.1 o	10.7	8.0	3.3
6	43	6	37	8	4	13	18	43	-	-	43	-	-	-	3	24	15	19	24	1
	16.4	24.2 c	15.5	22.4	26.6	17.4	13.2	16.4			16.4				8.4	19.2	17.1	17.2	16.4	6.5
7	1	1	-	-	-	0	0	1	-	-	1	-	-	-	-	0	-	0	0	-
	0.2	2.1				0.4	0.2	0.2			0.2					0.2		0.3	0.2	
8	20	3	17	3	2	7	7	20	-	-	20	-	-	-	4	7	7	3	15	2
	7.5	10.6	7.2	9.6	13.3	9.6	5.2	7.5			7.5				9.2	5.9	8.7	3.1	9.9 r	23.4
9	3	0	3	-	-	1	2	3	-	-	3	-	-	-	-	3	0	0	3	-
	1.2	1.0	1.2			1.9	1.2	1.2			1.2					2.3	0.3	0.2	1.9	
10	26	3	23	5	3	6	12	26	-	-	26	-	-	-	0	12	10	15	11	0
	9.7	10.6	9.6	14.4	18.5	7.7	8.4	9.7			9.7				0.7	9.8 O	11.7 O	13.6	7.1	3.3

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
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NEEA Consumer Lighting Survey (#6510)

M2A. How many of the CFLs you bought in 2012 were the spiral shaped?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
11-20	42	5	37	5	4	9	24	42	-	-	42	-	-	-	1	21	19	17	25	-
	15.9	18.9	15.6	14.4	26.6	11.6	17.3	15.9			15.9				1.4	16.9 O	21.9 O	15.9	16.9	
More than 20	9	1	9	0	-	3	6	9	-	-	9	-	-	-	-	6	3	4	5	-
	3.5	2.1	3.6	0.8		3.9	4.3	3.5			3.5					4.6	4.0	4.0	3.3	
Don't know	6	0	6	-	-	5	1	6	-	-	6	-	-	-	3	-	3	2	3	1
	2.3	1.1	2.4			6.2 g	1.0	2.3			2.3				7.1		3.7	1.6	1.9	16.8 r
Mean	7.86	7.94	7.86	6.90	8.84 d	8.61	7.61	7.86	-	-	7.86	-	-	1.51	4.06	8.53 NO	8.88 O	7.78 T	8.07 T	4.84
Median	6.00	6.00	6.00	6.00	8.00	6.00	6.00	6.00	-	-	6.00	-	-	2.00	4.00	6.00	6.00	6.00	6.00	4.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
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		RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
	TOTAL	RURAL	URBAN	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+	PUR-CHASER	NON-PUR-CHASER	UN-AWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
Don't know/Refused	6	0	6	-	-	5	1	6	-	-	6	-	-	-	3	-	3	2	3	1
Total answering	770	79	691	93	58	222	398	541	154	75	305	199	-	9	94	238	117	233	422	116
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	517	53	464	58	41	154	264	288	154	75	52	199	-	7	58	116	36	127	282	109
	67.2	67.2	67.2	62.6	71.1	69.4	66.4	53.3	100.0 H	100.0 H	17.1	100.0 K		70.0 Q	61.7 pQ	48.8 Q	31.0	54.6	66.8 R	93.9 RS
1	5	1	4	2	-	2	2	5	-	-	5	-	-	1	2	0	1	4	0	1
	0.7	1.0	0.6	1.8		0.8	0.4	0.9			1.7			14.8	1.8	0.1	1.2	1.8 s	0.1	0.5
2	21	1	20	-	-	8	13	21	-	-	21	-	-	1	7	10	1	9	11	2
	2.8	1.7	2.9			3.6	3.4	4.0			7.0			15.2	7.0 q	4.3 q	1.2	3.8	2.6	1.5

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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M2A. How many of the CFLs you bought in 2012 were the spiral shaped?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
3	22	2	20	2	-	6	14	22	-	-	22	-	-	-	4	12	6	12	10	-
	2.9	2.4	2.9	2.1		2.7	3.5	4.1			7.2				3.9	5.2	5.2	5.0	2.4	
4	37	3	34	7	1	7	22	37	-	-	37	-	-	-	15	14	7	10	25	2
	4.8	3.5	5.0	7.2 e	1.4	3.3	5.6	6.8			12.1				15.8 PQ	5.7	6.1	4.4	5.9 T	1.5
5	24	1	23	3	2	6	13	24	-	-	24	-	-	-	1	12	10	12	12	0
	3.1	1.0	3.3 B	3.3	2.9	2.7	3.3	4.4			7.8				1.5	5.0 o	8.8 O	5.0 T	2.8 T	0.2
6	43	6	37	8	4	13	18	43	-	-	43	-	-	-	3	24	15	19	24	1
	5.6	8.0	5.4	8.4	7.7	5.8	4.6	8.0			14.2				3.6	10.1 o	12.4 O	8.1 T	5.7 T	0.5
7	1	1	-	-	-	0	0	1	-	-	1	-	-	-	-	0	-	0	0	-
	0.1	0.7				0.1	0.1	0.1			0.2					0.1		0.1	0.1	
8	20	3	17	3	2	7	7	20	-	-	20	-	-	-	4	7	7	3	15	2
	2.6	3.5	2.5	3.6	3.8	3.2	1.8	3.7			6.5				3.9	3.1	6.3	1.4	3.4	1.7

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
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BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
9	3	0	3	-	-	1	2	3	-	-	3	-	-	-	-	3	0	0	3	-
	0.4	0.3	0.4			0.6	0.4	0.6			1.0					1.2	0.2	0.1	0.7	
10	26	3	23	5	3	6	12	26	-	-	26	-	-	-	0	12	10	15	11	0
	3.3	3.5	3.3	5.4	5.4	2.6	3.0	4.7			8.4				0.3	5.1	8.6	6.3	2.5	0.2
																O	O	sT	t	
11-20	42	5	37	5	4	9	24	42	-	-	42	-	-	-	1	21	19	17	25	-
	5.5	6.3	5.4	5.4	7.7	3.8	6.1	7.8			13.8				0.6	8.9	16.0	7.4	5.9	
																O	O			
More than 20	9	1	9	0	-	3	6	9	-	-	9	-	-	-	-	6	3	4	5	-
	1.2	0.7	1.2	0.3		1.3	1.5	1.7			3.0					2.4	2.9	1.8	1.2	
Mean	2.64	2.61	2.64	2.58	2.56	2.69	2.64	3.76	0.00	0.00	6.67	0.00	-	0.45	1.62	4.47	6.24	3.58	2.76	0.30
								IJ			L				N	NO	NOp	T	T	
Median	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.00	0.00	-	0.00	0.00	2.00	5.00	0.00	0.00	0.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
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NEEA Consumer Lighting Survey (#6510)

M2A. How many of the CFLs you bought in 2012 were the spiral shaped?

	BANNER 1 - WEIGHTED																			
		RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
	TOTAL	RURAL	URBAN	ID	MT	OR	WA	PURCHASER	NON-PURCHASER	UNAWARE	WITHIN PAST YEAR	2 OR MORE YEARS AGO	0	1	2-4	5-12	13+	PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
None	517	53	464	58	41	154	264	288	154	75	52	199	-	7	58	116	36	127	282	109
	66.6	67.0	66.6	62.6	71.1	68.0	66.2	52.7	100.0 H	100.0 H	16.7	100.0 K		70.0 Q	59.9 Q	48.8 Q	30.2	54.2	66.3 R	92.8 RS
1	5	1	4	2	-	2	2	5	-	-	5	-	-	1	2	0	1	4	0	1
	0.7	1.0	0.6	1.8		0.8	0.4	0.9			1.6			14.8	1.8	0.1	1.2	1.8 s	0.1	0.5
2	21	1	20	-	-	8	13	21	-	-	21	-	-	1	7	10	1	9	11	2
	2.8	1.7	2.9			3.5	3.4	3.9			6.9			15.2	6.8 q	4.3 q	1.2	3.8	2.6	1.5
3	22	2	20	2	-	6	14	22	-	-	22	-	-	-	4	12	6	12	10	-
	2.8	2.4	2.9	2.1		2.6	3.5	4.0			7.1				3.8	5.2	5.0	5.0	2.4	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

M2A. How many of the CFLs you bought in 2012 were the spiral shaped?

BANNER 1 - WEIGHTED

		RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
	TOTAL	RURAL	URBAN	ID	MT	OR	WA	PURCHASER	NON-PURCHASER	UNAWARE	WITHIN PAST YEAR	2 OR MORE YEARS AGO	0	1	2-4	5-12	13+	PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
4	37	3	34	7	1	7	22	37	-	-	37	-	-	-	15	14	7	10	25	2
	4.8	3.5	4.9	7.2 e	1.4	3.3	5.5	6.8			11.9				15.3 PQ	5.7	5.9	4.4	5.9 T	1.5
5	24	1	23	3	2	6	13	24	-	-	24	-	-	-	1	12	10	12	12	0
	3.0	1.0	3.3 B	3.3	2.9	2.6	3.2	4.3			7.6				1.4	5.0 o	8.6 O	5.0 T	2.8 T	0.2
6	43	6	37	8	4	13	18	43	-	-	43	-	-	-	3	24	15	19	24	1
	5.6	8.0	5.3	8.4	7.7	5.7	4.6	7.9			14.0				3.5	10.1 o	12.1 O	8.0 T	5.7 T	0.5
7	1	1	-	-	-	0	0	1	-	-	1	-	-	-	-	0	-	0	0	-
	0.1	0.7				0.1	0.1	0.1			0.2					0.1		0.1	0.1	
8	20	3	17	3	2	7	7	20	-	-	20	-	-	-	4	7	7	3	15	2
	2.6	3.5	2.5	3.6	3.8	3.1	1.8	3.6			6.4				3.8	3.1	6.2	1.4	3.4	1.7
9	3	0	3	-	-	1	2	3	-	-	3	-	-	-	-	3	0	0	3	-
	0.4	0.3	0.4			0.6	0.4	0.6			1.0					1.2	0.2	0.1	0.7	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

M2A. How many of the CFLs you bought in 2012 were the spiral shaped?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
10	26	3	23	5	3	6	12	26	-	-	26	-	-	-	0	12	10	15	11	0
	3.3	3.5	3.3	5.4	5.4	2.5	2.9	4.7			8.2				0.3	5.1 O	8.3 O	6.3 sT	2.5 t	0.2
11-20	42	5	37	5	4	9	24	42	-	-	42	-	-	-	1	21	19	17	25	-
	5.4	6.2	5.3	5.4	7.7	3.8	6.0	7.7			13.5				0.6	8.9 O	15.6 O	7.4	5.8	
More than 20	9	1	9	0	-	3	6	9	-	-	9	-	-	-	-	6	3	4	5	-
	1.2	0.7	1.2	0.3		1.3	1.5	1.7			2.9					2.4	2.8	1.8	1.1	
Don't know	6	0	6	-	-	5	1	6	-	-	6	-	-	-	3	-	3	2	3	1
	0.8	0.4	0.8			2.0	0.4	1.1			1.9				2.9		2.6	0.7	0.7	1.2
Mean	2.64	2.61	2.64	2.58	2.56	2.69	2.64	3.76 IJ	0.00	0.00	6.67 L	0.00	-	0.45	1.62 N	4.47 NO	6.24 NOp	3.58 T	2.76 T	0.30
Median	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.00	0.00	-	0.00	0.00	2.00	5.00	0.00	0.00	0.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

M2B. How many were shaped like regular light bulbs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: PURCHASED OTHER TYPES OF CFLS RECENTLY	35 100.0	2 100.0	33 100.0	1 100.0	1 100.0	6 100.0	28 100.0	35 100.0	-	-	35 100.0	-	-	-	1 100.0	13 100.0	20 100.0	20 100.0	15 100.0	-
UNWEIGHTED BASE	31	8	23	2	2	4	23	31	-	-	31	-	-	-	1	12	17	18	13	-
Total answering	35 100.0	2 100.0	33 100.0	1 100.0	1 100.0	6 100.0	28 100.0	35 100.0	-	-	35 100.0	-	-	-	1 100.0	13 100.0	20 100.0	20 100.0	15 100.0	-
None	7 21.1	0 12.5	7 21.7	-	0 50.0	4 75.0 G	3 10.1	7 21.1	-	-	7 21.1	-	-	-	1 100.0 PQ	1 11.3	5 23.1	6 28.6	2 11.3	-
1	1 4.1	-	1 4.4	-	-	-	1 5.1	1 4.1	-	-	1 4.1	-	-	-	-	1 11.4	-	-	1 9.5	-
2	10 29.3	0 12.4	10 30.4	-	-	1 25.0	9 31.3	10 29.3	-	-	10 29.3	-	-	-	-	6 47.8	4 21.8	3 15.7	7 47.3 r	-
3	0 0.8	0 12.7	-	0 50.0	-	-	-	0 0.8	-	-	0 0.8	-	-	-	-	0 2.2	-	0 1.4	-	-

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

M2B. How many were shaped like regular light bulbs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
4	3	-	3	-	-	-	3	3	-	-	3	-	-	-	-	3	-	-	3	-
	8.2		8.7				10.1	8.2			8.2					22.9			18.9	
5	2	1	1	0	-	-	2	2	-	-	2	-	-	-	-	1	1	2	0	-
	5.6	25.1	4.4	50.0			6.0	5.6			5.6					4.4	7.3	8.6	1.8	
6	3	-	3	-	-	-	3	3	-	-	3	-	-	-	-	-	3	1	1	-
	8.2		8.7				10.1	8.2			8.2						14.5	7.2	9.5	
8	2	0	1	-	-	-	2	2	-	-	2	-	-	-	-	-	0	1	0	-
	4.9	12.4	4.4				6.0	4.9			4.9						1.4	7.2	1.8	
10	6	0	6	-	-	-	6	6	-	-	6	-	-	-	-	-	6	6	-	-
	17.1	12.4	17.4				21.2	17.1			17.1						30.5	30.1		
11-20	0	0	-	-	0	-	-	0	-	-	0	-	-	-	-	-	0	0	-	-
	0.8	12.5			50.0			0.8			0.8						1.4	1.4		
Mean	3.96	5.99	3.83	4.00	7.50	0.50	4.59	3.96	-	-	3.96	-	-	-	0.00	2.27	5.04	5.00	2.60	-
							F										p	s		

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

M2B. How many were shaped like regular light bulbs?

BANNER 1 - WEIGHTED

		RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
	TOTAL	RURAL	URBAN	ID	MT	OR	WA	PURCHASER	NON-PURCHASER	UNAWARE	WITHIN PAST YEAR	2 OR MORE YEARS AGO	0	1	2-4	5-12	13+	PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Median	2.00	5.00	2.00	3.00	0.00	0.00	4.00	2.00	-	-	2.00	-	-	-	0.00	2.00	5.00	5.00	2.00	-

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

M2B. How many were shaped like regular light bulbs?

BANNER 1 - WEIGHTED

		RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
	TOTAL	RURAL	URBAN	ID	MT	OR	WA	PURCHASER	NON-PURCHASER	UNAWARE	WITHIN PAST YEAR	2 OR MORE YEARS AGO	0	1	2-4	5-12	13+	PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: PURCHASED OTHER TYPES OF CFLS RECENTLY	35 100.0	2 100.0	33 100.0	1 100.0	1 100.0	6 100.0	28 100.0	35 100.0	-	-	35 100.0	-	-	-	1 100.0	13 100.0	20 100.0	20 100.0	15 100.0	-
UNWEIGHTED BASE	31	8	23	2	2	4	23	31	-	-	31	-	-	-	1	12	17	18	13	-
None	7 21.1	0 12.5	7 21.7	-	0 50.0	4 75.0 G	3 10.1	7 21.1	-	-	7 21.1	-	-	-	1 100.0 PQ	1 11.3	5 23.1	6 28.6	2 11.3	-
1	1 4.1	-	1 4.4	-	-	-	1 5.1	1 4.1	-	-	1 4.1	-	-	-	-	1 11.4	-	-	1 9.5	-
2	10 29.3	0 12.4	10 30.4	-	-	1 25.0	9 31.3	10 29.3	-	-	10 29.3	-	-	-	-	6 47.8	4 21.8	3 15.7	7 47.3 r	-
3	0 0.8	0 12.7	-	0 50.0	-	-	-	0 0.8	-	-	0 0.8	-	-	-	-	0 2.2	-	0 1.4	-	-
4	3 8.2	-	3 8.7	-	-	-	3 10.1	3 8.2	-	-	3 8.2	-	-	-	-	3 22.9	-	-	3 18.9	-

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

M2B. How many were shaped like regular light bulbs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
5	2	1	1	0	-	-	2	2	-	-	2	-	-	-	-	1	1	2	0	-
	5.6	25.1	4.4	50.0			6.0	5.6			5.6					4.4	7.3	8.6	1.8	
6	3	-	3	-	-	-	3	3	-	-	3	-	-	-	-	-	3	1	1	-
	8.2		8.7				10.1	8.2			8.2						14.5	7.2	9.5	
8	2	0	1	-	-	-	2	2	-	-	2	-	-	-	-	-	0	1	0	-
	4.9	12.4	4.4				6.0	4.9			4.9						1.4	7.2	1.8	
10	6	0	6	-	-	-	6	6	-	-	6	-	-	-	-	-	6	6	-	-
	17.1	12.4	17.4				21.2	17.1			17.1						30.5	30.1		
11-20	0	0	-	-	0	-	-	0	-	-	0	-	-	-	-	-	0	0	-	-
	0.8	12.5			50.0			0.8			0.8						1.4	1.4		
Mean	3.96	5.99	3.83	4.00	7.50	0.50	4.59 F	3.96	-	-	3.96	-	-	-	0.00	2.27	5.04 p	5.00 s	2.60	-
Median	2.00	5.00	2.00	3.00	0.00	0.00	4.00	2.00	-	-	2.00	-	-	-	0.00	2.00	5.00	5.00	2.00	-

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

M2B. How many were shaped like regular light bulbs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
Total answering	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	748	77	671	92	58	225	373	519	154	75	283	199	-	9	97	227	105	220	411	117
	96.4	97.6	96.3	99.4 G	99.5 G	99.4 G	93.6	94.9	100.0 H	100.0 H	91.1	100.0 K		100.0 PQ	100.0 PQ	95.3 Q	87.3	93.9	96.8	100.0 RS
1	1	-	1	-	-	-	1	1	-	-	1	-	-	-	-	1	-	-	1	-
	0.2		0.2				0.4	0.3			0.5					0.6			0.3	
2	10	0	10	-	-	1	9	10	-	-	10	-	-	-	-	6	4	3	7	-
	1.3	0.3	1.4 b			0.6	2.2	1.9			3.3					2.5	3.6	1.3	1.7	
3	0	0	-	0	-	-	-	0	-	-	0	-	-	-	-	0	-	0	-	-
	*	0.3		0.3				0.1			0.1					0.1		0.1		

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

M2B. How many were shaped like regular light bulbs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
4	3	-	3	-	-	-	3	3	-	-	3	-	-	-	-	3	-	-	3	-
	0.4		0.4				0.7	0.5			0.9					1.2			0.7	
5	2	1	1	0	-	-	2	2	-	-	2	-	-	-	-	1	1	2	0	-
	0.3	0.7	0.2	0.3			0.4	0.4			0.6					0.2	1.2	0.7	0.1	
6	3	-	3	-	-	-	3	3	-	-	3	-	-	-	-	-	3	1	1	-
	0.4		0.4				0.7	0.5			0.9						2.4	0.6	0.3	
8	2	0	1	-	-	-	2	2	-	-	2	-	-	-	-	-	0	1	0	-
	0.2	0.3	0.2				0.4	0.3			0.5						0.2	0.6	0.1	
10	6	0	6	-	-	-	6	6	-	-	6	-	-	-	-	-	6	6	-	-
	0.8	0.3	0.8				1.5	1.1			1.9						5.0	2.6		
11-20	0	0	-	-	0	-	-	0	-	-	0	-	-	-	-	-	0	0	-	-
	*	0.3			0.5			*			0.1						0.2	0.1		
Mean	0.18	0.17	0.18	0.02	0.07	0.01	0.33	0.26	0.00	0.00	0.45	0.00	-	0.00	0.00	0.12	0.83	0.43	0.09	0.00
							DF	IJ			L					o	OP	ST		

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

M2B. How many were shaped like regular light bulbs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Median	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

M2B. How many were shaped like regular light bulbs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
None	748	77	671	92	58	225	373	519	154	75	283	199	-	9	97	227	105	220	411	117
	96.4	97.6	96.3	99.4 G	99.5 G	99.4 G	93.6	94.9	100.0 H	100.0 H	91.1	100.0 K		100.0 PQ	100.0 PQ	95.3 Q	87.3	93.9	96.8	100.0 RS
1	1	-	1	-	-	-	1	1	-	-	1	-	-	-	-	1	-	-	1	-
	0.2		0.2				0.4	0.3			0.5					0.6			0.3	
2	10	0	10	-	-	1	9	10	-	-	10	-	-	-	-	6	4	3	7	-
	1.3	0.3	1.4 b			0.6	2.2	1.9			3.3					2.5	3.6	1.3	1.7	
3	0	0	-	0	-	-	-	0	-	-	0	-	-	-	-	0	-	0	-	-
	*	0.3		0.3				0.1			0.1					0.1		0.1		
4	3	-	3	-	-	-	3	3	-	-	3	-	-	-	-	3	-	-	3	-
	0.4		0.4				0.7	0.5			0.9					1.2			0.7	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

M2B. How many were shaped like regular light bulbs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
5	2	1	1	0	-	-	2	2	-	-	2	-	-	-	-	1	1	2	0	-
	0.3	0.7	0.2	0.3			0.4	0.4			0.6					0.2	1.2	0.7	0.1	
6	3	-	3	-	-	-	3	3	-	-	3	-	-	-	-	-	3	1	1	-
	0.4		0.4				0.7	0.5			0.9						2.4	0.6	0.3	
8	2	0	1	-	-	-	2	2	-	-	2	-	-	-	-	-	0	1	0	-
	0.2	0.3	0.2				0.4	0.3			0.5						0.2	0.6	0.1	
10	6	0	6	-	-	-	6	6	-	-	6	-	-	-	-	-	6	6	-	-
	0.8	0.3	0.8				1.5	1.1			1.9						5.0	2.6		
11-20	0	0	-	-	0	-	-	0	-	-	0	-	-	-	-	-	0	0	-	-
	*	0.3			0.5			*			0.1						0.2	0.1		
Mean	0.18	0.17	0.18	0.02	0.07	0.01	0.33	0.26	0.00	0.00	0.45	0.00	-	0.00	0.00	0.12	0.83	0.43	0.09	0.00
							DF	IJ			L					o	OP	ST		
Median	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

M3A. Of all the CFLs you bought in 2012, how many did you install in your home?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: PURCHASED CFLS	311	32	278	42	23	87	159	311	-	-	311	-	-	3	44	148	94	129	170	12
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	313	118	195	55	38	90	130	313	-	-	313	-	-	2	48	148	91	124	169	20
Don't know/Refused	33	5	28	7	6	7	13	33	-	-	33	-	-	-	3	16	6	16	12	4
Total answering	278	28	250	35	17	81	145	278	-	-	278	-	-	3	41	132	88	112	157	8
	100.0	100.0	100.0	100.0	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	27	3	24	4	6	8	10	27	-	-	27	-	-	-	1	11	12	5	21	1
	9.8	11.0	9.7	10.4	33.3 DFG	9.5	7.1	9.8			9.8				2.0	8.7	13.2 o	4.8	13.2 R	13.5
1	11	1	10	1	2	3	5	11	-	-	11	-	-	1	2	5	3	4	7	-
	4.1	4.9	4.0	4.0	9.9	3.9	3.5	4.1			4.1			49.3	4.8	3.9	3.3	3.8	4.5	
2	34	4	30	4	1	10	20	34	-	-	34	-	-	1	11	14	7	15	16	3
	12.4	15.8	12.0	11.2	4.8	12.4	13.6	12.4			12.4			50.7	27.8 PQ	10.4	7.5	13.0	10.5	42.0 RS

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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NEEA Consumer Lighting Survey (#6510)

M3A. Of all the CFLs you bought in 2012, how many did you install in your home?

BANNER 1 - WEIGHTED

	TOTAL	RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
		RURAL	URBAN	ID	MT	OR	WA	PURCHASER	NON-PURCHASER	UNAWARE	WITHIN PAST YEAR	2 OR MORE YEARS AGO	0	1	2-4	5-12	13+	PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
3	34	3	31	6	2	13	14	34	-	-	34	-	-	-	10	14	10	15	19	-
	12.4	10.9	12.6	16.0	9.9	16.6	9.5	12.4			12.4				24.2	10.8	11.7	13.7	12.1	
4	40	3	37	4	1	7	29	40	-	-	40	-	-	-	13	20	6	9	30	1
	14.5	10.9	14.9	11.2	3.2	8.5	20.0 EF	14.5			14.5				32.1 PQ	14.9 q	6.8	8.4	19.2 R	6.7
5	21	2	19	2	2	7	10	21	-	-	21	-	-	-	1	15	5	11	9	1
	7.5	7.9	7.4	4.8	13.1	8.1	7.1	7.5			7.5				1.3	11.5 O	5.1	9.6	6.0	6.7
6	29	4	26	4	3	9	14	29	-	-	29	-	-	-	-	22	7	16	13	0
	10.5	12.8	10.3	10.4	14.7	11.7	9.5	10.5			10.5					16.4	8.4	14.0	8.5	3.4
7	3	0	3	-	-	1	2	3	-	-	3	-	-	-	-	3	0	0	1	1
	1.1	1.0	1.1			1.8	1.2	1.1			1.1					2.2	0.3	0.2	0.9	17.5 RS
8	16	1	16	3	-	6	7	16	-	-	16	-	-	-	-	5	9	9	7	0
	5.9	3.0	6.3	9.6		7.4	4.9	5.9			5.9					3.7	10.0	7.9	4.7	3.4

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

M3A. Of all the CFLs you bought in 2012, how many did you install in your home?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
9	1	-	1	-	-	1	-	1	-	-	1	-	-	-	-	1	-	-	1	-
	0.5		0.6			1.8		0.5			0.5					1.1			0.9	
10	18	2	16	4	1	4	9	18	-	-	18	-	-	-	-	11	4	9	9	0
	6.4	7.9	6.3	12.8	6.4	4.6	5.9	6.4			6.4					8.2	4.5	7.6	5.7	3.4
11-20	33	3	30	3	1	8	21	33	-	-	33	-	-	-	3	8	22	17	15	-
	11.8	9.9	12.0	8.8	4.8	9.9	14.4	11.8			11.8				7.0	6.0	25.0 OP	15.5	9.8	
More than 20	8	1	7	0	-	3	5	8	-	-	8	-	-	-	0	3	4	2	6	0
	3.0	4.0	2.9	0.8		3.9	3.3	3.0			3.0				0.7	2.2	4.2	1.5	4.0	3.3
Mean	6.69	5.82	6.79	5.36	3.62	7.26 E	7.06 E	6.69	-	-	6.69	-	-	1.51	3.79	6.10 NO	8.33 OP	6.97	6.61	4.32
Median	4.00	4.00	4.00	4.00	3.00	4.00	4.00	4.00	-	-	4.00	-	-	2.00	3.00	5.00	6.00	5.00	4.00	2.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

M3A. Of all the CFLs you bought in 2012, how many did you install in your home?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: PURCHASED CFLS	311	32	278	42	23	87	159	311	-	-	311	-	-	3	44	148	94	129	170	12
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	313	118	195	55	38	90	130	313	-	-	313	-	-	2	48	148	91	124	169	20
None	27	3	24	4	6	8	10	27	-	-	27	-	-	-	1	11	12	5	21	1
	8.8	9.4	8.7	8.6	24.7 DFG	8.8	6.5	8.8			8.8				1.9	7.7	12.3 o	4.2	12.2 R	8.9
1	11	1	10	1	2	3	5	11	-	-	11	-	-	1	2	5	3	4	7	-
	3.6	4.2	3.6	3.3	7.4	3.6	3.2	3.6			3.6			49.3	4.4	3.5	3.0	3.3	4.2	
2	34	4	30	4	1	10	20	34	-	-	34	-	-	1	11	14	7	15	16	3
	11.1	13.6	10.8	9.3	3.6	11.4	12.4	11.1			11.1			50.7	25.7 PQ	9.2	7.0	11.3	9.7	27.5
3	34	3	31	6	2	13	14	34	-	-	34	-	-	-	10	14	10	15	19	-
	11.1	9.3	11.3	13.2	7.4	15.4	8.7	11.1			11.1				22.4 p	9.6	10.9	11.9	11.2	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

M3A. Of all the CFLs you bought in 2012, how many did you install in your home?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
4	40	3	37	4	1	7	29	40	-	-	40	-	-	-	13	20	6	9	30	1
	13.0	9.3	13.4	9.3	2.4	7.8	18.3 EF	13.0			13.0				29.6 PQ	13.3	6.4	7.3	17.8 R	4.4
5	21	2	19	2	2	7	10	21	-	-	21	-	-	-	1	15	5	11	9	1
	6.7	6.8	6.7	4.0	9.7	7.5	6.5	6.7			6.7				1.2	10.2 O	4.8	8.4	5.6	4.4
6	29	4	26	4	3	9	14	29	-	-	29	-	-	-	-	22	7	16	13	0
	9.4	11.0	9.2	8.6	10.9	10.8	8.7	9.4			9.4					14.6	7.8	12.2	7.9	2.2
7	3	0	3	-	-	1	2	3	-	-	3	-	-	-	-	3	0	0	1	1
	1.0	0.8	1.0			1.6	1.1	1.0			1.0					1.9	0.3	0.2	0.8	11.5 rs
8	16	1	16	3	-	6	7	16	-	-	16	-	-	-	-	5	9	9	7	0
	5.3	2.6	5.6	7.9		6.9	4.5	5.3			5.3					3.3	9.3 p	6.9	4.3	2.2
9	1	-	1	-	-	1	-	1	-	-	1	-	-	-	-	1	-	-	1	-
	0.5		0.5			1.6		0.5			0.5					1.0			0.8	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

M3A. Of all the CFLs you bought in 2012, how many did you install in your home?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
10	18	2	16	4	1	4	9	18	-	-	18	-	-	-	-	11	4	9	9	0
	5.7	6.8	5.6	10.6	4.7	4.2	5.4	5.7			5.7					7.3	4.2	6.6	5.3	2.2
11-20	33	3	30	3	1	8	21	33	-	-	33	-	-	-	3	8	22	17	15	-
	10.5	8.5	10.8	7.3	3.6	9.2	13.2	10.5			10.5				6.4	5.4	23.3 OP	13.5	9.1	
More than 20	8	1	7	0	-	3	5	8	-	-	8	-	-	-	0	3	4	2	6	0
	2.7	3.4	2.6	0.7		3.6	3.1	2.7			2.7				0.6	1.9	3.9	1.3	3.7	2.2
Don't know	33	5	28	7	6	7	13	33	-	-	33	-	-	-	3	16	6	16	12	4
	10.7	14.4	10.2	17.2	25.7 fg	7.5	8.5	10.7			10.7				7.7	11.1	6.7	12.8	7.3	34.5 RS
Mean	6.69	5.82	6.79	5.36	3.62	7.26 E	7.06 E	6.69	-	-	6.69	-	-	1.51	3.79	6.10 NO	8.33 OP	6.97	6.61	4.32
Median	4.00	4.00	4.00	4.00	3.00	4.00	4.00	4.00	-	-	4.00	-	-	2.00	3.00	5.00	6.00	5.00	4.00	2.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

M4. Thinking about all the CFLs that you bought in 2012, how many did you store to install later?

BANNER 1 - WEIGHTED

	TOTAL	RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
		RURAL	URBAN	ID	MT	OR	WA	PURCHASER	NON-PURCHASER	UNAWARE	WITHIN PAST YEAR	2 OR MORE YEARS AGO	0	1	2-4	5-12	13+	PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: PURCHASED CFLS	147	17	130	15	14	45	74	147	-	-	147	-	-	-	18	69	49	59	83	5
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0				100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	153	62	91	25	20	47	61	153	-	-	153	-	-	-	25	71	45	59	83	11
Don't know/Refused	8	1	7	1	-	3	3	8	-	-	8	-	-	-	-	5	1	1	6	0
Total answering	139	17	123	13	14	42	70	139	-	-	139	-	-	-	18	65	48	58	77	5
	100.0	100.0	100.0	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	14	1	13	0	3	4	7	14	-	-	14	-	-	-	3	5	1	5	8	2
	10.2	8.4	10.5	2.1	21.1 d	8.7	10.6	10.2			10.2				18.6	7.5	3.0	8.5	10.0	33.7
1	6	1	4	2	0	1	2	6	-	-	6	-	-	-	1	3	2	2	2	2
	4.0	8.3	3.5	14.6	2.0	3.4	2.8	4.0			4.0				4.5	4.9	3.5	3.0	2.9	33.6 rs
2	34	4	30	1	1	16	17	34	-	-	34	-	-	-	4	12	18	13	21	1
	24.5	25.0	24.5	10.4	4.0	36.9 dE	23.7 e	24.5			24.5				20.0	18.9	37.1 p	21.9	27.4	10.9

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

M4. Thinking about all the CFLs that you bought in 2012, how many did you store to install later?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
3	15	1	14	3	3	6	3	15	-	-	15	-	-	-	5	9	1	7	8	0
	11.0	6.6	11.6	25.0 g	23.1 g	13.5	4.5	11.0			11.0				24.5 Q	14.5 Q	3.0	12.7	10.0	5.4
4	27	2	24	1	1	8	17	27	-	-	27	-	-	-	5	15	6	12	15	1
	19.3	15.0	19.8	6.2	8.1	18.1	24.5 d	19.3			19.3				24.9	22.9	12.6	20.4	18.9	11.0
5	7	1	6	0	1	3	3	7	-	-	7	-	-	-	0	5	2	3	4	-
	5.1	8.3	4.7	2.1	4.0	8.0	4.1	5.1			5.1				1.5	7.1	3.6	4.9	5.6	
6	12	2	10	1	2	4	6	12	-	-	12	-	-	-	0	6	4	5	7	-
	8.4	10.0	8.2	4.2	12.6	8.7	8.2	8.4			8.4				1.5	9.7	7.7	8.9	8.5	
7	1	-	1	-	-	-	1	1	-	-	1	-	-	-	-	1	-	-	1	-
	1.0		1.2				2.0	1.0			1.0					2.2			1.9	
8	7	2	6	2	1	1	3	7	-	-	7	-	-	-	0	3	4	3	4	0
	5.3	10.0	4.6	14.6	10.5	1.3	4.9	5.3			5.3				1.5	5.2	7.7	5.9	4.8	5.5

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

M4. Thinking about all the CFLs that you bought in 2012, how many did you store to install later?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
10	5	1	4	-	0	1	4	5	-	-	5	-	-	-	1	2	3	3	2	-
	3.7	5.0	3.5		2.0	1.3	6.1	3.7			3.7				3.0	2.6	6.0	5.5	2.6	
11-20	9	1	9	1	2	-	6	9	-	-	9	-	-	-	-	3	6	5	4	-
	6.5	3.3	7.0	10.4	12.6		8.6	6.5			6.5					4.4	13.0	8.4	5.5	
More than 20	1	-	1	1	-	-	-	1	-	-	1	-	-	-	-	-	1	-	1	-
	1.0		1.1	10.4				1.0			1.0						2.9		1.8	
Mean	4.73	4.15	4.81	10.38 Fg	4.68	3.06	4.67 F	4.73	-	-	4.73	-	-	-	2.76	4.22 O	6.63 O	4.64 T	5.00	1.59
Median	4.00	4.00	4.00	3.00	3.00	3.00	4.00	4.00	-	-	4.00	-	-	-	3.00	4.00	4.00	4.00	3.00	1.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

M4. Thinking about all the CFLs that you bought in 2012, how many did you store to install later?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: PURCHASED CFLS	147	17	130	15	14	45	74	147	-	-	147	-	-	-	18	69	49	59	83	5
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0				100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	153	62	91	25	20	47	61	153	-	-	153	-	-	-	25	71	45	59	83	11
None	14	1	13	0	3	4	7	14	-	-	14	-	-	-	3	5	1	5	8	2
	9.7	8.1	9.9	1.9	21.1 d	8.2	10.1	9.7			9.7				18.6 q	7.0	2.9	8.3	9.3	32.0
1	6	1	4	2	0	1	2	6	-	-	6	-	-	-	1	3	2	2	2	2
	3.8	8.0	3.3	13.2	2.0	3.2	2.7	3.8			3.8				4.5	4.5	3.4	2.9	2.7	31.9 rs
2	34	4	30	1	1	16	17	34	-	-	34	-	-	-	4	12	18	13	21	1
	23.3	24.2	23.1	9.4	4.0	34.6 dE	22.6 e	23.3			23.3				20.0	17.7	36.0 p	21.3	25.5	10.3
3	15	1	14	3	3	6	3	15	-	-	15	-	-	-	5	9	1	7	8	0
	10.4	6.4	10.9	22.6 g	23.1 g	12.6	4.3	10.4			10.4				24.5 Q	13.5 Q	2.9	12.4	9.3	5.1

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

M4. Thinking about all the CFLs that you bought in 2012, how many did you store to install later?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
4	27	2	24	1	1	8	17	27	-	-	27	-	-	-	5	15	6	12	15	1
	18.3	14.5	18.7	5.7	8.1	17.0	23.4 d	18.3			18.3				24.9	21.4	12.2	19.9	17.6	10.4
5	7	1	6	0	1	3	3	7	-	-	7	-	-	-	0	5	2	3	4	-
	4.8	8.1	4.4	1.9	4.0	7.5	3.9	4.8			4.8				1.5	6.6	3.4	4.8	5.2	
6	12	2	10	1	2	4	6	12	-	-	12	-	-	-	0	6	4	5	7	-
	7.9	9.7	7.7	3.8	12.6	8.2	7.8	7.9			7.9				1.5	9.1	7.5	8.7	7.9	
7	1	-	1	-	-	-	1	1	-	-	1	-	-	-	-	1	-	-	1	-
	1.0		1.1				2.0	1.0			1.0					2.1			1.7	
8	7	2	6	2	1	1	3	7	-	-	7	-	-	-	0	3	4	3	4	0
	5.0	9.7	4.4	13.2	10.5	1.2	4.6	5.0			5.0				1.5	4.9	7.5	5.7	4.5	5.2
10	5	1	4	-	0	1	4	5	-	-	5	-	-	-	1	2	3	3	2	-
	3.5	4.9	3.3		2.0	1.2	5.9	3.5			3.5				3.0	2.5	5.8	5.3	2.4	
11-20	9	1	9	1	2	-	6	9	-	-	9	-	-	-	-	3	6	5	4	-
	6.2	3.2	6.6	9.4	12.6		8.2	6.2			6.2					4.2	12.6	8.2	5.1	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

M4. Thinking about all the CFLs that you bought in 2012, how many did you store to install later?

BANNER 1 - WEIGHTED

	TOTAL	RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
		RURAL	URBAN	ID	MT	OR	WA	PURCHASER	NON-PURCHASER	UNAWARE	WITHIN PAST YEAR	2 OR MORE YEARS AGO	0	1	2-4	5-12	13+	PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
More than 20	1	-	1	1	-	-	-	1	-	-	1	-	-	-	-	-	1	-	1	-
	0.9		1.1	9.4				0.9			0.9						2.8		1.7	
Don't know	6	1	6	-	-	3	3	6	-	-	6	-	-	-	-	5	1	1	5	0
	4.3	3.2	4.4			6.3	4.6	4.3			4.3					6.6	2.9	2.4	5.5	5.1
Refused	1	-	1	1	-	-	-	1	-	-	1	-	-	-	-	-	-	-	1	-
	0.9		1.1	9.4				0.9			0.9								1.7	
Mean	4.73	4.15	4.81	10.38 Fg	4.68	3.06	4.67 F	4.73	-	-	4.73	-	-	-	2.76	4.22 O	6.63 O	4.64 T	5.00	1.59
Median	4.00	4.00	4.00	3.00	3.00	3.00	4.00	4.00	-	-	4.00	-	-	-	3.00	4.00	4.00	4.00	3.00	1.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

M6. Where did you purchase CFLs most recently?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: PURCHASED CFLS	311	32	278	42	23	87	159	311	-	-	311	-	-	3	44	148	94	129	170	12
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	313	118	195	55	38	90	130	313	-	-	313	-	-	2	48	148	91	124	169	20
Don't know/Refused	14	1	13	5	3	1	5	14	-	-	14	-	-	-	3	8	3	8	6	-
Total answering	297	31	266	37	20	86	154	297	-	-	297	-	-	3	41	140	91	120	164	12
	100.0	100.0	100.0	100.0	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	148	10	137	18	8	45	77	148	-	-	148	-	-	1	18	63	53	64	80	3
	49.7	33.6	51.6 B	49.3	38.7	52.2	49.8	49.7			49.7			49.3	42.5	45.1	57.9 p	53.6 T	48.6 t	27.4
Discount or Mass merchandise store	89	12	77	12	6	33	39	89	-	-	89	-	-	-	15	44	23	36	48	5
	29.9	38.0	29.0	31.3	28.4	38.2 g	25.2	29.9			29.9				36.2	31.7	25.2	29.6	29.4	40.7
Buying clubs	33	3	30	6	3	8	16	33	-	-	33	-	-	-	2	20	9	15	17	1
	11.1	9.8	11.3	14.9	15.9	9.3	10.6	11.1			11.1				4.8	14.4 o	10.3	12.7	10.1	8.8

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

M6. Where did you purchase CFLs most recently?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Hardware stores	20	4	16	1	1	2	15	20	-	-	20	-	-	-	3	9	8	5	13	1
	6.6	12.4 c	5.9	3.7	7.0	2.3	9.7 F	6.6			6.6				7.6	6.3	8.5	4.0	8.1	11.5
Supermarket, food store	11	1	10	0	2	3	6	11	-	-	11	-	-	1	3	5	1	3	7	1
	3.7	2.6	3.8	0.7	8.6	3.3	3.9	3.7			3.7			50.7	7.6	3.5	1.6	2.4	4.0	11.5
Drug store	3	1	3	-	-	1	3	3	-	-	3	-	-	-	2	1	-	1	2	-
	1.2	1.8	1.1			0.6	1.9	1.2			1.2				4.8	1.0		1.2	1.2	
Lighting supply store/ lighting showroom	1	1	-	-	-	1	-	1	-	-	1	-	-	-	-	-	-	-	1	-
	0.2	1.8				0.6		0.2			0.2								0.3	
Over the Internet	1	-	1	-	-	-	1	1	-	-	1	-	-	-	-	1	-	-	1	-
	0.5		0.5				0.9	0.5			0.5					1.0			0.9	
Other	2	0	1	-	0	-	1	2	-	-	2	-	-	-	-	1	-	0	1	-
	0.6	0.9	0.5		1.4		0.9	0.6			0.6					1.0		0.2	0.9	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

M6. Where did you purchase CFLs most recently?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: PURCHASED CFLS	311	32	278	42	23	87	159	311	-	-	311	-	-	3	44	148	94	129	170	12
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	313	118	195	55	38	90	130	313	-	-	313	-	-	2	48	148	91	124	169	20
Home centers	148	10	137	18	8	45	77	148	-	-	148	-	-	1	18	63	53	64	80	3
	47.5	32.2	49.2 B	43.7	33.0	51.4	48.4	47.5			47.5			49.3	39.8	42.6	56.0 p	50.1 t	47.0	27.4
Discount or Mass merchandise store	89	12	77	12	6	33	39	89	-	-	89	-	-	-	15	44	23	36	48	5
	28.6	36.4	27.7	27.8	24.2	37.6 g	24.5	28.6			28.6				33.9	30.0	24.4	27.7	28.4	40.7
Buying clubs	33	3	30	6	3	8	16	33	-	-	33	-	-	-	2	20	9	15	17	1
	10.6	9.3	10.8	13.2	13.5	9.2	10.3	10.6			10.6				4.5	13.6 o	10.0	11.9	9.8	8.8
Hardware stores	20	4	16	1	1	2	15	20	-	-	20	-	-	-	3	9	8	5	13	1
	6.3	11.8 c	5.7	3.3	5.9	2.3	9.4 F	6.3			6.3				7.1	5.9	8.2	3.8	7.9	11.5

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

M6. Where did you purchase CFLs most recently?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Supermarket, food store	11	1	10	0	2	3	6	11	-	-	11	-	-	1	3	5	1	3	7	1
	3.5	2.5	3.6	0.7	7.4	3.3	3.8	3.5			3.5			50.7	7.1	3.3	1.5	2.2	3.9	11.5
Drug store	3	1	3	-	-	1	3	3	-	-	3	-	-	-	2	1	-	1	2	-
	1.1	1.7	1.0			0.6	1.8	1.1			1.1				4.5	1.0		1.1	1.2	
Lighting supply store/ lighting showroom	1	1	-	-	-	1	-	1	-	-	1	-	-	-	-	-	-	-	1	-
	0.2	1.7				0.6		0.2			0.2								0.3	
Over the Internet	1	-	1	-	-	-	1	1	-	-	1	-	-	-	-	1	-	-	1	-
	0.5		0.5				0.9	0.5			0.5					1.0			0.8	
Other	2	0	1	-	0	-	1	2	-	-	2	-	-	-	-	1	-	0	1	-
	0.6	0.8	0.5		1.2		0.9	0.6			0.6					1.0		0.2	0.8	
Don't know	14	1	13	5	3	1	5	14	-	-	14	-	-	-	3	8	3	8	6	-
	4.5	4.2	4.6	11.3 fg	14.7 fg	1.6	2.9	4.5			4.5				6.5	5.5	3.2	6.6	3.3	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

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

BANNER 1 - WEIGHTED

	TOTAL	RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
		RURAL	URBAN	ID	MT	OR	WA	PURCHASER	NON-PURCHASER	UNAWARE	WITHIN PAST YEAR	2 OR MORE YEARS AGO	0	1	2-4	5-12	13+	PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: PURCHASED CFLS	311	32	278	42	23	87	159	311	-	-	311	-	-	3	44	148	94	129	170	12
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	313	118	195	55	38	90	130	313	-	-	313	-	-	2	48	148	91	124	169	20
Don't know/Refused	20	3	17	1	1	9	9	20	-	-	20	-	-	-	3	12	5	7	13	0
Total answering	291	30	261	41	22	78	149	291	-	-	291	-	-	3	42	136	89	122	157	12
	100.0	100.0	100.0	100.0	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	80	8	73	14	4	18	44	80	-	-	80	-	-	-	7	36	29	33	43	5
	27.6	25.9	27.8	34.2	19.0	23.3	29.3	27.6			27.6				17.0	26.5	32.9 o	26.8	27.5	37.1
No	210	22	188	27	18	60	106	210	-	-	210	-	-	3	35	100	60	89	114	8
	72.4	74.1	72.2	65.8	81.0	76.7	70.7	72.4			72.4			100.0 OPQ	83.0 q	73.5	67.1	73.2	72.5	62.9

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

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

BANNER 1 - WEIGHTED

	TOTAL	RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
		RURAL	URBAN	ID	MT	OR	WA	PURCHASER	NON-PURCHASER	UNAWARE	WITHIN PAST YEAR	2 OR MORE YEARS AGO	0	1	2-4	5-12	13+	PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: PURCHASED CFLS	311	32	278	42	23	87	159	311	-	-	311	-	-	3	44	148	94	129	170	12
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	313	118	195	55	38	90	130	313	-	-	313	-	-	2	48	148	91	124	169	20
Yes	80	8	73	14	4	18	44	80	-	-	80	-	-	-	7	36	29	33	43	5
	25.9	23.7	26.1	33.8	18.3	20.9	27.6	25.9			25.9				16.0	24.4	31.1 o	25.5	25.4	36.3
No	210	22	188	27	18	60	106	210	-	-	210	-	-	3	35	100	60	89	114	8
	67.7	67.8	67.7	64.9	78.2	68.6	66.5	67.7			67.7			100.0 OPQ	78.3	67.7	63.4	69.4	66.9	61.5
Don't know	20	3	17	1	1	9	9	20	-	-	20	-	-	-	3	12	5	7	13	0
	6.4	8.4	6.2	1.3	3.6	10.5 D	5.9	6.4			6.4				5.7	7.9	5.4	5.1	7.7	2.2

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

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

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: PURCHASED CFLS	311	32	278	42	23	87	159	311	-	-	311	-	-	3	44	148	94	129	170	12
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	313	118	195	55	38	90	130	313	-	-	313	-	-	2	48	148	91	124	169	20
Don't know/Refused	231	23	208	26	19	67	119	231	-	-	231	-	-	3	33	115	60	92	131	8
Total answering	79	10	70	16	4	20	40	79	-	-	79	-	-	-	11	33	34	36	39	4
	100.0	100.0	100.0	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	3	0	3	-	-	-	3	3	-	-	3	-	-	-	-	0	3	3	-	-
	4.0	2.8	4.1				7.9	4.0			4.0					0.8	8.5	8.7		
$1.00-$1.99	10	0	10	0	-	1	9	10	-	-	10	-	-	-	-	6	4	3	7	0
	13.0	2.9	14.4 B	1.8		7.0	21.6 Df	13.0			13.0					18.3	12.8	7.9	18.4	6.5
$2.00-$2.99	7	1	6	0	-	5	2	7	-	-	7	-	-	-	0	5	2	1	5	0
	8.6	11.4	8.2	1.8		23.6 dg	4.3	8.6			8.6				2.5	14.7	5.0	3.9	13.2	6.5

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

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

BANNER 1 - WEIGHTED

	TOTAL	RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
		RURAL	URBAN	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+	PUR-CHASER	NON-PUR-CHASER	UN-AWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
$3.00-$3.99	17	3	14	6	0	5	6	17	-	-	17	-	-	-	3	5	8	9	7	2
	21.7	31.6	20.3	37.5	7.6	26.4	14.4	21.7			21.7				25.9	14.4	23.5	24.2	17.3	40.4
$4.00 or more	42	5	37	9	3	9	21	42	-	-	42	-	-	-	8	17	17	20	20	2
	52.8	51.3	53.0	58.9	92.4 dFG	43.0	51.8	52.8			52.8				71.5	51.7	50.2	55.3	51.1	46.6
Mean	5.60	4.25	5.79	4.11	4.98 d	4.93	6.58	5.60	-	-	5.60	-	-	-	8.11 P	4.74	5.70	4.60	6.44	6.50
Median	4.00	4.00	4.00	4.00	4.00	3.50	4.00	4.00	-	-	4.00	-	-	-	10.00	4.00	4.00	4.00	4.00	3.75

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

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

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: PURCHASED CFLS	311	32	278	42	23	87	159	311	-	-	311	-	-	3	44	148	94	129	170	12
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	313	118	195	55	38	90	130	313	-	-	313	-	-	2	48	148	91	124	169	20
Less than $1	3	0	3	-	-	-	3	3	-	-	3	-	-	-	-	0	3	3	-	-
	1.0	0.8	1.0				2.0	1.0			1.0					0.2	3.0	2.4		
$1.00-$1.99	10	0	10	0	-	1	9	10	-	-	10	-	-	-	-	6	4	3	7	0
	3.3	0.9	3.6 b	0.7		1.6	5.4	3.3			3.3					4.1	4.6	2.2	4.2	2.2
$2.00-$2.99	7	1	6	0	-	5	2	7	-	-	7	-	-	-	0	5	2	1	5	0
	2.2	3.4	2.1	0.7		5.6	1.1	2.2			2.2				0.6	3.3	1.8	1.1	3.0	2.2
$3.00-$3.99	17	3	14	6	0	5	6	17	-	-	17	-	-	-	3	5	8	9	7	2
	5.5	9.4	5.1	13.9 e	1.2	6.2	3.6	5.5			5.5				6.5	3.2	8.4	6.8	4.0	13.8
$4.00 or more	42	5	37	9	3	9	21	42	-	-	42	-	-	-	8	17	17	20	20	2
	13.5	15.2	13.3	21.9	14.5	10.1	13.0	13.5			13.5				17.9	11.5	18.0	15.6	11.7	15.9

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

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

BANNER 1 - WEIGHTED

	TOTAL	RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
		RURAL	URBAN	ID	MT	OR	WA	PURCHASER	NON-PURCHASER	UNAWARE	WITHIN PAST YEAR	2 OR MORE YEARS AGO	0	1	2-4	5-12	13+	PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Don't know	230	23	207	26	19	65	119	230	-	-	230	-	-	3	32	115	60	91	131	8
	74.0	70.3	74.4	62.9	84.3 d	74.9	74.9	74.0			74.0			100.0 OPQ	71.8	77.7 q	64.1	70.6	77.1	65.9
Refused	1	-	1	-	-	1	-	1	-	-	1	-	-	-	1	-	-	1	-	-
	0.5		0.5			1.6		0.5			0.5				3.2			1.1		
Mean	5.60	4.25	5.79	4.11	4.98 d	4.93	6.58	5.60	-	-	5.60	-	-	-	8.11 P	4.74	5.70	4.60	6.44	6.50
Median	4.00	4.00	4.00	4.00	4.00	3.50	4.00	4.00	-	-	4.00	-	-	-	10.00	4.00	4.00	4.00	4.00	3.75

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

S1. Thinking about all of the CFLs you recently purchased, how satisfied are you with them?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: PURCHASED CFLS	547	53	494	73	37	163	274	547	-	-	311	199	-	9	97	238	120	189	310	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
UNWEIGHTED BASE	539	193	346	100	68	148	223	539	-	-	313	191	-	9	93	238	113	180	303	56
Don't know/Refused	9	-	9	-	-	6	3	9	-	-	1	4	-	-	3	1	-	1	6	1
Total answering	538	53	485	73	37	157	271	538	-	-	309	195	-	9	94	237	120	187	305	46
	100.0	100.0	100.0	100.0	100.0	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	37	4	33	4	1	12	20	37	-	-	11	25	-	1	5	11	3	12	19	7
	6.9	8.3	6.8	5.3	3.7	7.8	7.3	6.9			3.6	12.7 K		5.8	5.2	4.4	2.4	6.4	6.1	14.6
2	18	4	14	4	2	7	5	18	-	-	7	10	-	-	8	5	-	7	8	3
	3.3	6.7 c	2.9	5.3	6.1	4.2	1.9	3.3			2.3	5.4			8.4 p	2.1		3.6	2.5	7.4
3	17	2	16	1	1	4	11	17	-	-	7	9	-	1	5	5	5	7	8	3
	3.2	3.1	3.2	1.9	1.5	2.7	4.1	3.2			2.1	4.7		15.3	4.8	2.0	3.8	3.5	2.6	6.2

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

S1. Thinking about all of the CFLs you recently purchased, how satisfied are you with them?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
4	29	2	27	9	5	8	7	29	-	-	15	12	-	4	3	12	3	11	18	0
	5.4	4.1	5.5	11.7 fG	14.5 fG	4.9	2.8	5.4			4.9	6.4		45.3 OPQ	3.0	5.2	2.8	5.9 t	5.8 T	0.6
5	65	5	60	9	7	25	23	65	-	-	31	31	-	1	18	21	11	25	34	5
	12.0	8.8	12.3	12.5	18.4 g	16.1 G	8.6	12.0			9.9	16.0 k		15.2	19.1 Pq	8.9	9.0	13.5	11.1	11.7
6	38	3	34	3	1	11	23	38	-	-	23	10	-	0	6	25	3	9	26	2
	7.0	6.2	7.1	3.8	3.0	6.7	8.6	7.0			7.6	5.1		3.0	6.7	10.5 Q	2.4	5.0	8.6	4.3
7	72	6	66	8	8	21	35	72	-	-	55	13	-	-	9	34	18	31	36	5
	13.3	11.4	13.5	11.0	20.6	13.2	13.0	13.3			17.8 L	6.8			9.7	14.2	15.0	16.7	11.8	9.8
8	93	10	83	11	9	31	42	93	-	-	59	30	-	1	11	51	22	32	54	7
	17.3	19.7	17.1	14.4	24.3	19.9	15.7	17.3			19.2	15.5		15.3	11.8	21.7 O	18.0	17.3	17.7	14.8

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

S1. Thinking about all of the CFLs you recently purchased, how satisfied are you with them?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
9	43	5	38	11	1	11	21	43	-	-	20	18	-	-	10	18	12	16	24	3
	8.1	9.3	7.9	14.8 e	3.7	6.7	7.6	8.1			6.3	9.2			10.9	7.4	10.4	8.5	8.0	6.6
10-Very satisfied	126	12	114	14	2	28	83	126	-	-	81	36	-	-	19	56	43	37	78	11
	23.5	22.3	23.6	19.3 E	4.4	17.8 E	30.5 dEF	23.5			26.3 l	18.3			20.5	23.4	36.2 OP	19.7	25.7	24.0
Mean	6.86	6.73	6.87	6.72	6.03	6.54	7.19 EF	6.86	-	-	7.27 L	6.11	-	4.50	6.48 N	7.18 No	7.89 NOP	6.73	7.03 T	6.21
Median	7.00	8.00	7.00	7.00	7.00	7.00	8.00	7.00	-	-	8.00	6.00	-	4.00	7.00	8.00	8.00	7.00	8.00	7.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
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NEEA Consumer Lighting Survey (#6510)

S1. Thinking about all of the CFLs you recently purchased, how satisfied are you with them?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: PURCHASED CFLS	547	53	494	73	37	163	274	547	-	-	311	199	-	9	97	238	120	189	310	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
UNWEIGHTED BASE	539	193	346	100	68	148	223	539	-	-	313	191	-	9	93	238	113	180	303	56
1-Not at all satisfied	37	4	33	4	1	12	20	37	-	-	11	25	-	1	5	11	3	12	19	7
	6.8	8.3	6.7	5.3	3.7	7.5	7.2	6.8			3.6	12.4 K		5.8	5.0	4.4	2.4	6.3	6.0	14.2
2	18	4	14	4	2	7	5	18	-	-	7	10	-	-	8	5	-	7	8	3
	3.3	6.7 c	2.9	5.3	6.1	4.0	1.9	3.3			2.3	5.3			8.2 p	2.1		3.6	2.4	7.1
3	17	2	16	1	1	4	11	17	-	-	7	9	-	1	5	5	5	7	8	3
	3.2	3.1	3.2	1.9	1.5	2.6	4.1	3.2			2.1	4.6		15.3	4.7	2.0	3.8	3.4	2.6	6.0
4	29	2	27	9	5	8	7	29	-	-	15	12	-	4	3	12	3	11	18	0
	5.3	4.1	5.4	11.7 fG	14.5 fG	4.7	2.7	5.3			4.9	6.3		45.3 OPQ	3.0	5.1	2.8	5.8 t	5.7 T	0.6

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

S1. Thinking about all of the CFLs you recently purchased, how satisfied are you with them?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
5	65	5	60	9	7	25	23	65	-	-	31	31	-	1	18	21	11	25	34	5
	11.8	8.8	12.1	12.5	18.4 g	15.6 g	8.5	11.8			9.9	15.6 k		15.2	18.5 Pq	8.9	9.0	13.4	10.9	11.4
6	38	3	34	3	1	11	23	38	-	-	23	10	-	0	6	25	3	9	26	2
	6.9	6.2	7.0	3.8	3.0	6.5	8.5	6.9			7.5	5.0		3.0	6.5	10.4 Q	2.4	5.0	8.5	4.2
7	72	6	66	8	8	21	35	72	-	-	55	13	-	-	9	34	18	31	36	5
	13.1	11.4	13.3	11.0	20.6	12.8	12.9	13.1			17.7 L	6.6			9.4	14.2	15.0	16.5	11.6	9.5
8	93	10	83	11	9	31	42	93	-	-	59	30	-	1	11	51	22	32	54	7
	17.0	19.7	16.8	14.4	24.3	19.2	15.5	17.0			19.1	15.2		15.3	11.4	21.6 O	18.0	17.1	17.4	14.3
9	43	5	38	11	1	11	21	43	-	-	20	18	-	-	10	18	12	16	24	3
	7.9	9.3	7.8	14.8 ef	3.7	6.5	7.5	7.9			6.3	9.0			10.5	7.4	10.4	8.5	7.9	6.4

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

S1. Thinking about all of the CFLs you recently purchased, how satisfied are you with them?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
10-Very satisfied	126	12	114	14	2	28	83	126	-	-	81	36	-	-	19	56	43	37	78	11
	23.1	22.3	23.2	19.3 E	4.4	17.1 E	30.2 dEF	23.1			26.2 L	17.9			19.9	23.3	36.2 OP	19.5	25.2	23.3
Don't know	7	-	7	-	-	4	3	7	-	-	1	3	-	-	3	1	-	1	4	1
	1.3		1.4			2.6	1.0	1.3			0.5	1.4			3.0	0.6		0.8	1.4	3.0
Refused	1	-	1	-	-	1	-	1	-	-	-	1	-	-	-	-	-	-	1	-
	0.3		0.3			0.9		0.3				0.7							0.5	
Mean	6.86	6.73	6.87	6.72	6.03	6.54	7.19 EF	6.86	-	-	7.27 L	6.11	-	4.50	6.48 N	7.18 No	7.89 NOP	6.73	7.03 T	6.21
Median	7.00	8.00	7.00	7.00	7.00	7.00	8.00	7.00	-	-	8.00	6.00	-	4.00	7.00	8.00	8.00	7.00	8.00	7.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

S4. In general, what are the best features of CFLs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: PURCHASED CFLS	547	53	494	73	37	163	274	547	-	-	311	199	-	9	97	238	120	189	310	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
UNWEIGHTED BASE	539	193	346	100	68	148	223	539	-	-	313	191	-	9	93	238	113	180	303	56
Don't know/Refused	54	7	47	6	4	12	32	54	-	-	20	28	-	0	19	17	5	10	31	13
Total answering	493	46	447	68	33	151	242	493	-	-	291	171	-	9	78	222	115	178	280	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
Last longer before burning out	204	20	184	40	11	57	97	204	-	-	130	58	-	5	36	95	39	73	111	20
	41.4	44.1	41.1	58.6 EFG	32.6	37.5	40.2	41.4			44.7 L	34.1		49.7	45.4	42.8	33.4	41.2	39.7	56.0 s
Save money/reduce electricity bill	105	10	96	10	3	35	58	105	-	-	70	31	-	-	14	46	40	47	58	0
	21.4	20.8	21.4	14.3	8.4	23.2 e	24.0 dE	21.4			24.0	18.0			18.2	21.0	35.1 OP	26.3 T	20.8 T	0.8
Save/conserve energy/ electricity	232	19	213	29	15	80	107	232	-	-	135	89	-	6	23	111	60	73	150	9
	47.0	41.0	47.6	43.4	47.4	53.1	44.1	47.0			46.4	51.9		62.9 o	29.2	49.9 O	52.1 O	40.7	53.5 RT	26.8

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

S4. In general, what are the best features of CFLs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Resource conservation benefits/better for environment/"green"	26 5.2	1 3.0	24 5.4	2 2.5	-	9 6.2	15 6.1	26 5.2	-	-	18 6.2	8 4.5	-	-	3 4.0	13 6.1	6 5.4	15 8.2 s	11 4.0	-
Work better/higher quality	11 2.1	1 1.2	10 2.2	2 2.5	-	-	9 3.7	11 2.1	-	-	6 2.1	2 1.0	-	-	2 2.2	3 1.3	5 4.0	6 3.2	3 1.1	2 4.8
Quality of light	56 11.4	6 13.1	50 11.2	11 16.4	4 12.1	13 8.5	28 11.6	56 11.4	-	-	35 11.9	17 10.0	-	-	6 8.2	27 12.3	12 10.1	21 11.6	30 10.8	5 14.7
Brightness	37 7.5	1 3.0	36 8.0 B	4 6.6	2 5.2	7 4.7	24 9.8 f	37 7.5	-	-	24 8.1	11 6.2	-	-	5 6.1	15 6.6	16 14.1 op	14 8.1	21 7.5	2 4.9
Other	21 4.3	1 3.0	20 4.5	-	2 6.1	11 7.0	9 3.7	21 4.3	-	-	7 2.3	13 7.9 K	-	0 3.0	1 1.8	10 4.6	3 2.5	10 5.6	8 3.0	3 9.0

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

S4. In general, what are the best features of CFLs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: PURCHASED CFLS	547	53	494	73	37	163	274	547	-	-	311	199	-	9	97	238	120	189	310	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
UNWEIGHTED BASE	539	193	346	100	68	148	223	539	-	-	313	191	-	9	93	238	113	180	303	56
Last longer before burning out	204	20	184	40	11	57	97	204	-	-	130	58	-	5	36	95	39	73	111	20
	37.3	38.4	37.2	54.2 EFG	28.7	34.8	35.5	37.3			41.8 L	29.3		48.3	36.7	39.8	32.1	38.9	35.8	41.0
Save money/reduce electricity bill	105	10	96	10	3	35	58	105	-	-	70	31	-	-	14	46	40	47	58	0
	19.3	18.1	19.4	13.3	7.4	21.5 E	21.2 E	19.3			22.5 l	15.4			14.7	19.5	33.8 OP	24.9 T	18.7 T	0.6
Save/conserve energy/ electricity	232	19	213	29	15	80	107	232	-	-	135	89	-	6	23	111	60	73	150	9
	42.3	35.7	43.1 b	40.2	41.7	49.2 g	38.9	42.3			43.4	44.5		61.1 o	23.5	46.4 O	50.1 O	38.5 T	48.2 rT	19.7
Resource conservation benefits/better for environment/"green"	26	1	24	2	-	9	15	26	-	-	18	8	-	-	3	13	6	15	11	-
	4.7	2.6	4.9	2.3		5.8	5.3	4.7			5.8	3.9			3.2	5.6	5.2	7.7 s	3.6	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

S4. In general, what are the best features of CFLs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Work better/higher quality	11 1.9	1 1.0	10 2.0	2 2.3	-	-	9 3.2	11 1.9	-	-	6 1.9	2 0.9	-	-	2 1.8	3 1.2	5 3.8	6 3.0	3 1.0	2 3.5
Quality of light	56 10.2	6 11.4	50 10.1	11 15.2	4 10.7	13 7.9	28 10.3	56 10.2	-	-	35 11.2	17 8.6	-	-	6 6.6	27 11.5	12 9.7	21 11.0	30 9.7	5 10.8
Brightness	37 6.8	1 2.6	36 7.2 B	4 6.1	2 4.6	7 4.4	24 8.7 f	37 6.8	-	-	24 7.6	11 5.3	-	-	5 5.0	15 6.1	16 13.5 OP	14 7.7	21 6.7	2 3.6
Other	21 3.9	1 2.6	20 4.1	-	2 5.3	11 6.5	9 3.2	21 3.9	-	-	7 2.1	13 6.7 K	-	0 2.9	1 1.5	10 4.3	3 2.4	10 5.3	8 2.7	3 6.6
Don't know	51 9.3	5 9.8	46 9.3	5 6.4	4 12.0	12 7.3	30 10.9	51 9.3	-	-	19 6.0	26 13.1 K	-	-	17 17.6 PQ	16 6.8	5 3.8	10 5.5	31 9.8	10 20.9 Rs
Refused	3 0.6	2 3.1 C	1 0.3	1 1.1	-	-	2 0.8	3 0.6	-	-	1 0.4	2 1.0	-	0 2.9	2 1.8	1 0.2	-	-	0 0.1	3 5.9

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

S5. In general, what are the worst features of CFLs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: PURCHASED CFLS	547	53	494	73	37	163	274	547	-	-	311	199	-	9	97	238	120	189	310	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
UNWEIGHTED BASE	539	193	346	100	68	148	223	539	-	-	313	191	-	9	93	238	113	180	303	56
Don't know/Refused	77	7	70	10	1	17	49	77	-	-	39	25	-	-	19	32	9	16	45	16
Total answering	470	46	424	63	36	146	225	470	-	-	272	174	-	9	78	206	110	173	265	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
Price/expensive	53	5	49	1	1	27	24	53	-	-	34	19	-	-	14	20	13	17	33	3
	11.3	10.1	11.5	0.9	4.0	18.5 DEg	10.8 DE	11.3			12.6	10.7			17.7	9.7	11.9	9.7	12.6	9.8
Too bright	4	1	3	-	1	1	2	4	-	-	0	3	-	-	0	1	-	3	0	1
	0.8	1.8	0.7		1.5	1.0	0.8	0.8			0.1	2.0			0.4	0.7		1.7	0.1	1.7
Not bright enough	121	12	109	12	10	44	54	121	-	-	66	46	-	6	27	47	23	48	61	11
	25.6	26.0	25.6	19.7	29.0	29.8	24.1	25.6			24.3	26.4		66.4 oPQ	34.5 pq	22.7	20.5	27.9	23.1	34.7

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
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	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Color of light	70	7	63	7	10	20	33	70	-	-	39	28	-	0	11	33	15	30	36	4
	14.9	15.4	14.8	11.8	27.8 dFg	13.5	14.7	14.9			14.3	16.2		2.9	14.3	15.8	13.7	17.5	13.6	11.3
How they fit in fixtures	37	5	33	7	5	11	13	37	-	-	33	3	-	-	5	19	9	14	20	4
	8.0	10.1	7.7	11.4	15.1	7.8	6.0	8.0			12.3 L	2.0			6.9	9.1	7.7	8.2	7.4	11.5
How they look in fixtures	24	4	20	4	4	6	10	24	-	-	13	7	-	0	6	9	5	12	11	0
	5.0	7.6	4.7	5.7	11.1	3.9	4.6	5.0			4.7	3.8		2.9	8.4	4.4	4.1	7.2	4.1	0.8
Mercury/Hazardous contents	60	4	56	9	4	18	28	60	-	-	31	26	-	-	11	29	9	23	34	3
	12.8	9.4	13.1	14.0	12.6	12.5	12.6	12.8			11.5	14.7			14.7	13.9	8.5	13.4	12.7	9.8
Take too long to light up	158	14	144	22	6	49	82	158	-	-	86	62	-	3	16	64	54	55	93	11
	33.6	30.2	34.0	34.1 e	17.2	33.3 e	36.3 E	33.6			31.6	35.6		33.5	20.9	31.1	49.1 OP	31.6	35.1	32.8
Don't last long enough	38	2	36	9	0	9	19	38	-	-	23	13	-	-	5	20	12	10	24	3
	8.1	5.3	8.4	14.4 Ef	0.8	6.4 e	8.5 E	8.1			8.5	7.5			6.2	9.8	10.5	5.9	9.2	10.7

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Disposal is difficult	29	2	27	3	1	7	19	29	-	-	15	13	-	3	2	14	5	8	18	3
	6.2	4.7	6.4	5.2	1.5	4.5	8.4 e	6.2			5.6	7.4		30.7 oq	2.2	6.9	4.4	4.8	6.7	10.7
Other	25	2	23	2	1	6	16	25	-	-	14	11	-	-	8	11	3	8	16	1
	5.3	4.7	5.4	3.5	2.3	4.1	7.1	5.3			5.2	6.3			10.3 q	5.3	2.8	4.5	6.0	4.5

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	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: PURCHASED CFLS	547	53	494	73	37	163	274	547	-	-	311	199	-	9	97	238	120	189	310	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
UNWEIGHTED BASE	539	193	346	100	68	148	223	539	-	-	313	191	-	9	93	238	113	180	303	56
Price/expensive	53	5	49	1	1	27	24	53	-	-	34	19	-	-	14	20	13	17	33	3
	9.8	8.8	9.9	0.8	3.8	16.6 DEg	8.9 De	9.8			11.0	9.3			14.1	8.4	11.0	8.9	10.8	6.6
Too bright	4	1	3	-	1	1	2	4	-	-	0	3	-	-	0	1	-	3	0	1
	0.7	1.5	0.6		1.5	0.9	0.6	0.7			0.1	1.7			0.3	0.6		1.5	0.1	1.1
Not bright enough	121	12	109	12	10	44	54	121	-	-	66	46	-	6	27	47	23	48	61	11
	22.0	22.8	22.0	17.0	28.0	26.8	19.8	22.0			21.2	23.0		66.4 OPQ	27.6	19.6	18.8	25.6	19.7	23.3
Color of light	70	7	63	7	10	20	33	70	-	-	39	28	-	0	11	33	15	30	36	4
	12.8	13.5	12.7	10.2	26.8 DFG	12.1	12.0	12.8			12.6	14.2		2.9	11.4	13.7	12.6	16.0	11.6	7.6

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
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BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
How they fit in fixtures	37	5	33	7	5	11	13	37	-	-	33	3	-	-	5	19	9	14	20	4
	6.8	8.8	6.6	9.8	14.5 g	7.0	4.9	6.8			10.8 L	1.7			5.5	7.9	7.1	7.5	6.3	7.7
How they look in fixtures	24	4	20	4	4	6	10	24	-	-	13	7	-	0	6	9	5	12	11	0
	4.3	6.7	4.0	4.9	10.7	3.5	3.7	4.3			4.1	3.3		2.9	6.7	3.8	3.8	6.6 t	3.5	0.6
Mercury/Hazardous contents	60	4	56	9	4	18	28	60	-	-	31	26	-	-	11	29	9	23	34	3
	11.0	8.3	11.3	12.1	12.1	11.2	10.4	11.0			10.1	12.9			11.8	12.0	7.9	12.3	10.8	6.6
Take too long to light up	158	14	144	22	6	49	82	158	-	-	86	62	-	3	16	64	54	55	93	11
	28.9	26.4	29.2	29.5	16.6	29.9 e	29.9 e	28.9			27.6	31.0		33.5	16.8	26.9 o	45.2 OP	28.9	30.0	22.1
Don't last long enough	38	2	36	9	0	9	19	38	-	-	23	13	-	-	5	20	12	10	24	3
	7.0	4.7	7.2	12.5 E	0.7	5.8 e	7.0 E	7.0			7.5	6.6			4.9	8.5	9.6	5.4	7.9	7.2
Disposal is difficult	29	2	27	3	1	7	19	29	-	-	15	13	-	3	2	14	5	8	18	3
	5.4	4.2	5.5	4.5	1.5	4.0	6.9 e	5.4			4.9	6.4		30.7 oq	1.8	5.9 o	4.1	4.4	5.7	7.2

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
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Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

S5. In general, what are the worst features of CFLs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Other	25	2	23	2	1	6	16	25	-	-	14	11	-	-	8	11	3	8	16	1
	4.6	4.1	4.6	3.0	2.2	3.7	5.9	4.6			4.6	5.5			8.3	4.6	2.6	4.1	5.1	3.0
Don't know	67	6	62	7	1	15	44	67	-	-	35	21	-	-	15	30	8	14	42	11
	12.3	10.4	12.5	9.1	3.7	9.1	16.1 EF	12.3			11.3	10.5			15.7 q	12.5	6.7	7.6	13.4 R	23.3 R
Refused	10	1	9	3	-	2	5	10	-	-	4	4	-	-	4	2	1	1	4	4
	1.8	2.1	1.7	4.2		1.2	1.7	1.8			1.2	2.3			4.3	0.9	1.2	0.8	1.2	9.4 Rs

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

S10_1. Agree or disagree with statement: CFLs are not bright enough

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: PURCHASED CFLS	547	53	494	73	37	163	274	547	-	-	311	199	-	9	97	238	120	189	310	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
UNWEIGHTED BASE	539	193	346	100	68	148	223	539	-	-	313	191	-	9	93	238	113	180	303	56
Don't know/Refused	20	2	18	5	1	7	7	20	-	-	6	7	-	-	3	7	4	6	8	7
Total answering	527	51	475	68	36	156	267	527	-	-	305	192	-	9	94	232	116	183	302	41
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
Agree	211	23	189	23	17	68	104	211	-	-	107	94	-	5	48	88	31	69	122	21
	40.1	44.4	39.7	33.7	45.7	43.5	39.0	40.1			35.2	48.8 K		54.0	51.6 PQ	37.8 q	27.1	37.5	40.3	50.5
Disagree	315	29	287	45	20	88	163	315	-	-	198	98	-	4	45	144	84	115	180	20
	59.9	55.6	60.3	66.3	54.3	56.5	61.0	59.9			64.8 L	51.2		46.0	48.4	62.2 O	72.9 Op	62.5	59.7	49.5

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

S10_1. Agree or disagree with statement: CFLs are not bright enough

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: PURCHASED CFLS	547	53	494	73	37	163	274	547	-	-	311	199	-	9	97	238	120	189	310	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
UNWEIGHTED BASE	539	193	346	100	68	148	223	539	-	-	313	191	-	9	93	238	113	180	303	56
Agree	211	23	189	23	17	68	104	211	-	-	107	94	-	5	48	88	31	69	122	21
	38.7	43.0	38.2	31.4	44.7	41.6	38.0	38.7			34.5	47.2 K		54.0	49.9 pQ	36.8 q	26.2	36.4	39.3	43.6
Disagree	315	29	287	45	20	88	163	315	-	-	198	98	-	4	45	144	84	115	180	20
	57.7	53.9	58.1	61.7	53.1	54.0	59.4	57.7			63.5 L	49.5		46.0	46.9	60.5 O	70.3 O	60.7 T	58.1 t	42.7
Don't know	16	1	14	5	1	6	4	16	-	-	6	2	-	-	3	5	3	6	3	7
	2.8	2.6	2.9	6.8 g	1.5	3.5	1.6	2.8			2.0	1.0			3.2	2.1	2.3	3.0	1.1	13.7 rS
Refused	5	0	4	-	0	1	3	5	-	-	-	5	-	-	-	1	1	-	5	-
	0.8	0.5	0.9		0.7	0.9	1.0	0.8				2.3				0.6	1.2		1.5	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

S10_2. Agree or disagree with statement: The light from CFLs is too harsh

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: PURCHASED CFLS	547	53	494	73	37	163	274	547	-	-	311	199	-	9	97	238	120	189	310	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
UNWEIGHTED BASE	539	193	346	100	68	148	223	539	-	-	313	191	-	9	93	238	113	180	303	56
Don't know/Refused	13	1	11	-	-	5	7	13	-	-	5	1	-	-	3	5	1	3	8	2
Total answering	534	52	482	73	37	158	266	534	-	-	305	197	-	9	94	234	118	186	302	46
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
Agree	95	7	89	8	8	32	47	95	-	-	47	45	-	3	19	44	11	35	59	1
	17.8	12.7	18.4 b	11.0	21.3	20.2 d	17.8	17.8			15.5	22.8 k		33.6	20.1 q	18.6 Q	9.2	19.0 T	19.5 T	1.8
Disagree	439	45	394	65	29	126	219	439	-	-	258	152	-	6	75	190	108	151	243	45
	82.2	87.3 c	81.6	89.0 f	78.7	79.8	82.2	82.2			84.5 l	77.2		66.4	79.9	81.4	90.8 oP	81.0	80.5	98.2 RS

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

S10_2. Agree or disagree with statement: The light from CFLs is too harsh

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: PURCHASED CFLS	547	53	494	73	37	163	274	547	-	-	311	199	-	9	97	238	120	189	310	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
UNWEIGHTED BASE	539	193	346	100	68	148	223	539	-	-	313	191	-	9	93	238	113	180	303	56
Agree	95	7	89	8	8	32	47	95	-	-	47	45	-	3	19	44	11	35	59	1
	17.4	12.4	17.9 b	11.0	21.3	19.6	17.3	17.4			15.2	22.7 k		33.6	19.4 q	18.3 Q	9.1	18.7 T	19.0 T	1.7
Disagree	439	45	394	65	29	126	219	439	-	-	258	152	-	6	75	190	108	151	243	45
	80.3	85.5 c	79.7	89.0 Fg	78.7	77.3	80.0	80.3			83.1	76.6		66.4	77.3	79.7	89.7 OP	79.8	78.4	94.7 RS
Don't know	13	1	11	-	-	5	7	13	-	-	5	1	-	-	3	5	1	3	8	2
	2.3	2.1	2.3			3.1	2.7	2.3			1.7	0.7			3.2	2.0	1.2	1.5	2.6	3.6

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

S10_3. Agree or disagree with statement: CFLs don't fit well in my fixtures

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: PURCHASED CFLS	547	53	494	73	37	163	274	547	-	-	311	199	-	9	97	238	120	189	310	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
UNWEIGHTED BASE	539	193	346	100	68	148	223	539	-	-	313	191	-	9	93	238	113	180	303	56
Don't know/Refused	22	2	20	3	-	7	11	22	-	-	6	5	-	2	3	7	3	4	11	7
Total answering	525	51	474	70	37	156	263	525	-	-	305	193	-	8	94	231	117	185	300	41
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
Agree	193	18	174	21	12	65	95	193	-	-	96	84	-	3	37	81	33	61	115	16
	36.7	35.9	36.8	30.2	32.5	41.6	36.1	36.7			31.6	43.2 K		41.0	39.9	34.8	28.4	33.1	38.5	39.6
Disagree	333	33	300	49	25	91	168	333	-	-	208	110	-	5	56	151	84	124	184	25
	63.3	64.1	63.2	69.8	67.5	58.4	63.9	63.3			68.4 L	56.8		59.0	60.1	65.2	71.6	66.9	61.5	60.4

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

S10_3. Agree or disagree with statement: CFLs don't fit well in my fixtures

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: PURCHASED CFLS	547	53	494	73	37	163	274	547	-	-	311	199	-	9	97	238	120	189	310	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
UNWEIGHTED BASE	539	193	346	100	68	148	223	539	-	-	313	191	-	9	93	238	113	180	303	56
Agree	193	18	174	21	12	65	95	193	-	-	96	84	-	3	37	81	33	61	115	16
	35.2	34.8	35.3	28.8	32.5	39.7	34.7	35.2			31.0	42.0 K		33.6	38.4	33.8	27.7	32.3	37.2	34.1
Disagree	333	33	300	49	25	91	168	333	-	-	208	110	-	5	56	151	84	124	184	25
	60.8	62.1	60.7	66.7	67.5	55.8	61.4	60.8			67.0 L	55.3		48.2	58.0	63.3	69.9	65.5	59.3	52.1
Don't know	20	1	19	3	-	7	9	20	-	-	6	5	-	1	3	7	1	4	9	6
	3.6	2.1	3.8	3.8		4.5	3.4	3.6			2.0	2.4		15.2	3.2	3.0	1.2	2.2	3.0	12.6 RS
Refused	2	1	1	1	-	-	1	2	-	-	-	1	-	0	0	-	1	-	1	1
	0.4	1.0	0.3	0.8			0.5	0.4				0.3		3.0	0.3		1.2		0.5	1.2

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

S10_4. Agree or disagree with statement: CFLs don't look good in my fixtures

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: PURCHASED CFLS	547	53	494	73	37	163	274	547	-	-	311	199	-	9	97	238	120	189	310	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
UNWEIGHTED BASE	539	193	346	100	68	148	223	539	-	-	313	191	-	9	93	238	113	180	303	56
Don't know/Refused	41	4	37	6	2	21	12	41	-	-	18	20	-	-	13	11	7	14	18	10
Total answering	506	49	457	67	35	142	262	506	-	-	293	179	-	9	84	227	113	175	293	38
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
Agree	192	18	174	31	16	54	91	192	-	-	95	85	-	4	38	74	39	61	114	17
	38.0	37.8	38.1	46.5	45.4	38.4	34.7	38.0			32.4	47.6 K		38.9	45.9 p	32.7	34.2	34.8	39.0	45.5
Disagree	313	30	283	36	19	87	171	313	-	-	198	94	-	6	45	153	74	114	178	21
	62.0	62.2	61.9	53.5	54.6	61.6	65.3	62.0			67.6 L	52.4		61.1	54.1	67.3 o	65.8	65.2	61.0	54.5

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

S10_4. Agree or disagree with statement: CFLs don't look good in my fixtures

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: PURCHASED CFLS	547	53	494	73	37	163	274	547	-	-	311	199	-	9	97	238	120	189	310	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
UNWEIGHTED BASE	539	193	346	100	68	148	223	539	-	-	313	191	-	9	93	238	113	180	303	56
Agree	192	18	174	31	16	54	91	192	-	-	95	85	-	4	38	74	39	61	114	17
	35.2	34.7	35.2	42.4	43.4	33.4	33.2	35.2			30.5	43.0 K		38.9	39.6	31.2	32.2	32.3	36.8	36.4
Disagree	313	30	283	36	19	87	171	313	-	-	198	94	-	6	45	153	74	114	178	21
	57.3	57.0	57.3	48.9	52.2	53.5	62.4 d	57.3			63.8 L	47.2		61.1	46.7	64.1 O	61.9 O	60.4 t	57.5	43.5
Don't know	37	4	33	6	2	17	12	37	-	-	18	15	-	-	13	11	4	10	18	10
	6.8	8.3	6.6	8.7	4.4	10.5 g	4.4	6.8			5.7	7.7			13.7 PQ	4.8	3.6	5.1	5.8	20.2 RS
Refused	4	-	4	-	-	4	-	4	-	-	-	4	-	-	-	-	3	4	-	-
	0.8		0.9			2.6		0.8				2.2					2.4	2.3		

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

S10_5. Agree or disagree with statement: CFLs take too long to light up

BANNER 1 - WEIGHTED

	TOTAL	RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
		RURAL	URBAN	ID	MT	OR	WA	PURCHASER	NON-PURCHASER	UNAWARE	WITHIN PAST YEAR	2 OR MORE YEARS AGO	0	1	2-4	5-12	13+	PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: PURCHASED CFLS	547	53	494	73	37	163	274	547	-	-	311	199	-	9	97	238	120	189	310	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
UNWEIGHTED BASE	539	193	346	100	68	148	223	539	-	-	313	191	-	9	93	238	113	180	303	56
Don't know/Refused	15	2	13	-	1	5	9	15	-	-	3	7	-	-	2	3	-	4	9	2
Total answering	532	51	481	73	36	158	265	532	-	-	308	192	-	9	95	235	120	185	301	46
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
Agree	260	24	236	32	17	79	132	260	-	-	141	108	-	3	42	103	64	87	150	23
	48.8	47.0	49.0	43.6	46.4	50.1	49.8	48.8			46.0	56.1 k		36.4	44.1	43.8	53.5	47.2	49.7	49.4
Disagree	273	27	245	41	19	79	133	273	-	-	166	84	-	6	53	132	56	98	152	23
	51.2	53.0	51.0	56.4	53.6	49.9	50.2	51.2			54.0 l	43.9		63.6	55.9	56.2	46.5	52.8	50.3	50.6

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

S10_5. Agree or disagree with statement: CFLs take too long to light up

BANNER 1 - WEIGHTED

		RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
	TOTAL	RURAL	URBAN	ID	MT	OR	WA	PURCHASER	NON-PURCHASER	UNAWARE	WITHIN PAST YEAR	2 OR MORE YEARS AGO	0	1	2-4	5-12	13+	PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: PURCHASED CFLS	547	53	494	73	37	163	274	547	-	-	311	199	-	9	97	238	120	189	310	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
UNWEIGHTED BASE	539	193	346	100	68	148	223	539	-	-	313	191	-	9	93	238	113	180	303	56
Agree	260	24	236	32	17	79	132	260	-	-	141	108	-	3	42	103	64	87	150	23
	47.5	45.6	47.7	43.6	45.4	48.6	48.2	47.5			45.5	54.1 k		36.4	43.2	43.2	53.5	46.3	48.2	47.7
Disagree	273	27	245	41	19	79	133	273	-	-	166	84	-	6	53	132	56	98	152	23
	49.8	51.3	49.7	56.4	52.4	48.4	48.6	49.8			53.5 L	42.3		63.6	54.8	55.4	46.5	51.8	48.8	48.8
Don't know	15	2	13	-	1	5	9	15	-	-	3	7	-	-	2	3	-	4	9	2
	2.7	3.1	2.6		2.2	3.0	3.2	2.7			1.0	3.6			2.0	1.4		2.0	3.0	3.6

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

S10_6. Agree or disagree with statement: CFLs don't come in the shapes that I need

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: PURCHASED CFLS	547	53	494	73	37	163	274	547	-	-	311	199	-	9	97	238	120	189	310	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
UNWEIGHTED BASE	539	193	346	100	68	148	223	539	-	-	313	191	-	9	93	238	113	180	303	56
Don't know/Refused	41	6	34	5	3	14	18	41	-	-	13	20	-	3	10	14	3	13	20	8
Total answering	506	47	460	68	34	149	256	506	-	-	298	178	-	6	87	225	117	175	291	40
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
Agree	172	20	151	22	13	49	87	172	-	-	82	77	-	5	33	63	32	52	102	17
	33.9	43.6 C	32.9	32.0	39.2	33.1	34.2	33.9			27.6	42.9 K		76.9 OPQ	37.9	28.0	27.4	29.6	35.2	43.2
Disagree	335	26	308	47	20	100	168	335	-	-	215	102	-	1	54	162	85	123	188	23
	66.1	56.4	67.1 B	68.0	60.8	66.9	65.8	66.1			72.4 L	57.1		23.1	62.1 N	72.0 N	72.6 N	70.4	64.8	56.8

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

S10_6. Agree or disagree with statement: CFLs don't come in the shapes that I need

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: PURCHASED CFLS	547	53	494	73	37	163	274	547	-	-	311	199	-	9	97	238	120	189	310	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
UNWEIGHTED BASE	539	193	346	100	68	148	223	539	-	-	313	191	-	9	93	238	113	180	303	56
Agree	172	20	151	22	13	49	87	172	-	-	82	77	-	5	33	63	32	52	102	17
	31.4	38.4 c	30.6	29.9	35.7	30.2	31.9	31.4			26.5	38.5 K		51.2	34.0	26.4	26.7	27.5	33.0	36.3
Disagree	335	26	308	47	20	100	168	335	-	-	215	102	-	1	54	162	85	123	188	23
	61.2	49.7	62.4 B	63.6	55.3	61.1	61.4	61.2			69.3 L	51.2		15.3	55.8 N	67.8 No	70.9 No	65.4 T	60.7	47.8
Don't know	40	6	34	4	3	14	18	40	-	-	13	20	-	3	10	14	3	13	20	7
	7.3	10.9	6.9	5.7	9.0	8.7	6.7	7.3			4.2	10.0 k		30.6 q	9.9 q	5.9	2.4	7.1	6.3	14.7
Refused	1	1	-	1	-	-	-	1	-	-	-	1	-	0	0	-	-	-	-	1
	0.1	1.0		0.8				0.1				0.3		3.0	0.3					1.2

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

S10_7. Agree or disagree with statement: CFLs are not suitable for use in all of the rooms in my home

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: PURCHASED CFLS	547	53	494	73	37	163	274	547	-	-	311	199	-	9	97	238	120	189	310	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
UNWEIGHTED BASE	539	193	346	100	68	148	223	539	-	-	313	191	-	9	93	238	113	180	303	56
Don't know/Refused	15	0	14	-	-	7	7	15	-	-	6	4	-	-	3	4	-	4	9	1
Total answering	532	53	480	73	37	156	266	532	-	-	305	195	-	9	94	234	120	185	302	46
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
Agree	299	32	267	40	26	88	146	299	-	-	160	117	-	7	58	137	49	105	166	28
	56.1	60.4	55.7	54.5	69.1 g	56.3	54.7	56.1			52.5	60.4		69.6 q	62.1 Q	58.3 Q	41.2	56.8	55.2	59.7
Disagree	234	21	213	33	11	68	121	234	-	-	145	77	-	3	36	98	70	80	135	19
	43.9	39.6	44.3	45.5	30.9	43.7	45.3 e	43.9			47.5	39.6		30.4	37.9	41.7	58.8 nOP	43.2	44.8	40.3

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

S10_7. Agree or disagree with statement: CFLs are not suitable for use in all of the rooms in my home

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: PURCHASED CFLS	547	53	494	73	37	163	274	547	-	-	311	199	-	9	97	238	120	189	310	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
UNWEIGHTED BASE	539	193	346	100	68	148	223	539	-	-	313	191	-	9	93	238	113	180	303	56
Agree	299	32	267	40	26	88	146	299	-	-	160	117	-	7	58	137	49	105	166	28
	54.6	60.1	54.0	54.5	69.1 fg	53.8	53.2	54.6			51.5	59.1		69.6 q	60.1 Q	57.3 Q	41.2	55.5	53.6	57.9
Disagree	234	21	213	33	11	68	121	234	-	-	145	77	-	3	36	98	70	80	135	19
	42.7	39.4	43.1	45.5	30.9	41.8	44.1	42.7			46.6	38.8		30.4	36.7	40.9	58.8 nOP	42.2	43.5	39.1
Don't know	15	0	14	-	-	7	7	15	-	-	6	4	-	-	3	4	-	4	9	1
	2.7	0.5	2.9 B			4.4	2.7	2.7			1.9	2.2			3.2	1.8		2.3	2.9	3.0

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

E3A. What is the main factor preventing you from increasing the number of CFLs you currently have installed in your home?

	BANNER 1 - WEIGHTED																			
		RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
	TOTAL	RURAL	URBAN	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+	PUR-CHASER	NON-PUR-CHASER	UN-AWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: MAY REPLACE INCANDESCENT BULBS WITH CLFS	547 100.0	53 100.0	494 100.0	73 100.0	37 100.0	163 100.0	274 100.0	547 100.0	-	-	311 100.0	199 100.0	-	9 100.0	97 100.0	238 100.0	120 100.0	189 100.0	310 100.0	48 100.0
UNWEIGHTED BASE	539	193	346	100	68	148	223	539	-	-	313	191	-	9	93	238	113	180	303	56
Don't know/Refused	44	8	36	10	1	9	23	44	-	-	28	13	-	-	9	20	7	9	33	2
Total answering	503 100.0	45 100.0	458 100.0	63 100.0	36 100.0	154 100.0	251 100.0	503 100.0	-	-	283 100.0	186 100.0	-	9 100.0	88 100.0	218 100.0	113 100.0	180 100.0	277 100.0	46 100.0
Waiting for incandescent bulbs to burn out	104 20.7	9 20.3	95 20.8	25 39.5 EFG	6 15.8	37 24.3 G	36 14.5	104 20.7	-	-	63 22.4	33 17.6	-	0 3.0	18 20.6	51 23.5 n	21 18.6	33 18.5	63 22.6	8 17.8
Storing incandescent bulbs	5 0.9	0 0.6	4 0.9	1 2.2	2 4.8	-	1 0.6	5 0.9	-	-	3 1.0	2 0.9	-	-	-	3 1.3	-	1 0.8	3 1.1	-
Operating hours-don't use other bulbs/lamps enough	6 1.1	-	6 1.3	-	-	3 1.9	3 1.1	6 1.1	-	-	4 1.5	1 0.8	-	-	1 1.6	4 2.0	-	3 1.6	3 1.0	-

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

E3A. What is the main factor preventing you from increasing the number of CFLs you currently have installed in your home?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
CFLs are too expensive/ cost too much	74 14.7	4 9.2	70 15.3 B	7 11.8	2 6.3	29 18.7 E	36 14.2	74 14.7	-	-	40 14.1	27 14.5	-	3 30.7	20 22.6 Q	33 14.9	10 9.0	24 13.1	42 15.3	8 17.5
Need dimmable bulbs/ can't get dimmable CFLs/ can't use CFLs with dimmer switches	21 4.2	2 5.5	19 4.1	1 1.8	2 5.5	2 1.1	16 6.5 F	21 4.2	-	-	13 4.4	9 4.6	-	-	5 5.2	11 5.1	2 1.5	9 5.2	10 3.7	1 3.1
Need 3-way bulbs/can't get 3-way CFLs/can't use CFLs in my 3-way fixtures/when I use regular CFLs in my 3-way fixtures they don't work	10 1.9	1 2.5	9 1.9	0 0.4	1 1.5	5 3.0	4 1.7	10 1.9	-	-	7 2.4	1 0.8	-	1 15.2	1 1.6	3 1.4	1 1.3	4 2.1	6 2.2	-
Don't like the way CFLs look in fixtures	19 3.8	2 4.9	17 3.7	3 5.3	3 9.5 f	3 1.9	10 3.9	19 3.8	-	-	10 3.5	8 4.2	-	0 2.9	6 6.4	6 2.7	3 2.5	8 4.4	8 3.0	3 6.9

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

E3A. What is the main factor preventing you from increasing the number of CFLs you currently have installed in your home?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Don't like the way CFLs fit in fixtures	32 6.3	5 10.4	27 5.9	3 4.4	1 3.8	11 7.0	17 6.7	32 6.3	-	-	19 6.8	10 5.6	-	-	1 0.9	19 8.9 O	5 4.3	8 4.4	23 8.2	1 2.4
CFLs aren't bright enough	37 7.4	4 9.8	33 7.2	1 1.8	5 13.4 d	13 8.7 d	18 7.2	37 7.4	-	-	13 4.4	23 12.6 K	-	2 18.2	10 11.0	18 8.2	-	10 5.7	21 7.5	6 13.7
CFL light color isn't what I want/isn't right	17 3.3	2 5.5	14 3.1	3 5.3	4 11.1 f	2 1.5	7 2.9	17 3.3	-	-	11 4.0	5 2.9	-	1 14.8	3 3.5	5 2.5	1 1.3	7 4.1	6 2.3	3 6.8
CFLs take too long to light up	13 2.6	0 0.6	13 2.8 B	2 2.6	-	7 4.6	4 1.7	13 2.6	-	-	6 2.0	7 4.0	-	-	3 3.2	4 2.0	5 4.0	5 2.5	6 2.1	3 6.3
Mercury/concerns about disposal	30 5.9	3 6.1	27 5.9	3 5.3	1 1.5	10 6.3	16 6.5	30 5.9	-	-	7 2.5	21 11.5 K	-	-	4 4.8	10 4.6	6 5.3	7 4.1	17 6.3	5 11.2

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

E3A. What is the main factor preventing you from increasing the number of CFLs you currently have installed in your home?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Don not need any more bulbs at this time	72 14.3	6 14.1	66 14.4	7 11.0	6 16.4	15 9.8	44 17.6 F	72 14.3	-	-	41 14.5	22 11.9	-	-	11 12.0	36 16.4	19 16.9	25 13.9	42 15.2	5 10.6
All of the bulbs in my home are CFLs	54 10.7	4 8.6	50 10.9	6 8.8	3 9.5	14 8.9	31 12.5	54 10.7	-	-	44 15.6 L	9 4.9	-	-	3 3.2	13 5.9	38 33.9 OP	26 14.4 T	26 9.4	2 3.7
Other	9 1.9	1 1.8	9 1.9	-	0 0.8	3 2.2	6 2.3	9 1.9	-	-	2 0.7	6 3.2	-	1 15.2	3 3.3	1 0.7	1 1.3	9 5.1 S	0 0.1	-

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

E3A. What is the main factor preventing you from increasing the number of CFLs you currently have installed in your home?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: MAY REPLACE INCANDESCENT BULBS WITH CLFS	547 100.0	53 100.0	494 100.0	73 100.0	37 100.0	163 100.0	274 100.0	547 100.0	-	-	311 100.0	199 100.0	-	9 100.0	97 100.0	238 100.0	120 100.0	189 100.0	310 100.0	48 100.0
UNWEIGHTED BASE	539	193	346	100	68	148	223	539	-	-	313	191	-	9	93	238	113	180	303	56
Waiting for incandescent bulbs to burn out	104 19.1	9 17.1	95 19.3	25 34.1 EG	6 15.2	37 22.9 G	36 13.3	104 19.1	-	-	63 20.4	33 16.4	-	0 3.0	18 18.7	51 21.5	21 17.5	33 17.7	63 20.2	8 17.1
Storing incandescent bulbs	5 0.8	0 0.5	4 0.9	1 1.9	2 4.6	-	1 0.5	5 0.8	-	-	3 0.9	2 0.9	-	-	-	3 1.2	-	1 0.7	3 1.0	-
Operating hours-don't use other bulbs/lamps enough	6 1.0	-	6 1.2	-	-	3 1.8	3 1.0	6 1.0	-	-	4 1.4	1 0.7	-	-	1 1.5	4 1.8	-	3 1.5	3 0.9	-
CFLs are too expensive/ cost too much	74 13.5	4 7.8	70 14.2 B	7 10.2	2 6.1	29 17.7 E	36 13.0	74 13.5	-	-	40 12.8	27 13.5	-	3 30.7	20 20.5 Q	33 13.6	10 8.5	24 12.5	42 13.7	8 16.8

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

E3A. What is the main factor preventing you from increasing the number of CFLs you currently have installed in your home?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Need dimmable bulbs/ can't get dimmable CFLs/ can't use CFLs with dimmer switches	21 3.9	2 4.7	19 3.8	1 1.5	2 5.3	2 1.0	16 6.0 F	21 3.9	-	-	13 4.1	9 4.3	-	-	5 4.7	11 4.7	2 1.4	9 5.0	10 3.3	1 3.0
Need 3-way bulbs/can't get 3-way CFLs/can't use CFLs in my 3-way fixtures/when I use regular CFLs in my 3-way fixtures they don't work	10 1.8	1 2.1	9 1.7	0 0.4	1 1.5	5 2.8	4 1.6	10 1.8	-	-	7 2.2	1 0.7	-	1 15.2	1 1.5	3 1.3	1 1.2	4 2.0	6 1.9	-
Don't like the way CFLs look in fixtures	19 3.5	2 4.1	17 3.5	3 4.5	3 9.2 f	3 1.8	10 3.5	19 3.5	-	-	10 3.2	8 4.0	-	0 2.9	6 5.8	6 2.5	3 2.4	8 4.2	8 2.6	3 6.6
Don't like the way CFLs fit in fixtures	32 5.8	5 8.8	27 5.5	3 3.8	1 3.7	11 6.6	17 6.2	32 5.8	-	-	19 6.2	10 5.3	-	-	1 0.9	19 8.1 O	5 4.0	8 4.2	23 7.3	1 2.3

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
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NEEA Consumer Lighting Survey (#6510)

E3A. What is the main factor preventing you from increasing the number of CFLs you currently have installed in your home?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
CFLs aren't bright enough	37 6.8	4 8.3	33 6.7	1 1.5	5 12.9 d	13 8.2 D	18 6.6 d	37 6.8	-	-	13 4.0	23 11.8 K	-	2 18.2	10 10.0	18 7.5	-	10 5.5	21 6.7	6 13.1
CFL light color isn't what I want/isn't right	17 3.1	2 4.7	14 2.9	3 4.5	4 10.7 fg	2 1.4	7 2.6	17 3.1	-	-	11 3.6	5 2.7	-	1 14.8	3 3.2	5 2.3	1 1.2	7 3.9	6 2.0	3 6.5
CFLs take too long to light up	13 2.4	0 0.5	13 2.6 B	2 2.3	-	7 4.4	4 1.6	13 2.4	-	-	6 1.8	7 3.7	-	-	3 2.9	4 1.8	5 3.8	5 2.4	6 1.8	3 6.0
Mercury/concerns about disposal	30 5.5	3 5.2	27 5.5	3 4.5	1 1.5	10 5.9	16 6.0	30 5.5	-	-	7 2.3	21 10.7 K	-	-	4 4.4	10 4.2	6 5.0	7 3.9	17 5.6	5 10.7
Don not need any more bulbs at this time	72 13.2	6 11.9	66 13.3	7 9.5	6 15.8	15 9.3	44 16.1 f	72 13.2	-	-	41 13.2	22 11.1	-	-	11 10.9	36 15.0	19 15.9	25 13.2	42 13.6	5 10.2

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

E3A. What is the main factor preventing you from increasing the number of CFLs you currently have installed in your home?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
All of the bulbs in my home are CFLs	54 9.9	4 7.3	50 10.1	6 7.6	3 9.2	14 8.4	31 11.4	54 9.9	-	-	44 14.2 L	9 4.6	-	-	3 2.9	13 5.4	38 31.9 OP	26 13.8 T	26 8.4	2 3.6
Other	9 1.7	1 1.6	9 1.7	-	0 0.7	3 2.1	6 2.1	9 1.7	-	-	2 0.6	6 3.0	-	1 15.2	3 3.0	1 0.6	1 1.2	9 4.8 S	0 0.1	-
Don't know	38 6.9	8 14.5 C	30 6.1	7 9.8	1 3.0	9 5.7	20 7.3	38 6.9	-	-	25 7.9	10 5.0	-	-	7 7.6	15 6.4	7 5.9	9 4.6	27 8.7	2 4.2
Refused	6 1.1	1 1.0	6 1.1	3 3.8	0 0.7	-	3 1.1	6 1.1	-	-	3 1.0	3 1.6	-	-	1 1.5	5 2.0	-	-	6 2.0	-

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

E3B. Any other reasons keeping you from increasing the number of CFLs you currently have installed in your home?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: HAVE MAIN REASON FOR NOT REPLACING INCANDESCENT BULBS WITH CFLS	449	41	408	58	32	140	219	449	-	-	239	177	-	9	85	206	75	154	251	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
UNWEIGHTED BASE	435	149	286	76	59	123	177	435	-	-	236	169	-	9	80	198	70	142	242	51
Don't know/Refused	14	1	13	2	1	6	6	14	-	-	4	6	-	-	5	8	-	4	8	2
Total answering	435	40	395	56	31	134	213	435	-	-	235	171	-	9	81	197	75	150	243	42
	100.0	100.0	100.0	100.0	100.0	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	4	-	4	-	-	-	4	4	-	-	1	3	-	1	-	1	-	1	3	-
	1.0		1.1				2.0	1.0			0.6	1.7		15.3		0.7		1.0	1.2	
Storing incandescent bulbs	1	-	1	-	-	-	1	1	-	-	-	1	-	-	1	-	-	-	1	-
	0.3		0.4				0.7	0.3				0.8			1.8				0.6	
Operating hours-don't use other bulbs/lamps enough	1	-	1	-	-	1	-	1	-	-	1	-	-	-	1	-	-	-	-	1
	0.3		0.4			1.1		0.3			0.6				1.8					3.4

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

E3B. Any other reasons keeping you from increasing the number of CFLs you currently have installed in your home?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
CFLs are too expensive/ cost too much	4 0.8	1 2.1	3 0.7	-	1 1.7	-	3 1.5	4 0.8	-	-	2 1.0	1 0.8	-	-	-	2 0.9	1 1.9	2 1.3	2 0.7	-
Need dimmable bulbs/ can't get dimmable CFLs/ can't use CFLs with dimmer switches	4 1.0	-	4 1.1	-	-	3 2.1	1 0.7	4 1.0	-	-	3 1.2	1 0.8	-	-	1 1.8	3 1.4	-	1 1.0	3 1.2	-
Need 3-way bulbs/can't get 3-way CFLs/can't use CFLs in my 3-way fixtures/when I use regular CFLs in my 3-way fixtures they don't work	3 0.8	1 1.4	3 0.7	-	-	1 0.4	3 1.3	3 0.8	-	-	1 0.2	3 1.7	-	-	-	2 1.0	-	1 1.0	2 0.8	-
Don't like the way CFLs look in fixtures	5 1.2	1 2.8	4 1.1	-	-	3 2.5	2 0.9	5 1.2	-	-	0 0.1	3 1.8	-	-	1 1.8	1 0.4	0 0.4	2 1.5	3 1.3	-
Don't like the way CFLs fit in fixtures	20 4.6	2 4.1	18 4.7	4 7.9	1 1.7	9 6.4	7 3.1	20 4.6	-	-	7 3.2	11 6.6	-	-	3 3.5	14 6.9 Q	0 0.4	6 4.0	13 5.2	1 3.4

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

E3B. Any other reasons keeping you from increasing the number of CFLs you currently have installed in your home?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
CFLs aren't bright enough	13 2.9	1 3.4	11 2.9	-	3 10.8 g	6 4.3	4 1.7	13 2.9	-	-	9 4.0	2 1.2	-	0 2.9	4 4.5	5 2.3	1 1.9	5 3.2	8 3.2	0 0.6
CFL light color isn't what I want/isn't right	11 2.4	1 1.4	10 2.5	-	-	6 4.7	4 2.0	11 2.4	-	-	3 1.5	7 4.2	-	-	1 1.8	6 3.2	-	3 1.9	8 3.2	-
CFLs take too long to light up	11 2.4	1 1.4	10 2.5	2 3.0	-	1 1.1	7 3.5	11 2.4	-	-	4 1.8	5 2.8	-	-	-	6 2.9	1 1.9	5 3.0	6 2.5	-
Mercury/concerns about disposal	4 1.0	1 3.5 c	3 0.7	2 3.5	1 1.7	1 1.1	0 0.1	4 1.0	-	-	1 0.6	3 1.6	-	-	-	1 0.7	-	2 1.3	1 0.3	1 3.4
Don not need any more bulbs at this time	5 1.1	1 1.4	4 1.1	1 2.5	1 1.7	-	3 1.3	5 1.1	-	-	4 1.8	1 0.3	-	-	-	3 1.7	1 1.9	3 1.9	2 0.8	-
Other	7 1.7	0 0.7	7 1.8	-	0 0.9	1 1.1	6 2.7	7 1.7	-	-	6 2.6	1 0.8	-	-	-	4 2.2	3 4.2	3 2.1	4 1.8	-

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

E3B. Any other reasons keeping you from increasing the number of CFLs you currently have installed in your home?

BANNER 1 - WEIGHTED

	TOTAL	RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
		RURAL	URBAN	ID	MT	OR	WA	PURCHASER	NON-PURCHASER	UNAWARE	WITHIN PAST YEAR	2 OR MORE YEARS AGO	0	1	2-4	5-12	13+	PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
No/Nothing	348	31	317	47	26	104	172	348	-	-	194	128	-	8	70	154	65	121	189	38
	80.0	78.5	80.1	83.2	81.4	77.5	80.5	80.0			82.7	74.9		81.8	86.6	77.8	87.7	80.7	78.0	89.2
																	p			S

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

E3B. Any other reasons keeping you from increasing the number of CFLs you currently have installed in your home?

	BANNER 1 - WEIGHTED																			
		RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
	TOTAL	RURAL	URBAN	ID	MT	OR	WA	PURCHASER	NON-PURCHASER	UNAWARE	WITHIN PAST YEAR	2 OR MORE YEARS AGO	0	1	2-4	5-12	13+	PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: HAVE MAIN REASON FOR NOT REPLACING INCANDESCENT BULBS WITH CFLS	449	41	408	58	32	140	219	449	-	-	239	177	-	9	85	206	75	154	251	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
UNWEIGHTED BASE	435	149	286	76	59	123	177	435	-	-	236	169	-	9	80	198	70	142	242	51
Waiting for incandescent bulbs to burn out	4	-	4	-	-	-	4	4	-	-	1	3	-	1	-	1	-	1	3	-
	1.0		1.1				2.0	1.0			0.6	1.6		15.3		0.7		0.9	1.1	
Storing incandescent bulbs	1	-	1	-	-	-	1	1	-	-	-	1	-	-	1	-	-	-	1	-
	0.3		0.4				0.7	0.3				0.8			1.7				0.6	
Operating hours-don't use other bulbs/lamps enough	1	-	1	-	-	1	-	1	-	-	1	-	-	-	1	-	-	-	-	1
	0.3		0.3			1.0		0.3			0.6				1.7					3.2
CFLs are too expensive/ cost too much	4	1	3	-	1	-	3	4	-	-	2	1	-	-	-	2	1	2	2	-
	0.8	2.0	0.7		1.7		1.4	0.8			0.9	0.8				0.8	1.9	1.3	0.7	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

E3B. Any other reasons keeping you from increasing the number of CFLs you currently have installed in your home?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Need dimmable bulbs/ can't get dimmable CFLs/ can't use CFLs with dimmer switches	4 1.0	-	4 1.1	-	-	3 2.0	1 0.7	4 1.0	-	-	3 1.2	1 0.8	-	-	1 1.7	3 1.4	-	1 0.9	3 1.1	-
Need 3-way bulbs/can't get 3-way CFLs/can't use CFLs in my 3-way fixtures/when I use regular CFLs in my 3-way fixtures they don't work	3 0.8	1 1.4	3 0.7	-	-	1 0.4	3 1.3	3 0.8	-	-	1 0.2	3 1.6	-	-	-	2 1.0	-	1 0.9	2 0.8	-
Don't like the way CFLs look in fixtures	5 1.2	1 2.7	4 1.1	-	-	3 2.4	2 0.9	5 1.2	-	-	0 0.1	3 1.8	-	-	1 1.7	1 0.4	0 0.4	2 1.5	3 1.2	-
Don't like the way CFLs fit in fixtures	20 4.5	2 4.0	18 4.5	4 7.7	1 1.7	9 6.1	7 3.0	20 4.5	-	-	7 3.1	11 6.4	-	-	3 3.3	14 6.6 Q	0 0.4	6 3.9	13 5.1	1 3.2
CFLs aren't bright enough	13 2.8	1 3.3	11 2.8	-	3 10.5 g	6 4.1	4 1.7	13 2.8	-	-	9 3.9	2 1.1	-	0 2.9	4 4.3	5 2.2	1 1.9	5 3.1	8 3.1	0 0.6

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

E3B. Any other reasons keeping you from increasing the number of CFLs you currently have installed in your home?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
CFL light color isn't what I want/isn't right	11 2.4	1 1.4	10 2.5	-	-	6 4.5	4 2.0	11 2.4	-	-	3 1.4	7 4.1	-	-	1 1.7	6 3.1	-	3 1.9	8 3.1	-
CFLs take too long to light up	11 2.3	1 1.3	10 2.4	2 2.9	-	1 1.0	7 3.4	11 2.3	-	-	4 1.8	5 2.7	-	-	-	6 2.8	1 1.9	5 2.9	6 2.4	-
Mercury/concerns about disposal	4 0.9	1 3.3 c	3 0.7	2 3.4	1 1.7	1 1.0	0 0.1	4 0.9	-	-	1 0.6	3 1.6	-	-	-	1 0.7	-	2 1.3	1 0.3	1 3.2
Don not need any more bulbs at this time	5 1.1	1 1.3	4 1.0	1 2.4	1 1.7	-	3 1.3	5 1.1	-	-	4 1.8	1 0.3	-	-	-	3 1.6	1 1.9	3 1.8	2 0.8	-
Other	7 1.7	0 0.7	7 1.8	-	0 0.8	1 1.0	6 2.6	7 1.7	-	-	6 2.5	1 0.8	-	-	-	4 2.1	3 4.2	3 2.0	4 1.7	-
Don't know	14 3.1	1 2.7	13 3.1	2 2.9	1 2.5	6 4.1	6 2.6	14 3.1	-	-	4 1.5	6 3.4	-	-	4 5.0	8 4.0	-	4 2.8	8 3.2	2 3.9
Refused	0 0.1	0 0.7	-	-	-	-	0 0.1	0 0.1	-	-	0 0.1	-	-	-	0 0.3	-	-	-	0 0.1	-

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

E3B. Any other reasons keeping you from increasing the number of CFLs you currently have installed in your home?

BANNER 1 - WEIGHTED

	TOTAL	RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
		RURAL	URBAN	ID	MT	OR	WA	PURCHASER	NON-PURCHASER	UNAWARE	WITHIN PAST YEAR	2 OR MORE YEARS AGO	0	1	2-4	5-12	13+	PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
No/Nothing	348	31	317	47	26	104	172	348	-	-	194	128	-	8	70	154	65	121	189	38
	77.5	75.9	77.6	80.8	79.3	74.3	78.3	77.5			81.3 l	72.3		81.8	81.9	74.7	87.7 P	78.5	75.4	85.7 s

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

E3A/B. What is the main factor preventing you from increasing the number of CFLs you currently have installed in your home?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: MAY REPLACE INCANDESCENT BULBS WITH CLFS	547 100.0	53 100.0	494 100.0	73 100.0	37 100.0	163 100.0	274 100.0	547 100.0	-	-	311 100.0	199 100.0	-	9 100.0	97 100.0	238 100.0	120 100.0	189 100.0	310 100.0	48 100.0
UNWEIGHTED BASE	539	193	346	100	68	148	223	539	-	-	313	191	-	9	93	238	113	180	303	56
Don't know/Refused	58	10	48	12	2	15	29	58	-	-	32	19	-	-	13	28	7	13	41	4
Total answering	503 100.0	45 100.0	458 100.0	63 100.0	36 100.0	154 100.0	251 100.0	503 100.0	-	-	283 100.0	186 100.0	-	9 100.0	88 100.0	218 100.0	113 100.0	180 100.0	277 100.0	46 100.0
Waiting for incandescent bulbs to burn out	107 21.3	9 20.3	98 21.4	25 39.5 EFG	6 15.8	37 24.3 g	39 15.7	107 21.3	-	-	65 22.9	34 18.3	-	2 18.3	18 20.6	53 24.2	21 18.6	35 19.3	64 23.2	8 17.8
Storing incandescent bulbs	6 1.2	0 0.6	6 1.2	1 2.2	2 4.8	-	3 1.1	6 1.2	-	-	3 1.0	3 1.7	-	-	1 1.6	3 1.3	-	1 0.8	5 1.6	-
Operating hours-don't use other bulbs/lamps enough	7 1.4	-	7 1.6	-	-	4 2.8	3 1.1	7 1.4	-	-	6 2.0	1 0.8	-	-	3 3.2	4 2.0	-	3 1.6	3 1.0	1 3.1

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

E3A/B. What is the main factor preventing you from increasing the number of CFLs you currently have installed in your home?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
CFLs are too expensive/ cost too much	78 15.5	5 11.0	73 15.9	7 11.8	3 7.8	29 18.7 e	39 15.4	78 15.5	-	-	42 14.9	28 15.2	-	3 30.7	20 22.6 Q	34 15.7	12 10.3	26 14.2	44 15.9	8 17.5
Need dimmable bulbs/ can't get dimmable CFLs/ can't use CFLs with dimmer switches	25 5.1	2 5.5	23 5.0	1 1.8	2 5.5	5 3.0	18 7.1 f	25 5.1	-	-	15 5.5	10 5.4	-	-	6 6.8	14 6.4 Q	2 1.5	11 6.0	13 4.7	1 3.1
Need 3-way bulbs/can't get 3-way CFLs/can't use CFLs in my 3-way fixtures/when I use regular CFLs in my 3-way fixtures they don't work	13 2.6	2 3.7	11 2.5	0 0.4	1 1.5	5 3.3	7 2.9	13 2.6	-	-	7 2.6	4 2.3	-	1 15.2	1 1.6	5 2.4	1 1.3	5 2.8	8 2.9	-
Don't like the way CFLs look in fixtures	25 4.9	3 7.3	21 4.7	3 5.3	3 9.5	6 4.1	12 4.7	25 4.9	-	-	10 3.6	11 5.9	-	0 2.9	7 8.1	7 3.1	3 2.8	10 5.7	11 4.1	3 6.9
Don't like the way CFLs fit in fixtures	51 10.0	6 14.1	44 9.7	7 11.4	2 5.4	18 11.7	23 9.4	51 10.0	-	-	25 9.0	22 11.7	-	-	4 4.2	31 14.4 OQ	5 4.5	14 7.7	34 12.3	3 5.5

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

E3A/B. What is the main factor preventing you from increasing the number of CFLs you currently have installed in your home?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
CFLs aren't bright enough	47 9.3	5 12.2	41 9.1	1 1.8	8 22.9 DG	18 11.5 D	20 8.0 d	47 9.3	-	-	20 7.1	24 12.9 k	-	2 21.1	13 15.2 Q	19 8.9 Q	1 1.3	14 7.6	27 9.6	7 14.3
CFL light color isn't what I want/isn't right	27 5.4	3 6.8	24 5.3	3 5.3	4 11.1	9 5.6	11 4.6	27 5.4	-	-	15 5.2	13 6.8	-	1 14.8	5 5.1	12 5.4 q	1 1.3	10 5.7	14 5.0	3 6.8
CFLs take too long to light up	24 4.7	1 1.8	23 5.0 b	3 5.3	-	9 5.6	12 4.7	24 4.7	-	-	10 3.5	12 6.6	-	-	3 3.2	10 4.6	6 5.3	9 5.0	12 4.2	3 6.3
Mercury/concerns about disposal	34 6.7	4 8.0	30 6.5	5 8.3	1 2.3	11 7.2	16 6.5	34 6.7	-	-	9 3.0	24 12.7 K	-	-	4 4.8	11 5.2	6 5.3	9 5.2	18 6.4	7 14.3
Don not need any more bulbs at this time	76 15.2	6 14.1	70 15.3	8 13.2	6 16.4	15 9.8	47 18.8 F	76 15.2	-	-	45 16.0	22 11.9	-	-	11 12.0	39 17.7	21 18.2	28 15.4	44 15.8	5 10.6

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

E3A/B. What is the main factor preventing you from increasing the number of CFLs you currently have installed in your home?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
All of the bulbs in my home are CFLs	54 10.7	4 8.6	50 10.9	6 8.8	3 9.5	14 8.9	31 12.5	54 10.7	-	-	44 15.6 L	9 4.9	-	-	3 3.2	13 5.9	38 33.9 OP	26 14.4 T	26 9.4	2 3.7
Other	17 3.4	1 2.5	16 3.4	-	1 1.5	5 3.1	11 4.6	17 3.4	-	-	8 2.8	7 4.0	-	1 15.2	3 3.3	6 2.6	5 4.1	12 6.8 S	5 1.7	-
No/Nothing	348 69.2	31 69.4	317 69.1	47 73.7	26 71.7	104 67.7	172 68.6	348 69.2	-	-	194 68.6	128 68.8	-	8 81.8	70 79.3 Q	154 70.3 q	65 58.0	121 67.1	189 68.3	38 82.5 RS

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

E3A/B. What is the main factor preventing you from increasing the number of CFLs you currently have installed in your home?

	BANNER 1 - WEIGHTED																			
		RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
	TOTAL	RURAL	URBAN	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+	PUR-CHASER	NON-PUR-CHASER	UN-AWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: MAY REPLACE INCANDESCENT BULBS WITH CLFS	547 100.0	53 100.0	494 100.0	73 100.0	37 100.0	163 100.0	274 100.0	547 100.0	-	-	311 100.0	199 100.0	-	9 100.0	97 100.0	238 100.0	120 100.0	189 100.0	310 100.0	48 100.0
UNWEIGHTED BASE	539	193	346	100	68	148	223	539	-	-	313	191	-	9	93	238	113	180	303	56
Waiting for incandescent bulbs to burn out	107 19.6	9 17.1	98 19.9	25 34.1 EG	6 15.2	37 22.9 g	39 14.3	107 19.6	-	-	65 20.9	34 17.1	-	2 18.3	18 18.7	53 22.1	21 17.5	35 18.5	64 20.7	8 17.1
Storing incandescent bulbs	6 1.1	0 0.5	6 1.2	1 1.9	2 4.6	-	3 1.0	6 1.1	-	-	3 0.9	3 1.6	-	-	1 1.5	3 1.2	-	1 0.7	5 1.5	-
Operating hours-don't use other bulbs/lamps enough	7 1.3	-	7 1.4	-	-	4 2.6	3 1.0	7 1.3	-	-	6 1.8	1 0.7	-	-	3 2.9	4 1.8	-	3 1.5	3 0.9	1 3.0
CFLs are too expensive/ cost too much	78 14.2	5 9.3	73 14.7 b	7 10.2	3 7.5	29 17.7 e	39 14.1	78 14.2	-	-	42 13.6	28 14.2	-	3 30.7	20 20.5 Q	34 14.4	12 9.7	26 13.6	44 14.2	8 16.8

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

E3A/B. What is the main factor preventing you from increasing the number of CFLs you currently have installed in your home?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Need dimmable bulbs/ can't get dimmable CFLs/ can't use CFLs with dimmer switches	25 4.6	2 4.7	23 4.6	1 1.5	2 5.3	5 2.8	18 6.5 d	25 4.6	-	-	15 5.0	10 5.0	-	-	6 6.2	14 5.9 Q	2 1.4	11 5.8	13 4.2	1 3.0
Need 3-way bulbs/can't get 3-way CFLs/can't use CFLs in my 3-way fixtures/when I use regular CFLs in my 3-way fixtures they don't work	13 2.4	2 3.1	11 2.3	0 0.4	1 1.5	5 3.1	7 2.6	13 2.4	-	-	7 2.4	4 2.2	-	1 15.2	1 1.5	5 2.2	1 1.2	5 2.7	8 2.6	-
Don't like the way CFLs look in fixtures	25 4.5	3 6.2	21 4.3	3 4.5	3 9.2	6 3.8	12 4.3	25 4.5	-	-	10 3.3	11 5.5	-	0 2.9	7 7.3	7 2.8	3 2.6	10 5.4	11 3.6	3 6.6
Don't like the way CFLs fit in fixtures	51 9.2	6 11.9	44 9.0	7 9.8	2 5.2	18 11.0	23 8.6	51 9.2	-	-	25 8.2	22 10.9	-	-	4 3.8	31 13.2 QQ	5 4.3	14 7.4	34 11.0	3 5.3
CFLs aren't bright enough	47 8.6	5 10.3	41 8.4	1 1.5	8 22.0 DG	18 10.9 D	20 7.3 d	47 8.6	-	-	20 6.5	24 12.0 k	-	2 21.1	13 13.8 Q	19 8.1 Q	1 1.2	14 7.3	27 8.6	7 13.7

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

E3A/B. What is the main factor preventing you from increasing the number of CFLs you currently have installed in your home?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
CFL light color isn't what I want/isn't right	27 5.0	3 5.7	24 4.9	3 4.5	4 10.7	9 5.2	11 4.2	27 5.0	-	-	15 4.7	13 6.3	-	1 14.8	5 4.7	12 4.9 q	1 1.2	10 5.4	14 4.5	3 6.5
CFLs take too long to light up	24 4.3	1 1.6	23 4.6 B	3 4.5	-	9 5.3	12 4.3	24 4.3	-	-	10 3.2	12 6.1	-	-	3 2.9	10 4.2	6 5.0	9 4.8	12 3.8	3 6.0
Mercury/concerns about disposal	34 6.1	4 6.7	30 6.1	5 7.2	1 2.2	11 6.8	16 6.0	34 6.1	-	-	9 2.7	24 11.9 K	-	-	4 4.4	11 4.8	6 5.0	9 5.0	18 5.7	7 13.7
Don not need any more bulbs at this time	76 14.0	6 11.9	70 14.2	8 11.4	6 15.8	15 9.3	47 17.2 F	76 14.0	-	-	45 14.6	22 11.1	-	-	11 10.9	39 16.2	21 17.1	28 14.7	44 14.1	5 10.2
All of the bulbs in my home are CFLs	54 9.9	4 7.3	50 10.1	6 7.6	3 9.2	14 8.4	31 11.4	54 9.9	-	-	44 14.2 L	9 4.6	-	-	3 2.9	13 5.4	38 31.9 OP	26 13.8 T	26 8.4	2 3.6

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

E3A/B. What is the main factor preventing you from increasing the number of CFLs you currently have installed in your home?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Other	17	1	16	-	1	5	11	17	-	-	8	7	-	1	3	6	5	12	5	-
	3.1	2.1	3.2		1.5	3.0	4.2	3.1			2.6	3.7		15.2	3.0	2.4	3.8	6.5 S	1.5	
Don't know	52	9	43	9	2	15	26	52	-	-	28	16	-	-	12	24	7	13	35	4
	9.4	16.6 C	8.7	12.1	5.2	9.2	9.4	9.4			9.1	8.0			12.1	9.9	5.9	6.9	11.3	7.8
Refused	6	1	6	3	0	-	3	6	-	-	3	3	-	-	2	5	-	-	6	-
	1.2	1.5	1.1	3.8	0.7		1.2	1.2			1.1	1.6			1.8	2.0			2.1	
No/Nothing	348	31	317	47	26	104	172	348	-	-	194	128	-	8	70	154	65	121	189	38
	63.6	58.6	64.2	63.6	69.1	63.8	62.8	63.6			62.5	64.3		81.8 q	72.1 Q	64.4	54.6	64.1	61.0	79.1 RS

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

F1. How likely are you to purchase any CFLs in the next year?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: INCANDESCENT BULBS CURRENTLY INSTALLED	547 100.0	53 100.0	494 100.0	73 100.0	37 100.0	163 100.0	274 100.0	547 100.0	-	-	311 100.0	199 100.0	-	9 100.0	97 100.0	238 100.0	120 100.0	189 100.0	310 100.0	48 100.0
UNWEIGHTED BASE	539	193	346	100	68	148	223	539	-	-	313	191	-	9	93	238	113	180	303	56
Don't know/Refused	7	1	6	1	-	2	3	7	-	-	1	3	-	-	3	3	1	1	4	1
Total answering	540 100.0	52 100.0	488 100.0	72 100.0	37 100.0	161 100.0	271 100.0	540 100.0	-	-	310 100.0	196 100.0	-	9 100.0	94 100.0	236 100.0	119 100.0	188 100.0	306 100.0	46 100.0
1-Not at all likely	108 20.0	9 17.9	99 20.2	12 17.0	5 14.3	31 19.5	59 21.8	108 20.0	-	-	29 9.4	74 37.8 K	-	5 51.7 PQ	20 21.5 q	34 14.6	14 11.5	37 19.4	57 18.5	15 31.9 s
2	46 8.6	8 15.3 C	38 7.9	8 11.2	8 21.3 G	16 10.2	14 5.2	46 8.6	-	-	23 7.6	23 11.7	-	0 3.0	10 10.5 Q	26 10.9 Q	2 1.7	12 6.4	30 9.6	5 10.4
3	77 14.2	5 10.0	71 14.6	6 8.5	7 18.4	28 17.2 d	36 13.3	77 14.2	-	-	39 12.7	27 13.8	-	3 30.1	16 17.3	33 13.8	13 10.5	25 13.4	45 14.6	7 14.2

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

F1. How likely are you to purchase any CFLs in the next year?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
4	84	12	71	14	7	27	35	84	-	-	49	26	-	1	16	37	21	26	50	8
	15.5	23.7 C	14.6	19.3	19.5	17.0	13.0	15.5			15.9	13.4		15.2	17.4	15.5	17.6	13.7	16.2	17.8
5-Very likely	226	17	208	32	10	58	126	226	-	-	169	46	-	-	31	106	70	88	126	12
	41.8	33.2	42.7 B	44.0 e	26.5	36.1	46.6 Ef	41.8			54.5 L	23.4			33.3	45.1 o	58.7 OP	46.9 T	41.0 t	25.8
Mean	3.51	3.39	3.52	3.62	3.22	3.40	3.58	3.51	-	-	3.98 L	2.73	-	2.09	3.30 N	3.66 No	4.10 NOP	3.62 T	3.52 T	2.95
Median	4.00	4.00	4.00	4.00	3.00	4.00	4.00	4.00	-	-	5.00	3.00	-	1.00	4.00	4.00	5.00	4.00	4.00	3.00

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	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: INCANDESCENT BULBS CURRENTLY INSTALLED	547 100.0	53 100.0	494 100.0	73 100.0	37 100.0	163 100.0	274 100.0	547 100.0	-	-	311 100.0	199 100.0	-	9 100.0	97 100.0	238 100.0	120 100.0	189 100.0	310 100.0	48 100.0
UNWEIGHTED BASE	539	193	346	100	68	148	223	539	-	-	313	191	-	9	93	238	113	180	303	56
1-Not at all likely	108 19.7	9 17.6	99 20.0	12 16.7	5 14.3	31 19.2	59 21.6	108 19.7	-	-	29 9.3	74 37.3 K	-	5 51.7 PQ	20 20.9 q	34 14.5	14 11.4	37 19.4	57 18.2	15 30.9
2	46 8.5	8 15.0 C	38 7.8	8 11.0	8 21.3 G	16 10.1	14 5.1	46 8.5	-	-	23 7.6	23 11.5	-	0 3.0	10 10.2 Q	26 10.7 Q	2 1.6	12 6.4	30 9.5	5 10.0
3	77 14.0	5 9.8	71 14.5	6 8.3	7 18.4	28 17.0 d	36 13.2	77 14.0	-	-	39 12.7	27 13.6	-	3 30.1	16 16.8	33 13.7	13 10.4	25 13.4	45 14.4	7 13.8
4	84 15.3	12 23.3 C	71 14.4	14 18.9	7 19.5	27 16.8	35 12.9	84 15.3	-	-	49 15.9	26 13.2	-	1 15.2	16 16.9	37 15.4	21 17.5	26 13.7	50 16.0	8 17.3

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

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BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
5-Very likely	226	17	208	32	10	58	126	226	-	-	169	46	-	-	31	106	70	88	126	12
	41.3	32.6	42.2 B	43.2 e	26.5	35.7	46.1 Ef	41.3			54.3 L	23.1			32.3	44.6 o	58.3 OP	46.7 T	40.4 T	25.0
Don't know	7	1	6	1	-	2	3	7	-	-	1	3	-	-	3	3	1	1	4	1
	1.2	1.6	1.2	1.9		1.2	1.1	1.2			0.3	1.4			3.0	1.2	0.7	0.4	1.4	3.0
Mean	3.51	3.39	3.52	3.62	3.22	3.40	3.58	3.51	-	-	3.98 L	2.73	-	2.09	3.30 N	3.66 No	4.10 NOP	3.62 T	3.52 T	2.95
Median	4.00	4.00	4.00	4.00	3.00	4.00	4.00	4.00	-	-	5.00	3.00	-	1.00	4.00	4.00	5.00	4.00	4.00	3.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

F2A. Why are you unlikely to purchase CFLs in the next year?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: UNLIKELY TO PURCHASE CFLS IN THE NEXT YEAR	231 100.0	23 100.0	208 100.0	26 100.0	20 100.0	76 100.0	109 100.0	231 100.0	-	-	92 100.0	124 100.0	-	8 100.0	46 100.0	93 100.0	28 100.0	74 100.0	131 100.0	26 100.0
UNWEIGHTED BASE	228	82	146	39	31	65	93	228	-	-	91	124	-	8	43	89	27	68	128	32
Don't know/Refused	0	0	-	-	0	-	-	0	-	-	0	-	-	-	-	-	-	0	-	-
Total answering	231 100.0	22 100.0	208 100.0	26 100.0	20 100.0	76 100.0	109 100.0	231 100.0	-	-	92 100.0	124 100.0	-	8 100.0	46 100.0	93 100.0	28 100.0	74 100.0	131 100.0	26 100.0
Don't need any CFLs	67 29.2	6 27.2	61 29.4	11 42.1 f	7 35.8	17 21.9	33 30.0	67 29.2	-	-	41 44.7 L	20 16.5	-	1 18.1	5 11.0	37 39.6 O	10 35.4 O	17 22.4	45 34.5 r	6 21.7
I have CFLs in storage	39 16.8	3 13.6	36 17.2	1 3.2	6 31.7 Df	10 12.8	22 20.2 D	39 16.8	-	-	20 21.8	16 12.9	-	-	7 14.7	21 22.9	7 25.4	6 8.6	28 21.4 R	5 17.5
Satisfied with regular light bulbs	13 5.4	1 4.9	11 5.5	-	2 11.4	10 13.2 G	0 0.2	13 5.4	-	-	2 2.4	9 7.1	-	-	3 6.7	6 6.8	-	7 8.9	5 3.5	1 5.5

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

F2A. Why are you unlikely to purchase CFLs in the next year?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
CFLs cost too much	21	3	19	2	-	10	10	21	-	-	8	12	-	-	5	9	2	6	12	4
	9.2	12.4	8.9	6.3		13.2	8.9	9.2			8.4	9.6			10.4	9.5	6.1	8.1	8.9	14.0
CFLs aren't bright enough	39	4	34	4	2	11	21	39	-	-	16	22	-	3	8	13	1	16	17	7
	16.8	19.8	16.5	14.7	11.4	14.7	19.7	16.8			18.0	17.9		42.4 q	17.1	14.5	5.1	21.2	12.6	25.1
CFL light color isn't what I want/isn't right	15	2	13	2	1	5	8	15	-	-	4	10	-	2	6	3	-	9	6	0
	6.5	9.9	6.2	6.3	2.8	6.4	7.3	6.5			4.0	8.0		21.5	12.8	3.3		12.0 T	4.5	1.0
CFLs take too long to light up	20	2	19	3	-	9	8	20	-	-	4	13	-	-	2	9	1	9	8	3
	8.7	7.4	8.9	12.6		12.1	7.1	8.7			4.0	10.8 k			3.7	9.6	5.1	12.3	6.1	11.9
Mercury/concerns about disposal	25	2	23	2	1	11	12	25	-	-	6	17	-	-	7	5	3	8	14	3
	11.0	11.1	11.0	8.4	2.8	14.0	11.0	11.0			6.9	14.0			15.3	5.8	10.2	10.8	10.6	13.1
Do not need any more bulbs at this time	16	2	14	2	1	6	8	16	-	-	7	7	-	0	9	4	-	7	7	2
	6.9	7.4	6.9	7.4	2.8	7.6	7.1	6.9			7.8	5.9		3.5	19.1 P	4.0		9.7	5.2	7.6

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

F2A. Why are you unlikely to purchase CFLs in the next year?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Other	29	3	26	3	1	11	14	29	-	-	4	24	-	1	3	6	8	9	17	2
	12.4	13.6	12.3	12.6	5.5	14.0	12.6	12.4			4.6	19.7 K		18.0	6.7	6.2	28.1 OP	12.4	13.3	8.6

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

F2A. Why are you unlikely to purchase CFLs in the next year?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: UNLIKELY TO PURCHASE CFLS IN THE NEXT YEAR	231 100.0	23 100.0	208 100.0	26 100.0	20 100.0	76 100.0	109 100.0	231 100.0	-	-	92 100.0	124 100.0	-	8 100.0	46 100.0	93 100.0	28 100.0	74 100.0	131 100.0	26 100.0
UNWEIGHTED BASE	228	82	146	39	31	65	93	228	-	-	91	124	-	8	43	89	27	68	128	32
Don't need any CFLs	67 29.2	6 26.9	61 29.4	11 42.1 f	7 35.4	17 21.9	33 30.0	67 29.2	-	-	41 44.6 L	20 16.5	-	1 18.1	5 11.0	37 39.6 O	10 35.4 O	17 22.3	45 34.5 r	6 21.7
I have CFLs in storage	39 16.8	3 13.5	36 17.2	1 3.2	6 31.2 Df	10 12.8	22 20.2 D	39 16.8	-	-	20 21.8	16 12.9	-	-	7 14.7	21 22.9	7 25.4	6 8.5	28 21.4 R	5 17.5
Satisfied with regular light bulbs	13 5.4	1 4.8	11 5.5	-	2 11.2	10 13.2 G	0 0.2	13 5.4	-	-	2 2.4	9 7.1	-	-	3 6.7	6 6.8	-	7 8.8	5 3.5	1 5.5
CFLs cost too much	21 9.2	3 12.2	19 8.9	2 6.3	-	10 13.2	10 8.9	21 9.2	-	-	8 8.3	12 9.6	-	-	5 10.4	9 9.5	2 6.1	6 8.1	12 8.9	4 14.0

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

F2A. Why are you unlikely to purchase CFLs in the next year?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
CFLs aren't bright enough	39 16.8	4 19.5	34 16.5	4 14.7	2 11.2	11 14.7	21 19.7	39 16.8	-	-	16 17.9	22 17.9	-	3 42.4 q	8 17.1	13 14.5	1 5.1	16 21.1	17 12.6	7 25.1
CFL light color isn't what I want/isn't right	15 6.5	2 9.7	13 6.2	2 6.3	1 2.7	5 6.4	8 7.3	15 6.5	-	-	4 4.0	10 8.0	-	2 21.5	6 12.8	3 3.3	-	9 12.0 T	6 4.5	0 1.0
CFLs take too long to light up	20 8.7	2 7.3	19 8.9	3 12.6	-	9 12.1	8 7.1	20 8.7	-	-	4 4.0	13 10.8 k	-	-	2 3.7	9 9.6	1 5.1	9 12.3	8 6.1	3 11.9
Mercury/concerns about disposal	25 11.0	2 11.0	23 11.0	2 8.4	1 2.7	11 14.0	12 11.0	25 11.0	-	-	6 6.8	17 14.0	-	-	7 15.3	5 5.8	3 10.2	8 10.8	14 10.6	3 13.1
Do not need any more bulbs at this time	16 6.9	2 7.3	14 6.9	2 7.4	1 2.7	6 7.6	8 7.1	16 6.9	-	-	7 7.8	7 5.9	-	0 3.5	9 19.1 P	4 4.0	-	7 9.6	7 5.2	2 7.6
Other	29 12.4	3 13.4	26 12.3	3 12.6	1 5.5	11 14.0	14 12.6	29 12.4	-	-	4 4.6	24 19.7 K	-	1 18.0	3 6.7	6 6.2	8 28.1 OP	9 12.3	17 13.3	2 8.6

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

F2A. Why are you unlikely to purchase CFLs in the next year?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Don't know	0	0	-	-	0	-	-	0	-	-	0	-	-	-	-	-	-	0	-	-
	0.1	1.2			1.4			0.1			0.3							0.4		

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

V1. Are you aware of any legislation in the United States that may affect the availability of certain types of light bulbs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
Don't know/Refused	11	1	10	-	3	4	3	9	1	0	6	1	-	-	1	3	-	3	6	2
Total answering	765	79	687	93	55	222	396	538	153	75	305	197	-	9	96	235	120	231	419	115
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	358	28	330	42	28	119	169	279	61	18	155	108	-	6	47	130	59	124	209	25
	46.8	36.0	48.0 B	45.2	51.1	53.6 G	42.7	51.8 IJ	39.8 J	24.5	50.9	54.5		63.5	48.7	55.3	49.3	53.6 T	49.9 T	21.9
No	407	50	357	51	27	103	227	259	92	56	150	90	-	3	49	105	61	107	210	90
	53.2	64.0 C	52.0	54.8	48.9	46.4	57.3 F	48.2	60.2 H	75.5 HI	49.1	45.5		36.5	51.3	44.7	50.7	46.4	50.1	78.1 RS

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

V1. Are you aware of any legislation in the United States that may affect the availability of certain types of light bulbs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
Yes	358	28	330	42	28	119	169	279	61	18	155	108	-	6	47	130	59	124	209	25
	46.1	35.8	47.3 B	45.2	48.3	52.5 G	42.4	51.0 IJ	39.5 J	24.4	49.9	54.1		63.5	48.0	54.6	49.3	52.9 T	49.2 T	21.6
No	407	50	357	51	27	103	227	259	92	56	150	90	-	3	49	105	61	107	210	90
	52.5	63.6 C	51.3	54.8	46.3	45.6	56.8 F	47.4	59.6 H	75.3 HI	48.2	45.2		36.5	50.6	44.1	50.7	45.8	49.5	77.0 RS
Don't know	11	1	10	-	3	4	3	9	1	0	6	1	-	-	1	3	-	3	6	2
	1.4	0.7	1.4		5.4 G	1.9	0.8	1.6	0.9	0.4	1.9	0.7			1.5	1.3		1.3	1.3	1.5

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

V2. In 2007, Congress passed legislation that will phase out most traditional incandescent light bulbs by 2014. Before today, were you aware of this legislation?

BANNER 1 - WEIGHTED

	TOTAL	RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
		RURAL	URBAN	ID	MT	OR	WA	PURCHASER	NON-PURCHASER	UNAWARE	WITHIN PAST YEAR	2 OR MORE YEARS AGO	0	1	2-4	5-12	13+	PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
Total answering	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	455	43	412	55	38	146	216	351	80	24	200	134	-	6	59	152	79	158	267	30
	58.6	53.8	59.2	59.3	65.2	64.6 G	54.1	64.2 IJ	52.2 J	31.6	64.4	67.5		66.9	60.5	63.8	66.3	67.5 T	62.9 T	25.4
No	321	37	284	38	20	80	183	196	74	51	111	65	-	3	38	86	40	76	157	87
	41.4	46.2	40.8	40.7	34.8	35.4	45.9 F	35.8	47.8 H	68.4 HI	35.6	32.5		33.1	39.5	36.2	33.7	32.5	37.1	74.6 RS

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

V2. In 2007, Congress passed legislation that will phase out most traditional incandescent light bulbs by 2014. Before today, were you aware of this legislation?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
Yes	455	43	412	55	38	146	216	351	80	24	200	134	-	6	59	152	79	158	267	30
	58.6	53.8	59.2	59.3	65.2	64.6 G	54.1	64.2 IJ	52.2 J	31.6	64.4	67.5		66.9	60.5	63.8	66.3	67.5 T	62.9 T	25.4
No	321	37	284	38	20	80	183	196	74	51	111	65	-	3	38	86	40	76	157	87
	41.4	46.2	40.8	40.7	34.8	35.4	45.9 F	35.8	47.8 H	68.4 HI	35.6	32.5		33.1	39.5	36.2	33.7	32.5	37.1	74.6 RS

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

V3. 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 100-Watt light bulbs are being phased out?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
Don't know/Refused	8	1	7	4	1	3	0	5	3	-	5	-	-	-	-	4	2	3	3	1
Total answering	768	78	690	88	58	223	399	542	151	75	306	199	-	9	97	235	118	231	421	116
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	336	33	303	36	24	110	166	254	64	18	136	100	-	3	52	114	51	115	195	25
	43.7	42.3	43.9	40.6	40.9	49.3	41.7	46.8 J	42.5 J	23.9	44.4	50.4		36.4	54.0	48.6	43.0	49.8 T	46.4 T	21.9
No	432	45	387	52	34	113	232	288	87	57	170	99	-	6	45	121	67	116	226	90
	56.3	57.7	56.1	59.4	59.1	50.7	58.3	53.2	57.5	76.1 HI	55.6	49.6		63.6	46.0	51.4	57.0	50.2	53.6	78.1 RS

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

V3. 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 100-Watt light bulbs are being phased out?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
Yes	336	33	303	36	24	110	166	254	64	18	136	100	-	3	52	114	51	115	195	25
	43.3	41.7	43.4	38.6	40.5	48.7	41.7	46.4 J	41.7 J	23.9	43.6	50.4		36.4	54.0	47.9	42.4	49.1 T	46.0 T	21.6
No	432	45	387	52	34	113	232	288	87	57	170	99	-	6	45	121	67	116	226	90
	55.7	56.9	55.5	56.6	58.5	50.0	58.3 f	52.7	56.4	76.1 HI	54.7	49.6		63.6	46.0	50.6	56.3	49.5	53.2	77.2 RS
Don't know	8	1	7	4	1	3	0	5	3	-	5	-	-	-	-	4	2	3	3	1
	1.0	1.4	1.0	4.8 fG	0.9	1.3	0.1	1.0	1.9		1.7					1.5	1.4	1.4	0.8	1.2

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

V4. Did you shop for any traditional 100-Watt incandescent bulbs during 2012?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
Don't know/Refused	29	2	27	3	2	9	16	15	9	5	8	6	-	1	3	7	3	4	15	10
Total answering	747	77	670	90	57	218	383	531	146	70	303	193	-	8	94	231	117	230	410	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
Yes	222	24	198	33	21	62	107	160	40	22	88	63	-	3	37	66	21	66	125	31
	29.8	31.3	29.6	36.4	37.6	28.4	27.8	30.1	27.7	31.8	29.1	32.5		39.0	39.8 pQ	28.5 Q	18.1	28.8	30.4	29.3
No	525	53	471	57	35	156	276	372	105	48	215	130	-	5	57	165	96	164	285	76
	70.2	68.7	70.4	63.6	62.4	71.6	72.2	69.9	72.3	68.2	70.9	67.5		61.0	60.2	71.5 o	81.9 OP	71.2	69.6	70.7

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

V4. Did you shop for any traditional 100-Watt incandescent bulbs during 2012?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
Yes	222	24	198	33	21	62	107	160	40	22	88	63	-	3	37	66	21	66	125	31
	28.7	30.5	28.4	35.3	36.6	27.3	26.7	29.2	26.2	29.7	28.3	31.5		33.0	38.6 Q	27.7 Q	17.6	28.3	29.4	26.7
No	525	53	471	57	35	156	276	372	105	48	215	130	-	5	57	165	96	164	285	76
	67.6	67.0	67.7	61.7	60.6	68.9	69.3	68.0	68.3	63.6	69.1	65.5		51.7	58.4	69.3	79.8 Op	69.9	67.2	64.6
Don't know	29	2	27	3	2	9	16	15	9	5	8	6	-	1	3	7	3	4	15	10
	3.7	2.4	3.9	3.0	2.8	3.8	4.0	2.8	5.6	6.7	2.6	3.0		15.2	3.0	3.0	2.6	1.8	3.4	8.7 Rs

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

V5. Did you end up purchasing any 100-Watt incandescent bulbs?

	BANNER 1 - WEIGHTED																			
		RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
	TOTAL	RURAL	URBAN	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+	PUR-CHASER	NON-PUR-CHASER	UN-AWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: SHOPPED FOR TRADITIONAL 100-WATT INCANDESCENT BULBS	222 100.0	24 100.0	198 100.0	33 100.0	21 100.0	62 100.0	107 100.0	160 100.0	40 100.0	22 100.0	88 100.0	63 100.0	-	3 100.0	37 100.0	66 100.0	21 100.0	66 100.0	125 100.0	31 100.0
UNWEIGHTED BASE	227	88	139	42	36	57	92	163	42	22	94	61	-	3	40	68	18	70	127	30
Don't know/Refused	9	2	7	1	1	5	3	7	-	1	2	4	-	-	2	2	1	-	7	1
Total answering	214 100.0	23 100.0	191 100.0	32 100.0	21 100.0	57 100.0	103 100.0	152 100.0	40 100.0	21 100.0	86 100.0	59 100.0	-	3 100.0	35 100.0	64 100.0	20 100.0	66 100.0	117 100.0	30 100.0
Yes	163 76.5	18 80.5	145 76.0	28 87.1 eg	14 66.0	50 86.6 eG	72 69.8	115 75.5	31 76.0	18 84.9	65 75.8	45 76.7	-	0 8.8	23 65.2 n	51 80.0 N	13 68.1 n	52 79.0	91 77.4	20 67.5
No	50 23.5	4 19.5	46 24.0	4 12.9	7 34.0 df	8 13.4	31 30.2 dF	37 24.5	10 24.0	3 15.1	21 24.2	14 23.3	-	3 91.2 oPq	12 34.8	13 20.0	6 31.9	14 21.0	27 22.6	10 32.5

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

V5. Did you end up purchasing any 100-Watt incandescent bulbs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: SHOPPED FOR TRADITIONAL 100-WATT INCANDESCENT BULBS	222 100.0	24 100.0	198 100.0	33 100.0	21 100.0	62 100.0	107 100.0	160 100.0	40 100.0	22 100.0	88 100.0	63 100.0	-	3 100.0	37 100.0	66 100.0	21 100.0	66 100.0	125 100.0	31 100.0
UNWEIGHTED BASE	227	88	139	42	36	57	92	163	42	22	94	61	-	3	40	68	18	70	127	30
Yes	163 73.5	18 75.0	145 73.3	28 85.6 eg	14 64.4	50 80.2	72 67.7	115 72.0	31 76.0	18 79.4	65 73.9	45 72.2	-	0 8.8	23 61.2	51 77.9 N	13 63.5 n	52 79.0	91 72.8	20 64.4
No	50 22.6	4 18.2	46 23.1	4 12.7	7 33.1 df	8 12.4	31 29.3 dF	37 23.4	10 24.0	3 14.1	21 23.6	14 21.9	-	3 91.2 oPq	12 32.7	13 19.5	6 29.8	14 21.0	27 21.3	10 31.0
Don't know	9 4.0	2 6.8	7 3.6	1 1.7	1 2.6	5 7.4	3 3.0	7 4.6	-	1 6.4	2 2.6	4 5.9	-	-	2 6.0	2 2.6	1 6.8	-	7 5.9	1 4.6

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

V6. Why didn't you purchase any 100-Watt incandescent bulbs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
		RURAL	URBAN	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+	PUR-CHASER	NON-PUR-CHASER	UN-AWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: DIDN'T PURCHASE ANY 100-WATT INCANDESCENT BULBS	50 100.0	4 100.0	46 100.0	4 100.0	7 100.0	8 100.0	31 100.0	37 100.0	10 100.0	3 100.0	21 100.0	14 100.0	-	3 100.0	12 100.0	13 100.0	6 100.0	14 100.0	27 100.0	10 100.0
UNWEIGHTED BASE	48	16	32	7	9	7	25	35	10	3	21	12	-	2	11	13	6	13	25	10
Don't know/Refused	3	0	3	-	-	-	3	1	2	-	1	-	-	-	-	-	1	3	-	0
Total answering	47 100.0	4 100.0	43 100.0	4 100.0	7 100.0	8 100.0	28 100.0	36 100.0	8 100.0	3 100.0	19 100.0	14 100.0	-	3 100.0	12 100.0	13 100.0	5 100.0	11 100.0	27 100.0	9 100.0
Could not find them	28 60.5	3 66.5	26 60.0	3 73.3	4 59.7	2 25.8	19 68.4 f	19 53.8	6 78.7	3 91.4	12 60.1	8 56.2	-	3 100.0 OPQ	8 62.6 q	8 64.4 q	1 11.5	5 43.1	16 61.2	7 78.9
Changed my mind	8 16.4	1 13.4	7 16.7	1 13.3	-	3 37.1	4 15.3	6 17.5	1 17.9	-	2 10.3	3 21.0	-	-	2 14.0	3 24.5	1 29.7	3 30.9	3 10.8	1 15.2
Other	11 23.0	1 20.0	10 23.3	1 13.3	3 40.3	3 37.1	5 16.3	10 28.7	0 3.5	0 8.6	6 29.6	3 22.8	-	-	3 23.4	1 11.2	3 58.8 p	3 25.9	7 28.0	1 5.8

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

V6. Why didn't you purchase any 100-Watt incandescent bulbs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: DIDN'T PURCHASE ANY 100-WATT INCANDESCENT BULBS	50 100.0	4 100.0	46 100.0	4 100.0	7 100.0	8 100.0	31 100.0	37 100.0	10 100.0	3 100.0	21 100.0	14 100.0	- 	3 100.0	12 100.0	13 100.0	6 100.0	14 100.0	27 100.0	10 100.0
UNWEIGHTED BASE	48	16	32	7	9	7	25	35	10	3	21	12	-	2	11	13	6	13	25	10
Could not find them	28 56.7	3 62.4	26 56.2	3 73.3	4 59.7	2 25.8	19 61.5	19 51.7	6 64.8	3 91.4	12 55.9	8 56.2	-	3 100.0 OPQ	8 62.6 Q	8 64.4 Q	1 8.9	5 34.2	16 61.2	7 76.7 r
Changed my mind	8 15.4	1 12.6	7 15.7	1 13.3	-	3 37.1	4 13.8	6 16.9	1 14.7	-	2 9.6	3 21.0	-	-	2 14.0	3 24.5	1 22.9	3 24.6	3 10.8	1 14.8
Other	11 21.6	1 18.8	10 21.9	1 13.3	3 40.3	3 37.1	5 14.7	10 27.6 i	0 2.9	0 8.6	6 27.6	3 22.8	-	-	3 23.4	1 11.2	3 45.3	3 20.6	7 28.0	1 5.7
Don't know	3 6.3	0 6.2	3 6.3	-	-	-	3 10.1	1 3.8	2 17.6	-	1 6.9	-	-	-	-	-	1 22.9	3 20.6	-	0 2.8

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

V7. What type of light bulb did you end up purchasing instead?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: DIDN'T PURCHASE ANY 100-WATT INCANDESCENT BULBS	47 100.0	4 100.0	43 100.0	4 100.0	7 100.0	8 100.0	28 100.0	36 100.0	8 100.0	3 100.0	19 100.0	14 100.0	- 	3 100.0	12 100.0	13 100.0	5 100.0	11 100.0	27 100.0	9 100.0
UNWEIGHTED BASE	45	15	30	7	9	7	22	34	8	3	20	12	-	2	11	13	5	11	25	9
Don't know/Refused	5	1	4	-	3	-	2	3	2	0	0	2	-	-	2	1	-	1	4	0
Total answering	42 100.0	3 100.0	39 100.0	4 100.0	4 100.0	8 100.0	26 100.0	32 100.0	6 100.0	3 100.0	19 100.0	12 100.0	- 	3 100.0	10 100.0	11 100.0	5 100.0	10 100.0	23 100.0	9 100.0
Did not purchase any light bulbs	9 21.9	1 18.3	9 22.2	1 13.3	3 77.7 dfG	1 18.6	4 16.5	8 23.7	1 22.9	- 	5 25.4	1 12.0	- 	1 50.9	2 16.7	2 14.9	3 58.8	1 5.8	9 37.5 r	-
Incandescent	20 47.2	1 36.2	19 48.0	3 80.0 E	0 7.4	4 55.7	12 45.0	13 41.1	5 77.1 h	1 50.0	6 29.6	8 64.2 k	-	1 49.1	6 55.3	5 40.1	-	6 58.6	8 33.8	6 68.6 s
CFL	9 20.6	1 45.5	7 18.6	0 6.7	1 14.9	1 7.2	7 27.5	9 26.4	-	-	7 37.4	1 12.0	-	-	1 14.0	5 44.9	2 41.2	2 20.7	7 28.7	-

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

V7. What type of light bulb did you end up purchasing instead?

BANNER 1 - WEIGHTED

	TOTAL	RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
		RURAL	URBAN	ID	MT	OR	WA	PURCHASER	NON-PURCHASER	UNAWARE	WITHIN PAST YEAR	2 OR MORE YEARS AGO	0	1	2-4	5-12	13+	PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
LED	3	-	3	-	-	1	1	1	-	1	-	1	-	-	-	-	-	1	-	1
	6.9		7.4			18.6	5.5	4.4		50.0		11.9						14.8		15.7
Other	1	-	1	-	-	-	1	1	-	-	1	-	-	-	1	-	-	-	-	1
	3.5		3.7				5.5	4.4			7.5				14.0					15.7

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

V7. What type of light bulb did you end up purchasing instead?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: DIDN'T PURCHASE ANY 100-WATT INCANDESCENT BULBS	47 100.0	4 100.0	43 100.0	4 100.0	7 100.0	8 100.0	28 100.0	36 100.0	8 100.0	3 100.0	19 100.0	14 100.0	- 	3 100.0	12 100.0	13 100.0	5 100.0	11 100.0	27 100.0	9 100.0
UNWEIGHTED BASE	45	15	30	7	9	7	22	34	8	3	20	12	-	2	11	13	5	11	25	9
Did not purchase any light bulbs	9 19.4	1 13.4	9 20.0	1 13.3	3 40.3	1 18.6	4 15.3	8 21.5	1 18.0	- 	5 25.0	1 10.5	- 	1 50.9	2 14.0	2 13.3	3 58.8	1 5.0	9 32.3 r	-
Incandescent	20 41.8	1 26.7	19 43.2	3 80.0 E	0 3.9	4 55.7 E	12 41.9 E	13 37.2	5 60.8	1 45.7	6 29.2	8 56.3	- 	1 49.1	6 46.4	5 35.7	- 	6 51.0	8 29.1	6 66.6 s
CFL	9 18.2	1 33.5	7 16.7	0 6.7	1 7.7	1 7.2	7 25.6	9 23.9	- 	- 	7 36.9 l	1 10.5	- 	- 	1 11.7	5 40.0	2 41.2	2 18.0	7 24.8	-
LED	3 6.1	- 	3 6.7	- 	- 	1 18.6	1 5.1	1 4.0	- 	1 45.7	- 	1 10.4	- 	- 	- 	- 	- 	1 12.9	- 	1 15.2

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

V7. What type of light bulb did you end up purchasing instead?

BANNER 1 - WEIGHTED

	TOTAL	RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
		RURAL	URBAN	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+	PUR-CHASER	NON-PUR-CHASER	UN-AWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Other	1	-	1	-	-	-	1	1	-	-	1	-	-	-	1	-	-	-	-	1
	3.1		3.3				5.1	4.0			7.4				11.7					15.2
Don't know	5	1	4	-	3	-	2	3	2	0	0	2	-	-	2	1	-	1	4	0
	11.4	26.4	10.0		48.1 g		7.0	9.5	21.2	8.6	1.4	12.4			16.2	11.1		13.0	13.8	2.9

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

V8. As part of the same legislation, retailers began phasing traditional 75-Watt light bulbs out of stores at the beginning of 2013. Before today, were you aware that 75-Watt light bulbs are being phased out?

	BANNER 1 - WEIGHTED																			
		RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
	TOTAL	RURAL	URBAN	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+	PUR-CHASER	NON-PUR-CHASER	UN-AWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
Don't know/Refused	4	1	3	1	0	1	1	4	-	-	4	-	-	-	-	1	-	3	1	-
Total answering	772	78	694	91	58	226	398	543	154	75	307	199	-	9	97	237	120	231	424	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	230	18	212	15	18	78	119	176	41	13	100	65	-	0	35	76	37	80	136	14
	29.7	23.2	30.5	16.7	31.1	34.5	29.9	32.5	26.4	17.0	32.5	32.6		3.0	35.6	32.2	31.3	34.4	32.1	11.9
			B		D	D	D	J							N	N	N	T	T	
No	543	60	482	76	40	148	279	367	113	62	207	134	-	9	62	161	82	152	288	103
	70.3	76.8	69.5	83.3	68.9	65.5	70.1	67.5	73.6	83.0	67.5	67.4		97.0	64.4	67.8	68.7	65.6	67.9	88.1
		C		EFG						H				OPQ						RS

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

V8. As part of the same legislation, retailers began phasing traditional 75-Watt light bulbs out of stores at the beginning of 2013. Before today, were you aware that 75-Watt light bulbs are being phased out?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
Yes	230	18	212	15	18	78	119	176	41	13	100	65	-	0	35	76	37	80	136	14
	29.6	22.9	30.4 B	16.5	31.0 D	34.4 D	29.8 D	32.2 J	26.4	17.0	32.1	32.6		3.0	35.6 N	32.0 N	31.3 N	34.0 T	32.1 T	11.9
No	543	60	482	76	40	148	279	367	113	62	207	134	-	9	62	161	82	152	288	103
	69.9	76.0 C	69.2	82.0 eFG	68.6	65.4	69.9	67.1	73.6	83.0 H	66.7	67.4		97.0 OPQ	64.4	67.5	68.7	64.7	67.8	88.1 RS
Don't know	4	1	3	1	0	1	1	4	-	-	4	-	-	-	-	1	-	3	1	-
	0.5	1.0	0.4	1.5	0.5	0.2	0.4	0.7			1.2					0.6		1.3	0.1	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

V9. When traditional 75-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?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
Don't know/Refused	158	18	140	16	13	48	81	102	37	19	45	48	-	5	23	34	23	40	89	29
Total answering	618	61	557	77	45	178	318	445	117	56	266	151	-	5	74	204	97	195	336	88
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	367	34	333	47	28	93	200	285	52	30	193	81	-	-	36	132	86	126	198	43
	59.4	56.3	59.8	61.0	62.6	51.9	62.8	64.0	44.7	53.4	72.6	53.3			48.6	64.7	89.0	64.8	59.1	48.6
							F	I			L					O	OP	T		
Keep using traditional light bulbs but switch to a lower wattage	230	25	205	31	13	77	109	143	64	23	60	68	-	5	36	59	9	65	124	41
	37.3	40.5	36.9	40.4	29.3	43.0	34.4	32.0	54.8	42.1	22.7	44.9		100.0	49.4	29.0	9.2	33.1	37.1	47.2
						e			H			K		OPQ	PQ	Q				R
Something else	33	3	30	1	4	11	18	27	1	5	17	6	-	-	4	16	3	7	19	7
	5.3	4.5	5.4	1.4	8.2	5.9	5.5	6.0	0.5	9.7	6.4	3.8			5.8	8.0	3.3	3.5	5.7	7.8
								I		i										

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

V9. When traditional 75-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?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
Switch to a new type of light bulb	367	34	333	47	28	93	200	285	52	30	193	81	-	-	36	132	86	126	198	43
	47.3	43.4	47.7	50.6	48.1	40.9	50.0 f	52.1 Ij	34.0	39.6	62.0 L	40.5			36.9	55.3 O	71.7 OP	53.8 T	46.7 t	36.4
Keep using traditional light bulbs but switch to a lower wattage	230	25	205	31	13	77	109	143	64	23	60	68	-	5	36	59	9	65	124	41
	29.7	31.2	29.5	33.5	22.5	33.9 e	27.4	26.1	41.7 H	31.2	19.4	34.1 K		51.2 Q	37.5 pQ	24.8 Q	7.4	27.5	29.3	35.3
Something else	33	3	30	1	4	11	18	27	1	5	17	6	-	-	4	16	3	7	19	7
	4.2	3.5	4.3	1.2	6.3	4.7	4.4	4.9 I	0.4	7.2 i	5.4	2.9			4.4	6.8 q	2.6	2.9	4.5	5.8
Don't know	142	16	126	16	11	43	72	86	37	19	40	37	-	3	19	31	17	33	81	28
	18.3	20.8	18.0	17.1	18.3	19.1	18.2	15.7	23.9 h	25.9 h	12.9	18.5		33.5	19.7	13.0	14.2	14.3	19.0	23.9 r

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

V9. When traditional 75-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?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Refused	16	2	14	-	3	5	9	16	-	-	5	11	-	1	4	3	6	6	8	1
	2.1	2.1	2.1		4.8	2.0	2.2	2.9			1.6	5.5		15.3	4.4	1.4	5.2	2.7	1.9	1.2
												k								

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

V10. Which type of light bulbs are you most likely to switch to?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: SWITCH TO A NEW TYPE OF BULB	367 100.0	34 100.0	333 100.0	47 100.0	28 100.0	93 100.0	200 100.0	285 100.0	52 100.0	30 100.0	193 100.0	81 100.0	-	-	36 100.0	132 100.0	86 100.0	126 100.0	198 100.0	43 100.0
UNWEIGHTED BASE	358	125	233	65	48	85	160	278	52	28	186	79	-	-	34	132	82	119	197	42
Don't know/Refused	50	6	44	10	8	12	20	27	16	7	21	4	-	-	5	15	1	12	24	14
Total answering	317 100.0	28 100.0	289 100.0	37 100.0	20 100.0	81 100.0	179 100.0	258 100.0	36 100.0	23 100.0	172 100.0	76 100.0	-	-	31 100.0	117 100.0	85 100.0	114 100.0	175 100.0	28 100.0
LED	51 16.2	4 15.5	47 16.3	9 23.9 f	5 24.0	9 10.6	29 16.3	43 16.8 j	7 18.1	1 6.4	26 15.2	16 20.5	-	-	7 23.1	24 20.7	10 12.3	36 31.7 ST	14 8.0	1 5.1
Halogen	5 1.5	1 1.9	4 1.5	-	2 8.5	0 0.3	3 1.6	3 1.3	1 4.0	-	2 1.0	2 2.2	-	-	2 6.4	1 1.2	-	-	5 2.8	-
CFL	214 67.6	20 70.0	194 67.4	22 59.0	10 52.1	66 82.0 DEG	116 64.6	193 74.8 IJ	16 43.3	5 24.0	139 80.9 L	48 63.7	-	-	18 58.8	85 72.5	71 84.3 Op	72 63.4	127 73.0 t	15 51.0

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

V10. Which type of light bulbs are you most likely to switch to?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Energy efficient incandescent/EISA-compliant incandescent	39 12.2	3 10.6	36 12.4	6 17.2	3 15.4	6 7.1	24 13.1	12 4.7	11 30.0 H	16 69.6 HI	5 2.8	6 7.8	-	-	2 6.2	5 4.3	1 1.7	4 3.4	24 13.6 R	11 38.9 RS
Other	8 2.4	1 1.9	7 2.5	-	-	-	8 4.3	6 2.3	2 4.7	-	0 0.2	4 5.7 K	-	-	2 5.5	1 1.2	1 1.7	2 1.5	5 2.6	1 5.1

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

V10. Which type of light bulbs are you most likely to switch to?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: SWITCH TO A NEW TYPE OF BULB	367 100.0	34 100.0	333 100.0	47 100.0	28 100.0	93 100.0	200 100.0	285 100.0	52 100.0	30 100.0	193 100.0	81 100.0	-	-	36 100.0	132 100.0	86 100.0	126 100.0	198 100.0	43 100.0
UNWEIGHTED BASE	358	125	233	65	48	85	160	278	52	28	186	79	-	-	34	132	82	119	197	42
LED	51 14.0	4 12.8	47 14.1	9 18.9	5 17.0	9 9.2	29 14.7	43 15.3 J	7 12.5	1 4.8	26 13.6	16 19.4	-	-	7 20.0	24 18.4	10 12.1	36 28.6 ST	14 7.0	1 3.4
Halogen	5 1.3	1 1.6	4 1.3	-	2 6.0	0 0.3	3 1.4	3 1.2	1 2.7	-	2 0.9	2 2.1	-	-	2 5.6	1 1.1	-	-	5 2.4	-
CFL	214 58.4	20 57.7	194 58.4	22 46.7	10 36.8	66 71.4 DEg	116 58.1 E	193 67.8 IJ	16 29.9	5 18.3	139 72.2	48 60.2	-	-	18 51.0	85 64.3	71 82.9 OP	72 57.3 T	127 64.2 T	15 34.1
Energy efficient incandescent/EISA-compliant incandescent	39 10.5	3 8.8	36 10.7	6 13.6	3 10.9	6 6.2	24 11.8	12 4.3	11 20.7 H	16 52.9 HI	5 2.5	6 7.4	-	-	2 5.4	5 3.9	1 1.7	4 3.1	24 12.0 R	11 25.9 Rs

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

V10. Which type of light bulbs are you most likely to switch to?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Other	8	1	7	-	-	-	8	6	2	-	0	4	-	-	2	1	1	2	5	1
	2.1	1.6	2.2				3.9	2.1	3.3		0.1	5.4 K			4.8	1.1	1.7	1.4	2.3	3.4
Don't know	50	6	44	10	8	12	20	27	16	7	21	4	-	-	5	15	1	12	24	14
	13.7	17.6	13.3	20.7	29.3 fG	12.9	10.2	9.4	31.0 H	24.0	10.7	5.6			13.3 q	11.3 Q	1.7	9.7	12.0	33.3 RS

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

IN1. Have you ever purchased any traditional incandescent light bulbs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: DIDN'T PURCHASE ANY 100-WATT INCANDESCENT BULBS	613	61	552	65	45	177	327	432	124	57	246	154	-	9	74	187	106	182	334	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	100.0
UNWEIGHTED BASE	608	222	386	101	79	156	272	421	126	61	244	147	-	8	68	185	102	171	332	105
Don't know/Refused	9	1	9	-	0	2	7	3	5	2	3	-	-	-	1	1	-	-	5	5
Total answering	603	60	543	65	44	175	320	429	119	56	243	154	-	9	73	186	106	182	329	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
Yes	465	45	420	44	30	144	247	343	88	34	202	121	-	9	55	149	91	152	255	58
	77.1	74.0	77.4	68.2	67.7	82.6	77.1	80.0	74.1	60.6	83.3	78.7		100.0	75.5	80.1	85.8	83.6	77.6	62.3
						De		J						OPQ				T	T	
No	138	16	123	21	14	30	73	86	31	22	41	33	-	-	18	37	15	30	74	35
	22.9	26.0	22.6	31.8	32.3	17.4	22.9	20.0	25.9	39.4	16.7	21.3			24.5	19.9	14.2	16.4	22.4	37.7
				F	f					H										RS

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

IN1. Have you ever purchased any traditional incandescent light bulbs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: DIDN'T PURCHASE ANY 100-WATT INCANDESCENT BULBS	613 100.0	61 100.0	552 100.0	65 100.0	45 100.0	177 100.0	327 100.0	432 100.0	124 100.0	57 100.0	246 100.0	154 100.0	-	9 100.0	74 100.0	187 100.0	106 100.0	182 100.0	334 100.0	97 100.0
UNWEIGHTED BASE	608	222	386	101	79	156	272	421	126	61	244	147	-	8	68	185	102	171	332	105
Yes	465 75.9	45 73.0	420 76.2	44 68.2	30 67.2	144 81.6 De	247 75.4	343 79.5 J	88 71.2	34 58.8	202 82.3	121 78.7	-	9 100.0 OPQ	55 74.0	149 79.5	91 85.8	152 83.6 sT	255 76.5 T	58 59.4
No	138 22.6	16 25.7	123 22.2	21 31.8 F	14 32.2 f	30 17.2	73 22.4	86 19.9	31 24.9	22 38.2 H	41 16.5	33 21.3	-	-	18 24.1	37 19.7	15 14.2	30 16.4	74 22.1	35 35.9 RS
Don't know	6 1.0	1 0.9	6 1.0	-	-	2 1.1	4 1.3	3 0.7	3 2.8	-	3 1.2	-	-	-	1 1.9	1 0.8	-	-	3 1.0	3 3.0
Refused	3 0.5	0 0.4	3 0.5	-	0 0.6	-	3 0.9	-	1 1.2	2 3.0	-	-	-	-	-	-	-	-	1 0.4	2 1.8

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

IN1. Have you ever purchased any traditional incandescent light bulbs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
TOTAL	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
Don't know/Refused	9	1	9	-	0	2	7	3	5	2	3	-	-	-	1	1	-	-	5	5
Total answering	767	78	688	93	58	224	392	544	149	73	308	199	-	9	96	237	120	234	420	112
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	465	45	420	44	30	144	247	343	88	34	202	121	-	9	55	149	91	152	255	58
	60.6	56.9	61.1	47.6	51.6	64.3	62.9	63.1	58.9	46.0	65.7	60.8		97.1	57.4	62.7	76.2	64.9	60.8	51.2
						De	D	J						OPq			OP	T		
No	302	34	268	49	28	80	145	201	61	40	106	78	-	0	41	88	29	82	165	55
	39.4	43.1	38.9	52.4	48.4	35.7	37.1	36.9	41.1	54.0	34.3	39.2		2.9	42.6	37.3	23.8	35.1	39.2	48.8
				FG	f					H					NQ	NQ	n			R

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

IN1. Have you ever purchased any traditional incandescent light bulbs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
TOTAL	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
Yes	465	45	420	44	30	144	247	343	88	34	202	121	-	9	55	149	91	152	255	58
	59.9	56.3	60.3	47.6	51.4	63.8	61.8	62.7	57.1	44.9	65.1	60.8		97.1	56.5	62.3	76.2	64.9	60.1	49.1
						D	D	J						OPq			OP	T	t	
No	302	34	268	49	28	80	145	201	61	40	106	78	-	0	41	88	29	82	165	55
	38.9	42.7	38.5	52.4	48.1	35.4	36.4	36.7	39.8	52.8	34.0	39.2		2.9	42.0	37.0	23.8	35.1	38.8	46.9
				FG	f					H					NQ	NQ	n			r
Don't know	6	1	6	-	-	2	4	3	3	-	3	-	-	-	1	1	-	-	3	3
	0.8	0.7	0.8			0.9	1.1	0.5	2.2		0.9				1.5	0.6			0.8	2.5
Refused	3	0	3	-	0	-	3	-	1	2	-	-	-	-	-	-	-	-	1	2
	0.4	0.3	0.4		0.5		0.7		0.9	2.3									0.3	1.5

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

IN2. During 2012, how many traditional incandescent bulbs did you purchase?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: PURCHASED INCANDESCENT BULBS	628 100.0	63 100.0	566 100.0	72 100.0	44 100.0	194 100.0	319 100.0	458 100.0	119 100.0	51 100.0	267 100.0	166 100.0	-	9 100.0	78 100.0	200 100.0	105 100.0	204 100.0	346 100.0	78 100.0
UNWEIGHTED BASE	624	228	396	108	80	168	268	447	125	52	268	156	-	9	73	199	96	199	344	81
Don't know/Refused	63	6	57	3	7	30	24	38	17	9	21	14	-	2	11	13	6	16	31	17
Total answering	565 100.0	56 100.0	508 100.0	69 100.0	37 100.0	164 100.0	295 100.0	421 100.0	102 100.0	43 100.0	247 100.0	152 100.0	-	8 100.0	67 100.0	187 100.0	98 100.0	189 100.0	315 100.0	61 100.0
None	216 38.2	16 27.8	200 39.4 B	17 24.9	14 38.0	50 30.5	135 45.7 DF	170 40.4 i	31 30.6	15 35.6	99 40.2	63 41.2	-	-	28 41.9	69 36.9	56 56.7 oP	72 38.1	122 38.6	22 36.6
1	6 1.1	0 0.5	6 1.1	0 0.4	-	4 2.6	1 0.5	6 1.4	0 0.3	-	3 1.2	3 1.9	-	-	1 2.1	4 2.3	-	3 1.5	3 1.0	-
2	22 4.0	1 1.9	21 4.2	3 4.0	2 5.3	4 2.6	13 4.6	18 4.3 i	1 1.4	3 6.7	14 5.6 l	3 1.9	-	1 18.7	0 0.4	10 5.6 O	6 5.8 o	10 5.3	11 3.4	2 2.8

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

IN2. During 2012, how many traditional incandescent bulbs did you purchase?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
3	17	1	16	2	0	6	9	9	5	3	7	1	-	-	-	4	3	6	11	-
	2.9	1.5	3.1	2.4	0.7	3.5	3.0	2.1	4.8	6.7	3.0	0.9				2.3	3.2	3.2	3.4	
4	65	5	60	5	1	29	31	47	12	6	29	12	-	0	4	26	13	27	33	5
	11.5	9.3	11.8	7.2	2.2	17.4 DEg	10.5 E	11.2	12.1	14.1	11.7	8.0		3.6	6.4	14.0 o	13.3	14.3	10.6	8.0
5	11	2	9	1	2	3	4	7	3	-	4	2	-	-	1	4	1	5	3	2
	1.9	3.4	1.7	1.2	6.0	1.9	1.5	1.8	3.1		1.7	1.1			2.1	2.1	0.6	2.9	1.1	2.8
6	39	5	34	7	3	13	16	28	11	0	16	7	-	-	8	9	9	9	25	6
	6.9	8.8	6.7	10.0	7.5	8.0	5.5	6.7 j	10.6 J	0.7	6.6	4.8			11.9	4.9	9.0	4.5	7.9	9.3
8	40	6	34	12	3	13	12	30	5	5	17	12	-	2	6	13	3	9	23	8
	7.1	10.3	6.7	17.3 fG	8.2	7.7	4.2	7.1	5.3	10.8	6.9	8.2		22.1	9.2	7.1	3.4	4.7	7.3	13.1
9	2	1	1	0	0	1	-	2	-	-	0	2	-	-	-	1	-	0	2	-
	0.4	1.0	0.3	0.4	0.7	0.9		0.5			0.1	1.1				0.3		0.1	0.5	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

IN2. During 2012, how many traditional incandescent bulbs did you purchase?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
10	35	8	27	15	3	7	9	23	8	3	12	11	-	1	6	9	1	13	15	6
	6.1	13.7 C	5.3	21.7 EFG	7.3	4.5	3.2	5.5	8.0	7.3	5.0	7.1		18.1	9.3 q	4.8	0.6	7.0	4.9	9.6
11-20	76	9	67	5	7	20	44	52	16	7	33	19	-	3	6	28	6	29	39	8
	13.4	15.1	13.2	7.6	18.1	12.4	14.8	12.4	16.0	17.5	13.4	12.5		37.5 q	8.9	14.8 Q	5.8	15.2	12.4	13.1
More than 20	37	4	33	2	2	13	19	28	8	0	11	17	-	-	5	9	2	6	28	3
	6.5	6.8	6.5	2.8	5.9	8.0	6.6	6.8 J	7.9 j	0.6	4.6	11.2 K			7.6	4.9	1.7	3.2	8.9 R	4.7
Mean	6.80	8.18 c	6.64	6.64	7.29	7.32	6.48	6.78	7.49	5.36	5.89	8.75 K	-	11.59 Q	6.75 Q	6.31 Q	3.33	6.03	7.41	6.01
Median	4.00	6.00	4.00	6.00	5.00	4.00	2.00	4.00	5.00	4.00	4.00	4.00	-	10.00	4.00	4.00	0.00	4.00	4.00	5.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

IN2. During 2012, how many traditional incandescent bulbs did you purchase?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: PURCHASED INCANDESCENT BULBS	628 100.0	63 100.0	566 100.0	72 100.0	44 100.0	194 100.0	319 100.0	458 100.0	119 100.0	51 100.0	267 100.0	166 100.0	- 	9 100.0	78 100.0	200 100.0	105 100.0	204 100.0	346 100.0	78 100.0
UNWEIGHTED BASE	624	228	396	108	80	168	268	447	125	52	268	156	-	9	73	199	96	199	344	81
None	216 34.4	16 25.0	200 35.4 B	17 23.8	14 32.3	50 25.7	135 42.3 DF	170 37.0 I	31 26.2	15 29.5	99 37.1	63 37.8	-	-	28 36.1	69 34.4	56 53.3 OP	72 35.2	122 35.1	22 28.7
1	6 1.0	0 0.4	6 1.0	0 0.4	-	4 2.2	1 0.5	6 1.2	0 0.2	-	3 1.1	3 1.7	-	-	1 1.8	4 2.1	-	3 1.4	3 0.9	-
2	22 3.6	1 1.7	21 3.8	3 3.8	2 4.5	4 2.2	13 4.2	18 4.0 I	1 1.2	3 5.6	14 5.2 l	3 1.7	-	1 15.3	0 0.3	10 5.2 O	6 5.5 o	10 4.9	11 3.1	2 2.2
3	17 2.6	1 1.3	16 2.8	2 2.3	0 0.6	6 2.9	9 2.8	9 1.9	5 4.1	3 5.6	7 2.8	1 0.9	-	-	-	4 2.1	3 3.0	6 2.9	11 3.1	-
4	65 10.4	5 8.3	60 10.6	5 6.9	1 1.9	29 14.7 dE	31 9.7 E	47 10.2	12 10.4	6 11.7	29 10.8	12 7.3	-	0 3.0	4 5.5	26 13.1 O	13 12.5	27 13.2 t	33 9.6	5 6.3

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

IN2. During 2012, how many traditional incandescent bulbs did you purchase?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
5	11	2	9	1	2	3	4	7	3	-	4	2	-	-	1	4	1	5	3	2
	1.7	3.1	1.5	1.2	5.1	1.6	1.4	1.6	2.6		1.6	1.0			1.8	2.0	0.5	2.6	1.0	2.2
6	39	5	34	7	3	13	16	28	11	0	16	7	-	-	8	9	9	9	25	6
	6.2	7.9	6.1	9.6	6.4	6.8	5.1	6.1 J	9.1 J	0.5	6.1	4.4			10.3	4.5	8.4	4.2	7.2	7.3
8	40	6	34	12	3	13	12	30	5	5	17	12	-	2	6	13	3	9	23	8
	6.3	9.2	6.0	16.5 FG	7.0	6.5	3.9	6.5	4.6	8.9	6.4	7.5		18.1	7.9	6.6	3.2	4.4	6.6	10.2
9	2	1	1	0	0	1	-	2	-	-	0	2	-	-	-	1	-	0	2	-
	0.3	0.9	0.3	0.4	0.6	0.7		0.4			0.1	1.0				0.3		0.1	0.5	
10	35	8	27	15	3	7	9	23	8	3	12	11	-	1	6	9	1	13	15	6
	5.5	12.3 C	4.7	20.8 EFG	6.2	3.8	3.0	5.1	6.9	6.0	4.6	6.6		14.8	8.0 q	4.5	0.5	6.5	4.5	7.5
11-20	76	9	67	5	7	20	44	52	16	7	33	19	-	3	6	28	6	29	39	8
	12.1	13.6	11.9	7.3	15.4	10.4	13.7	11.4	13.7	14.5	12.4	11.5		30.7	7.7	13.8 Q	5.4	14.1	11.3	10.3

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
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NEEA Consumer Lighting Survey (#6510)

IN2. During 2012, how many traditional incandescent bulbs did you purchase?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
More than 20	37	4	33	2	2	13	19	28	8	0	11	17	-	-	5	9	2	6	28	3
	5.8	6.1	5.8	2.7	5.0	6.8	6.1	6.2 J	6.7 j	0.5	4.3	10.3 k			6.6	4.6	1.6	2.9	8.1 Rt	3.7
Don't know	63	6	57	3	7	30	24	38	17	9	21	14	-	2	11	13	6	16	31	17
	10.1	10.1	10.1	4.2	14.9 D	15.6 DG	7.4	8.2	14.4	17.1	7.7	8.2		18.1	14.0	6.7	6.0	7.6	9.0	21.7 RS
Mean	6.80	8.18 c	6.64	6.64	7.29	7.32	6.48	6.78	7.49	5.36	5.89	8.75 K	-	11.59 Q	6.75 Q	6.31 Q	3.33	6.03	7.41	6.01
Median	4.00	6.00	4.00	6.00	5.00	4.00	2.00	4.00	5.00	4.00	4.00	4.00	-	10.00	4.00	4.00	0.00	4.00	4.00	5.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
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	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
Don't know/Refused	63	6	57	3	7	30	24	38	17	9	21	14	-	2	11	13	6	16	31	17
Total answering	713	73	640	90	52	196	375	509	137	66	290	185	-	8	86	225	114	219	394	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	100.0
None	364	32	332	38	29	82	215	258	67	39	143	96	-	-	47	107	71	102	200	62
	51.0	44.1	51.8 B	42.1	55.5 f	42.0	57.3 DF	50.7	48.6	58.5	49.1	51.6			54.9	47.6	62.5 P	46.6	50.9	61.5 Rs
1	6	0	6	0	-	4	1	6	0	-	3	3	-	-	1	4	-	3	3	-
	0.8	0.4	0.9	0.3		2.2	0.4	1.1	0.2		1.0	1.5			1.7	1.9		1.3	0.8	
2	22	1	21	3	2	4	13	18	1	3	14	3	-	1	0	10	6	10	11	2
	3.2	1.5	3.3	3.1	3.8	2.2	3.6	3.6 I	1.0	4.3	4.8 L	1.5		18.7	0.3	4.7 O	5.0 o	4.5	2.8	1.7

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
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NEEA Consumer Lighting Survey (#6510)

IN2. During 2012, how many traditional incandescent bulbs did you purchase?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
3	17	1	16	2	0	6	9	9	5	3	7	1	-	-	-	4	3	6	11	-
	2.3	1.1	2.5	1.9	0.5	2.9	2.4	1.7	3.5	4.3	2.5	0.8				1.9	2.8	2.7	2.7	
4	65	5	60	5	1	29	31	47	12	6	29	12	-	0	4	26	13	27	33	5
	9.2	7.2	9.4	5.6	1.6	14.5 DEg	8.2 E	9.2	9.0	9.1	9.9	6.6		3.6	5.0	11.6 O	11.5	12.3 T	8.5	4.9
5	11	2	9	1	2	3	4	7	3	-	4	2	-	-	1	4	1	5	3	2
	1.5	2.6	1.3	0.9	4.3	1.6	1.1	1.5	2.3		1.5	0.9			1.7	1.8	0.5	2.5	0.9	1.7
6	39	5	34	7	3	13	16	28	11	0	16	7	-	-	8	9	9	9	25	6
	5.5	6.8	5.4	7.7	5.4	6.7	4.4	5.5 J	7.8 J	0.4	5.6	4.0			9.3	4.0	7.8	3.9	6.4	5.7
8	40	6	34	12	3	13	12	30	5	5	17	12	-	2	6	13	3	9	23	8
	5.6	7.9	5.3	13.3 fG	5.9	6.4	3.3	5.9	3.9	6.9	5.9	6.7		22.1	7.2	5.9	3.0	4.1	5.8	7.9
9	2	1	1	0	0	1	-	2	-	-	0	2	-	-	-	1	-	0	2	-
	0.3	0.8	0.2	0.3	0.5	0.7		0.4			0.1	0.9				0.2		0.1	0.4	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

IN2. During 2012, how many traditional incandescent bulbs did you purchase?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
10	35	8	27	15	3	7	9	23	8	3	12	11	-	1	6	9	1	13	15	6
	4.8	10.6 C	4.2	16.7 EFG	5.3	3.8	2.5	4.6	5.9	4.7	4.3	5.9		18.1	7.2 q	4.0	0.5	6.1	3.9	5.8
11-20	76	9	67	5	7	20	44	52	16	7	33	19	-	3	6	28	6	29	39	8
	10.6	11.7	10.5	5.9	13.0	10.3	11.6	10.2	11.8	11.3	11.4	10.3		37.5 q	6.9	12.3 Q	5.0	13.2	9.9	8.0
More than 20	37	4	33	2	2	13	19	28	8	0	11	17	-	-	5	9	2	6	28	3
	5.2	5.3	5.1	2.2	4.2	6.7 d	5.2	5.6 J	5.8 j	0.4	3.9	9.2 k			5.9	4.1	1.5	2.7	7.1 RT	2.8
Mean	5.39	6.33	5.28	5.12	5.23	6.11	5.10	5.60 J	5.55	3.45	5.01	7.20 k	-	11.59 opQ	5.24 q	5.24 Q	2.89	5.20 t	5.93 T	3.65
Median	0.00	4.00	0.00	4.00	0.00	4.00	0.00	0.00	3.00	0.00	1.00	0.00	-	10.00	0.00	2.00	0.00	2.00	0.00	0.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

IN2. During 2012, how many traditional incandescent bulbs did you purchase?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
None	364	32	332	38	29	82	215	258	67	39	143	96	-	-	47	107	71	102	200	62
	46.9	40.6	47.6 b	40.7	49.3 f	36.4	53.9 DF	47.2	43.2	51.7	45.9	48.1			48.8	44.9	59.2 P	43.5	47.1	52.7
1	6	0	6	0	-	4	1	6	0	-	3	3	-	-	1	4	-	3	3	-
	0.8	0.3	0.8	0.3		1.9	0.4	1.0	0.2		0.9	1.4			1.5	1.8		1.2	0.7	
2	22	1	21	3	2	4	13	18	1	3	14	3	-	1	0	10	6	10	11	2
	2.9	1.4	3.1	3.0	3.4	1.9	3.4	3.3 I	0.9	3.8	4.5 L	1.4		15.3	0.3	4.4 O	4.8 O	4.2	2.6	1.5
3	17	1	16	2	0	6	9	9	5	3	7	1	-	-	-	4	3	6	11	-
	2.1	1.0	2.3	1.8	0.5	2.5	2.2	1.6	3.1	3.8	2.4	0.7				1.8	2.6	2.5	2.5	
4	65	5	60	5	1	29	31	47	12	6	29	12	-	0	4	26	13	27	33	5
	8.4	6.6	8.6	5.4	1.4	12.6 DE	7.7 E	8.6	8.0	8.0	9.3	6.1		3.0	4.4	11.0 O	10.9	11.5 T	7.9	4.2

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

IN2. During 2012, how many traditional incandescent bulbs did you purchase?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
5	11	2	9	1	2	3	4	7	3	-	4	2	-	-	1	4	1	5	3	2
	1.4	2.4	1.2	0.9	3.8	1.4	1.1	1.4	2.0		1.4	0.9			1.5	1.7	0.5	2.3	0.8	1.5
6	39	5	34	7	3	13	16	28	11	0	16	7	-	-	8	9	9	9	25	6
	5.0	6.3	4.9	7.5	4.8	5.8	4.1	5.1 J	7.0 J	0.4	5.2	3.7			8.2	3.8	7.4	3.6	5.9	4.8
8	40	6	34	12	3	13	12	30	5	5	17	12	-	2	6	13	3	9	23	8
	5.1	7.3	4.9	12.9 fG	5.3	5.5	3.1	5.5	3.5	6.1	5.5	6.2		18.1	6.4	5.6	2.8	3.8	5.4	6.8
9	2	1	1	0	0	1	-	2	-	-	0	2	-	-	-	1	-	0	2	-
	0.3	0.7	0.2	0.3	0.5	0.6		0.4			0.1	0.9				0.2		0.1	0.4	
10	35	8	27	15	3	7	9	23	8	3	12	11	-	1	6	9	1	13	15	6
	4.4	9.7 C	3.8	16.2 EFG	4.7	3.3	2.4	4.3	5.3	4.1	4.0	5.5		14.8	6.4 q	3.8	0.5	5.7	3.6	5.0
11-20	76	9	67	5	7	20	44	52	16	7	33	19	-	3	6	28	6	29	39	8
	9.8	10.8	9.7	5.7	11.5	8.9	10.9	9.5	10.5	9.9	10.6	9.6		30.7 q	6.1	11.6 Q	4.7	12.3	9.2	6.8

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

IN2. During 2012, how many traditional incandescent bulbs did you purchase?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
More than 20	37	4	33	2	2	13	19	28	8	0	11	17	-	-	5	9	2	6	28	3
	4.7	4.8	4.7	2.1	3.7	5.8	4.9	5.2 J	5.2 j	0.4	3.7	8.6 k			5.3	3.8	1.4	2.6	6.6 RT	2.4
Don't know	63	6	57	3	7	30	24	38	17	9	21	14	-	2	11	13	6	16	31	17
	8.2	8.0	8.2	3.3	11.2 d	13.4 DG	5.9	6.9	11.1	11.7	6.6	6.9		18.1	11.2	5.6	5.2	6.7	7.3	14.4 rs
Mean	5.39	6.33	5.28	5.12	5.23	6.11	5.10	5.60 J	5.55	3.45	5.01	7.20 k	-	11.59 opQ	5.24 q	5.24 Q	2.89	5.20 t	5.93 T	3.65
Median	0.00	4.00	0.00	4.00	0.00	4.00	0.00	0.00	3.00	0.00	1.00	0.00	-	10.00	0.00	2.00	0.00	2.00	0.00	0.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

IN3. Of all the traditional incandescent bulbs you bought in 2012, how many did you install in your home?

BANNER 1 - WEIGHTED

	TOTAL	RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
		RURAL	URBAN	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+	PUR-CHASER	NON-PUR-CHASER	UN-AWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: PURCHASED INCANDESCENT BULBS	349 100.0	41 100.0	308 100.0	52 100.0	23 100.0	114 100.0	160 100.0	251 100.0	71 100.0	27 100.0	148 100.0	90 100.0	-	8 100.0	39 100.0	118 100.0	43 100.0	117 100.0	193 100.0	39 100.0
UNWEIGHTED BASE	364	148	216	75	55	99	135	260	76	28	160	88	-	7	41	123	42	120	200	44
Don't know/Refused	14	3	11	9	0	1	3	9	5	0	5	3	-	-	1	3	-	2	12	0
Total answering	335 100.0	38 100.0	297 100.0	43 100.0	23 100.0	112 100.0	157 100.0	242 100.0	65 100.0	27 100.0	142 100.0	86 100.0	-	8 100.0	38 100.0	114 100.0	43 100.0	115 100.0	182 100.0	38 100.0
None	19 5.8	1 2.2	18 6.2 b	4 9.7	3 14.9 fG	6 5.1	6 3.8	18 7.3	2 2.6	-	10 7.4	6 6.6	-	-	3 7.5	9 7.7	6 14.0	10 9.1 s	6 3.3	3 7.4
1	16 4.7	1 3.6	14 4.8	0 0.6	1 2.4	6 5.1	9 5.8 d	14 5.7	2 3.0	-	12 8.4 L	2 2.0	-	-	1 3.8	9 7.7	3 7.4	9 7.7	7 3.8	-
2	60 17.8	4 10.1	56 18.8 B	7 16.1	2 9.8	20 18.0	30 19.2	46 19.0	9 13.1	5 17.9	27 18.8	16 18.8	-	2 22.3	6 15.7	20 17.8	12 28.1	17 15.1	39 21.4 T	3 8.9

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

IN3. Of all the traditional incandescent bulbs you bought in 2012, how many did you install in your home?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
3	22	5	17	2	1	9	10	12	7	3	5	6	-	0	1	6	4	5	14	3
	6.5	12.3 C	5.8	5.2	4.8	7.6	6.4	5.0	10.4	10.6	3.6	6.6		3.5	2.9	4.9	8.6	3.9	7.7	8.9
4	57	7	50	6	2	22	26	39	12	6	22	14	-	1	7	16	8	22	24	11
	16.9	17.4	16.8	14.8	8.4	19.8	16.6	16.0	17.9	22.2	15.3	16.1		18.7	19.4	13.9	19.9	19.0	13.2	28.2 s
5	26	4	23	5	1	8	12	17	8	2	9	7	-	-	5	7	1	13	10	4
	7.9	9.4	7.7	12.3	4.8	7.3	7.5	7.0	11.7	6.3	6.4	7.6			12.5	6.0	1.3	10.9	5.5	10.2
6	39	5	34	5	3	14	18	29	8	2	18	8	-	-	1	15	6	10	27	2
	11.6	12.3	11.5	11.0	11.0	12.2	11.5	12.0	12.2	7.3	12.6	9.6			3.8	12.9 o	14.0	8.8	14.6	5.9
7	2	0	1	0	-	1	-	-	1	0	-	-	-	-	-	-	-	1	-	0
	0.5	0.7	0.5	0.6		1.3			2.2	1.0								1.2		0.7
8	17	3	14	5	1	5	6	14	1	3	7	6	-	1	3	6	1	6	8	3
	5.1	7.3	4.8	11.6	3.6	4.3	4.0	5.6	0.8	10.6	5.0	7.2		18.6	8.8	4.9	3.4	5.6	4.2	7.5

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IN3. Of all the traditional incandescent bulbs you bought in 2012, how many did you install in your home?

BANNER 1 - WEIGHTED

	TOTAL	RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
		RURAL	URBAN	ID	MT	OR	WA	PURCHASER	NON-PURCHASER	UNAWARE	WITHIN PAST YEAR	2 OR MORE YEARS AGO	0	1	2-4	5-12	13+	PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
10	24	4	20	5	2	5	11	17	5	2	11	6	-	3	5	5	-	13	10	2
	7.3	11.6	6.7	12.3	9.6	4.8	7.3	7.1	7.8	7.3	7.6	7.5		36.8 p	13.5	4.4		10.9	5.3	5.8
11-20	48	5	43	2	7	15	24	34	9	5	21	13	-	-	5	23	1	9	34	5
	14.2	12.3	14.5	5.8	29.5 Dfg	13.2	15.0 d	14.0	13.8	16.9	15.1	14.5			12.0	19.7 Q	3.4	7.7	18.7 R	12.6
More than 20	6	0	6	-	0	1	4	3	3	-	-	3	-	-	-	-	-	-	5	1
	1.8	0.7	1.9		1.2	1.3	2.7	1.3	4.4			3.6							2.5	3.7
Mean	6.50	6.52	6.49	5.61	7.51 D	6.54	6.56	6.40	6.81	6.65	5.84	7.75	-	6.47 Q	6.12 Q	6.17 Q	3.54	5.40	6.77 R	8.47
Median	4.00	5.00	4.00	5.00	6.00	4.00	4.00	4.00	5.00	4.00	4.00	4.00	-	8.00	5.00	4.00	3.00	4.00	5.00	4.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
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BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: PURCHASED INCANDESCENT BULBS	349 100.0	41 100.0	308 100.0	52 100.0	23 100.0	114 100.0	160 100.0	251 100.0	71 100.0	27 100.0	148 100.0	90 100.0	- 	8 100.0	39 100.0	118 100.0	43 100.0	117 100.0	193 100.0	39 100.0
UNWEIGHTED BASE	364	148	216	75	55	99	135	260	76	28	160	88	-	7	41	123	42	120	200	44
None	19 5.5	1 2.0	18 6.0 B	4 8.0	3 14.7 fG	6 5.0	6 3.8	18 7.0 i	2 2.4	-	10 7.1	6 6.3	-	-	3 7.3	9 7.4	6 14.0	10 8.9 s	6 3.1	3 7.4
1	16 4.5	1 3.4	14 4.7	0 0.5	1 2.4	6 5.0	9 5.7 d	14 5.5	2 2.8	-	12 8.1 L	2 1.9	-	-	1 3.7	9 7.5	3 7.4	9 7.6	7 3.5	-
2	60 17.1	4 9.4	56 18.1 B	7 13.4	2 9.7	20 17.8	30 18.8	46 18.4	9 12.2	5 17.7	27 18.1	16 18.1	-	2 22.3	6 15.4	20 17.3	12 28.1	17 14.8	39 20.1 t	3 8.8
3	22 6.3	5 11.5 c	17 5.6	2 4.3	1 4.7	9 7.5	10 6.2	12 4.8	7 9.7	3 10.4	5 3.4	6 6.3	-	0 3.5	1 2.8	6 4.8	4 8.6	5 3.9	14 7.2	3 8.9

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

IN3. Of all the traditional incandescent bulbs you bought in 2012, how many did you install in your home?

BANNER 1 - WEIGHTED

	TOTAL	RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
		RURAL	URBAN	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+	PUR-CHASER	NON-PUR-CHASER	UN-AWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
4	57	7	50	6	2	22	26	39	12	6	22	14	-	1	7	16	8	22	24	11
	16.2	16.2	16.2	12.3	8.3	19.5	16.3	15.5	16.6	21.9	14.8	15.5		18.7	19.0	13.5	19.9	18.7	12.4	28.0 s
5	26	4	23	5	1	8	12	17	8	2	9	7	-	-	5	7	1	13	10	4
	7.6	8.8	7.4	10.2	4.7	7.3	7.3	6.8	10.9	6.3	6.1	7.3			12.3	5.8	1.3	10.7	5.1	10.2
6	39	5	34	5	3	14	18	29	8	2	18	8	-	-	1	15	6	10	27	2
	11.2	11.5	11.1	9.1	10.9	12.0	11.3	11.6	11.3	7.2	12.1	9.2			3.7	12.5 O	14.0	8.7	13.7	5.9
7	2	0	1	0	-	1	-	-	1	0	-	-	-	-	-	-	-	1	-	0
	0.5	0.7	0.5	0.5		1.3			2.0	1.0								1.2		0.7
8	17	3	14	5	1	5	6	14	1	3	7	6	-	1	3	6	1	6	8	3
	4.9	6.8	4.6	9.6	3.6	4.3	3.9	5.4 i	0.8	10.4	4.8	6.9		18.6	8.6	4.8	3.4	5.5	3.9	7.4
10	24	4	20	5	2	5	11	17	5	2	11	6	-	3	5	5	-	13	10	2
	7.0	10.8	6.5	10.2	9.5	4.7	7.2	6.9	7.3	7.3	7.3	7.2		36.8 p	13.2	4.3		10.7	5.0	5.7

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

IN3. Of all the traditional incandescent bulbs you bought in 2012, how many did you install in your home?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
11-20	48	5	43	2	7	15	24	34	9	5	21	13	-	-	5	23	1	9	34	5
	13.6	11.5	13.9	4.8	29.2 Dfg	13.0	14.7 D	13.5	12.8	16.7	14.5	14.0			11.8	19.1 Q	3.4	7.6	17.5 R	12.5
More than 20	6	0	6	-	0	1	4	3	3	-	-	3	-	-	-	-	-	-	5	1
	1.7	0.7	1.9		1.2	1.3	2.7	1.3	4.1			3.5							2.4	3.7
Don't know	14	3	11	9	0	1	3	9	5	0	5	3	-	-	1	3	-	2	12	0
	4.0	6.8	3.6	17.1 EFG	1.2	1.3	2.1	3.5	7.1	1.0	3.6	3.8			2.1	2.9		1.7	6.1 r	0.7
Mean	6.50	6.52	6.49	5.61	7.51 D	6.54	6.56	6.40	6.81	6.65	5.84	7.75	-	6.47 Q	6.12 Q	6.17 Q	3.54	5.40	6.77 R	8.47
Median	4.00	5.00	4.00	5.00	6.00	4.00	4.00	4.00	5.00	4.00	4.00	4.00	-	8.00	5.00	4.00	3.00	4.00	5.00	4.00

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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

IN4. Thinking about all of the incandescent bulbs you've purchased at any time, how many are you storing for use as spares or to be installed at a later date?

BANNER 1 - WEIGHTED

	TOTAL	RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
		RURAL	URBAN	ID	MT	OR	WA	PURCHASER	NON-PURCHASER	UNAWARE	WITHIN PAST YEAR	2 OR MORE YEARS AGO	0	1	2-4	5-12	13+	PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: STORING BULBS	628	63	566	72	44	194	319	458	119	51	267	166	-	9	78	200	105	204	346	78
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	624	228	396	108	80	168	268	447	125	52	268	156	-	9	73	199	96	199	344	81
Don't know/Refused	49	3	46	4	5	18	23	28	11	10	16	7	-	1	2	8	4	13	28	8
Total answering	579	59	520	68	39	176	296	431	108	41	252	159	-	8	76	192	100	192	318	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	100.0
None	204	18	186	26	9	62	107	152	31	21	93	48	-	1	18	76	48	69	108	26
	35.2	30.6	35.7	38.5 e	23.6	34.9	36.1 e	35.2	29.1	50.9 hI	37.0	30.1		17.4	23.6	39.5 O	48.0 NO	36.2	34.1	37.3
1	10	2	9	1	0	6	4	9	1	0	5	3	-	-	2	2	3	2	6	2
	1.8	2.8	1.7	0.8	0.7	3.2	1.2	2.0	1.3	0.7	2.1	2.0			2.2	1.0	2.9	0.9	2.0	3.2
2	64	3	62	4	1	19	41	51	9	4	34	16	-	3	7	23	15	14	47	3
	11.1	4.6	11.8 B	5.3	2.1	10.9 E	13.8 DE	11.9	8.3	10.5	13.5	9.8		39.5	9.4	11.7	15.1	7.1	14.9 RT	4.9

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

IN4. Thinking about all of the incandescent bulbs you've purchased at any time, how many are you storing for use as spares or to be installed at a later date?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
3	27	4	23	3	6	4	14	20	5	1	12	7	-	-	5	9	5	13	12	2
	4.7	6.9	4.4	4.5	14.4 dFg	2.4	4.7	4.7	4.8	3.5	4.7	4.5			6.7	4.7	4.8	6.7	3.9	2.5
4	35	5	30	4	2	7	23	27	8	1	16	9	-	-	6	17	3	19	13	4
	6.1	8.8	5.8	6.1	4.2	3.7	7.8	6.2	7.4	1.4	6.4	5.4			7.9	8.7	3.4	9.8 S	3.9	5.7
5	42	5	37	7	6	15	14	28	11	4	16	12	-	0	5	13	5	12	21	9
	7.3	8.8	7.1	10.5	16.5 G	8.4	4.7	6.5	9.8	9.0	6.5	7.3		3.4	6.6	6.6	4.5	6.5	6.5	12.9
6	56	5	51	6	2	20	29	41	13	3	23	15	-	0	11	18	5	19	30	7
	9.7	8.3	9.9	8.1	5.0	11.2	9.9	9.4	11.8	7.6	9.3	9.7		3.4	13.8 q	9.5	4.8	10.0	9.6	9.7
7	3	1	3	-	0	-	3	1	1	1	0	0	-	-	-	0	-	-	1	3
	0.6	0.9	0.6		0.7		1.1	0.1	1.3	3.5	0.1	0.2				0.1			0.2	4.1 s

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
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NEEA Consumer Lighting Survey (#6510)

IN4. Thinking about all of the incandescent bulbs you've purchased at any time, how many are you storing for use as spares or to be installed at a later date?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
8	21	2	19	2	0	9	9	17	3	2	6	9	-	-	4	7	1	7	11	3
	3.6	3.7	3.6	3.6	0.7	5.0 e	3.1	3.8	2.4	4.1	2.5	5.4			5.6	3.4	1.4	3.4	3.6	4.1
9	0	0	-	-	-	-	0	-	-	0	-	-	-	-	-	-	-	-	-	0
	*	0.5					0.1			0.7										0.4
10	30	5	24	9	4	5	12	21	7	1	16	6	-	-	3	8	5	12	18	-
	5.1	9.3 C	4.6	13.0 FG	10.6	2.7	4.0	5.0	6.9	2.0	6.3	3.5			4.1	4.2	4.8	6.2	5.6	
11-20	54	7	47	6	4	19	25	39	12	3	24	14	-	-	11	12	9	18	29	6
	9.3	11.1	9.1	9.3	9.2	10.8	8.3	9.2	10.8	6.2	9.5	9.0			13.8	6.3	8.8	9.4	9.2	9.0
More than 20	32	2	30	0	5	12	15	26	7	-	5	21	-	3	5	8	1	7	21	4
	5.6	3.7	5.8	0.4	12.3 Dg	6.6 D	5.2 D	6.0	6.1		1.9	13.1 K		36.2 opQ	6.0	4.0	1.4	3.9	6.5	6.2
Mean	5.93	6.02	5.93	4.56	7.65 dg	6.77	5.53	6.12 J	6.26 J	3.18	4.37	9.31 K	-	13.10	6.92 PQ	4.29	3.75	5.28	6.09	7.02

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
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NEEA Consumer Lighting Survey (#6510)

IN4. Thinking about all of the incandescent bulbs you've purchased at any time, how many are you storing for use as spares or to be installed at a later date?

BANNER 1 - WEIGHTED

		RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
	TOTAL	RURAL	URBAN	ID	MT	OR	WA	PURCHASER	NON-PURCHASER	UNAWARE	WITHIN PAST YEAR	2 OR MORE YEARS AGO	0	1	2-4	5-12	13+	PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Median	3.00	4.00	3.00	4.00	5.00	3.00	2.00	3.00	4.00	0.00	2.00	4.00	-	2.00	5.00	2.00	1.00	3.00	2.00	4.00

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	TOTAL	RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
		RURAL	URBAN	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+	PUR-CHASER	NON-PUR-CHASER	UN-AWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: STORING BULBS	628	63	566	72	44	194	319	458	119	51	267	166	-	9	78	200	105	204	346	78
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	624	228	396	108	80	168	268	447	125	52	268	156	-	9	73	199	96	199	344	81
None	204	18	186	26	9	62	107	152	31	21	93	48	-	1	18	76	48	69	108	26
	32.4	29.0	32.8	36.5 e	21.2	31.8	33.5 e	33.1	26.4	40.7	34.9	28.8		14.8	23.1	38.0 nO	46.1 NO	34.0	31.3	33.5
1	10	2	9	1	0	6	4	9	1	0	5	3	-	-	2	2	3	2	6	2
	1.6	2.6	1.5	0.8	0.6	2.9	1.2	1.9	1.2	0.5	2.0	1.9			2.2	1.0	2.7	0.8	1.8	2.9
2	64	3	62	4	1	19	41	51	9	4	34	16	-	3	7	23	15	14	47	3
	10.2	4.4	10.9 B	5.0	1.9	9.9 E	12.8 DE	11.2	7.5	8.4	12.7	9.4		33.5	9.2	11.3	14.5	6.7	13.6 RT	4.4
3	27	4	23	3	6	4	14	20	5	1	12	7	-	-	5	9	5	13	12	2
	4.3	6.6	4.0	4.2	12.9 Fg	2.2	4.4	4.5	4.3	2.8	4.4	4.3			6.6	4.5	4.6	6.3	3.6	2.2

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
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	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
4	35	5	30	4	2	7	23	27	8	1	16	9	-	-	6	17	3	19	13	4
	5.6	8.3	5.3	5.8	3.7	3.4	7.2	5.8	6.7	1.1	6.1	5.1			7.7	8.4	3.3	9.2 S	3.6	5.1
5	42	5	37	7	6	15	14	28	11	4	16	12	-	0	5	13	5	12	21	9
	6.7	8.3	6.5	10.0	14.8 g	7.7	4.3	6.1	8.9	7.2	6.2	7.0		2.9	6.5	6.4	4.4	6.1	6.0	11.6
6	56	5	51	6	2	20	29	41	13	3	23	15	-	0	11	18	5	19	30	7
	9.0	7.9	9.1	7.7	4.5	10.1	9.2	8.8	10.7	6.1	8.8	9.3		2.9	13.5 q	9.1	4.6	9.4	8.8	8.7
7	3	1	3	-	0	-	3	1	1	1	0	0	-	-	-	0	-	-	1	3
	0.5	0.9	0.5		0.6		1.0	0.1	1.2	2.8	0.1	0.2				0.1			0.2	3.7 s
8	21	2	19	2	0	9	9	17	3	2	6	9	-	-	4	7	1	7	11	3
	3.3	3.5	3.3	3.5	0.6	4.6 e	2.9	3.6	2.1	3.3	2.3	5.2			5.5	3.3	1.4	3.2	3.3	3.7

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

IN4. Thinking about all of the incandescent bulbs you've purchased at any time, how many are you storing for use as spares or to be installed at a later date?

BANNER 1 - WEIGHTED

	TOTAL	RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
		RURAL	URBAN	ID	MT	OR	WA	PURCHASER	NON-PURCHASER	UNAWARE	WITHIN PAST YEAR	2 OR MORE YEARS AGO	0	1	2-4	5-12	13+	PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
9	0	0	-	-	-	-	0	-	-	0	-	-	-	-	-	-	-	-	-	0
	*	0.4					0.1			0.5										0.4
10	30	5	24	9	4	5	12	21	7	1	16	6	-	-	3	8	5	12	18	-
	4.7	8.8 C	4.3	12.3 FG	9.5	2.5	3.7	4.7	6.2	1.6	5.9	3.4			4.0	4.1	4.6	5.8	5.1	
11-20	54	7	47	6	4	19	25	39	12	3	24	14	-	-	11	12	9	18	29	6
	8.5	10.5	8.3	8.8	8.3	9.8	7.7	8.6	9.8	4.9	8.9	8.6			13.5	6.1	8.4	8.8	8.5	8.1
More than 20	32	2	30	0	5	12	15	26	7	-	5	21	-	3	5	8	1	7	21	4
	5.1	3.5	5.3	0.4	11.0 D	6.0 D	4.9 D	5.6	5.5		1.8	12.6 K		30.7 pq	5.9	3.9	1.4	3.6	5.9	5.5
Don't know	49	3	46	4	5	18	23	28	11	10	16	7	-	1	2	8	4	12	28	8
	7.8	4.8	8.1 b	5.0	10.4	9.1	7.2	6.0	9.1	20.0 Hi	5.9	4.5		15.2	2.2	3.8	4.1	6.0	8.2	10.3
Refused	0	0	-	-	-	-	0	-	0	-	-	-	-	-	-	-	-	0	-	-
	*	0.4					0.1		0.2									0.1		

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

IN4. Thinking about all of the incandescent bulbs you've purchased at any time, how many are you storing for use as spares or to be installed at a later date?

BANNER 1 - WEIGHTED

	TOTAL	RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
		RURAL	URBAN	ID	MT	OR	WA	PURCHASER	NON-PURCHASER	UNAWARE	WITHIN PAST YEAR	2 OR MORE YEARS AGO	0	1	2-4	5-12	13+	PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Mean	5.93	6.02	5.93	4.56	7.65 dg	6.77	5.53	6.12 J	6.26 J	3.18	4.37	9.31 K	-	13.10	6.92 PQ	4.29	3.75	5.28	6.09	7.02
Median	3.00	4.00	3.00	4.00	5.00	3.00	2.00	3.00	4.00	0.00	2.00	4.00	-	2.00	5.00	2.00	1.00	3.00	2.00	4.00

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IN4. Thinking about all of the incandescent bulbs you've purchased at any time, how many are you storing for use as spares or to be installed at a later date?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
Don't know/Refused	49	3	46	4	5	18	23	28	11	10	16	7	-	1	2	8	4	13	28	8
Total answering	727	76	651	89	54	209	376	519	143	65	295	191	-	8	95	231	116	222	396	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
None	352	35	317	47	24	94	187	240	67	44	137	81	-	1	37	114	63	99	187	65
	48.4	45.7	48.7	52.6	44.4	45.1	49.8	46.3	46.7	68.8 HI	46.3	42.1		17.4	39.1	49.6 N	54.8 NO	44.8	47.2	59.9 RS
1	10	2	9	1	0	6	4	9	1	0	5	3	-	-	2	2	3	2	6	2
	1.4	2.2	1.3	0.6	0.5	2.7	1.0	1.6	1.0	0.4	1.8	1.6			1.8	0.9	2.5	0.8	1.6	2.1
2	64	3	62	4	1	19	41	51	9	4	34	16	-	3	7	23	15	14	47	3
	8.8	3.6	9.5 B	4.0	1.5	9.2 dE	10.9 DE	9.8	6.2	6.7	11.5	8.1		39.5	7.5	9.8	13.1	6.2	11.9 RT	3.1

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NEEA Consumer Lighting Survey (#6510)

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BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
3	27	4	23	3	6	4	14	20	5	1	12	7	-	-	5	9	5	13	12	2
	3.7	5.4	3.5	3.4	10.5 Fg	2.1	3.7	3.9	3.6	2.2	4.0	3.7			5.4	3.9	4.2	5.8 t	3.1	1.6
4	35	5	30	4	2	7	23	27	8	1	16	9	-	-	6	17	3	19	13	4
	4.8	6.9	4.6	4.7	3.0	3.1	6.1	5.1	5.6	0.9	5.5	4.4			6.3	7.2	3.0	8.5 S	3.2	3.6
5	42	5	37	7	6	15	14	28	11	4	16	12	-	0	5	13	5	12	21	9
	5.8	6.9	5.7	8.1	12.0 g	7.1	3.7	5.4	7.3	5.7	5.6	6.0		3.4	5.3	5.5	3.9	5.6	5.2	8.3
6	56	5	51	6	2	20	29	41	13	3	23	15	-	0	11	18	5	19	30	7
	7.8	6.5	7.9	6.2	3.7	9.4 e	7.8	7.8	8.9	4.9	7.9	8.0		3.4	11.0	7.9	4.2	8.6	7.7	6.2
7	3	1	3	-	0	-	3	1	1	1	0	0	-	-	-	0	-	-	1	3
	0.5	0.7	0.4		0.5		0.8	0.1	1.0	2.2	0.1	0.1				0.1			0.1	2.6 s

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
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NEEA Consumer Lighting Survey (#6510)

IN4. Thinking about all of the incandescent bulbs you've purchased at any time, how many are you storing for use as spares or to be installed at a later date?

BANNER 1 - WEIGHTED

		RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
	TOTAL	RURAL	URBAN	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+	PUR-CHASER	NON-PUR-CHASER	UN-AWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
8	21	2	19	2	0	9	9	17	3	2	6	9	-	-	4	7	1	7	11	3
	2.9	2.9	2.9	2.8	0.5	4.2 e	2.4	3.2	1.8	2.6	2.1	4.5			4.5	2.8	1.2	2.9	2.9	2.6
9	0	0	-	-	-	-	0	-	-	0	-	-	-	-	-	-	-	-	-	0
	*	0.4					0.1			0.4										0.2
10	30	5	24	9	4	5	12	21	7	1	16	6	-	-	3	8	5	12	18	-
	4.1	7.2 C	3.7	10.0 FG	7.7	2.3	3.1	4.1	5.2	1.3	5.3	2.9			3.3	3.5	4.1	5.4	4.5	
11-20	54	7	47	6	4	19	25	39	12	3	24	14	-	-	11	12	9	18	29	6
	7.4	8.7	7.2	7.2	6.7	9.1	6.6	7.6	8.1	3.9	8.1	7.4			11.0	5.3	7.6	8.1	7.4	5.7
More than 20	32	2	30	0	5	12	15	26	7	-	5	21	-	3	5	8	1	7	21	4
	4.4	2.9	4.6	0.3	9.0 D	5.6 D	4.1 D	5.0	4.6		1.6	10.9 K		36.2 opQ	4.8	3.3	1.2	3.4	5.2	3.9
Mean	4.73	4.71	4.73	3.51	5.57	5.72 d	4.35	5.07 J	4.71 J	2.02	3.73	7.72 K	-	13.10 P	5.52 pq	3.58	3.26	4.57	4.88	4.49

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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NEEA Consumer Lighting Survey (#6510)

IN4. Thinking about all of the incandescent bulbs you've purchased at any time, how many are you storing for use as spares or to be installed at a later date?

BANNER 1 - WEIGHTED

		RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
	TOTAL	RURAL	URBAN	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+	PUR-CHASER	NON-PUR-CHASER	UN-AWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Median	2.00	2.00	2.00	0.00	3.00	2.00	1.00	2.00	2.00	0.00	2.00	2.00	-	2.00	3.00	1.00	0.00	2.00	2.00	0.00

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	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
None	352	35	317	47	24	94	187	240	67	44	137	81	-	1	37	114	63	99	187	65
	45.3	43.8	45.5	50.6	40.9	41.5	46.9	43.9	43.4	59.4 HI	44.0	40.5		14.8	38.4 n	48.0 N	52.9 No	42.4	44.0	55.9 RS
1	10	2	9	1	0	6	4	9	1	0	5	3	-	-	2	2	3	2	6	2
	1.3	2.1	1.2	0.6	0.5	2.5	0.9	1.6	0.9	0.4	1.7	1.6			1.8	0.8	2.4	0.7	1.5	1.9
2	64	3	62	4	1	19	41	51	9	4	34	16	-	3	7	23	15	14	47	3
	8.3	3.5	8.8 B	3.9	1.4	8.4 E	10.2 DE	9.3	5.8	5.7	11.0	7.8		33.5	7.4	9.5	12.7	5.8	11.1 RT	2.9
3	27	4	23	3	6	4	14	20	5	1	12	7	-	-	5	9	5	13	12	2
	3.5	5.2	3.3	3.3	9.7 Fg	1.9	3.5	3.7	3.3	1.9	3.8	3.6			5.3	3.8	4.0	5.5 t	2.9	1.5

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
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	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
4	35	5	30	4	2	7	23	27	8	1	16	9	-	-	6	17	3	19	13	4
	4.5	6.6	4.3	4.5	2.8	2.9	5.7	4.9 j	5.2	0.7	5.2	4.3			6.2	7.0	2.9	8.0 S	2.9	3.4
5	42	5	37	7	6	15	14	28	11	4	16	12	-	0	5	13	5	12	21	9
	5.4	6.6	5.3	7.8	11.1 g	6.6	3.4	5.1	6.8	4.9	5.3	5.8		2.9	5.2	5.4	3.8	5.3	4.9	7.7
6	56	5	51	6	2	20	29	41	13	3	23	15	-	0	11	18	5	19	30	7
	7.3	6.2	7.4	6.0	3.4	8.7 e	7.3	7.4	8.3	4.2	7.5	7.7		2.9	10.9 q	7.7	4.0	8.2	7.2	5.8
7	3	1	3	-	0	-	3	1	1	1	0	0	-	-	-	0	-	-	1	3
	0.4	0.7	0.4		0.5		0.8	0.1	0.9	1.9	0.1	0.1				0.1			0.1	2.5 s
8	21	2	19	2	0	9	9	17	3	2	6	9	-	-	4	7	1	7	11	3
	2.7	2.8	2.7	2.7	0.5	3.9 e	2.3	3.0	1.6	2.3	2.0	4.3			4.4	2.8	1.2	2.8	2.7	2.4

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IN4. Thinking about all of the incandescent bulbs you've purchased at any time, how many are you storing for use as spares or to be installed at a later date?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
9	0	0	-	-	-	-	0	-	-	0	-	-	-	-	-	-	-	-	-	0
	*	0.3					0.1			0.4										0.2
10	30	5	24	9	4	5	12	21	7	1	16	6	-	-	3	8	5	12	18	-
	3.8	6.9	3.5	9.6	7.1	2.1	2.9	3.9	4.8	1.1	5.1	2.8			3.2	3.4	4.0	5.1	4.2	
		C		FG																
11-20	54	7	47	6	4	19	25	39	12	3	24	14	-	-	11	12	9	18	29	6
	6.9	8.3	6.8	6.9	6.2	8.4	6.2	7.2	7.6	3.4	7.7	7.2			10.9	5.1	7.4	7.7	6.9	5.3
More than 20	32	2	30	0	5	12	15	26	7	-	5	21	-	3	5	8	1	7	21	4
	4.2	2.8	4.3	0.3	8.3	5.2	3.9	4.7	4.2		1.6	10.5		30.7	4.7	3.2	1.2	3.2	4.8	3.7
					D	D	D					K		pq						
Don't know	49	3	46	4	5	18	23	28	11	10	16	7	-	1	2	8	4	12	28	8
	6.3	3.8	6.6	3.9	7.8	7.8	5.7	5.1	7.0	13.7	5.0	3.7		15.2	1.8	3.2	3.6	5.2	6.7	6.8
			b							H										
Refused	0	0	-	-	-	-	0	-	0	-	-	-	-	-	-	-	-	0	-	-
	*	0.3					0.1		0.2									0.1		

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

IN4. Thinking about all of the incandescent bulbs you've purchased at any time, how many are you storing for use as spares or to be installed at a later date?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Mean	4.73	4.71	4.73	3.51	5.57	5.72 d	4.35	5.07 J	4.71 J	2.02	3.73	7.72 K	-	13.10 P	5.52 pq	3.58	3.26	4.57	4.88	4.49
Median	2.00	2.00	2.00	0.00	3.00	2.00	1.00	2.00	2.00	0.00	2.00	2.00	-	2.00	3.00	1.00	0.00	2.00	2.00	0.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

IN5. When one of the traditional incandescent bulbs you have installed burns out, how likely are you to replace it with a CFL?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: PURCHASED INCANDESCENT BULBS	628 100.0	63 100.0	566 100.0	72 100.0	44 100.0	194 100.0	319 100.0	458 100.0	119 100.0	51 100.0	267 100.0	166 100.0	-	9 100.0	78 100.0	200 100.0	105 100.0	204 100.0	346 100.0	78 100.0
UNWEIGHTED BASE	624	228	396	108	80	168	268	447	125	52	268	156	-	9	73	199	96	199	344	81
Don't know/Refused	36	1	34	2	-	11	23	18	12	6	7	7	-	-	0	11	2	9	19	7
Total answering	592 100.0	61 100.0	531 100.0	70 100.0	44 100.0	183 100.0	295 100.0	440 100.0	107 100.0	46 100.0	261 100.0	159 100.0	-	9 100.0	77 100.0	189 100.0	103 100.0	195 100.0	327 100.0	71 100.0
1-Not at all likely	165 27.8	15 23.7	150 28.3	12 17.3	10 23.2	54 29.8 D	88 29.7 D	111 25.3	42 39.5 H	11 25.0	50 19.0	60 37.5 K	-	6 66.5 OPQ	22 28.7	38 20.1	21 20.5	58 30.0	83 25.5	23 32.3
2	63 10.7	9 14.8	54 10.2	8 11.4	11 25.7 dFG	20 10.9	24 8.2	43 9.7	16 15.5	4 8.7	20 7.5	17 11.0	-	0 3.0	17 22.0 PQ	13 6.8	5 4.4	17 8.8	32 9.7	14 20.5 rs
3	74 12.5	9 13.9	66 12.4	10 14.6 e	2 3.7	26 14.0 E	37 12.4 e	57 13.0	13 12.6	3 7.5	40 15.2	18 11.2	-	1 15.3	9 12.1	33 17.4 q	9 8.8	25 12.9	45 13.7 t	4 6.0

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

IN5. When one of the traditional incandescent bulbs you have installed burns out, how likely are you to replace it with a CFL?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
4	92	12	80	22	13	24	33	72	11	9	44	23	-	1	14	29	18	26	61	4
	15.5	20.2	15.0	31.5 FG	28.9 FG	13.2	11.2	16.4	10.4	18.7	16.8	14.8		15.2	17.6	15.3	17.9	13.3	18.8 T	6.4
5-Very likely	181	15	166	17	8	54	102	139	23	18	94	37	-	-	12	73	39	60	96	25
	30.5	24.2	31.2 b	24.8	17.3	29.3 e	34.5 E	31.6 i	21.9	40.1 I	36.0 L	23.5			15.9	38.5 O	37.8 O	30.8	29.3	34.9
No incandescent lamps installed	18	2	16	0	1	5	12	17	0	-	14	3	-	-	3	4	11	8	10	-
	3.0	3.1	3.0	0.4	1.2	2.8	4.0 D	4.0 I	0.3		5.5 l	2.0			3.7	2.0	10.5 oP	4.1	3.0	
Mean (excluding zero)	3.11	3.07	3.11	3.35 Ef	2.91	3.01	3.13	3.20 I	2.60	3.40 I	3.46 L	2.75	-	1.79	2.69 n	3.46 NO	3.54 NO	3.06	3.17	2.91
Median(excluding zero)	3.00	3.00	3.00	4.00	3.00	3.00	3.00	3.00	2.00	4.00	4.00	3.00	-	1.00	2.00	4.00	4.00	3.00	3.00	2.00
Mean (including zero)	3.01	2.97	3.02	3.34 EF	2.88	2.93	3.01	3.07 I	2.59	3.40 I	3.27 L	2.70	-	1.79	2.59	3.39 NO	3.17 NO	2.94	3.08	2.91

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

IN5. When one of the traditional incandescent bulbs you have installed burns out, how likely are you to replace it with a CFL?

BANNER 1 - WEIGHTED

		RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
	TOTAL	RURAL	URBAN	ID	MT	OR	WA	PURCHASER	NON-PURCHASER	UNAWARE	WITHIN PAST YEAR	2 OR MORE YEARS AGO	0	1	2-4	5-12	13+	PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Median(including zero)	3.00	3.00	3.00	4.00	2.00	3.00	3.00	3.00	2.00	4.00	4.00	2.00	-	1.00	2.00	4.00	4.00	3.00	3.00	2.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

IN5. When one of the traditional incandescent bulbs you have installed burns out, how likely are you to replace it with a CFL?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: PURCHASED INCANDESCENT BULBS	628 100.0	63 100.0	566 100.0	72 100.0	44 100.0	194 100.0	319 100.0	458 100.0	119 100.0	51 100.0	267 100.0	166 100.0	- 	9 100.0	78 100.0	200 100.0	105 100.0	204 100.0	346 100.0	78 100.0
UNWEIGHTED BASE	624	228	396	108	80	168	268	447	125	52	268	156	-	9	73	199	96	199	344	81
1-Not at all likely	165 26.2	15 23.2	150 26.5	12 16.9	10 23.2	54 28.1 d	88 27.6 d	111 24.3	42 35.5 H	11 22.2	50 18.6	60 35.9 K	-	6 66.5 OPQ	22 28.6	38 19.0	21 20.2	58 28.6	83 24.1	23 29.3
2	63 10.1	9 14.5 c	54 9.6	8 11.2	11 25.7 dFG	20 10.3	24 7.6	43 9.3	16 13.9	4 7.7	20 7.3	17 10.5	-	0 3.0	17 22.0 PQ	13 6.4	5 4.4	17 8.4	32 9.1	14 18.6 rs
3	74 11.8	9 13.6	66 11.6	10 14.2 e	2 3.7	26 13.2 e	37 11.5 e	57 12.5	13 11.3	3 6.7	40 14.8	18 10.8	-	1 15.3	9 12.1	33 16.4 q	9 8.7	25 12.3	45 12.9 t	4 5.4
4	92 14.6	12 19.8 c	80 14.1	22 30.8 FG	13 28.9 FG	24 12.5	33 10.3	72 15.8 i	11 9.3	9 16.6	44 16.4	23 14.1	-	1 15.2	14 17.5	29 14.4	18 17.6	26 12.7	61 17.8 T	4 5.8

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

IN5. When one of the traditional incandescent bulbs you have installed burns out, how likely are you to replace it with a CFL?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
5-Very likely	181	15	166	17	8	54	102	139	23	18	94	37	-	-	12	73	39	60	96	25
	28.8	23.7	29.3	24.2	17.3	27.7	32.0 E	30.3 I	19.7	35.6 i	35.1 L	22.5			15.8	36.3 O	37.2 O	29.4	27.7	31.7
No incandescent lamps installed	18	2	16	0	1	5	12	17	0	-	14	3	-	-	3	4	11	8	10	-
	2.8	3.1	2.8	0.4	1.2	2.6	3.7 D	3.8 I	0.2		5.3 l	1.9			3.7	1.9	10.4 P	3.9	2.8	
Don't know	34	1	33	2	-	9	23	18	11	6	7	7	-	-	0	11	2	8	19	7
	5.5	2.2	5.8 B	2.3		4.8	7.3 D	3.9	8.9 h	11.2 h	2.5	4.3			0.4	5.7 Oq	1.6	3.9	5.5	9.2
Refused	1	-	1	-	-	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-
	0.2		0.3			0.7			1.2									0.7		
Mean (excluding zero)	3.11	3.07	3.11	3.35 Ef	2.91	3.01	3.13	3.20 I	2.60	3.40 I	3.46 L	2.75	-	1.79	2.69 n	3.46 NO	3.54 NO	3.06	3.17	2.91
Median(excluding zero)	3.00	3.00	3.00	4.00	3.00	3.00	3.00	3.00	2.00	4.00	4.00	3.00	-	1.00	2.00	4.00	4.00	3.00	3.00	2.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

IN5. When one of the traditional incandescent bulbs you have installed burns out, how likely are you to replace it with a CFL?

BANNER 1 - WEIGHTED

	TOTAL	RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
		RURAL	URBAN	ID	MT	OR	WA	PURCHASER	NON-PURCHASER	UNAWARE	WITHIN PAST YEAR	2 OR MORE YEARS AGO	0	1	2-4	5-12	13+	PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Mean (including zero)	3.01	2.97	3.02	3.34 EF	2.88	2.93	3.01	3.07 I	2.59	3.40 I	3.27 L	2.70	-	1.79	2.59	3.39 NO	3.17 NO	2.94	3.08	2.91
Median(including zero)	3.00	3.00	3.00	4.00	2.00	3.00	3.00	3.00	2.00	4.00	4.00	2.00	-	1.00	2.00	4.00	4.00	3.00	3.00	2.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

EE1A. Have you ever heard of energy-efficient incandescent light bulbs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
Don't know/Refused	17	1	16	-	-	9	8	14	3	-	5	7	-	-	3	2	1	1	12	3
Total answering	759	78	681	93	58	218	391	533	151	75	306	192	-	9	94	236	118	233	412	114
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	379	40	338	45	30	105	199	258	81	40	155	85	-	6	47	110	53	141	201	37
	49.9	51.7	49.7	48.8	50.9	48.3	50.9	48.4	53.4	53.3	50.7	44.5		63.6	50.1	46.4	44.4	60.5 ST	48.8 T	32.2
No	380	38	343	47	29	113	192	275	70	35	151	106	-	3	47	127	66	92	211	77
	50.1	48.3	50.3	51.2	49.1	51.7	49.1	51.6	46.6	46.7	49.3	55.5		36.4	49.9	53.6	55.6	39.5	51.2 R	67.8 RS

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

EE1A. Have you ever heard of energy-efficient incandescent light bulbs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
Yes	379	40	338	45	30	105	199	258	81	40	155	85	-	6	47	110	53	141	201	37
	48.8	51.0	48.6	48.8	50.9	46.5	49.8	47.2	52.3	53.3	49.8	42.9		63.6	48.6	45.9	43.9	60.1 ST	47.4 T	31.4
No	380	38	343	47	29	113	192	275	70	35	151	106	-	3	47	127	66	92	211	77
	49.0	47.6	49.2	51.2	49.1	49.8	48.1	50.3	45.7	46.7	48.5	53.5		36.4	48.5	53.1	54.9	39.3	49.7 R	66.0 RS
Don't know	17	1	16	-	-	9	8	14	3	-	5	7	-	-	3	2	1	1	12	3
	2.2	1.4	2.3			3.8	2.1	2.5	2.0		1.6	3.6			3.0	0.9	1.2	0.6	2.9 R	2.7

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

EE1B. After statement, have you ever heard of these more efficient incandescent bulbs?

	BANNER 1 - WEIGHTED																			
		RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
	TOTAL	RURAL	URBAN	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+	PUR-CHASER	NON-PUR-CHASER	UN-AWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: HAVEN'T HEARD OF ENERGY-EFFICIENT INCANDESCENT LIGHT BULBS	397 100.0	39 100.0	358 100.0	47 100.0	29 100.0	121 100.0	200 100.0	289 100.0	74 100.0	35 100.0	156 100.0	114 100.0	-	3 100.0	50 100.0	129 100.0	67 100.0	93 100.0	223 100.0	80 100.0
UNWEIGHTED BASE	392	141	251	71	50	105	166	286	71	35	159	112	-	4	47	133	60	84	225	83
Don't know/Refused	4	1	3	1	-	1	2	4	-	0	1	3	-	-	1	2	-	-	1	3
Total answering	393 100.0	38 100.0	356 100.0	47 100.0	29 100.0	120 100.0	198 100.0	285 100.0	74 100.0	35 100.0	155 100.0	111 100.0	-	3 100.0	48 100.0	127 100.0	67 100.0	93 100.0	223 100.0	77 100.0
Yes	58 14.7	4 9.4	54 15.2 b	7 15.5	4 12.8	17 14.5	29 14.9	44 15.5	9 12.3	5 13.1	20 12.7	18 16.6	-	1 41.8	12 24.2 P	12 9.8	12 17.5	19 20.8 s	27 12.0	12 15.1
No	335 85.3	34 90.6 c	301 84.8	39 84.5	25 87.2	102 85.5	169 85.1	241 84.5	65 87.7	30 86.9	135 87.3	92 83.4	-	2 58.2	37 75.8	114 90.2 O	56 82.5	74 79.2	196 88.0 r	66 84.9

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

EE1B. After statement, have you ever heard of these more efficient incandescent bulbs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: HAVEN'T HEARD OF ENERGY-EFFICIENT INCANDESCENT LIGHT BULBS	397 100.0	39 100.0	358 100.0	47 100.0	29 100.0	121 100.0	200 100.0	289 100.0	74 100.0	35 100.0	156 100.0	114 100.0	-	3 100.0	50 100.0	129 100.0	67 100.0	93 100.0	223 100.0	80 100.0
UNWEIGHTED BASE	392	141	251	71	50	105	166	286	71	35	159	112	-	4	47	133	60	84	225	83
Yes	58 14.5	4 9.2	54 15.1 b	7 15.2	4 12.8	17 14.4	29 14.7	44 15.3	9 12.3	5 13.0	20 12.7	18 16.2	-	1 41.8	12 23.5 P	12 9.7	12 17.5	19 20.8 s	27 11.9	12 14.5
No	335 84.5	34 88.0	301 84.1	39 83.0	25 87.2	102 84.5	169 84.4	241 83.4	65 87.7	30 86.2	135 86.8	92 81.3	-	2 58.2	37 73.6	114 88.6 O	56 82.5	74 79.2	196 87.7	66 81.6
Don't know	4 1.0	1 2.8	3 0.8	1 1.8	-	1 1.2	2 0.9	4 1.3	-	0 0.8	1 0.5	3 2.5	-	-	1 2.9	2 1.8	-	-	1 0.4	3 3.9

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

EE1A/EE1B Total EE Incandescent Awareness

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
Unaided aware	379	40	338	45	30	105	199	258	81	40	155	85	-	6	47	110	53	141	201	37
	48.8	51.0	48.6	48.8	50.9	46.5	49.8	47.2	52.3	53.3	49.8	42.9		63.6	48.6	45.9	43.9	60.1 ST	47.4 T	31.4
Aided aware	58	4	54	7	4	17	29	44	9	5	20	18	-	1	12	12	12	19	27	12
	7.4	4.5	7.8 b	7.8	6.3	7.7	7.4	8.1	5.9	6.1	6.3	9.3		15.2	12.1 p	5.2	9.8	8.3	6.3	9.9
Not aware	335	34	301	39	25	102	169	241	65	30	135	92	-	2	37	114	56	74	196	66
	43.2	43.1	43.2	42.5	42.8	45.2	42.3	44.0	41.9	40.3	43.5	46.4		21.2	37.9	47.9	46.3	31.6	46.1 R	56.0 Rs
Don't know	4	1	3	1	-	1	2	4	-	0	1	3	-	-	1	2	-	-	1	3
	0.5	1.4	0.4	0.9		0.6	0.4	0.7		0.4	0.3	1.4			1.5	1.0			0.2	2.7

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

EE2. Have you ever purchased any energy-efficient incandescent light bulbs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: AWARE OF ENERGY-EFFICIENT INCANDESCENT LIGHT BULBS	437	44	393	52	33	123	228	302	90	44	175	104	-	7	59	122	64	160	228	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	100.0
UNWEIGHTED BASE	435	160	275	69	59	110	197	292	95	48	171	96	-	6	55	117	62	160	221	54
Don't know/Refused	29	3	26	1	1	17	10	21	3	4	12	5	-	3	7	8	1	8	16	4
Total answering	408	41	367	52	32	105	219	281	86	40	163	99	-	5	52	114	63	152	211	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	100.0
Yes	166	16	150	20	14	44	88	132	19	16	72	49	-	1	19	56	29	60	92	14
	40.8	40.3	40.9	39.0	44.4	41.7	40.2	46.8 I	21.8	39.6 i	44.4	50.0		31.7	36.0	48.7	45.8	39.6	43.7	31.0
No	241	24	217	32	18	61	131	150	67	24	91	49	-	3	33	59	34	92	119	30
	59.2	59.7	59.1	61.0	55.6	58.3	59.8	53.2	78.2 Hj	60.4	55.6	50.0		68.3	64.0	51.3	54.2	60.4	56.3	69.0

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

EE2. Have you ever purchased any energy-efficient incandescent light bulbs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
		RURAL	URBAN	ID	MT	OR	WA	PURCHASER	NON-PURCHASER	UNAWARE	WITHIN PAST YEAR	2 OR MORE YEARS AGO	0	1	2-4	5-12	13+	PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: AWARE OF ENERGY-EFFICIENT INCANDESCENT LIGHT BULBS	437 100.0	44 100.0	393 100.0	52 100.0	33 100.0	123 100.0	228 100.0	302 100.0	90 100.0	44 100.0	175 100.0	104 100.0	-	7 100.0	59 100.0	122 100.0	64 100.0	160 100.0	228 100.0	48 100.0
UNWEIGHTED BASE	435	160	275	69	59	110	197	292	95	48	171	96	-	6	55	117	62	160	221	54
Yes	166 38.1	16 37.5	150 38.2	20 38.6	14 43.0	44 35.8	88 38.5	132 43.5 I	19 20.9	16 35.8	72 41.4	49 47.7	-	1 19.5	19 31.9	56 45.7	29 44.7	60 37.6	92 40.6	14 28.2
No	241 55.3	24 55.6	217 55.3	32 60.3	18 53.8	61 50.0	131 57.2	150 49.5	67 75.3 HJ	24 54.5	91 51.9	49 47.6	-	3 41.9	33 56.6	59 48.0	34 53.0	92 57.4	119 52.2	30 62.9
Don't know	29 6.6	3 6.9	26 6.6	1 1.1	1 3.3	17 14.2 DEG	10 4.3	21 7.0	3 3.8	4 9.7	12 6.7	5 4.7	-	3 38.6 q	7 11.6 q	8 6.3	1 2.2	8 5.0	16 7.2	4 8.9

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

EE2. Have you ever purchased any energy-efficient incandescent light bulbs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
Don't know/Refused	29	3	26	1	1	17	10	21	3	4	12	5	-	3	7	8	1	8	16	4
Total answering	747	76	671	92	57	209	389	526	151	71	299	194	-	7	90	231	118	226	408	113
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	166	16	150	20	14	44	88	132	19	16	72	49	-	1	19	56	29	60	92	14
	22.3	21.6	22.3	22.0	25.1	21.0	22.6	25.0 I	12.4	22.5	24.2	25.5		22.0	20.8	24.1	24.3	26.6 T	22.7 T	12.1
No	581	60	521	72	43	165	301	394	132	55	227	145	-	5	71	175	90	166	316	99
	77.7	78.4	77.7	78.0	74.9	79.0	77.4	75.0	87.6 H	77.5	75.8	74.5		78.0	79.2	75.9	75.7	73.4	77.3	87.9 RS

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

EE2. Have you ever purchased any energy-efficient incandescent light bulbs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
Yes	166	16	150	20	14	44	88	132	19	16	72	49	-	1	19	56	29	60	92	14
	21.4	20.8	21.5	21.9	24.6	19.4	22.1	24.1 I	12.2	21.2	23.3	24.9		15.3	19.3	23.4	24.0	25.7 T	21.8 T	11.7
No	581	60	521	72	43	165	301	394	132	55	227	145	-	5	71	175	90	166	316	99
	74.9	75.4	74.8	77.5	73.5	72.9	75.5	72.1	85.6 Hj	73.0	73.0	72.7		54.2	73.7	73.4	74.8	70.9	74.3	84.7 RS
Don't know	29	3	26	1	1	17	10	21	3	4	12	5	-	3	7	8	1	8	16	4
	3.7	3.8	3.7	0.6	1.9	7.7 DeG	2.4	3.8	2.2	5.8	3.8	2.4		30.4 pq	7.0 q	3.2	1.2	3.4	3.9	3.7

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

EE3. During 2012, how many energy-efficient incandescent bulbs did you purchase?

BANNER 1 - WEIGHTED

	TOTAL	RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
		RURAL	URBAN	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+	PUR-CHASER	NON-PUR-CHASER	UN-AWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: PURCHASED ENERGY-EFFICIENT INCANDESCENT LIGHT BULBS	166 100.0	16 100.0	150 100.0	20 100.0	14 100.0	44 100.0	88 100.0	132 100.0	19 100.0	16 100.0	72 100.0	49 100.0	- 	1 100.0	19 100.0	56 100.0	29 100.0	60 100.0	92 100.0	14 100.0
UNWEIGHTED BASE	165	60	105	25	23	42	75	123	22	20	66	46	-	1	18	52	25	56	93	16
Don't know/Refused	38	3	34	3	5	7	23	33	5	0	21	9	-	1	4	12	6	17	19	2
Total answering	129 100.0	13 100.0	116 100.0	17 100.0	10 100.0	37 100.0	65 100.0	99 100.0	14 100.0	16 100.0	52 100.0	41 100.0	-	- 	15 100.0	43 100.0	23 100.0	44 100.0	73 100.0	12 100.0
None	54 41.7	4 29.1	50 43.1	12 72.1 EFg	3 26.4	9 23.9	30 46.1 F	49 49.1 J	5 34.1 J	0 1.7	22 43.5	23 57.4	-	- 	5 31.6	20 46.5	18 77.5 OP	17 38.2	34 45.9	3 28.5
1	2 1.3	0 2.1	1 1.2	0 1.6	-	-	1 2.2	2 1.7	-	-	-	2 4.2	-	-	-	-	-	0 0.6	1 2.0	-
2	13 10.5	1 4.2	13 11.2	-	1 15.0	2 4.6	10 15.8 f	10 10.4	-	3 20.2	7 14.4	3 7.0	-	- 	2 11.3	7 16.6	1 6.3	6 13.7	6 8.2	1 12.0

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

EE3. During 2012, how many energy-efficient incandescent bulbs did you purchase?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
3	3	0	3	-	-	-	3	3	-	-	2	-	-	-	-	2	-	1	2	-
	2.4	2.1	2.5				4.8	3.2			3.3					4.0		3.3	2.3	
4	16	2	14	2	1	6	8	9	2	5	6	2	-	-	3	4	-	6	9	2
	12.6	14.6	12.4	9.8	5.7	16.9	11.8	9.5	15.9	29.2 h	11.1	5.4			19.1	9.9		13.0	12.0	14.3
5	6	1	4	2	3	0	-	4	0	1	2	2	-	-	-	2	0	2	3	0
	4.4	10.5	3.7	11.5	35.7 F	0.8		4.0	2.0	9.1	3.8	4.1				4.6	1.2	4.5	4.6	2.3
6	15	2	13	1	1	7	6	8	3	3	3	4	-	-	3	2	2	4	7	4
	11.5	14.6	11.1	3.3	5.7	20.0	9.6	8.1	24.0	21.9	6.1	10.6			19.0	4.6	7.5	8.4	9.3	36.0 rs
7	0	0	-	-	-	0	-	0	-	-	0	-	-	-	-	-	-	-	0	-
	0.2	2.1				0.8		0.3			0.5								0.4	
8	5	1	4	0	-	3	1	3	1	1	2	1	-	-	-	-	1	0	5	-
	4.0	6.3	3.7	1.6		9.2	2.2	3.2	3.9	9.2	3.3	3.5					6.3	0.6	6.6	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

EE3. During 2012, how many energy-efficient incandescent bulbs did you purchase?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
10	6	1	6	-	-	3	3	5	1	0	3	1	-	-	1	2	-	3	3	0
	4.9	4.2	5.0			8.5	4.8	4.6	10.1	1.7	5.6	3.5			9.6	3.9		6.5	4.3	2.3
11-20	8	1	7	-	1	6	1	6	1	1	4	1	-	-	1	4	-	5	3	0
	6.2	6.2	6.2		8.6	15.4 G	2.2	5.8	10.1	5.2	8.3	3.5			9.5	9.9		11.0	3.9	2.3
More than 20	1	1	-	-	0	-	0	0	-	0	-	0	-	-	-	-	0	-	0	0
	0.4	4.1			2.9		0.4	0.3		1.7		0.7					1.2		0.4	2.3
Mean	3.53	5.33 c	3.33	1.31	4.87	5.92 DG	2.56	2.99	5.00 h	5.59	3.47	2.46	-	-	4.98 q	2.94	1.44	3.78	3.23	4.46
Median	2.00	4.00	2.00	0.00	5.00	6.00	2.00	1.00	5.00	4.00	2.00	0.00	-	-	4.00	2.00	0.00	2.00	2.00	4.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
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NEEA Consumer Lighting Survey (#6510)

EE3. During 2012, how many energy-efficient incandescent bulbs did you purchase?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: PURCHASED ENERGY-EFFICIENT INCANDESCENT LIGHT BULBS	166 100.0	16 100.0	150 100.0	20 100.0	14 100.0	44 100.0	88 100.0	132 100.0	19 100.0	16 100.0	72 100.0	49 100.0	-	1 100.0	19 100.0	56 100.0	29 100.0	60 100.0	92 100.0	14 100.0
UNWEIGHTED BASE	165	60	105	25	23	42	75	123	22	20	66	46	-	1	18	52	25	56	93	16
None	54 32.2	4 23.3	50 33.2	12 60.3 EFg	3 17.6	9 20.2	30 34.2	49 36.9 J	5 25.8 j	0 1.7	22 31.0	23 47.2	-	-	5 25.4	20 36.1	18 61.4 Op	17 27.7	34 36.3	3 25.0
1	2 1.0	0 1.7	1 1.0	0 1.4	-	-	1 1.6	2 1.3	-	-	-	2 3.5	-	-	-	-	-	0 0.5	1 1.6	-
2	13 8.1	1 3.3	13 8.6	-	1 9.9	2 3.9	10 11.7	10 7.8	-	3 19.8	7 10.3	3 5.8	-	-	2 9.0	7 12.9	1 5.0	6 10.0	6 6.5	1 10.5
3	3 1.9	0 1.6	3 1.9	-	-	-	3 3.6	3 2.4	-	-	2 2.4	-	-	-	-	2 3.1	-	1 2.4	2 1.8	-
4	16 9.7	2 11.7	14 9.5	2 8.2	1 3.8	6 14.3	8 8.8	9 7.1	2 12.0	5 28.7 h	6 7.9	2 4.5	-	-	3 15.3	4 7.7	-	6 9.4	9 9.5	2 12.5

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

EE3. During 2012, how many energy-efficient incandescent bulbs did you purchase?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
5	6	1	4	2	3	0	-	4	0	1	2	2	-	-	-	2	0	2	3	0
	3.4	8.4	2.8	9.6	23.7 F	0.6		3.0	1.5	8.9	2.7	3.4				3.6	0.9	3.3	3.6	2.0
6	15	2	13	1	1	7	6	8	3	3	3	4	-	-	3	2	2	4	7	4
	8.9	11.7	8.6	2.7	3.8	16.9	7.2	6.1	18.2	21.5	4.3	8.7			15.2	3.5	5.9	6.1	7.4	31.5 RS
7	0	0	-	-	-	0	-	0	-	-	0	-	-	-	-	-	-	-	0	-
	0.2	1.7				0.6		0.2			0.4								0.3	
8	5	1	4	0	-	3	1	3	1	1	2	1	-	-	-	-	1	0	5	-
	3.1	5.1	2.9	1.4		7.8	1.6	2.4	3.0	9.0	2.4	2.9					5.0	0.5	5.2	
10	6	1	6	-	-	3	3	5	1	0	3	1	-	-	1	2	-	3	3	0
	3.8	3.3	3.8			7.1	3.6	3.5	7.6	1.7	4.0	2.9			7.7	3.1		4.8	3.4	2.0
11-20	8	1	7	-	1	6	1	6	1	1	4	1	-	-	1	4	-	5	3	0
	4.8	5.0	4.8		5.7	13.0 G	1.6	4.3	7.6	5.1	5.9	2.9			7.6	7.7		8.0	3.1	2.0

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
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BANNER 1 - WEIGHTED

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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
More than 20	1	1	-	-	0	-	0	0	-	0	-	0	-	-	-	-	0	-	0	0
	0.3	3.3			1.9		0.3	0.2		1.7		0.5					0.9		0.3	2.0
Don't know	38	3	34	3	5	7	23	33	5	0	21	9	-	1	4	12	6	17	19	2
	22.6	20.0	22.9	16.4	33.6	15.6	25.7	24.9 J	24.4 j	1.7	28.7	17.8		100.0 OPQ	19.8	22.4	20.9	27.4	20.9	12.5
Mean	3.53	5.33 c	3.33	1.31	4.87	5.92 DG	2.56	2.99	5.00 h	5.59	3.47	2.46	-	-	4.98 q	2.94	1.44	3.78	3.23	4.46
Median	2.00	4.00	2.00	0.00	5.00	6.00	2.00	1.00	5.00	4.00	2.00	0.00	-	-	4.00	2.00	0.00	2.00	2.00	4.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
Don't know/Refused	38	3	34	3	5	7	23	33	5	0	21	9	-	1	4	12	6	17	19	2
Total answering	738	76	663	89	53	219	376	514	150	75	290	190	-	8	93	226	114	218	405	115
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	663	67	597	85	46	191	341	464	140	59	261	173	-	8	83	203	109	191	366	107
	89.8	87.7	90.1	94.7 f	86.9	87.2	90.6	90.2 j	93.7 J	79.4	90.0	90.9		100.0 OPq	89.0	89.8	95.5 p	87.6	90.2	92.6
1	2	0	1	0	-	-	1	2	-	-	-	2	-	-	-	-	-	0	1	-
	0.2	0.4	0.2	0.3			0.4	0.3				0.9						0.1	0.4	
2	13	1	13	-	1	2	10	10	-	3	7	3	-	-	2	7	1	6	6	1
	1.8	0.7	1.9		2.7	0.8	2.7	2.0		4.2	2.6	1.5			1.8	3.2	1.3	2.8	1.5	1.2

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	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
3	3	0	3	-	-	-	3	3	-	-	2	-	-	-	-	2	-	1	2	-
	0.4	0.4	0.4				0.8	0.6			0.6					0.8		0.7	0.4	
4	16	2	14	2	1	6	8	9	2	5	6	2	-	-	3	4	-	6	9	2
	2.2	2.5	2.2	1.9	1.0	2.9	2.1	1.8	1.5	6.1	2.0	1.2			3.1	1.9		2.6	2.2	1.5
5	6	1	4	2	3	0	-	4	0	1	2	2	-	-	-	2	0	2	3	0
	0.8	1.8	0.6	2.2	6.3 F	0.1		0.8	0.2	1.9	0.7	0.9				0.9	0.2	0.9	0.8	0.2
6	15	2	13	1	1	7	6	8	3	3	3	4	-	-	3	2	2	4	7	4
	2.0	2.5	1.9	0.6	1.0	3.4	1.7	1.5	2.3	4.6	1.1	2.3			3.1	0.9	1.5	1.7	1.7	3.7
7	0	0	-	-	-	0	-	0	-	-	0	-	-	-	-	-	-	-	0	-
	*	0.4				0.1		0.1			0.1								0.1	
8	5	1	4	0	-	3	1	3	1	1	2	1	-	-	-	-	1	0	5	-
	0.7	1.1	0.6	0.3		1.6	0.4	0.6	0.4	1.9	0.6	0.8					1.3	0.1	1.2	
10	6	1	6	-	-	3	3	5	1	0	3	1	-	-	1	2	-	3	3	0
	0.9	0.7	0.9			1.4	0.8	0.9	1.0	0.4	1.0	0.8			1.5	0.8		1.3	0.8	0.2

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BANNER 1 - WEIGHTED

	TOTAL	RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
		RURAL	URBAN	ID	MT	OR	WA	PURCHASER	NON-PURCHASER	UNAWARE	WITHIN PAST YEAR	2 OR MORE YEARS AGO	0	1	2-4	5-12	13+	PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
11-20	8	1	7	-	1	6	1	6	1	1	4	1	-	-	1	4	-	5	3	0
	1.1	1.1	1.1		1.5	2.6 g	0.4	1.1	1.0	1.1	1.5	0.8			1.5	1.9		2.2	0.7	0.2
More than 20	1	1	-	-	0	-	0	0	-	0	-	0	-	-	-	-	0	-	0	0
	0.1	0.7			0.5		0.1	0.1		0.4		0.1					0.2		0.1	0.2
Mean	0.62	0.93	0.58	0.25	0.87	1.00 DG	0.44	0.58	0.47	1.17	0.62	0.53	-	0.00	0.80	0.56	0.29	0.76	0.58	0.46
Median	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

EE3. During 2012, how many energy-efficient incandescent bulbs did you purchase?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
None	663	67	597	85	46	191	341	464	140	59	261	173	-	8	83	203	109	191	366	107
	85.5	84.0	85.6	91.3 e	79.7	84.5	85.5	84.8	91.0 hj	79.1	83.9	86.9		84.7	85.6	85.1	90.7	81.4	86.1	91.2 R
1	2	0	1	0	-	-	1	2	-	-	-	2	-	-	-	-	-	0	1	-
	0.2	0.3	0.2	0.3			0.4	0.3				0.9						0.1	0.3	
2	13	1	13	-	1	2	10	10	-	3	7	3	-	-	2	7	1	6	6	1
	1.7	0.7	1.9		2.4	0.8	2.6	1.9		4.2	2.4	1.4			1.7	3.0	1.2	2.6	1.4	1.2
3	3	0	3	-	-	-	3	3	-	-	2	-	-	-	-	2	-	1	2	-
	0.4	0.3	0.4				0.8	0.6			0.5					0.7		0.6	0.4	
4	16	2	14	2	1	6	8	9	2	5	6	2	-	-	3	4	-	6	9	2
	2.1	2.4	2.0	1.8	0.9	2.8	1.9	1.7	1.5	6.1	1.8	1.1			3.0	1.8		2.4	2.1	1.5

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

EE3. During 2012, how many energy-efficient incandescent bulbs did you purchase?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
5	6	1	4	2	3	0	-	4	0	1	2	2	-	-	-	2	0	2	3	0
	0.7	1.7	0.6	2.1	5.8 F	0.1		0.7	0.2	1.9	0.6	0.8				0.8	0.2	0.8	0.8	0.2
6	15	2	13	1	1	7	6	8	3	3	3	4	-	-	3	2	2	4	7	4
	1.9	2.4	1.8	0.6	0.9	3.3	1.6	1.5	2.2	4.6	1.0	2.2			2.9	0.8	1.4	1.6	1.6	3.7
7	0	0	-	-	-	0	-	0	-	-	0	-	-	-	-	-	-	-	0	-
	*	0.4				0.1		0.1			0.1								0.1	
8	5	1	4	0	-	3	1	3	1	1	2	1	-	-	-	-	1	0	5	-
	0.7	1.1	0.6	0.3		1.5	0.4	0.6	0.4	1.9	0.5	0.7					1.2	0.1	1.1	
10	6	1	6	-	-	3	3	5	1	0	3	1	-	-	1	2	-	3	3	0
	0.8	0.7	0.8			1.4	0.8	0.8	0.9	0.4	0.9	0.7			1.5	0.7		1.2	0.7	0.2
11-20	8	1	7	-	1	6	1	6	1	1	4	1	-	-	1	4	-	5	3	0
	1.0	1.0	1.0		1.4	2.5 g	0.4	1.0	0.9	1.1	1.4	0.7			1.5	1.8		2.1	0.7	0.2

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

EE3. During 2012, how many energy-efficient incandescent bulbs did you purchase?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
More than 20	1	1	-	-	0	-	0	0	-	0	-	0	-	-	-	-	0	-	0	0
	0.1	0.7			0.5		0.1	*		0.4		0.1					0.2		0.1	0.2
Don't know	38	3	34	3	5	7	23	33	5	0	21	9	-	1	4	12	6	17	19	2
	4.8	4.2	4.9	3.6	8.3 f	3.0	5.7	6.0 J	3.0	0.4	6.7	4.4		15.3	3.8	5.2	5.0	7.1 T	4.6 t	1.5
Mean	0.62	0.93	0.58	0.25	0.87	1.00 DG	0.44	0.58	0.47	1.17	0.62	0.53	-	0.00	0.80	0.56	0.29	0.76	0.58	0.46
Median	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

EE4. Of all the energy-efficient incandescent bulbs you bought in 2012, how many did you install in your home?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: PURCHASED ENERGY-EFFICIENT INCANDESCENT LIGHT BULBS	75 100.0	9 100.0	66 100.0	5 100.0	7 100.0	28 100.0	35 100.0	50 100.0	9 100.0	15 100.0	29 100.0	17 100.0	-	-	10 100.0	23 100.0	5 100.0	27 100.0	40 100.0	9 100.0
UNWEIGHTED BASE	80	34	46	9	13	27	31	49	13	18	26	17	-	-	8	21	6	27	43	10
Don't know/Refused	1	1	-	0	0	-	-	0	0	-	-	0	-	-	-	-	-	-	0	0
Total answering	75 100.0	9 100.0	66 100.0	4 100.0	7 100.0	28 100.0	35 100.0	50 100.0	9 100.0	15 100.0	29 100.0	17 100.0	-	-	10 100.0	23 100.0	5 100.0	27 100.0	39 100.0	8 100.0
None	1 1.1	1 9.5	-	1 12.5	-	0 1.0	-	1 1.1	-	0 1.8	-	1 3.3	-	-	-	-	-	1 2.1	0 0.7	-
1	6 8.4	1 6.3	6 8.7	-	2 25.2	2 6.0	3 8.2	6 12.0	0 3.1	-	3 9.8	3 18.5	-	-	1 13.8	3 12.4	-	1 5.3	5 11.7	0 3.3
2	18 24.2	1 9.3	17 26.1 B	-	1 21.2	6 21.2	11 30.1	12 24.0	2 18.8	4 28.0	9 31.4	3 16.8	-	-	0 2.6	9 38.4 O	1 28.1	7 26.5	9 23.9	1 17.4

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

EE4. Of all the energy-efficient incandescent bulbs you bought in 2012, how many did you install in your home?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
3	9	1	9	-	2	1	6	5	0	4	0	1	-	-	3	-	0	2	5	3
	12.3	6.2	13.1		25.2	5.1	17.1	9.1	3.0	28.0 i	0.9	8.4			27.8		5.3	6.3	11.6	34.6
4	12	2	10	1	1	4	6	7	2	3	5	2	-	-	1	3	-	5	5	1
	15.6	18.8	15.2	31.3	8.1	13.1	17.1	13.5	18.8	20.4	16.7	9.7			14.0	13.6		17.8	13.8	17.4
5	6	1	6	2	0	5	-	5	1	-	3	1	-	-	1	2	0	3	3	-
	8.7	9.4	8.6	37.5	4.1	16.2		10.1	15.7		11.7	8.1			13.9	8.6	5.3	12.6	7.9	
6	11	1	10	1	-	6	5	9	2	0	4	4	-	-	-	5	3	4	5	1
	14.9	12.5	15.2	12.5		21.2	13.0	17.7 j	21.9	1.8	14.7	25.2				19.8	55.9	15.9	13.7	17.4
7	0	0	-	-	-	-	0	-	-	0	-	-	-	-	-	-	-	0	-	-
	0.4	3.1					0.8			1.8								1.0		
8	2	1	1	0	0	-	1	-	0	2	-	-	-	-	-	-	-	0	2	-
	2.7	6.3	2.2	6.2	4.1		4.1		3.1	11.1								1.0	4.4	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

EE4. Of all the energy-efficient incandescent bulbs you bought in 2012, how many did you install in your home?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
9	1	-	1	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-
	1.9		2.2			5.1			15.7										3.6	
10	5	1	4	-	0	2	3	5	-	1	3	1	-	-	1	2	-	3	2	0
	6.9	9.4	6.5		4.1	6.0	8.9	9.1		3.5	9.8	8.4			14.0	7.4		11.6	4.4	3.3
11-20	2	1	1	-	0	1	0	2	-	0	1	0	-	-	1	-	0	-	2	0
	2.6	6.2	2.2		4.1	5.1	0.8	3.4		1.8	4.9	1.6			13.9		5.3		4.3	3.3
More than 20	0	0	-	-	0	-	-	-	-	0	-	-	-	-	-	-	-	-	-	0
	0.4	3.1			4.1					1.8										3.3
Mean	4.63	6.23	4.41	4.38	4.72	5.32	4.09	4.57	5.00	4.58	4.85	4.24	-	-	6.45	3.78	5.41	4.38	4.69	5.14
Median	4.00	4.00	4.00	5.00	3.00	5.00	3.00	4.00	5.00	3.00	4.00	4.00	-	-	4.00	2.00	6.00	4.00	4.00	3.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

EE4. Of all the energy-efficient incandescent bulbs you bought in 2012, how many did you install in your home?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: PURCHASED ENERGY-EFFICIENT INCANDESCENT LIGHT BULBS	75 100.0	9 100.0	66 100.0	5 100.0	7 100.0	28 100.0	35 100.0	50 100.0	9 100.0	15 100.0	29 100.0	17 100.0	-	-	10 100.0	23 100.0	5 100.0	27 100.0	40 100.0	9 100.0
UNWEIGHTED BASE	80	34	46	9	13	27	31	49	13	18	26	17	-	-	8	21	6	27	43	10
None	1 1.1	1 8.9	-	1 11.8	-	0 1.0	-	1 1.1	-	0 1.8	-	1 3.2	-	-	-	-	-	1 2.1	0 0.7	-
1	6 8.4	1 5.9	6 8.7	-	2 24.2	2 6.0	3 8.2	6 11.9	0 3.0	-	3 9.8	3 18.2	-	-	1 13.8	3 12.4	-	1 5.3	5 11.6	0 3.2
2	18 24.0	1 8.8	17 26.1 B	-	1 20.3	6 21.2	11 30.1	12 23.8	2 18.2	4 28.0	9 31.4	3 16.5	-	-	0 2.6	9 38.4 O	1 28.1	7 26.5	9 23.8	1 16.8
3	9 12.2	1 5.8	9 13.1	-	2 24.2	1 5.1	6 17.1	5 9.1	0 2.9	4 28.0 i	0 0.9	1 8.2	-	-	3 27.8	-	0 5.3	2 6.3	5 11.6	3 33.5 r

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

EE4. Of all the energy-efficient incandescent bulbs you bought in 2012, how many did you install in your home?

BANNER 1 - WEIGHTED

	TOTAL	RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
		RURAL	URBAN	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+	PUR-CHASER	NON-PUR-CHASER	UN-AWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
4	12	2	10	1	1	4	6	7	2	3	5	2	-	-	1	3	-	5	5	1
	15.5	17.7	15.2	29.4	7.8	13.1	17.1	13.5	18.3	20.4	16.7	9.6			14.0	13.6		17.8	13.7	16.8
5	6	1	6	2	0	5	-	5	1	-	3	1	-	-	1	2	0	3	3	-
	8.6	8.9	8.6	35.3	3.9	16.2		10.1	15.2		11.7	8.0			13.9	8.6	5.3	12.6	7.8	
6	11	1	10	1	-	6	5	9	2	0	4	4	-	-	-	5	3	4	5	1
	14.8	11.8	15.2	11.8		21.2	13.0	17.6 j	21.2	1.8	14.7	24.8				19.8	55.9	15.9	13.6	16.8
7	0	0	-	-	-	-	0	-	-	0	-	-	-	-	-	-	-	0	-	-
	0.4	2.9					0.8			1.8								1.0		
8	2	1	1	0	0	-	1	-	0	2	-	-	-	-	-	-	-	0	2	-
	2.6	5.9	2.2	5.9	3.9		4.1		3.0	11.1								1.0	4.3	
9	1	-	1	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-
	1.9		2.2			5.1			15.2										3.6	
10	5	1	4	-	0	2	3	5	-	1	3	1	-	-	1	2	-	3	2	0
	6.8	8.8	6.5		3.9	6.0	8.9	9.1		3.5	9.8	8.3			14.0	7.4		11.6	4.3	3.2

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

EE4. Of all the energy-efficient incandescent bulbs you bought in 2012, how many did you install in your home?

BANNER 1 - WEIGHTED

	TOTAL	RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
		RURAL	URBAN	ID	MT	OR	WA	PURCHASER	NON-PURCHASER	UNAWARE	WITHIN PAST YEAR	2 OR MORE YEARS AGO	0	1	2-4	5-12	13+	PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
11-20	2	1	1	-	0	1	0	2	-	0	1	0	-	-	1	-	0	-	2	0
	2.6	5.8	2.2		3.9	5.1	0.8	3.4		1.8	4.9	1.6			13.9		5.3		4.3	3.2
More than 20	0	0	-	-	0	-	-	-	-	0	-	-	-	-	-	-	-	-	-	0
	0.4	2.9			3.9					1.8										3.2
Don't know	1	1	-	0	0	-	-	0	0	-	-	0	-	-	-	-	-	-	0	0
	0.7	5.9		5.9	3.9			0.5	3.0			1.6							0.7	3.2
Mean	4.63	6.23	4.41	4.38	4.72	5.32	4.09	4.57	5.00	4.58	4.85	4.24	-	-	6.45	3.78	5.41	4.38	4.69	5.14
Median	4.00	4.00	4.00	5.00	3.00	5.00	3.00	4.00	5.00	3.00	4.00	4.00	-	-	4.00	2.00	6.00	4.00	4.00	3.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

EE5. How likely are you to purchase any energy-efficient incandescent bulbs within the next year?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: AWARE OF ENERGY-EFFICIENT INCANDESCENT LIGHT BULBS	437 100.0	44 100.0	393 100.0	52 100.0	33 100.0	123 100.0	228 100.0	302 100.0	90 100.0	44 100.0	175 100.0	104 100.0	-	7 100.0	59 100.0	122 100.0	64 100.0	160 100.0	228 100.0	48 100.0
UNWEIGHTED BASE	435	160	275	69	59	110	197	292	95	48	171	96	-	6	55	117	62	160	221	54
Don't know/Refused	25	4	21	2	3	5	16	16	3	6	10	5	-	1	5	7	2	8	12	5
Total answering	412 100.0	40 100.0	371 100.0	51 100.0	31 100.0	118 100.0	212 100.0	287 100.0	87 100.0	38 100.0	164 100.0	98 100.0	-	6 100.0	54 100.0	115 100.0	62 100.0	152 100.0	216 100.0	43 100.0
1-Not at all likely	97 23.6	9 21.1	89 23.9	9 18.6	5 17.4	23 19.1	60 28.2	72 25.1 J	22 25.0 J	3 8.9	35 21.5	34 34.3 k	-	2 27.8	8 14.4	33 28.2 o	20 32.5 O	36 23.8 T	57 26.4 T	4 9.1
2	49 11.9	5 12.3	44 11.9	9 17.5	4 13.7	19 16.5 G	17 7.8	33 11.4	14 16.4	2 5.9	17 10.4	14 14.4	-	-	5 8.4	11 9.6	8 12.3	21 14.0	20 9.3	8 17.6
3	93 22.7	8 19.1	86 23.1	11 21.9	4 13.7	21 18.2	57 26.7 e	60 20.9	26 30.0	8 20.0	40 24.4 L	12 12.5	-	1 24.1	14 25.5	24 20.7	17 27.5	31 20.5	53 24.6	9 20.9

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

EE5. How likely are you to purchase any energy-efficient incandescent bulbs within the next year?

BANNER 1 - WEIGHTED

	TOTAL	RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
		RURAL	URBAN	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+	PUR-CHASER	NON-PUR-CHASER	UN-AWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
4	67	10	57	14	9	22	22	49	10	8	30	12	-	1	11	20	8	23	36	8
	16.3	25.8 C	15.3	26.8 G	28.9 G	19.1 g	10.5	17.2	11.1	21.6	18.0	12.7		24.1	20.1	17.7	13.1	15.0	16.8	18.9
5-Very likely	105	9	96	8	8	32	57	73	15	17	42	26	-	1	17	27	9	41	50	15
	25.4	21.8	25.8	15.3	26.4	27.1	26.7 d	25.4	17.4	43.5 HI	25.8	26.1		23.9	31.7 q	23.7	14.6	26.7	22.9	33.5
Mean	3.08	3.15	3.07	3.03	3.33	3.19	3.00	3.06	2.80	3.85 HI	3.16	2.82	-	3.16	3.46 pQ	2.99	2.65	3.07	3.00	3.50 rS
Median	3.00	3.00	3.00	3.00	4.00	3.00	3.00	3.00	3.00	4.00	3.00	3.00	-	3.00	4.00	3.00	3.00	3.00	3.00	4.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

EE5. How likely are you to purchase any energy-efficient incandescent bulbs within the next year?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: AWARE OF ENERGY-EFFICIENT INCANDESCENT LIGHT BULBS	437 100.0	44 100.0	393 100.0	52 100.0	33 100.0	123 100.0	228 100.0	302 100.0	90 100.0	44 100.0	175 100.0	104 100.0	-	7 100.0	59 100.0	122 100.0	64 100.0	160 100.0	228 100.0	48 100.0
UNWEIGHTED BASE	435	160	275	69	59	110	197	292	95	48	171	96	-	6	55	117	62	160	221	54
1-Not at all likely	97 22.3	9 19.4	89 22.6	9 18.0	5 16.1	23 18.4	60 26.2	72 23.8 J	22 24.1 J	3 7.6	35 20.2	34 32.5 k	-	2 22.4	8 13.1	33 26.7 O	20 31.5 O	36 22.5 T	57 25.0 T	4 8.2
2	49 11.2	5 11.3	44 11.2	9 16.9	4 12.6	19 15.8 G	17 7.3	33 10.8	14 15.8 j	2 5.1	17 9.8	14 13.7	-	-	5 7.7	11 9.1	8 11.9	21 13.3	20 8.8	8 15.8
3	93 21.4	8 17.5	86 21.8	11 21.2	4 12.6	21 17.4	57 24.9 e	60 19.8	26 29.0	8 17.2	40 23.0 L	12 11.8	-	1 19.5	14 23.2	24 19.6	17 26.7	31 19.4	53 23.4	9 18.8
4	67 15.4	10 23.7 C	57 14.5	14 25.9 G	9 26.7 G	22 18.4 g	22 9.8	49 16.3	10 10.7	8 18.6	30 16.9	12 12.0	-	1 19.5	11 18.3	20 16.7	8 12.7	23 14.2	36 15.9	8 17.0

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

EE5. How likely are you to purchase any energy-efficient incandescent bulbs within the next year?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
5-Very likely	105	9	96	8	8	32	57	73	15	17	42	26	-	1	17	27	9	41	50	15
	24.0	20.0	24.4	14.8	24.4	26.1	24.9	24.1	16.8	37.4 I	24.3	24.8		19.3	29.0 q	22.4	14.1	25.3	21.7	30.1
Don't know	25	4	21	2	3	5	16	16	3	6	10	5	-	1	5	7	2	8	12	5
	5.7	8.1	5.5	3.2	7.5	3.9	7.0	5.2	3.5	14.1 i	5.8	5.2		19.3	8.7	5.6	3.1	5.3	5.1	10.0
Mean	3.08	3.15	3.07	3.03	3.33	3.19	3.00	3.06	2.80	3.85 HI	3.16	2.82	-	3.16	3.46 pQ	2.99	2.65	3.07	3.00	3.50 rS
Median	3.00	3.00	3.00	3.00	4.00	3.00	3.00	3.00	3.00	4.00	3.00	3.00	-	3.00	4.00	3.00	3.00	3.00	3.00	4.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

LE1A. Have you heard of LED light bulbs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
Don't know/Refused	9	1	9	-	0	-	9	2	4	3	-	0	-	0	-	1	-	-	-	9
Total answering	767	78	688	93	58	226	390	545	150	71	311	199	-	9	97	237	120	234	425	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	100.0
Yes	649	65	584	76	45	198	330	495	112	42	295	171	-	9	76	220	118	233	416	-
	84.6	82.5	84.9	82.3	77.2	87.5 e	84.6	90.8 IJ	74.8 J	58.3	95.1 L	86.1		94.0	78.0	92.8 O	98.8 OP	99.4 s	97.9	
No	118	14	104	16	13	28	60	50	38	30	15	28	-	1	21	17	1	1	9	108
	15.4	17.5	15.1	17.7	22.8 f	12.5	15.4	9.2	25.2 H	41.7 HI	4.9	13.9 K		6.0	22.0 PQ	7.2 Q	1.2	0.6	2.1 r	100.0 RS

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

LE1A. Have you heard of LED light bulbs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
Yes	649	65	584	76	45	198	330	495	112	42	295	171	-	9	76	220	118	233	416	-
	83.6	81.6	83.8	82.3	76.8	87.5	82.6	90.5	72.7	55.6	95.1	86.0		91.2	78.0	92.2	98.8	99.4	97.9	
						e		IJ	J		L					O	OP	s		
No	118	14	104	16	13	28	60	50	38	30	15	28	-	1	21	17	1	1	9	108
	15.2	17.4	14.9	17.7	22.7	12.5	15.1	9.2	24.5	39.8	4.9	13.8		5.9	22.0	7.2	1.2	0.6	2.1	91.9
					f				H	HI		K			PQ	Q			r	RS
Don't know	9	1	9	-	0	-	9	2	4	3	-	0	-	0	-	1	-	-	-	9
	1.2	1.0	1.2		0.5		2.3	0.3	2.8	4.6		0.1		2.9		0.6				8.1
									h											

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

LE1B. After statement, have you heard of LED light bulbs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: HAVEN'T HEARD OF LED LIGHT BULBS	127 100.0	15 100.0	113 100.0	16 100.0	14 100.0	28 100.0	69 100.0	52 100.0	42 100.0	33 100.0	15 100.0	28 100.0	-	1 100.0	21 100.0	19 100.0	1 100.0	1 100.0	9 100.0	117 100.0
UNWEIGHTED BASE	132	53	79	23	20	27	62	59	36	37	22	30	-	3	19	21	1	1	7	124
Don't know/Refused	4	1	3	-	1	-	3	2	1	-	2	1	-	-	-	2	-	-	-	4
Total answering	124 100.0	14 100.0	110 100.0	16 100.0	13 100.0	28 100.0	66 100.0	50 100.0	41 100.0	33 100.0	14 100.0	27 100.0	-	1 100.0	21 100.0	17 100.0	1 100.0	1 100.0	9 100.0	113 100.0
Yes	10 8.3	0 2.0	10 9.1 b	2 10.2	- 	3 10.1	6 8.7	4 8.7	5 11.1	1 4.3	3 21.0 l	1 5.3	-	-	1 6.7	3 17.0	-	1 100.0	9 100.0	-
No	113 91.7	13 98.0 c	100 90.9	15 89.8	13 100.0 fG	25 89.9	60 91.3	45 91.3	36 88.9	32 95.7	11 79.0	26 94.7 k	-	1 100.0 P	20 93.3	14 83.0	1 100.0 P	-	-	113 100.0

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

LE1B. After statement, have you heard of LED light bulbs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: HAVEN'T HEARD OF LED LIGHT BULBS	127	15	113	16	14	28	69	52	42	33	15	28	-	1	21	19	1	1	9	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	132	53	79	23	20	27	62	59	36	37	22	30	-	3	19	21	1	1	7	124
Yes	10	0	10	2	-	3	6	4	5	1	3	1	-	-	1	3	-	1	9	-
	8.1	1.9	8.9 b	10.2		10.1	8.3	8.3	10.7	4.3	18.7	5.2			6.7	15.4		100.0	100.0	
No	113	13	100	15	13	25	60	45	36	32	11	26	-	1	20	14	1	-	-	113
	89.0	92.5	88.6	89.8	96.0	89.9	87.2	87.4	85.9	95.7	70.2	92.9 k		100.0 P	93.3	75.3	100.0 P			96.8
Don't know	4	1	3	-	1	-	3	2	1	-	2	1	-	-	-	2	-	-	-	4
	2.9	5.6	2.5		4.0		4.5	4.3	3.4		11.2	2.0				9.2				3.2

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

LE1A/LE1B Total LED Awareness

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
Unaided aware	649	65	584	76	45	198	330	495	112	42	295	171	-	9	76	220	118	233	416	-
	83.6	81.6	83.8	82.3	76.8	87.5 e	82.6	90.5 IJ	72.7 J	55.6	95.1 L	86.0		91.2	78.0	92.2 O	98.8 OP	99.4 s	97.9	
Aided aware	10	0	10	2	-	3	6	4	5	1	3	1	-	-	1	3	-	1	9	-
	1.3	0.3	1.4 b	1.8		1.3	1.4	0.8	2.9	1.9	0.9	0.7			1.5	1.2		0.6	2.1 r	
Not aware	113	13	100	15	13	25	60	45	36	32	11	26	-	1	20	14	1	-	-	113
	14.6	17.0	14.3	15.9	22.2 F	11.2	15.1	8.3	23.5 H	42.5 HI	3.5	13.0 K		8.8	20.5 PQ	5.9 Q	1.2			96.8
Don't know	4	1	3	-	1	-	3	2	1	-	2	1	-	-	-	2	-	-	-	4
	0.5	1.0	0.4		0.9		0.8	0.4	0.9		0.5	0.3				0.7				3.2

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

LE2. What types of LED light bulbs have you heard of?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: HEARD OF LED LIGHT BULBS	659 100.0	65 100.0	594 100.0	78 100.0	45 100.0	201 100.0	335 100.0	499 100.0	117 100.0	43 100.0	298 100.0	172 100.0	- 	9 100.0	77 100.0	223 100.0	118 100.0	234 100.0	425 100.0	-
UNWEIGHTED BASE	652	236	416	113	84	177	278	483	126	43	293	162	-	6	75	219	112	228	424	-
Don't know/Refused	138	13	126	21	10	35	72	84	34	21	51	27	-	1	14	44	16	28	110	-
Total answering	521 100.0	52 100.0	469 100.0	57 100.0	35 100.0	166 100.0	263 100.0	416 100.0	83 100.0	22 100.0	247 100.0	146 100.0	-	7 100.0	63 100.0	179 100.0	102 100.0	206 100.0	315 100.0	-
Regular (general purpose) light bulbs	170 32.7	16 30.5	155 33.0	14 24.3	7 21.6	40 23.9	110 41.6 DEF	136 32.7	27 32.2	8 34.8	84 34.0	45 31.2	-	-	21 33.8	66 37.1	36 34.7	69 33.4	102 32.3	-
Reflector/spotlights	72 13.8	6 11.6	66 14.0	9 15.5	2 6.3	17 10.1	44 16.7 ef	61 14.7	11 12.7	-	42 17.2	17 11.9	-	-	5 7.3	29 16.1 o	15 15.1	53 25.9 S	18 5.9	-
Holiday/Christmas Lights	200 38.5	18 33.8	183 39.0	23 39.8	15 42.3	64 38.8	99 37.5	157 37.8	36 42.9	8 34.7	106 43.0 L	44 30.3	-	3 40.3	21 33.5	60 33.3	54 52.9 OP	100 48.7 S	100 31.8	-

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

LE2. What types of LED light bulbs have you heard of?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Task/desk lamps	47	2	44	5	4	15	23	38	8	1	21	15	-	-	5	16	11	25	22	-
	9.0	4.7	9.4 B	8.7	11.4	8.9	8.7	9.3	9.3	2.5	8.3	10.3			7.3	8.8	10.6	11.9 s	7.0	
Under-cabinet or under-counter lighting	61	5	56	9	1	18	33	52	9	0	31	16	-	1	3	21	16	41	20	-
	11.7	10.0	11.9	15.5 E	3.2	11.0	12.4 E	12.4 J	10.9	1.2	12.7	10.9		20.1	4.5	11.8 O	15.7 O	20.1 S	6.2	
Night lights	52	4	49	5	7	11	29	46	7	-	35	11	-	-	7	15	11	27	25	-
	10.0	6.9	10.4	8.3	19.6 dF	6.9	11.1	11.0	7.9		14.1 L	7.2			11.5	8.6	11.1	13.3 s	7.9	
Flashlights	189	20	169	21	17	60	91	150	33	5	90	52	-	6	25	60	25	72	117	-
	36.2	38.4	36.0	36.9	48.6	36.1	34.5	36.1	39.8	24.3	36.5	35.7		79.9 OPQ	39.1 q	33.6	24.4	35.0	37.0	
Street lights or stop lights	31	1	30	5	-	6	20	30	1	-	19	9	-	-	7	11	5	20	11	-
	6.0	2.1	6.4 B	8.7		3.4	7.7 f	7.1 I	1.7		7.9	6.1			11.4	6.4	5.2	9.6 S	3.6	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

LE2. What types of LED light bulbs have you heard of?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Automobile lights (car or truck)	76	7	70	13	6	25	32	54	21	2	31	22	-	-	6	21	15	42	34	-
	14.7	12.7	14.9	22.8 g	18.6	15.0	12.2	12.9	25.1 Hj	8.9	12.4	14.8			9.1	11.7	14.7	20.4 S	10.9	
Appliances and/or electronics (TVs, monitors, computers, etc.)	35	5	30	10	0	9	15	27	7	0	15	12	-	-	1	10	8	9	26	-
	6.7	9.5	6.4	18.0 EFG	0.8	5.5 e	5.8 e	6.6	8.6	1.2	5.9	8.4			2.3	5.4	7.5	4.4	8.2	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

LE2. What types of LED light bulbs have you heard of?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: HEARD OF LED LIGHT BULBS	659 100.0	65 100.0	594 100.0	78 100.0	45 100.0	201 100.0	335 100.0	499 100.0	117 100.0	43 100.0	298 100.0	172 100.0	- 	9 100.0	77 100.0	223 100.0	118 100.0	234 100.0	425 100.0	-
UNWEIGHTED BASE	652	236	416	113	84	177	278	483	126	43	293	162	-	6	75	219	112	228	424	-
Regular (general purpose) light bulbs	170 25.9	16 24.5	155 26.0	14 17.8	7 16.7	40 19.7	110 32.7 DEF	136 27.2	27 22.9	8 17.9	84 28.2	45 26.4	-	- 	21 27.5	66 29.8	36 30.0	69 29.4	102 23.9	-
Reflector/spotlights	72 10.9	6 9.3	66 11.1	9 11.4	2 4.9	17 8.4	44 13.1 e	61 12.3	11 9.1	- 	42 14.2	17 10.1	-	- 	5 6.0	29 12.9 o	15 13.0	53 22.8 S	18 4.3	-
Holiday/Christmas Lights	200 30.4	18 27.2	183 30.8	23 29.2	15 32.7	64 32.0	99 29.4	157 31.5 J	36 30.6	8 17.9	106 35.6 L	44 25.6	-	3 33.5	21 27.2	60 26.8	54 45.7 OP	100 42.8 S	100 23.6	-
Task/desk lamps	47 7.1	2 3.8	44 7.5 B	5 6.4	4 8.8	15 7.4	23 6.9	38 7.7 j	8 6.6	1 1.3	21 6.9	15 8.7	-	- 	5 5.9	16 7.1	11 9.1	25 10.5 S	22 5.2	-

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

LE2. What types of LED light bulbs have you heard of?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Under-cabinet or under-counter lighting	61 9.2	5 8.1	56 9.4	9 11.4 e	1 2.4	18 9.1 e	33 9.7 E	52 10.3 J	9 7.8 j	0 0.6	31 10.5	16 9.2	- 	1 16.7	3 3.6	21 9.5 o	16 13.5 O	41 17.6 S	20 4.6	-
Night lights	52 7.9	4 5.5	49 8.2	5 6.1	7 15.1 dF	11 5.7	29 8.7	46 9.1	7 5.6	-	35 11.7 l	11 6.1	-	-	7 9.3	15 6.9	11 9.6	27 11.7 S	25 5.8	-
Flashlights	189 28.6	20 30.9	169 28.4	21 27.0	17 37.6	60 29.8	91 27.1	150 30.1 J	33 28.4 J	5 12.6	90 30.2	52 30.2	-	6 66.5 oPQ	25 31.8	60 27.0	25 21.1	72 30.7	117 27.4	-
Street lights or stop lights	31 4.7	1 1.7	30 5.0 B	5 6.4	-	6 2.8	20 6.1 f	30 5.9 I	1 1.2	-	19 6.5	9 5.1	-	-	7 9.3	11 5.2	5 4.5	20 8.4 S	11 2.7	-
Automobile lights (car or truck)	76 11.6	7 10.2	70 11.8	13 16.7	6 14.4	25 12.4	32 9.6	54 10.7	21 17.9 hJ	2 4.6	31 10.3	22 12.5	-	-	6 7.4	21 9.4	15 12.7	42 18.0 S	34 8.1	-

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

LE2. What types of LED light bulbs have you heard of?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Appliances and/or electronics (TVs, monitors, computers, etc.)	35 5.3	5 7.7	30 5.0	10 13.2 Efg	0 0.6	9 4.5 e	15 4.5 e	27 5.5 j	7 6.1	0 0.6	15 4.9	12 7.1	-	-	1 1.9	10 4.3	8 6.5	9 3.9	26 6.0	-
Don't know	135 20.4	12 18.2	123 20.7	18 23.1	10 21.4	35 17.4	72 21.5	80 16.1	34 28.8 H	21 48.4 HI	48 16.2	26 15.2	-	1 16.8	14 18.7	41 18.2	16 13.7	28 12.1	106 25.0 R	-
Refused	4 0.5	1 1.3	3 0.5	3 3.6 G	1 1.2	-	0 0.1	4 0.7	-	-	3 1.0	1 0.3	-	-	-	3 1.4	-	-	4 0.8	-

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

LE3. Have you ever purchased any LED bulbs?

BANNER 1 - WEIGHTED

		RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
	TOTAL	RURAL	URBAN	ID	MT	OR	WA	PURCHASER	NON-PURCHASER	UNAWARE	WITHIN PAST YEAR	2 OR MORE YEARS AGO	0	1	2-4	5-12	13+	PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: HEARD OF LED LIGHT BULBS	659	65	594	78	45	201	335	499	117	43	298	172	-	9	77	223	118	234	425	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	
UNWEIGHTED BASE	652	236	416	113	84	177	278	483	126	43	293	162	-	6	75	219	112	228	424	-
Don't know/Refused	19	3	16	1	2	6	10	14	2	3	9	3	-	-	2	7	1	-	19	-
Total answering	640	62	578	77	43	195	326	485	115	40	289	169	-	9	75	216	117	234	406	-
	100.0	100.0	100.0	100.0	100.0	100.0	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	234	22	213	32	16	69	118	189	33	12	129	49	-	4	31	74	56	234	-	-
	36.6	35.0	36.8	41.0	37.7	35.4	36.1	38.9 i	28.8	31.0	44.4 L	29.0		49.7	41.0	34.1	47.7 P	100.0		
No	406	40	366	45	27	126	208	296	82	28	161	120	-	4	44	142	61	-	406	-
	63.4	65.0	63.2	59.0	62.3	64.6	63.9	61.1	71.2 h	69.0	55.6	71.0 K		50.3	59.0	65.9 Q	52.3		100.0	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

LE3. Have you ever purchased any LED bulbs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: HEARD OF LED LIGHT BULBS	659	65	594	78	45	201	335	499	117	43	298	172	-	9	77	223	118	234	425	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	
UNWEIGHTED BASE	652	236	416	113	84	177	278	483	126	43	293	162	-	6	75	219	112	228	424	-
Yes	234	22	213	32	16	69	118	189	33	12	129	49	-	4	31	74	56	234	-	-
	35.6	33.5	35.8	40.6	36.3	34.3	35.1	37.8 i	28.3	29.0	43.1 L	28.4		49.7	39.9	33.1	47.1 P	100.0		
No	406	40	366	45	27	126	208	296	82	28	161	120	-	4	44	142	61	-	406	-
	61.6	62.3	61.6	58.4	59.9	62.6	62.0	59.4	70.2 H	64.4	53.9	69.6 K		50.3	57.5	63.9 q	51.7		95.6	
Don't know	19	3	16	1	2	6	10	14	2	3	9	3	-	-	2	7	1	-	19	-
	2.8	4.2	2.7	1.1	3.8	3.1	2.9	2.8	1.5	6.6	3.1	2.0			2.6	3.1	1.2		4.4	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

LE3. Have you ever purchased any LED bulbs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
Don't know/Refused	19	3	16	1	2	6	10	14	2	3	9	3	-	-	2	7	1	-	19	-
Total answering	758	76	681	92	57	220	389	533	152	72	302	195	-	9	95	232	118	234	406	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	234	22	213	32	16	69	118	189	33	12	129	49	-	4	31	74	56	234	-	-
	30.9	28.4	31.2	34.4	28.7	31.3	30.2	35.4 IJ	21.7	17.3	42.6 L	25.1		45.3	32.4	31.8	47.1 oP	100.0		
No	523	55	468	60	40	151	272	344	119	60	173	146	-	5	64	158	63	-	406	117
	69.1	71.6	68.8	65.6	71.3	68.7	69.8	64.6	78.3 H	82.7 H	57.4	74.9 K		54.7	67.6 q	68.2 Q	52.9		100.0	100.0

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

LE3. Have you ever purchased any LED bulbs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
Yes	234	22	213	32	16	69	118	189	33	12	129	49	-	4	31	74	56	234	-	-
	30.2	27.5	30.5	34.1	27.9	30.5	29.5	34.5 IJ	21.4	16.7	41.3 L	24.6		45.3	31.7	30.9	46.6 OP	100.0		
No	523	55	468	60	40	151	272	344	119	60	173	146	-	5	64	158	63	-	406	117
	67.4	69.1	67.2	65.0	69.2	66.8	68.1	62.9	77.5 H	79.5 H	55.7	73.7 K		54.7	66.2 q	66.2 Q	52.2		95.6	100.0 S
Don't know	19	3	16	1	2	6	10	14	2	3	9	3	-	-	2	7	1	-	19	-
	2.4	3.5	2.3	0.9	2.9	2.8	2.4	2.5	1.1	3.8	2.9	1.7			2.0	2.9	1.2		4.4	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

LE4. During 2012, how many LED bulbs did you purchase?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: PURCHASED LED LIGHT BULBS	234 100.0	22 100.0	213 100.0	32 100.0	16 100.0	69 100.0	118 100.0	189 100.0	33 100.0	12 100.0	129 100.0	49 100.0	-	4 100.0	31 100.0	74 100.0	56 100.0	234 100.0	-	-
UNWEIGHTED BASE	228	79	149	42	30	62	94	180	32	16	124	44	-	3	28	67	56	228	-	-
Don't know/Refused	46	6	40	2	8	7	29	34	9	3	26	5	-	1	7	6	14	46	-	-
Total answering	189 100.0	16 100.0	173 100.0	29 100.0	8 100.0	62 100.0	88 100.0	155 100.0	24 100.0	9 100.0	103 100.0	44 100.0	-	3 100.0	24 100.0	68 100.0	42 100.0	189 100.0	-	-
None	56 29.6	3 20.7	53 30.5	14 47.2 Eg	0 3.2	19 30.6 E	23 25.6 E	45 28.9	9 37.6	2 21.3	30 28.9	13 30.3	-	1 50.9	8 32.6	22 32.1	9 21.8	56 29.6	-	-
1	17 9.1	1 8.7	16 9.1	2 5.7	2 20.1	7 10.5	7 8.1	14 8.8	2 7.1	2 18.2	9 8.8	3 6.5	-	-	1 6.0	6 9.2	5 11.0	17 9.1	-	-
2	25 13.3	2 13.9	23 13.3	1 4.7	1 16.9	11 16.9	12 13.3	19 12.3	5 18.9	1 15.2	13 12.8	6 13.6	-	-	0 1.2	7 10.0	11 25.5 Op	25 13.3	-	-

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

LE4. During 2012, how many LED bulbs did you purchase?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
3	8	1	7	-	2	3	3	7	0	-	5	3	-	-	1	3	0	8	-	-
	4.1	3.4	4.1		20.1	4.6	3.6	4.8	1.1		4.4	6.5			6.1	4.2	0.7	4.1		
4	21	2	19	3	0	5	12	19	2	0	17	2	-	-	3	8	8	21	-	-
	11.2	15.5	10.8	11.3	3.2	8.2	13.9	12.1	8.2	2.9	16.3 L	3.9			11.9	11.4	18.5	11.2		
5	7	1	6	1	1	3	3	7	0	-	6	1	-	-	-	5	2	7	-	-
	3.8	8.6	3.3	1.9	6.5	5.0	3.3	4.4	1.1		6.1	1.2				6.7	4.8	3.8		
6	17	1	16	2	-	5	11	13	2	2	5	7	-	-	6	6	2	17	-	-
	9.1	8.6	9.1	6.6		7.3	12.0	8.7	7.1	21.2	4.4	16.8 k			24.3 q	8.4	4.0	9.1		
7	0	0	-	0	-	-	-	0	-	-	-	0	-	-	-	-	-	0	-	-
	0.1	1.7		0.9				0.2				0.6						0.1		
8	8	1	7	1	2	4	0	7	-	0	2	3	-	-	1	3	-	8	-	-
	4.0	3.4	4.1	4.7	20.1	6.9 g	0.3	4.7		2.9	1.6	6.4			6.0	4.6		4.0		

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

LE4. During 2012, how many LED bulbs did you purchase?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
10	8	1	7	3	1	-	5	8	0	0	7	1	-	-	1	5	2	8	-	-
	4.3	6.9	4.1	10.4	6.5		5.2	4.9	1.1	2.9	6.9	1.2			5.9	6.7	4.1	4.3		
11-20	12	1	11	1	-	5	6	8	4	-	5	3	-	1	1	3	2	12	-	-
	6.4	3.5	6.6	4.7		7.8	6.5	5.0	17.8		4.7	6.5		49.1	6.0	4.2	4.8	6.4		
More than 20	9	1	9	1	0	1	7	8	-	1	5	3	-	-	-	2	2	9	-	-
	5.0	5.2	5.0	1.9	3.2	2.3	8.1	5.2		15.4	5.0	6.5				2.5	4.8	5.0		
Mean	5.50	6.09	5.44	4.51	5.15	4.10	6.85 f	5.66	4.18	6.24	5.55	6.14	-	9.82	4.48	4.75	4.43	5.50	-	-
Median	2.00	4.00	2.00	1.00	3.00	2.00	3.00	2.00	2.00	2.00	2.00	2.00	-	0.00	4.00	2.00	2.00	2.00	-	-

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

LE4. During 2012, how many LED bulbs did you purchase?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: PURCHASED LED LIGHT BULBS	234 100.0	22 100.0	213 100.0	32 100.0	16 100.0	69 100.0	118 100.0	189 100.0	33 100.0	12 100.0	129 100.0	49 100.0	- 	4 100.0	31 100.0	74 100.0	56 100.0	234 100.0	-	-
UNWEIGHTED BASE	228	79	149	42	30	62	94	180	32	16	124	44	-	3	28	67	56	228	-	-
None	56 23.8	3 15.2	53 24.7 b	14 43.9 EG	0 1.7	19 27.7 E	23 19.3 E	45 23.7	9 27.5	2 15.9	30 23.1	13 27.3	-	1 33.8	8 25.0	22 29.6 q	9 16.2	56 23.8	-	-
1	17 7.3	1 6.4	16 7.4	2 5.3	2 10.4	7 9.5	7 6.1	14 7.2	2 5.2	2 13.6	9 7.1	3 5.8	-	-	1 4.6	6 8.5	5 8.2	17 7.3	-	-
2	25 10.7	2 10.2	23 10.8	1 4.4	1 8.8	11 15.3	12 10.0	19 10.1	5 13.8	1 11.4	13 10.2	6 12.2	-	-	0 0.9	7 9.3	11 19.0 O	25 10.7	-	-
3	8 3.3	1 2.5	7 3.4	-	2 10.4	3 4.1	3 2.7	7 3.9	0 0.8	-	5 3.5	3 5.9	-	-	1 4.7	3 3.9	0 0.5	8 3.3	-	-
4	21 9.0	2 11.4	19 8.7	3 10.5	0 1.7	5 7.4	12 10.5	19 9.9	2 6.0	0 2.2	17 13.1 L	2 3.5	-	-	3 9.2	8 10.5	8 13.8	21 9.0	-	-

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

LE4. During 2012, how many LED bulbs did you purchase?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
5	7	1	6	1	1	3	3	7	0	-	6	1	-	-	-	5	2	7	-	-
	3.0	6.3	2.7	1.8	3.4	4.5	2.4	3.6	0.8		4.9	1.1				6.2	3.6	3.0		
6	17	1	16	2	-	5	11	13	2	2	5	7	-	-	6	6	2	17	-	-
	7.3	6.3	7.4	6.1		6.6	9.0	7.1	5.2	15.9	3.6	15.1 k			18.7 Q	7.8	3.0	7.3		
7	0	0	-	0	-	-	-	0	-	-	-	0	-	-	-	-	-	0	-	-
	0.1	1.3		0.9				0.1				0.6						0.1		
8	8	1	7	1	2	4	0	7	-	0	2	3	-	-	1	3	-	8	-	-
	3.3	2.5	3.3	4.4	10.4	6.2 g	0.2	3.9		2.2	1.3	5.7			4.6	4.2		3.3		
10	8	1	7	3	1	-	5	8	0	0	7	1	-	-	1	5	2	8	-	-
	3.5	5.0	3.3	9.6	3.4		3.9	4.0	0.8	2.2	5.5	1.1			4.5	6.2	3.1	3.5		
11-20	12	1	11	1	-	5	6	8	4	-	5	3	-	1	1	3	2	12	-	-
	5.1	2.6	5.4	4.4		7.0	4.9	4.1	13.0		3.7	5.9		32.6	4.6	3.9	3.6	5.1		

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

LE4. During 2012, how many LED bulbs did you purchase?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
More than 20	9	1	9	1	0	1	7	8	-	1	5	3	-	-	-	2	2	9	-	-
	4.0	3.8	4.0	1.8	1.7	2.1	6.1	4.2		11.5	4.0	5.8				2.3	3.6	4.0		
Don't know	44	5	39	2	8	7	28	32	9	3	24	5	-	1	7	4	14	44	-	-
	18.7	23.9	18.2	5.3	48.1 DFg	9.5	23.7 DF	16.9	26.8	25.1	18.4	9.9		33.6	23.1	5.7	24.6 P	18.7		
Refused	2	1	1	1	-	-	1	2	-	-	2	-	-	-	-	1	1	2	-	-
	0.8	2.5	0.7	1.8			1.2	1.1			1.5					2.0	1.0	0.8		
Mean	5.50	6.09	5.44	4.51	5.15	4.10	6.85 f	5.66	4.18	6.24	5.55	6.14	-	9.82	4.48	4.75	4.43	5.50	-	-
Median	2.00	4.00	2.00	1.00	3.00	2.00	3.00	2.00	2.00	2.00	2.00	2.00	-	0.00	4.00	2.00	2.00	2.00	-	-

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

LE4. During 2012, how many LED bulbs did you purchase?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
Don't know/Refused	46	6	40	2	8	7	29	34	9	3	26	5	-	1	7	6	14	46	-	-
Total answering	730	73	657	90	50	220	370	513	145	72	285	194	-	8	90	233	106	189	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	598	61	537	75	42	176	304	403	130	64	212	163	-	7	74	187	73	56	425	117
	81.8	82.7	81.7	82.8	83.9	80.3	82.2	78.5	89.6 H	89.7 H	74.3	84.1 K		82.6	82.3 q	80.2 q	69.2	29.6	100.0 R	100.0 R
1	17	1	16	2	2	7	7	14	2	2	9	3	-	-	1	6	5	17	-	-
	2.3	1.9	2.4	1.8	3.4	3.0	1.9	2.7	1.2	2.4	3.2	1.5			1.6	2.7	4.3	9.1		
2	25	2	23	1	1	11	12	19	5	1	13	6	-	-	0	7	11	25	-	-
	3.4	3.0	3.5	1.5	2.8	4.8	3.2	3.7	3.1	2.0	4.6	3.1			0.3	2.9	10.0 OP	13.3		

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

LE4. During 2012, how many LED bulbs did you purchase?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
3	8	1	7	-	2	3	3	7	0	-	5	3	-	-	1	3	0	8	-	-
	1.1	0.7	1.1		3.4	1.3	0.9	1.4	0.2		1.6	1.5			1.6	1.2	0.3	4.1		
4	21	2	19	3	0	5	12	19	2	0	17	2	-	-	3	8	8	21	-	-
	2.9	3.4	2.8	3.7	0.5	2.3	3.3	3.7 j	1.4	0.4	5.9 L	0.9			3.1	3.3	7.3	11.2		
5	7	1	6	1	1	3	3	7	0	-	6	1	-	-	-	5	2	7	-	-
	1.0	1.9	0.9	0.6	1.1	1.4	0.8	1.3	0.2		2.2	0.3				2.0	1.9	3.8		
6	17	1	16	2	-	5	11	13	2	2	5	7	-	-	6	6	2	17	-	-
	2.3	1.9	2.4	2.1		2.1	2.9	2.6	1.2	2.8	1.6	3.8			6.4	2.5	1.6	9.1		
7	0	0	-	0	-	-	-	0	-	-	-	0	-	-	-	-	-	0	-	-
	*	0.4		0.3				0.1				0.1						0.1		
8	8	1	7	1	2	4	0	7	-	0	2	3	-	-	1	3	-	8	-	-
	1.0	0.7	1.1	1.5	3.4	1.9 g	0.1	1.4		0.4	0.6	1.5			1.6	1.3		4.0		

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

LE4. During 2012, how many LED bulbs did you purchase?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
10	8	1	7	3	1	-	5	8	0	0	7	1	-	-	1	5	2	8	-	-
	1.1	1.5	1.1	3.4	1.1		1.2	1.5	0.2	0.4	2.5 l	0.3			1.5	1.9	1.6	4.3		
11-20	12	1	11	1	-	5	6	8	4	-	5	3	-	1	1	3	2	12	-	-
	1.6	0.8	1.7	1.5		2.2	1.6	1.5	3.0		1.7	1.5		17.4	1.6	1.2	1.9	6.4		
More than 20	9	1	9	1	0	1	7	8	-	1	5	3	-	-	-	2	2	9	-	-
	1.3	1.1	1.3	0.6	0.5	0.6	1.9	1.6		2.0	1.8	1.5				0.7	1.9	5.0		
Mean	1.42	1.33	1.43	1.47	0.86	1.16	1.64	1.71 I	0.70	0.81	2.00	1.40	-	3.49	1.18	1.39	1.74	5.50 ST	0.00	0.00
Median	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-	0.00	0.00	0.00	0.00	2.00	0.00	0.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
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NEEA Consumer Lighting Survey (#6510)

LE4. During 2012, how many LED bulbs did you purchase?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
None	598	61	537	75	42	176	304	403	130	64	212	163	-	7	74	187	73	56	425	117
	77.0	76.7	77.0	80.8	72.6	78.0	76.2	73.7	84.5 H	86.0 H	68.2	82.1 K		70.0	76.2 Q	78.3 Q	61.0	23.8	100.0 R	100.0 R
1	17	1	16	2	2	7	7	14	2	2	9	3	-	-	1	6	5	17	-	-
	2.2	1.7	2.3	1.8	2.9	2.9	1.8	2.5	1.1	2.3	2.9	1.4			1.5	2.6	3.8	7.3		
2	25	2	23	1	1	11	12	19	5	1	13	6	-	-	0	7	11	25	-	-
	3.2	2.8	3.3	1.5	2.4	4.7	2.9	3.5	3.0	1.9	4.2	3.0			0.3	2.9	8.8 Op	10.7		
3	8	1	7	-	2	3	3	7	0	-	5	3	-	-	1	3	0	8	-	-
	1.0	0.7	1.0		2.9	1.3	0.8	1.4	0.2		1.5	1.4			1.5	1.2	0.2	3.3		
4	21	2	19	3	0	5	12	19	2	0	17	2	-	-	3	8	8	21	-	-
	2.7	3.1	2.7	3.6	0.5	2.3	3.1	3.4 j	1.3	0.4	5.4 L	0.9			2.9	3.2	6.4	9.0		

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
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NEEA Consumer Lighting Survey (#6510)

LE4. During 2012, how many LED bulbs did you purchase?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
5	7	1	6	1	1	3	3	7	0	-	6	1	-	-	-	5	2	7	-	-
	0.9	1.7	0.8	0.6	0.9	1.4	0.7	1.2	0.2		2.0	0.3				1.9	1.7	3.0		
6	17	1	16	2	-	5	11	13	2	2	5	7	-	-	6	6	2	17	-	-
	2.2	1.7	2.3	2.1		2.0	2.7	2.5	1.1	2.6	1.5	3.7			5.9 q	2.4	1.4	7.3		
7	0	0	-	0	-	-	-	0	-	-	-	0	-	-	-	-	-	0	-	-
	*	0.3		0.3				0.1				0.1						0.1		
8	8	1	7	1	2	4	0	7	-	0	2	3	-	-	1	3	-	8	-	-
	1.0	0.7	1.0	1.5	2.9	1.9 g	0.1	1.3		0.4	0.5	1.4			1.5	1.3		3.3		
10	8	1	7	3	1	-	5	8	0	0	7	1	-	-	1	5	2	8	-	-
	1.1	1.4	1.0	3.3	0.9		1.1	1.4	0.2	0.4	2.3 l	0.3			1.4	1.9	1.4	3.5		
11-20	12	1	11	1	-	5	6	8	4	-	5	3	-	1	1	3	2	12	-	-
	1.5	0.7	1.6	1.5		2.1	1.4	1.4	2.8		1.5	1.4		14.8	1.5	1.2	1.7	5.1		

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

LE4. During 2012, how many LED bulbs did you purchase?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
More than 20	9	1	9	1	0	1	7	8	-	1	5	3	-	-	-	2	2	9	-	-
	1.2	1.0	1.2	0.6	0.5	0.6	1.8	1.5		1.9	1.7	1.4				0.7	1.7	4.0		
Don't know	44	5	39	2	8	7	28	32	9	3	24	5	-	1	7	4	14	44	-	-
	5.7	6.6	5.5	1.8	13.4 DF	2.9	7.0 DF	5.8	5.7	4.2	7.6 L	2.4		15.2	7.3	1.8	11.5 P	18.7		
Refused	2	1	1	1	-	-	1	2	-	-	2	-	-	-	-	1	1	2	-	-
	0.3	0.7	0.2	0.6			0.4	0.4			0.6					0.6	0.5	0.8		
Mean	1.42	1.33	1.43	1.47	0.86	1.16	1.64	1.71 I	0.70	0.81	2.00	1.40	-	3.49	1.18	1.39	1.74	5.50 ST	0.00	0.00
Median	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-	0.00	0.00	0.00	0.00	2.00	0.00	0.00

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

LE5. Of all the LED bulbs you bought in 2012, how many did you install in your home?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: PURCHASED LED LIGHT BULBS	133 100.0	13 100.0	120 100.0	16 100.0	8 100.0	43 100.0	66 100.0	110 100.0	15 100.0	7 100.0	73 100.0	31 100.0	- 	1 100.0	16 100.0	46 100.0	32 100.0	133 100.0	-	-
UNWEIGHTED BASE	130	46	84	24	13	40	53	103	17	10	69	28	-	1	12	42	34	130	-	-
Don't know/Refused	2	0	1	-	-	1	0	-	1	0	-	-	-	-	-	-	-	2	-	-
Total answering	131 100.0	12 100.0	119 100.0	16 100.0	8 100.0	42 100.0	65 100.0	110 100.0	14 100.0	7 100.0	73 100.0	31 100.0	-	1 100.0	16 100.0	46 100.0	32 100.0	131 100.0	-	-
None	17 13.0	3 22.2	14 12.1	2 10.7	-	9 21.1	7 10.0	15 13.4	1 6.1	1 20.1	12 16.0	3 10.2	-	-	2 10.7	7 14.2	7 20.2	17 13.0	-	-
1	18 13.5	2 15.6	16 13.3	2 10.7	2 20.8	5 12.9	9 13.6	16 14.2	2 12.5	0 3.9	11 15.2	3 9.3	-	-	1 8.9	6 13.5	7 20.2	18 13.5	-	-
2	19 14.4	2 13.4	17 14.5	1 5.4	1 17.5	8 18.4	9 13.6	11 10.4	6 41.9 H	2 23.9	8 11.3	3 10.2	-	-	-	4 8.0	6 19.4	19 14.4	-	-

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

LE5. Of all the LED bulbs you bought in 2012, how many did you install in your home?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
3	11	1	10	0	2	4	5	10	1	-	5	6	-	-	1	6	0	11	-	-
	8.3	6.6	8.4	1.8	20.8	10.2	7.0	9.3	4.0		6.2	18.6			9.0	12.4 q	0.8	8.3		
4	19	2	17	4	0	3	11	18	1	0	15	3	-	-	3	7	6	19	-	-
	14.3	13.3	14.4	28.6 ef	3.4	8.1	16.2	16.2	4.0	3.8	19.9	10.1			17.7	16.1	17.5	14.3		
5	7	1	6	2	1	3	1	7	-	-	6	1	-	-	1	3	2	7	-	-
	5.0	6.6	4.8	10.7	6.7	6.8	2.2	5.9			8.1	1.8			8.7	6.8	5.3	5.0		
6	13	1	13	1	-	2	10	11	1	1	3	6	-	-	6	1	3	13	-	-
	10.3	4.5	10.9	8.9		4.7	15.4	9.6	10.5	20.3	4.7	18.5 k			36.0 Pq	3.1	9.5	10.3		
7	0	0	-	0	-	-	-	0	-	-	-	0	-	-	-	-	-	0	-	-
	0.2	2.2		1.8				0.3				0.9						0.2		
8	7	0	7	-	2	4	1	7	-	0	3	1	-	-	1	4	-	7	-	-
	5.7	2.2	6.0		20.8	10.2	2.2	6.5		3.8	3.9	4.6			8.9	9.3		5.7		

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

LE5. Of all the LED bulbs you bought in 2012, how many did you install in your home?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
10	8	1	7	3	1	2	3	7	1	0	6	1	-	1	-	3	2	8	-	-
	6.5	11.1	6.0	21.4 fg	6.7	4.1	4.4	6.1	10.5	3.8	8.5	1.8		100.0 PQ		6.7	7.0	6.5		
11-20	6	-	6	-	-	-	6	3	1	1	1	1	-	-	-	3	-	6	-	-
	4.4		4.8				8.8	2.6	10.5	20.3	2.0	4.7				6.2		4.4		
More than 20	6	0	6	-	0	1	4	6	-	-	3	3	-	-	-	2	-	6	-	-
	4.6	2.2	4.8		3.4	3.4	6.6	5.5			4.3	9.3				3.7		4.6		
Mean	5.95	4.08	6.14	4.75	5.33	3.83	7.66 f	6.15	4.18	6.22	5.62	7.55	-	10.00	4.38	5.85 q	2.85	5.95	-	-
Median	4.00	2.00	4.00	4.00	3.00	2.00	4.00	4.00	2.00	4.00	4.00	4.00	-	10.00	5.00	4.00	2.00	4.00	-	-

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

LE5. Of all the LED bulbs you bought in 2012, how many did you install in your home?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: PURCHASED LED LIGHT BULBS	133 100.0	13 100.0	120 100.0	16 100.0	8 100.0	43 100.0	66 100.0	110 100.0	15 100.0	7 100.0	73 100.0	31 100.0	- 	1 100.0	16 100.0	46 100.0	32 100.0	133 100.0	-	-
UNWEIGHTED BASE	130	46	84	24	13	40	53	103	17	10	69	28	-	1	12	42	34	130	-	-
None	17 12.9	3 21.7	14 11.9	2 10.7	-	9 20.4	7 10.0	15 13.4	1 5.5	1 19.4	12 16.0	3 10.2	-	-	2 10.7	7 14.2	7 20.2	17 12.9	-	-
1	18 13.3	2 15.3	16 13.1	2 10.7	2 20.8	5 12.5	9 13.5	16 14.2	2 11.4	0 3.8	11 15.2	3 9.3	-	-	1 8.9	6 13.5	7 20.2	18 13.3	-	-
2	19 14.2	2 13.1	17 14.3	1 5.4	1 17.5	8 17.8	9 13.5	11 10.4	6 38.0 H	2 23.1	8 11.3	3 10.2	-	-	-	4 8.0	6 19.4	19 14.2	-	-
3	11 8.2	1 6.5	10 8.3	0 1.8	2 20.8	4 9.9	5 7.0	10 9.3	1 3.6	-	5 6.2	6 18.6	-	-	1 9.0	6 12.4 q	0 0.8	11 8.2	-	-
4	19 14.1	2 13.0	17 14.2	4 28.6 ef	0 3.4	3 7.9	11 16.1	18 16.2	1 3.6	0 3.7	15 19.9	3 10.1	-	-	3 17.7	7 16.1	6 17.5	19 14.1	-	-

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

LE5. Of all the LED bulbs you bought in 2012, how many did you install in your home?

BANNER 1 - WEIGHTED

	TOTAL	RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
		RURAL	URBAN	ID	MT	OR	WA	PURCHASER	NON-PURCHASER	UNAWARE	WITHIN PAST YEAR	2 OR MORE YEARS AGO	0	1	2-4	5-12	13+	PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
5	7	1	6	2	1	3	1	7	-	-	6	1	-	-	1	3	2	7	-	-
	4.9	6.5	4.7	10.7	6.7	6.6	2.2	5.9			8.1	1.8			8.7	6.8	5.3	4.9		
6	13	1	13	1	-	2	10	11	1	1	3	6	-	-	6	1	3	13	-	-
	10.1	4.4	10.7	8.9		4.6	15.3	9.6	9.5	19.5	4.7	18.5 k			36.0 Pq	3.1	9.5	10.1		
7	0	0	-	0	-	-	-	0	-	-	-	0	-	-	-	-	-	0	-	-
	0.2	2.2		1.8				0.3				0.9						0.2		
8	7	0	7	-	2	4	1	7	-	0	3	1	-	-	1	4	-	7	-	-
	5.6	2.2	6.0		20.8	9.9	2.2	6.5		3.7	3.9	4.6			8.9	9.3		5.6		
10	8	1	7	3	1	2	3	7	1	0	6	1	-	1	-	3	2	8	-	-
	6.4	10.9	5.9	21.4 fg	6.7	3.9	4.4	6.1	9.5	3.7	8.5	1.8		100.0 PQ		6.7	7.0	6.4		
11-20	6	-	6	-	-	-	6	3	1	1	1	1	-	-	-	3	-	6	-	-
	4.3		4.8				8.8	2.6	9.5	19.5	2.0	4.7				6.2		4.3		

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

LE5. Of all the LED bulbs you bought in 2012, how many did you install in your home?

BANNER 1 - WEIGHTED

	TOTAL	RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
		RURAL	URBAN	ID	MT	OR	WA	PURCHASER	NON-PURCHASER	UNAWARE	WITHIN PAST YEAR	2 OR MORE YEARS AGO	0	1	2-4	5-12	13+	PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
More than 20	6	0	6	-	0	1	4	6	-	-	3	3	-	-	-	2	-	6	-	-
	4.5	2.2	4.8		3.4	3.3	6.6	5.5			4.3	9.3				3.7		4.5		
Don't know	2	0	1	-	-	1	0	-	1	0	-	-	-	-	-	-	-	2	-	-
	1.3	2.1	1.2			3.3	0.4		9.5	3.7								1.3		
Mean	5.95	4.08	6.14	4.75	5.33	3.83	7.66 f	6.15	4.18	6.22	5.62	7.55	-	10.00	4.38	5.85 q	2.85	5.95	-	-
Median	4.00	2.00	4.00	4.00	3.00	2.00	4.00	4.00	2.00	4.00	4.00	4.00	-	10.00	5.00	4.00	2.00	4.00	-	-

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

LE6. Thinking about all of the LED bulbs you recently purchased, how satisfied are you with them?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: HEARD OF LED LIGHT BULBS	234 100.0	22 100.0	213 100.0	32 100.0	16 100.0	69 100.0	118 100.0	189 100.0	33 100.0	12 100.0	129 100.0	49 100.0	-	4 100.0	31 100.0	74 100.0	56 100.0	234 100.0	-	-
UNWEIGHTED BASE	228	79	149	42	30	62	94	180	32	16	124	44	-	3	28	67	56	228	-	-
Don't know/Refused	12	1	11	1	3	4	3	7	5	-	5	-	-	-	-	5	-	12	-	-
Total answering	222 100.0	21 100.0	201 100.0	30 100.0	13 100.0	65 100.0	114 100.0	181 100.0	28 100.0	12 100.0	124 100.0	49 100.0	-	4 100.0	31 100.0	69 100.0	56 100.0	222 100.0	-	-
1-Not at all satisfied	4 1.7	1 3.9	3 1.4	0 0.9	-	0 0.4	3 2.8	2 1.1	1 5.0	0 2.2	2 1.4	-	-	-	-	0 0.4	2 3.1	4 1.7	-	-
2	2 1.1	1 5.2 c	1 0.7	2 5.5	-	0 0.4	1 0.5	2 1.1	1 1.9	-	0 0.2	1 2.8	-	-	-	0 0.4	0 0.5	2 1.1	-	-
3	5 2.4	1 5.2	4 2.1	1 1.8	-	-	5 4.3	5 2.7	-	1 4.4	3 2.8	1 2.9	-	-	1 4.7	3 4.6	0 0.5	5 2.4	-	-

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

LE6. Thinking about all of the LED bulbs you recently purchased, how satisfied are you with them?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
4	11	1	10	3	-	1	6	11	-	-	7	3	-	1	1	3	3	11	-	-
	4.7	2.6	4.9	11.0		2.2	5.0	5.8			5.9	6.4		32.6	4.5	4.1	5.6	4.7		
5	19	1	17	2	0	6	10	15	2	1	11	3	-	1	3	3	5	19	-	-
	8.3	6.5	8.5	5.5	2.0	9.7	9.0	8.5	6.0	11.4	8.7	6.4		33.8	10.2	4.5	8.2	8.3		
6	11	1	10	0	-	3	7	8	3	-	5	3	-	-	-	5	3	11	-	-
	4.8	2.6	5.0	0.9		4.8	6.3	4.3	10.1		3.9	5.8				7.0	5.1	4.8		
7	13	1	11	1	1	4	7	10	3	-	9	1	-	-	1	6	3	13	-	-
	5.8	6.5	5.7	1.8	6.1	6.6	6.3	5.5	10.1		7.4	1.7			1.8	9.1	5.1	5.8		
8	34	3	31	7	2	8	18	31	2	1	20	11	-	-	5	15	7	34	-	-
	15.5	14.3	15.6	23.9	14.7	11.9	15.3	17.2 i	5.8	11.5	16.0	22.8			15.8	21.8	11.7	15.5		
9	18	5	13	2	4	4	7	14	3	1	11	2	-	-	0	6	6	18	-	-
	7.9	22.0 C	6.4	6.4	33.0 dFG	5.7	6.5	7.6	11.0	4.4	9.1	4.1			0.9	8.2	10.1	7.9		

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
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LE6. Thinking about all of the LED bulbs you recently purchased, how satisfied are you with them?

BANNER 1 - WEIGHTED

	TOTAL	RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
		RURAL	URBAN	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+	PUR-CHASER	NON-PUR-CHASER	UN-AWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
10-Very satisfied	106	7	100	13	6	38	50	84	14	8	55	23	-	1	19	28	28	106	-	-
	47.9	31.2	49.6 B	42.2	44.1	58.2	44.0	46.3	50.0	66.1	44.5	47.1		33.6	62.2 p	39.9	50.0	47.9		
Mean	8.14	7.58	8.20 b	7.78	9.09 DG	8.62 dg	7.85	8.10	8.16	8.65	8.08	8.08	-	6.35	8.51	8.07	8.21	8.14	-	-
Median	9.00	9.00	9.00	8.00	9.00	10.00	9.00	9.00	10.00	10.00	9.00	9.00	-	5.00	10.00	8.00	10.00	9.00	-	-

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
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NEEA Consumer Lighting Survey (#6510)

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BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: HEARD OF LED LIGHT BULBS	234 100.0	22 100.0	213 100.0	32 100.0	16 100.0	69 100.0	118 100.0	189 100.0	33 100.0	12 100.0	129 100.0	49 100.0	-	4 100.0	31 100.0	74 100.0	56 100.0	234 100.0	-	-
UNWEIGHTED BASE	228	79	149	42	30	62	94	180	32	16	124	44	-	3	28	67	56	228	-	-
1-Not at all satisfied	4 1.6	1 3.8	3 1.4	0 0.9	-	0 0.4	3 2.7	2 1.1	1 4.4	0 2.2	2 1.3	-	-	-	-	0 0.4	2 3.1	4 1.6	-	-
2	2 1.1	1 5.1 c	1 0.7	2 5.3	-	0 0.4	1 0.5	2 1.0	1 1.7	-	0 0.2	1 2.8	-	-	-	0 0.4	0 0.5	2 1.1	-	-
3	5 2.3	1 5.1	4 2.0	1 1.8	-	-	5 4.1	5 2.6	-	1 4.4	3 2.7	1 2.9	-	-	1 4.7	3 4.3	0 0.5	5 2.3	-	-
4	11 4.5	1 2.5	10 4.7	3 10.5	-	1 2.1	6 4.9	11 5.6	-	-	7 5.7	3 6.4	-	1 32.6	1 4.5	3 3.9	3 5.6	11 4.5	-	-
5	19 7.9	1 6.3	17 8.1	2 5.3	0 1.7	6 9.1	10 8.8	15 8.2	2 5.1	1 11.4	11 8.4	3 6.4	-	1 33.8	3 10.2	3 4.2	5 8.2	19 7.9	-	-

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

LE6. Thinking about all of the LED bulbs you recently purchased, how satisfied are you with them?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
6	11	1	10	0	-	3	7	8	3	-	5	3	-	-	-	5	3	11	-	-
	4.5	2.6	4.7	0.9		4.5	6.1	4.1	8.7		3.8	5.8				6.6	5.1	4.5		
7	13	1	11	1	1	4	7	10	3	-	9	1	-	-	1	6	3	13	-	-
	5.5	6.3	5.4	1.8	5.0	6.2	6.1	5.3	8.7		7.1	1.7			1.8	8.5	5.1	5.5		
8	34	3	31	7	2	8	18	31	2	1	20	11	-	-	5	15	7	34	-	-
	14.7	14.0	14.7	22.8	12.1	11.2	14.9	16.6 I	5.0	11.5	15.5	22.8			15.8	20.5	11.7	14.7		
9	18	5	13	2	4	4	7	14	3	1	11	2	-	-	0	6	6	18	-	-
	7.5	21.5 C	6.0	6.1	27.3 fg	5.3	6.3	7.3	9.5	4.4	8.8	4.1			0.9	7.7	10.1	7.5		
10-Very satisfied	106	7	100	13	6	38	50	84	14	8	55	23	-	1	19	28	28	106	-	-
	45.4	30.4	47.0 B	40.4	36.4	54.6	42.7	44.5	43.1	66.1	43.0	47.1		33.6	62.2 P	37.5	50.0	45.4		
Don't know	6	1	6	-	-	3	3	5	2	-	3	-	-	-	-	3	-	6	-	-
	2.7	2.5	2.7			4.1	2.9	2.4	5.1		2.4					4.3		2.7		

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

LE6. Thinking about all of the LED bulbs you recently purchased, how satisfied are you with them?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Refused	6	-	6	1	3	1	-	3	3	-	1	-	-	-	-	1	-	6	-	-
	2.4		2.7	4.4	17.5 dF	2.1		1.5	8.6		1.1					1.9		2.4		
Mean	8.14	7.58	8.20 b	7.78	9.09 DG	8.62 dg	7.85	8.10	8.16	8.65	8.08	8.08	-	6.35	8.51	8.07	8.21	8.14	-	-
Median	9.00	9.00	9.00	8.00	9.00	10.00	9.00	9.00	10.00	10.00	9.00	9.00	-	5.00	10.00	8.00	10.00	9.00	-	-

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

LE7. Why haven't you purchased any LED bulbs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: HAVEN'T PURCHASED ANY LED LIGHT BULBS	425 100.0	43 100.0	381 100.0	46 100.0	29 100.0	132 100.0	218 100.0	310 100.0	84 100.0	31 100.0	170 100.0	124 100.0	-	4 100.0	46 100.0	149 100.0	63 100.0	-	425 100.0	-
UNWEIGHTED BASE	424	157	267	71	54	115	184	303	94	27	169	118	-	3	47	152	56	-	424	-
Don't know/Refused	75	8	67	7	7	23	38	47	23	6	25	19	-	-	7	23	9	-	75	-
Total answering	349 100.0	35 100.0	314 100.0	39 100.0	22 100.0	109 100.0	180 100.0	263 100.0	61 100.0	25 100.0	145 100.0	105 100.0	-	4 100.0	39 100.0	126 100.0	53 100.0	-	349 100.0	-
Not familiar with them	94 26.9	7 19.7	87 27.7 b	14 35.2 e	3 14.2	34 31.0 e	43 24.1	73 27.6 I	8 14.0	13 50.5 hI	40 27.8	28 26.9	-	-	14 34.4	38 30.3	11 19.8	-	94 26.9	-
Too expensive	91 26.2	7 20.4	84 26.8	12 30.3	3 15.5	30 27.6	46 25.7	73 27.8	12 20.1	6 24.1	50 34.8 L	20 19.0	-	4 100.0 OPQ	9 23.9	32 25.1	19 35.1	-	91 26.2	-
Don't know where to buy them	9 2.7	1 2.4	9 2.7	1 1.4	-	3 2.6	6 3.3	6 2.3	2 3.3	1 5.8	1 1.0	5 4.4	-	-	-	3 2.5	-	-	9 2.7	-

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

LE7. Why haven't you purchased any LED bulbs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Can't find them	6	1	4	2	-	0	3	5	0	-	2	3	-	-	3	2	-	-	6	-
	1.6	4.0	1.4	5.6		0.3	1.8	2.0	0.4		1.2	3.0			7.9	1.8			1.6	
Can't find the shape/ size I need	9	1	9	-	0	2	7	8	-	1	5	3	-	-	-	3	1	-	9	-
	2.7	2.4	2.7		1.3	1.8	4.0	3.0		5.8	3.4	3.0				2.7	2.7		2.7	
Satisfied with my current light bulbs	88	11	77	5	8	32	43	61	25	2	31	25	-	-	10	26	19	-	88	-
	25.3	31.5	24.6	13.4	39.1 D	29.4 d	23.8	23.3 j	41.1 HJ	8.0	21.5	24.2			24.5	20.4	34.6 p		25.3	
Don't need any light bulbs now	39	4	34	3	3	5	28	26	11	1	8	17	-	-	4	14	1	-	39	-
	11.0	11.8	10.9	7.0	12.9	5.0	15.3 F	9.8	18.3 j	5.8	5.5	15.8 K			9.4	11.1 Q	2.6		11.0	
Other	13	3	10	3	4	3	4	11	2	-	7	4	-	-	-	8	3	-	13	-
	3.6	7.9 c	3.2	7.0	17.0 FG	2.3	2.1	4.2	2.8		4.8	3.8				6.1	5.2		3.6	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

LE7. Why haven't you purchased any LED bulbs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: HAVEN'T PURCHASED ANY LED LIGHT BULBS	425 100.0	43 100.0	381 100.0	46 100.0	29 100.0	132 100.0	218 100.0	310 100.0	84 100.0	31 100.0	170 100.0	124 100.0	-	4 100.0	46 100.0	149 100.0	63 100.0	-	425 100.0	-
UNWEIGHTED BASE	424	157	267	71	54	115	184	303	94	27	169	118	-	3	47	152	56	-	424	-
Not familiar with them	94 22.1	7 15.9	87 22.8 b	14 29.9 E	3 10.7	34 25.5 E	43 19.9	73 23.5 I	8 10.2	13 41.1 I	40 23.7	28 22.8	-	-	14 29.4	38 25.6	11 16.9	-	94 22.1	-
Too expensive	91 21.5	7 16.5	84 22.1	12 25.8	3 11.7	30 22.7	46 21.2	73 23.6 i	12 14.6	6 19.6	50 29.6 L	20 16.1	-	4 100.0 OPQ	9 20.4	32 21.2	19 30.0	-	91 21.5	-
Don't know where to buy them	9 2.2	1 1.9	9 2.3	1 1.2	-	3 2.2	6 2.8	6 1.9	2 2.4	1 4.7	1 0.8	5 3.7	-	-	-	3 2.1	-	-	9 2.2	-
Can't find them	6 1.3	1 3.2	4 1.1	2 4.8	-	0 0.2	3 1.4	5 1.7	0 0.3	-	2 1.0	3 2.5	-	-	3 6.7	2 1.5	-	-	6 1.3	-
Can't find the shape/ size I need	9 2.2	1 1.9	9 2.3	-	0 1.0	2 1.5	7 3.3	8 2.6	-	1 4.7	5 2.9	3 2.5	-	-	-	3 2.3	1 2.3	-	9 2.2	-

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

LE7. Why haven't you purchased any LED bulbs?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Satisfied with my current light bulbs	88 20.8	11 25.5	77 20.3	5 11.4	8 29.5 d	32 24.2 d	43 19.6	61 19.7 j	25 29.9 J	2 6.5	31 18.3	25 20.5	-	-	10 20.9	26 17.2	19 29.6	-	88 20.8	-
Don't need any light bulbs now	39 9.1	4 9.6	34 9.0	3 6.0	3 9.8	5 4.1	28 12.7 F	26 8.4	11 13.4	1 4.7	8 4.7	17 13.4 K	-	-	4 8.0	14 9.4 Q	1 2.2	-	39 9.1	-
Other	13 3.0	3 6.4 c	10 2.6	3 6.0	4 12.8 fG	3 1.9	4 1.7	11 3.5	2 2.0	-	7 4.1	4 3.2	-	-	-	8 5.1	3 4.4	-	13 3.0	-
Don't know	69 16.3	8 17.8	61 16.1	5 11.4	7 24.5	23 17.7	34 15.4	42 13.6	21 25.5 H	6 18.7	23 13.7	16 12.9	-	-	7 14.8	18 12.4	9 14.6	-	69 16.3	-
Refused	6 1.5	1 1.3	6 1.5	2 3.6	-	-	5 2.1	5 1.5	1 1.7	-	2 1.1	3 2.3	-	-	-	5 3.2	-	-	6 1.5	-

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

LE8. How likely are you to purchase any LED bulbs within the next year?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: AWARE OF LED LIGHT BULBS	659	65	594	78	45	201	335	499	117	43	298	172	-	9	77	223	118	234	425	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	
UNWEIGHTED BASE	652	236	416	113	84	177	278	483	126	43	293	162	-	6	75	219	112	228	424	-
Don't know/Refused	35	4	32	1	1	14	19	26	7	2	12	8	-	3	3	9	5	11	24	-
Total answering	624	61	563	77	44	187	316	473	109	41	286	165	-	6	74	214	114	223	401	-
	100.0	100.0	100.0	100.0	100.0	100.0	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	199	16	183	22	8	59	109	146	44	9	85	52	-	-	23	79	27	34	165	-
	31.8	25.5	32.5 b	28.1	19.3	31.6 e	34.6 E	30.8	39.9 j	22.8	29.8	31.5			31.6	36.8 Q	24.1	15.1	41.1 R	
2	105	12	93	15	10	32	48	76	18	11	42	31	-	1	10	29	18	16	89	-
	16.8	20.2	16.5	19.8	23.2	16.9	15.2	16.1	16.6	26.2	14.6	18.8		25.3	13.8	13.4	15.5	7.0	22.3 R	
3	114	11	103	12	8	36	58	86	19	8	59	23	-	1	11	39	22	43	71	-
	18.2	17.5	18.3	15.8	17.4	19.4	18.2	18.3	17.5	19.3	20.6	14.0		24.4	15.3	18.3	19.1	19.2	17.7	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

LE8. How likely are you to purchase any LED bulbs within the next year?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
4	81	12	70	14	11	22	34	63	15	3	45	18	-	1	5	29	18	50	32	-
	13.0	18.8 C	12.4	18.0	25.5 fG	12.0	10.7	13.4	13.5	8.2	15.7	10.7		25.3	6.9	13.5	16.0	22.3 S	7.9	
5-Very likely	125	11	114	14	6	38	67	102	14	10	56	41	-	1	24	39	29	81	44	-
	20.1	18.0	20.3	18.3	14.6	20.1	21.3	21.5 I	12.5	23.4	19.4	24.9		25.1	32.4 P	18.0	25.3	36.5 S	10.9	
Mean	2.73	2.84	2.72	2.79	2.93	2.72	2.69	2.79 I	2.42	2.83	2.80	2.79	-	3.50	2.95	2.63	3.03 P	3.58 S	2.25	-
Median	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	2.00	3.00	3.00	2.00	-	4.00	3.00	2.00	3.00	4.00	2.00	-

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

LE8. How likely are you to purchase any LED bulbs within the next year?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: AWARE OF LED LIGHT BULBS	659	65	594	78	45	201	335	499	117	43	298	172	-	9	77	223	118	234	425	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	
UNWEIGHTED BASE	652	236	416	113	84	177	278	483	126	43	293	162	-	6	75	219	112	228	424	-
1-Not at all likely	199	16	183	22	8	59	109	146	44	9	85	52	-	-	23	79	27	34	165	-
	30.1	24.1	30.8 b	27.8	18.8	29.4	32.6 E	29.2	37.3 j	21.9	28.5	30.1			30.3	35.3 Q	23.1	14.3	38.9 R	
2	105	12	93	15	10	32	48	76	18	11	42	31	-	1	10	29	18	16	89	-
	15.9	19.1	15.6	19.6	22.6	15.7	14.3	15.2	15.5	25.2	14.0	18.0		16.8	13.2	12.9	14.9	6.7	21.1 R	
3	114	11	103	12	8	36	58	86	19	8	59	23	-	1	11	39	22	43	71	-
	17.2	16.5	17.3	15.7	17.0	18.0	17.2	17.3	16.4	18.5	19.7	13.4		16.2	14.7	17.6	18.3	18.2	16.7	
4	81	12	70	14	11	22	34	63	15	3	45	18	-	1	5	29	18	50	32	-
	12.3	17.8 C	11.8	17.8	24.9 fG	11.2	10.1	12.7	12.6	7.9	15.0	10.2		16.8	6.7	13.0	15.4	21.2 S	7.5	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

LE8. How likely are you to purchase any LED bulbs within the next year?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
5-Very likely	125	11	114	14	6	38	67	102	14	10	56	41	-	1	24	39	29	81	44	-
	19.0	17.0	19.2	18.1	14.3	18.7	20.0	20.4 I	11.7	22.5	18.6	23.8		16.7	31.0 P	17.3	24.2	34.7 S	10.3	
Don't know	32	3	29	1	1	14	16	23	7	2	11	8	-	3	3	7	5	11	21	-
	4.8	5.1	4.8	1.1	2.4	6.8 D	4.9	4.6	6.4	3.9	3.5	4.6		33.5	4.1	3.3	4.1	4.9	4.8	
Refused	3	0	3	-	-	0	3	3	-	-	2	-	-	-	-	1	-	-	3	-
	0.5	0.4	0.5			0.1	0.9	0.6			0.6					0.6			0.7	
Mean	2.73	2.84	2.72	2.79	2.93	2.72	2.69	2.79 I	2.42	2.83	2.80	2.79	-	3.50	2.95	2.63	3.03 P	3.58 S	2.25	-
Median	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	2.00	3.00	3.00	2.00	-	4.00	3.00	2.00	3.00	4.00	2.00	-

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

D1. What type of home do you live in?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
Don't know/Refused	13	1	11	-	1	2	10	8	3	1	5	2	-	-	0	3	1	1	7	6
Total answering	763	78	685	93	58	224	389	539	151	73	306	197	-	9	97	235	118	234	418	111
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	68	10	59	6	14	19	30	50	14	4	25	24	-	2	3	28	7	18	40	10
	8.9	12.3	8.5	6.0	24.3 DFG	8.4	7.7	9.3	9.4	5.4	8.2	12.0		18.2	3.5	12.1 Oq	6.2	7.6	9.7	8.9
Single-family (attached or detached)	613	62	551	82	40	191	300	455	105	52	261	162	-	8	85	191	107	203	336	74
	80.3	79.6	80.4	88.3 EG	69.4	85.0 EG	77.3	84.5 IJ	69.8	71.0	85.2	82.1		81.8	88.2	81.1	90.0 P	86.7 sT	80.4 T	66.3
Apartment	58	5	53	5	3	12	38	20	23	15	8	12	-	-	3	13	-	9	26	23
	7.6	6.3	7.7	5.7	5.3	5.3	9.7 f	3.7	14.9 H	20.9 H	2.7	6.0			3.5	5.6		3.7	6.3	20.7 RS

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

D1. What type of home do you live in?

BANNER 1 - WEIGHTED

		RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
	TOTAL	RURAL	URBAN	ID	MT	OR	WA	PURCHASER	NON-PURCHASER	UNAWARE	WITHIN PAST YEAR	2 OR MORE YEARS AGO	0	1	2-4	5-12	13+	PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Condo	24	1	23	-	1	3	21	13	9	2	12	-	-	-	5	3	5	5	15	5
	3.2	1.8	3.4		0.9	1.3	5.4 EF	2.5	5.9 h	2.7	3.9				4.7	1.2	3.9	2.0	3.6	4.1

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

D1. What type of home do you live in?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
Mobile home	68	10	59	6	14	19	30	50	14	4	25	24	-	2	3	28	7	18	40	10
	8.8	12.1	8.4	6.0	24.1 DFG	8.3	7.5	9.1	9.2	5.3	8.0	11.8		18.2	3.5	11.9 Oq	6.1	7.6	9.5	8.5
Single-family (attached or detached)	613	62	551	82	40	191	300	455	105	52	261	162	-	8	85	191	107	203	336	74
	79.0	78.2	79.1	88.3 EG	68.8	84.3 EG	75.3	83.2 IJ	68.4	69.7	83.9	81.3		81.8	88.0	80.0	88.9 P	86.5 ST	79.2 T	63.1
Apartment	58	5	53	5	3	12	38	20	23	15	8	12	-	-	3	13	-	9	26	23
	7.5	6.2	7.6	5.7	5.3	5.3	9.4 f	3.7	14.6 H	20.5 H	2.7	5.9			3.5	5.5		3.7	6.2	19.7 RS
Condo	24	1	23	-	1	3	21	13	9	2	12	-	-	-	5	3	5	5	15	5
	3.1	1.7	3.3		0.9	1.3	5.2 eF	2.5	5.8	2.6	3.9				4.7	1.2	3.8	2.0	3.6	3.9

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

D1. What type of home do you live in?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Don't know	1	-	1	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	1
	0.2		0.2				0.4		0.9											1.2
Refused	11	1	10	-	1	2	9	8	2	1	5	2	-	-	0	3	1	1	7	4
	1.5	1.7	1.4		0.9	0.9	2.2	1.5	1.1	1.9	1.6	1.0			0.3	1.3	1.2	0.2	1.5	3.7
																				R

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

D2. Do you own your home or do you rent?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
Don't know/Refused	28	2	26	2	1	5	20	13	12	3	6	2	-	-	2	3	3	3	11	13
Total answering	748	77	671	91	58	221	379	534	142	72	304	197	-	9	95	235	117	231	414	104
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	618	64	554	72	48	198	301	448	115	55	260	161	-	8	71	193	108	198	346	74
	82.6	82.6	82.6	78.9	82.6	89.5 DG	79.4	83.9	80.5	76.2	85.5	81.7		85.2	74.8	81.9	92.5 OP	85.8 T	83.6 T	71.2
Rent	131	13	117	19	10	23	78	86	28	17	44	36	-	1	24	43	9	33	68	30
	17.4	17.4	17.4	21.1 F	17.4	10.5	20.6 F	16.1	19.5	23.8	14.5	18.3		14.8	25.2 Q	18.1 Q	7.5	14.2	16.4	28.8 RS

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

D2. Do you own your home or do you rent?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
Own	618	64	554	72	48	198	301	448	115	55	260	161	-	8	71	193	108	198	346	74
	79.6	80.6	79.5	77.2	81.8	87.5 DG	75.3	82.0 i	74.4	73.0	83.8	80.9		85.2	73.5	80.8	90.3 OP	84.6 T	81.4 T	63.0
Rent	131	13	117	19	10	23	78	86	28	17	44	36	-	1	24	43	9	33	68	30
	16.8	17.0	16.8	20.7 F	17.3	10.3	19.5 F	15.7	18.0	22.8	14.2	18.1		14.8	24.7 Q	17.9 Q	7.3	14.0	16.0	25.5 Rs
Don't know	5	1	4	2	-	-	3	2	1	2	-	-	-	-	-	-	-	-	1	3
	0.6	0.7	0.6	2.1			0.7	0.3	0.9	2.3									0.3	2.9
Refused	23	1	22	-	1	5	18	11	10	1	6	2	-	-	2	3	3	3	9	10
	3.0	1.7	3.1		0.9	2.1	4.4	2.0	6.7 Hj	1.9	2.0	1.0			1.8	1.3	2.4	1.5	2.2	8.6 RS

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

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

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
Don't know/Refused	36	3	33	0	3	11	22	17	11	7	9	7	-	-	0	6	3	10	20	6
Total answering	740	76	664	92	56	216	377	530	143	67	302	192	-	9	97	232	117	224	405	111
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	198	18	180	27	22	53	97	133	44	21	57	63	-	2	29	64	18	47	108	42
	26.8	24.1	27.1	28.8	38.9 FG	24.4	25.8	25.2	30.7	30.8	18.9	32.8 K		18.2	30.0 Q	27.4 Q	15.5	21.2	26.8	38.0 RS
Two	287	33	254	36	22	101	128	210	51	26	122	74	-	5	46	94	40	98	147	42
	38.7	42.8	38.3	39.3	38.6	46.8 G	34.0	39.6	35.6	38.4	40.4	38.5		51.1	47.1	40.3	34.5	43.6	36.3	37.8
Three	102	15	87	16	10	23	52	76	18	7	51	20	-	-	11	32	18	35	55	12
	13.7	19.1 C	13.1	17.4	17.5	10.8	13.9	14.4	12.9	10.5	16.8 l	10.4			11.7	13.8	15.5	15.8	13.5	10.4

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

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

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Four	94	6	89	7	2	27	59	73	16	5	49	21	-	3	11	27	26	25	64	5
	12.8	7.6	13.4 B	7.8	2.9	12.6 E	15.6 DE	13.8	11.2	7.6	16.3	11.0		30.7	10.9	11.7	22.6 OP	11.1 t	15.9 T	4.9
Five	34	2	32	2	1	7	24	25	7	2	15	9	-	-	0	14	6	12	16	5
	4.6	3.2	4.7	2.1	1.5	3.4	6.3 de	4.6	5.0	3.3	5.0	4.9			0.3	5.9 O	5.1 o	5.5	4.0	4.8
Six	20	1	19	2	-	3	15	9	6	4	5	5	-	-	-	2	6	6	11	3
	2.7	1.4	2.8	2.4		1.3	3.9 f	1.7	4.4	6.4 h	1.5	2.4				0.7	5.1 p	2.7	2.7	2.6
Seven or more	6	1	4	2	0	1	2	3	0	2	3	-	-	-	-	0	2	1	3	2
	0.8	1.8	0.6	2.1	0.5	0.7	0.5	0.6	0.2	2.9	1.1					0.1	1.5	0.2	0.8	1.5

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

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

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
One	198	18	180	27	22	53	97	133	44	21	57	63	-	2	29	64	18	47	108	42
	25.5	23.3	25.8	28.7	37.3 FG	23.3	24.3	24.4	28.6	27.7	18.3	31.7 K		18.2	29.9 Q	26.7 Q	15.2	20.3	25.5	36.2 Rs
Two	287	33	254	36	22	101	128	210	51	26	122	74	-	5	46	94	40	98	147	42
	37.0	41.3	36.5	39.2	37.0	44.6 G	32.1	38.4	33.1	34.6	39.2	37.2		51.1	46.9 q	39.3	33.7	41.7	34.6	35.9
Three	102	15	87	16	10	23	52	76	18	7	51	20	-	-	11	32	18	35	55	12
	13.1	18.4 C	12.5	17.4	16.8	10.3	13.1	13.9	11.9	9.5	16.3 l	10.1			11.7	13.5	15.2	15.1	12.8	9.9
Four	94	6	89	7	2	27	59	73	16	5	49	21	-	3	11	27	26	25	64	5
	12.2	7.3	12.7 B	7.8	2.8	12.0 E	14.7 DE	13.4 j	10.4	6.8	15.9	10.6		30.7	10.9	11.4	22.1 OP	10.6 t	15.1 T	4.6

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

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

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Five	34	2	32	2	1	7	24	25	7	2	15	9	-	-	0	14	6	12	16	5
	4.4	3.1	4.5	2.1	1.4	3.3	6.0 de	4.5	4.6	3.0	4.9	4.7			0.3	5.7 O	5.0 o	5.2	3.8	4.6
Six	20	1	19	2	-	3	15	9	6	4	5	5	-	-	-	2	6	6	11	3
	2.5	1.4	2.7	2.4		1.3	3.7 f	1.7	4.1	5.7	1.5	2.3				0.7	5.0 p	2.6	2.5	2.4
Seven or more	6	1	4	2	0	1	2	3	0	2	3	-	-	-	-	0	2	1	3	2
	0.7	1.7	0.6	2.1	0.5	0.6	0.5	0.6	0.2	2.6	1.1					0.1	1.4	0.2	0.8	1.5
Don't know	1	-	1	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-
	0.2		0.2			0.6			0.9										0.3	
Refused	34	3	32	0	3	9	22	17	9	7	9	7	-	-	0	6	3	10	19	6
	4.4	3.5	4.5	0.3	4.3	4.0 D	5.6 D	3.2	6.1	9.9 h	2.9	3.3			0.3	2.6	2.4	4.3	4.4	4.9

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

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

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
Don't know/Refused	37	2	34	0	3	9	24	21	12	3	11	9	-	-	2	10	3	14	17	6
Total answering	739	77	662	92	55	217	375	526	142	71	300	190	-	9	95	228	117	221	407	111
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	30	4	26	6	1	6	17	12	9	8	6	5	-	-	4	4	3	4	12	14
	4.0	5.4	3.9	6.3	1.0	2.9	4.6	2.4	6.4	11.5 H	2.1	2.5			4.7	1.9	2.5	1.7	2.9	12.7 RS
High school graduate	126	12	114	12	6	46	62	68	39	19	29	33	-	4	13	22	16	24	73	29
	17.0	15.0	17.3	12.9	10.6	21.0 de	16.6	12.9	27.4 H	26.7 H	9.8	17.5 K		39.4	13.4	9.6	13.8	10.7	17.9 R	26.3 R
Trade or technical school	46	7	39	6	3	14	23	30	14	2	16	10	-	1	7	8	9	13	27	6
	6.2	9.3 c	5.8	6.0	5.5	6.6	6.1	5.6	9.8	3.2	5.3	5.3		15.3	6.9	3.7	8.0	5.9	6.6	5.3

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

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

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Some college	201	20	181	22	20	72	88	145	38	17	83	56	-	3	22	68	29	57	115	28
	27.2	25.4	27.4	23.7	35.8 g	33.0 G	23.4	27.7	26.9	24.0	27.8	29.7		30.4	23.4	29.6	25.0	26.0	28.2	25.5
College graduate	188	20	167	19	16	51	102	142	32	13	86	43	-	1	33	59	32	65	102	21
	25.4	26.4	25.2	21.0	28.3	23.4	27.1	27.0	22.6	18.7	28.7	22.5		14.8	34.3	25.7	27.0	29.4 t	25.0	18.6
Some graduate school	39	7	33	8	9	5	18	31	4	5	19	11	-	-	4	17	4	15	20	5
	5.3	8.6 c	4.9	8.7 f	15.8 FG	2.4	4.7	5.9	2.6	6.8	6.4	6.0			4.2	7.4	3.4	6.7	4.8	4.4
Graduate degree	110	8	103	20	2	23	66	98	6	7	60	31	-	-	12	51	24	43	59	8
	14.9	10.0	15.5 B	21.3 EF	3.0	10.8 E	17.5 EF	18.6 IJ	4.4	9.2	19.9	16.4			13.1	22.2 o	20.3	19.6 T	14.5 T	7.2

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

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

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
Some high school	30	4	26	6	1	6	17	12	9	8	6	5	-	-	4	4	3	4	12	14
	3.8	5.2	3.7	6.3	0.9	2.8	4.3	2.3	5.9	11.0 H	2.0	2.4			4.6	1.8	2.4	1.6	2.8	12.1 RS
High school graduate	126	12	114	12	6	46	62	68	39	19	29	33	-	4	13	22	16	24	73	29
	16.2	14.6	16.4	12.9	10.0	20.2 e	15.7	12.4	25.2 H	25.5 H	9.5	16.7 K		39.4	13.1	9.2	13.5	10.1	17.2 R	25.0 R
Trade or technical school	46	7	39	6	3	14	23	30	14	2	16	10	-	1	7	8	9	13	27	6
	5.9	9.0 c	5.5	6.0	5.3	6.3	5.7	5.4	9.0	3.0	5.1	5.0		15.3	6.8	3.6	7.8	5.6	6.3	5.1
Some college	201	20	181	22	20	72	88	145	38	17	83	56	-	3	22	68	29	57	115	28
	25.9	24.7	26.0	23.7	33.9 g	31.6 G	22.0	26.6	24.8	22.9	26.8	28.4		30.4	22.9	28.3	24.4	24.5	27.1	24.3

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

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

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
College graduate	188	20	167	19	16	51	102	142	32	13	86	43	-	1	33	59	32	65	102	21
	24.2	25.7	24.0	21.0	26.8	22.4	25.5	26.0	20.8	17.9	27.7	21.5		14.8	33.6	24.6	26.4	27.7 t	24.0	17.7
Some graduate school	39	7	33	8	9	5	18	31	4	5	19	11	-	-	4	17	4	15	20	5
	5.1	8.3 c	4.7	8.7 f	14.9 FG	2.3	4.4	5.6	2.4	6.5	6.2	5.7			4.1	7.1	3.3	6.3	4.6	4.1
Graduate degree	110	8	103	20	2	23	66	98	6	7	60	31	-	-	12	51	24	43	59	8
	14.2	9.7	14.7 B	21.3 EF	2.8	10.3 E	16.5 EF	17.8 IJ	4.1	8.7	19.2	15.7			12.9	21.2 o	19.8	18.4 T	13.9 T	6.8
Don't know	1	-	1	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	1	-
	0.2		0.2				0.4		0.9										0.3	
Refused	35	2	33	0	3	9	22	21	11	3	11	9	-	-	2	10	3	14	16	6
	4.5	2.8	4.7	0.3	5.4 D	4.2 D	5.6 D	3.9	6.9	4.6	3.4	4.6			2.0	4.2	2.4	5.8	3.7	4.9

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

D5. Which of the following best describes your age?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: LIVE ALONE	198	18	180	27	22	53	97	133	44	21	57	63	-	2	29	64	18	47	108	42
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	193	67	126	32	29	49	83	125	47	21	56	58	-	2	26	59	16	43	109	41
Don't know/Refused	6	0	6	-	2	-	4	4	1	0	3	-	-	-	1	1	1	1	3	2
Total answering	192	18	174	27	20	53	93	129	43	21	54	63	-	2	28	62	17	46	105	41
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	4	1	3	2	-	-	1	3	-	0	-	1	-	-	-	2	-	1	2	1
	1.9	4.6	1.6	8.3			1.5	2.6		1.4		0.9				2.8		1.2	1.6	3.4
35-54	25	3	21	7	3	5	9	15	7	3	8	5	-	-	2	8	2	6	13	6
	12.8	18.2	12.2	26.0	16.9	9.2	10.2	11.6	15.4	15.1	15.7	8.0			7.2	13.2	9.9	13.4	12.1	13.8
55-64	71	5	66	9	9	20	32	58	10	3	29	28	-	-	15	23	9	21	36	13
	36.8	28.8	37.7	34.4	46.7	38.4	34.6	44.6 IJ	23.2	16.7	53.9	44.6			53.7	37.2	54.6	46.3	34.5	32.2

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

D5. Which of the following best describes your age?

BANNER 1 - WEIGHTED

	TOTAL	RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
		RURAL	URBAN	ID	MT	OR	WA	PURCHASER	NON-PURCHASER	UNAWARE	WITHIN PAST YEAR	2 OR MORE YEARS AGO	0	1	2-4	5-12	13+	PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
65 and over	93	9	84	8	7	28	50	53	26	14	16	29	-	2	11	29	6	18	55	21
	48.4	48.4	48.5	31.3	36.3	52.4 d	53.7 d	41.2	61.4 H	66.9 h	30.4	46.5		100.0 OPQ	39.1	46.8	35.5	39.1	51.7	50.5

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

D5. Which of the following best describes your age?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: LIVE ALONE	198	18	180	27	22	53	97	133	44	21	57	63	-	2	29	64	18	47	108	42
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	193	67	126	32	29	49	83	125	47	21	56	58	-	2	26	59	16	43	109	41
19-34	4	1	3	2	-	-	1	3	-	0	-	1	-	-	-	2	-	1	2	1
	1.8	4.5	1.6	8.3			1.5	2.5		1.3		0.9				2.7		1.2	1.6	3.3
35-54	25	3	21	7	3	5	9	15	7	3	8	5	-	-	2	8	2	6	13	6
	12.4	17.9	11.8	26.0	15.6	9.2	9.7	11.2	14.9	14.9	14.9	8.0			6.8	12.9	9.1	13.0	11.8	13.3
55-64	71	5	66	9	9	20	32	58	10	3	29	28	-	-	15	23	9	21	36	13
	35.7	28.4	36.5	34.4	43.1	38.4	33.0	43.1 IJ	22.4	16.5	51.1	44.6			51.0	36.4	50.3	44.9	33.6	30.9
65 and over	93	9	84	8	7	28	50	53	26	14	16	29	-	2	11	29	6	18	55	21
	47.0	47.7	46.9	31.3	33.5	52.4 d	51.3 d	39.9	59.5 H	66.0 h	28.9	46.5 k		100.0 OPQ	37.2	45.7	32.7	37.9	50.4	48.5
Don't know/Refused	6	0	6	-	2	-	4	4	1	0	3	-	-	-	1	1	1	1	3	2
	3.0	1.5	3.2		7.8		4.4	3.2	3.2	1.3	5.1				5.0	2.3	7.9	3.0	2.7	4.0

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

D5A. How many people live in this home who are ... 5 and under?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: MORE THAN PERSON LIVING IN HOME	578 100.0	61 100.0	517 100.0	66 100.0	37 100.0	174 100.0	302 100.0	414 100.0	110 100.0	54 100.0	254 100.0	136 100.0	- 	8 100.0	68 100.0	175 100.0	102 100.0	187 100.0	316 100.0	75 100.0
UNWEIGHTED BASE	583	221	362	102	75	153	253	414	111	58	257	133	-	7	67	179	97	185	315	83
Don't know/Refused	37	3	34	3	3	11	21	20	11	6	12	7	-	-	0	6	3	10	23	4
Total answering	541 100.0	58 100.0	483 100.0	63 100.0	34 100.0	163 100.0	281 100.0	393 100.0	99 100.0	48 100.0	242 100.0	129 100.0	-	8 100.0	68 100.0	169 100.0	99 100.0	177 100.0	293 100.0	70 100.0
None	451 83.4	51 88.7 c	400 82.8	56 89.4 G	31 92.0 G	141 86.5 g	223 79.3	329 83.5	86 86.5	37 76.4	205 84.5	102 79.0	-	5 62.5	62 91.6 Q	149 88.5 Q	74 74.9	146 82.3	243 82.9	62 88.7
One	72 13.3	5 8.0	67 13.9 B	6 9.7	2 5.6	21 12.6	43 15.4 e	54 13.8	10 10.3	7 15.4	32 13.1	22 17.2	-	-	5 8.0	16 9.7	21 20.8 OP	25 14.2	39 13.4	7 10.5
Two	16 3.0	2 3.3	14 3.0	1 0.9	1 2.4	1 0.9	13 4.8 dF	11 2.7	2 1.7	4 8.2	6 2.4	5 3.8	-	3 37.5 opq	0 0.4	3 1.9	4 4.4	6 3.6	9 3.2	1 0.8

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

D5A. How many people live in this home who are ... 5 and under?

BANNER 1 - WEIGHTED

	TOTAL	RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
		RURAL	URBAN	ID	MT	OR	WA	PURCHASER	NON-PURCHASER	UNAWARE	WITHIN PAST YEAR	2 OR MORE YEARS AGO	0	1	2-4	5-12	13+	PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Three	1	-	1	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	1	-
	0.3		0.3				0.5		1.4										0.5	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

D5A. How many people live in this home who are ... 5 and under?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: MORE THAN PERSON LIVING IN HOME	578 100.0	61 100.0	517 100.0	66 100.0	37 100.0	174 100.0	302 100.0	414 100.0	110 100.0	54 100.0	254 100.0	136 100.0	- 	8 100.0	68 100.0	175 100.0	102 100.0	187 100.0	316 100.0	75 100.0
UNWEIGHTED BASE	583	221	362	102	75	153	253	414	111	58	257	133	-	7	67	179	97	185	315	83
None	451 78.1	51 84.7 C	400 77.3	56 85.3 G	31 85.7 g	141 81.3 g	223 73.8	329 79.5	86 78.0	37 67.9	205 80.6	102 75.2	-	5 62.5	62 91.3 Q	149 85.3 Q	74 72.7	146 77.9	243 76.9	62 83.6
One	72 12.4	5 7.7	67 13.0 B	6 9.2	2 5.2	21 11.8	43 14.3 e	54 13.1	10 9.3	7 13.7	32 12.5	22 16.4	-	-	5 7.9	16 9.3	21 20.2 OP	25 13.4	39 12.5	7 9.9
Two	16 2.8	2 3.2	14 2.8	1 0.8	1 2.2	1 0.8	13 4.5 F	11 2.6	2 1.6	4 7.3	6 2.3	5 3.6	-	3 37.5 opq	0 0.4	3 1.8	4 4.2	6 3.4	9 3.0	1 0.7
Three	1 0.2	-	1 0.3	-	-	-	1 0.5	-	1 1.3	-	-	-	-	-	-	-	-	-	1 0.5	-

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

D5A. How many people live in this home who are ... 5 and under?

BANNER 1 - WEIGHTED

	TOTAL	RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
		RURAL	URBAN	ID	MT	OR	WA	PURCHASER	NON-PURCHASER	UNAWARE	WITHIN PAST YEAR	2 OR MORE YEARS AGO	0	1	2-4	5-12	13+	PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Don't know/Refused	37	3	34	3	3	11	21	20	11	6	12	7	-	-	0	6	3	10	23	4
	6.4	4.5	6.6	4.6	6.9	6.1	6.9	4.9	9.8	11.1	4.7	4.8			0.4	3.6	2.8	5.3	7.2	5.8

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

D5B. How many people live in this home who are ... 6-18?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: MORE THAN PERSON LIVING IN HOME	578 100.0	61 100.0	517 100.0	66 100.0	37 100.0	174 100.0	302 100.0	414 100.0	110 100.0	54 100.0	254 100.0	136 100.0	- 	8 100.0	68 100.0	175 100.0	102 100.0	187 100.0	316 100.0	75 100.0
UNWEIGHTED BASE	583	221	362	102	75	153	253	414	111	58	257	133	-	7	67	179	97	185	315	83
Don't know/Refused	37	3	34	3	3	11	21	20	11	6	12	7	-	-	0	6	3	10	23	4
Total answering	541 100.0	58 100.0	483 100.0	63 100.0	34 100.0	163 100.0	281 100.0	393 100.0	99 100.0	48 100.0	242 100.0	129 100.0	-	8 100.0	68 100.0	169 100.0	99 100.0	177 100.0	293 100.0	70 100.0
None	386 71.4	42 72.5	344 71.3	42 66.5	26 75.4	128 78.3 G	191 68.0	290 73.7	65 65.0	32 65.7	169 69.9	105 81.5 K	-	8 100.0 OPQ	56 82.0 q	123 73.0	67 67.7	132 74.8	206 70.1	48 68.5
One	62 11.4	7 12.8	54 11.2	12 18.5	5 14.0	17 10.5	28 10.0	40 10.2	13 13.1	9 17.7	27 11.1	11 8.8	-	-	5 7.1	21 12.6 Q	3 3.2	16 9.1	33 11.2	13 18.0
Two	70 13.0	6 10.4	64 13.3	6 10.1	4 10.6	13 7.7	48 17.1 F	50 12.8	14 14.1	6 13.1	38 15.5 L	8 6.0	-	-	7 10.9	17 10.3	23 22.8 oP	23 13.2	42 14.4 t	5 6.9

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

D5B. How many people live in this home who are ... 6-18?

BANNER 1 - WEIGHTED

	TOTAL	RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
		RURAL	URBAN	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+	PUR-CHASER	NON-PUR-CHASER	UN-AWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Three	21	2	19	2	-	6	12	13	6	2	8	5	-	-	-	7	6	5	11	5
	3.8	3.3	3.9	4.0		3.5	4.4	3.3	6.0	3.6	3.3	3.8				4.0	6.1	2.7	3.8	6.5
Four	2	0	1	0	-	-	1	-	2	-	-	-	-	-	-	-	-	-	2	-
	0.3	0.5	0.3	0.4			0.5		1.7										0.6	
Five	0	0	-	0	-	-	-	0	-	-	0	-	-	-	-	-	0	0	-	-
	0.1	0.5		0.4				0.1			0.1						0.3	0.2		

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

D5B. How many people live in this home who are ... 6-18?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: MORE THAN PERSON LIVING IN HOME	578 100.0	61 100.0	517 100.0	66 100.0	37 100.0	174 100.0	302 100.0	414 100.0	110 100.0	54 100.0	254 100.0	136 100.0	- 	8 100.0	68 100.0	175 100.0	102 100.0	187 100.0	316 100.0	75 100.0
UNWEIGHTED BASE	583	221	362	102	75	153	253	414	111	58	257	133	-	7	67	179	97	185	315	83
None	386 66.8	42 69.2	344 66.6	42 63.4	26 70.3	128 73.5 G	191 63.3	290 70.1 i	65 58.6	32 58.4	169 66.6	105 77.5 K	-	8 100.0 OPQ	56 81.7 pQ	123 70.4	67 65.8	132 70.8	206 65.0	48 64.6
One	62 10.7	7 12.2	54 10.5	12 17.6	5 13.0	17 9.9	28 9.3	40 9.7	13 11.8	9 15.8	27 10.6	11 8.4	-	-	5 7.1	21 12.2 Q	3 3.1	16 8.6	33 10.4	13 17.0
Two	70 12.2	6 10.0	64 12.5	6 9.7	4 9.9	13 7.2	48 15.9 F	50 12.1	14 12.7	6 11.6	38 14.8 L	8 5.7	-	-	7 10.9	17 10.0	23 22.1 oP	23 12.5	42 13.3 t	5 6.5
Three	21 3.5	2 3.2	19 3.6	2 3.8	-	6 3.3	12 4.1	13 3.1	6 5.5	2 3.2	8 3.1	5 3.6	-	-	-	7 3.9	6 5.9	5 2.6	11 3.5	5 6.1

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

D5B. How many people live in this home who are ... 6-18?

BANNER 1 - WEIGHTED

	TOTAL	RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
		RURAL	URBAN	ID	MT	OR	WA	PURCHASER	NON-PURCHASER	UNAWARE	WITHIN PAST YEAR	2 OR MORE YEARS AGO	0	1	2-4	5-12	13+	PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Four	2	0	1	0	-	-	1	-	2	-	-	-	-	-	-	-	-	-	2	-
	0.3	0.5	0.3	0.4			0.5		1.6										0.5	
Five	0	0	-	0	-	-	-	0	-	-	0	-	-	-	-	-	0	0	-	-
	*	0.5		0.4				0.1			0.1						0.3	0.1		
Don't know/Refused	37	3	34	3	3	11	21	20	11	6	12	7	-	-	0	6	3	10	23	4
	6.4	4.5	6.6	4.6	6.9	6.1	6.9	4.9	9.8	11.1	4.7	4.8			0.4	3.6	2.8	5.3	7.2	5.8

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

D5C. How many people live in this home who are ... 19-34?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: MORE THAN PERSON LIVING IN HOME	578 100.0	61 100.0	517 100.0	66 100.0	37 100.0	174 100.0	302 100.0	414 100.0	110 100.0	54 100.0	254 100.0	136 100.0	-	8 100.0	68 100.0	175 100.0	102 100.0	187 100.0	316 100.0	75 100.0
UNWEIGHTED BASE	583	221	362	102	75	153	253	414	111	58	257	133	-	7	67	179	97	185	315	83
Don't know/Refused	37	3	34	3	3	11	21	20	11	6	12	7	-	-	0	6	3	10	23	4
Total answering	541 100.0	58 100.0	483 100.0	63 100.0	34 100.0	163 100.0	281 100.0	393 100.0	99 100.0	48 100.0	242 100.0	129 100.0	-	8 100.0	68 100.0	169 100.0	99 100.0	177 100.0	293 100.0	70 100.0
None	374 69.2	45 77.3 C	330 68.3	50 78.9 G	27 80.6 G	132 80.8 G	166 59.0	272 69.1	75 75.5 J	28 57.3	167 69.0	87 67.6	-	5 62.5	50 74.3 q	126 74.4 Q	58 58.4	116 65.3	209 71.1	50 71.4
One	96 17.7	7 11.8	89 18.4 B	4 5.7	5 14.6	15 9.1	72 25.7 DF	72 18.2	12 11.8	12 25.6 i	45 18.5	24 18.3	-	-	5 7.2	33 19.5 O	25 24.8 O	38 21.3	46 15.7	12 17.0
Two	69 12.7	6 10.0	63 13.0	10 15.4 e	1 4.0	15 9.3	42 15.1 Ef	48 12.2	13 12.7	8 16.5	30 12.4	17 13.0	-	3 37.5 p	12 18.1 P	10 6.1	17 16.7 P	22 12.4	39 13.2	8 11.2

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

D5C. How many people live in this home who are ... 19-34?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Three	2	0	1	-	-	1	0	2	-	-	0	1	-	-	0	-	-	1	-	0
	0.3	0.5	0.3			0.9	0.1	0.4			0.1	1.1			0.4			0.8		0.4
Four	0	0	-	-	0	-	-	-	-	0	-	-	-	-	-	-	-	0	-	-
	0.1	0.5			0.8					0.6								0.2		

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

D5C. How many people live in this home who are ... 19-34?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: MORE THAN PERSON LIVING IN HOME	578 100.0	61 100.0	517 100.0	66 100.0	37 100.0	174 100.0	302 100.0	414 100.0	110 100.0	54 100.0	254 100.0	136 100.0	- 	8 100.0	68 100.0	175 100.0	102 100.0	187 100.0	316 100.0	75 100.0
UNWEIGHTED BASE	583	221	362	102	75	153	253	414	111	58	257	133	-	7	67	179	97	185	315	83
None	374 64.8	45 73.8 C	330 63.7	50 75.2 G	27 75.1 G	132 75.9 G	166 54.9	272 65.7 j	75 68.0 j	28 51.0	167 65.7	87 64.3	-	5 62.5	50 74.0 Q	126 71.8 Q	58 56.8	116 61.9	209 66.0	50 67.3
One	96 16.6	7 11.3	89 17.2 B	4 5.5	5 13.6	15 8.5	72 24.0 DF	72 17.3 i	12 10.7	12 22.7 i	45 17.7	24 17.4	-	-	5 7.1	33 18.8 O	25 24.1 O	38 20.1	46 14.6	12 16.0
Two	69 11.9	6 9.5	63 12.2	10 14.7 e	1 3.7	15 8.7	42 14.1 E	48 11.6	13 11.4	8 14.7	30 11.8	17 12.4	-	3 37.5 p	12 18.0 P	10 5.8	17 16.3 P	22 11.8	39 12.3	8 10.6
Three	2 0.3	0 0.4	1 0.3	-	-	1 0.8	0 0.1	2 0.4	-	-	0 0.1	1 1.1	-	-	0 0.4	-	-	1 0.8	-	0 0.4

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

D5C. How many people live in this home who are ... 19-34?

BANNER 1 - WEIGHTED

	TOTAL	RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
		RURAL	URBAN	ID	MT	OR	WA	PURCHASER	NON-PURCHASER	UNAWARE	WITHIN PAST YEAR	2 OR MORE YEARS AGO	0	1	2-4	5-12	13+	PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Four	0	0	-	-	0	-	-	-	-	0	-	-	-	-	-	-	-	0	-	-
	*	0.4			0.7					0.5								0.1		
Don't know/Refused	37	3	34	3	3	11	21	20	11	6	12	7	-	-	0	6	3	10	23	4
	6.4	4.5	6.6	4.6	6.9	6.1	6.9	4.9	9.8	11.1	4.7	4.8			0.4	3.6	2.8	5.3	7.2	5.8

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

D5D. How many people live in this home who are ... 35-54?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: MORE THAN PERSON LIVING IN HOME	578 100.0	61 100.0	517 100.0	66 100.0	37 100.0	174 100.0	302 100.0	414 100.0	110 100.0	54 100.0	254 100.0	136 100.0	-	8 100.0	68 100.0	175 100.0	102 100.0	187 100.0	316 100.0	75 100.0
UNWEIGHTED BASE	583	221	362	102	75	153	253	414	111	58	257	133	-	7	67	179	97	185	315	83
Don't know/Refused	37	3	34	3	3	11	21	20	11	6	12	7	-	-	0	6	3	10	23	4
Total answering	541 100.0	58 100.0	483 100.0	63 100.0	34 100.0	163 100.0	281 100.0	393 100.0	99 100.0	48 100.0	242 100.0	129 100.0	-	8 100.0	68 100.0	169 100.0	99 100.0	177 100.0	293 100.0	70 100.0
None	292 54.0	32 55.5	260 53.8	39 61.2	20 59.2	95 58.0	139 49.4	208 52.9	53 53.3	31 64.5	120 49.7	73 56.8	-	6 81.4 PQ	51 74.7 PQ	78 46.5	45 45.3	98 55.6	153 52.2	40 57.3
One	84 15.5	8 13.8	76 15.7	3 4.8	7 20.5 D	28 17.3 D	46 16.2 D	58 14.9	18 17.8	8 16.1	34 14.1	23 17.7	-	-	6 8.9	35 20.5 O	12 12.1	21 12.1	53 17.9	10 14.2
Two	157 29.1	17 29.8	140 29.0	21 33.0	7 20.2	39 23.8	91 32.3 f	122 31.1 j	26 26.0	9 18.9	86 35.5 L	30 23.3	-	1 18.6	11 16.4	52 31.1 O	42 42.6 Op	54 30.7	84 28.7	19 26.5

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

D5D. How many people live in this home who are ... 35-54?

BANNER 1 - WEIGHTED

	TOTAL	RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
		RURAL	URBAN	ID	MT	OR	WA	PURCHASER	NON-PURCHASER	UNAWARE	WITHIN PAST YEAR	2 OR MORE YEARS AGO	0	1	2-4	5-12	13+	PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Three	8	1	7	1	-	1	6	5	3	0	1	3	-	-	-	3	-	3	3	1
	1.4	1.0	1.5	0.9		0.9	2.0	1.2	2.9	0.6	0.6	2.2				1.9		1.6	1.2	2.0

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

D5D. How many people live in this home who are ... 35-54?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: MORE THAN PERSON LIVING IN HOME	578 100.0	61 100.0	517 100.0	66 100.0	37 100.0	174 100.0	302 100.0	414 100.0	110 100.0	54 100.0	254 100.0	136 100.0	- 	8 100.0	68 100.0	175 100.0	102 100.0	187 100.0	316 100.0	75 100.0
UNWEIGHTED BASE	583	221	362	102	75	153	253	414	111	58	257	133	-	7	67	179	97	185	315	83
None	292 50.5	32 53.0	260 50.2	39 58.4 g	20 55.2	95 54.5	139 45.9	208 50.3	53 48.0	31 57.3	120 47.4	73 54.1	-	6 81.4 PQ	51 74.4 PQ	78 44.9	45 44.0	98 52.6	153 48.5	40 54.0
One	84 14.5	8 13.1	76 14.7	3 4.6	7 19.1 D	28 16.2 D	46 15.1 D	58 14.1	18 16.0	8 14.3	34 13.5	23 16.8	-	-	6 8.8	35 19.8 O	12 11.8	21 11.4	53 16.6	10 13.3
Two	157 27.2	17 28.5	140 27.1	21 31.5	7 18.8	39 22.4	91 30.1 f	122 29.6 j	26 23.5	9 16.8	86 33.9 L	30 22.2	-	1 18.6	11 16.3	52 30.0 O	42 41.4 Op	54 29.1	84 26.7	19 25.0
Three	8 1.3	1 0.9	7 1.4	1 0.8	-	1 0.8	6 1.9	5 1.1	3 2.6	0 0.5	1 0.6	3 2.1	-	-	-	3 1.8	-	3 1.5	3 1.1	1 1.9

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

D5D. How many people live in this home who are ... 35-54?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Don't know/Refused	37	3	34	3	3	11	21	20	11	6	12	7	-	-	0	6	3	10	23	4
	6.4	4.5	6.6	4.6	6.9	6.1	6.9	4.9	9.8	11.1	4.7	4.8			0.4	3.6	2.8	5.3	7.2	5.8

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

D5E. How many people live in this home who are ... 55-64?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: MORE THAN PERSON LIVING IN HOME	578 100.0	61 100.0	517 100.0	66 100.0	37 100.0	174 100.0	302 100.0	414 100.0	110 100.0	54 100.0	254 100.0	136 100.0	- 	8 100.0	68 100.0	175 100.0	102 100.0	187 100.0	316 100.0	75 100.0
UNWEIGHTED BASE	583	221	362	102	75	153	253	414	111	58	257	133	-	7	67	179	97	185	315	83
Don't know/Refused	37	3	34	3	3	11	21	20	11	6	12	7	-	-	0	6	3	10	23	4
Total answering	541 100.0	58 100.0	483 100.0	63 100.0	34 100.0	163 100.0	281 100.0	393 100.0	99 100.0	48 100.0	242 100.0	129 100.0	-	8 100.0	68 100.0	169 100.0	99 100.0	177 100.0	293 100.0	70 100.0
None	367 67.9	40 69.2	327 67.8	45 71.8 F	23 67.9	91 56.1	208 73.9 F	266 67.6	64 64.5	38 78.0 i	168 69.3	84 64.8	-	7 96.4 OPq	44 64.3	108 64.1	70 70.6	115 65.0	199 67.7	54 76.1
One	72 13.4	7 11.4	66 13.6	4 5.7	4 12.4	31 19.0 Dg	34 11.9 d	51 12.9	17 17.4	4 8.9	27 11.1	21 15.9	-	-	10 14.3	29 17.4 q	8 8.4	25 14.2	40 13.8	7 9.7
Two	99 18.4	11 19.0	88 18.3	14 22.5	7 19.7	39 24.0 G	40 14.1	75 19.2	18 18.1	6 12.5	47 19.6	24 18.2	-	0 3.6	14 21.3	31 18.5	21 21.0	37 20.7	53 18.0	10 14.2

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

D5E. How many people live in this home who are ... 55-64?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Three	2	0	1	-	-	1	0	1	-	0	-	1	-	-	-	-	-	0	1	-
	0.3	0.5	0.3			0.9	0.1	0.4		0.6		1.1						0.2	0.5	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

D5E. How many people live in this home who are ... 55-64?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: MORE THAN PERSON LIVING IN HOME	578 100.0	61 100.0	517 100.0	66 100.0	37 100.0	174 100.0	302 100.0	414 100.0	110 100.0	54 100.0	254 100.0	136 100.0	- 	8 100.0	68 100.0	175 100.0	102 100.0	187 100.0	316 100.0	75 100.0
UNWEIGHTED BASE	583	221	362	102	75	153	253	414	111	58	257	133	-	7	67	179	97	185	315	83
None	367 63.6	40 66.0	327 63.3	45 68.5 F	23 63.2	91 52.7	208 68.8 F	266 64.3	64 58.1	38 69.3	168 66.1	84 61.6	-	7 96.4 OPq	44 64.1	108 61.8	70 68.6	115 61.5	199 62.8	54 71.7
One	72 12.5	7 10.9	66 12.7	4 5.5	4 11.5	31 17.9 Dg	34 11.1	51 12.3	17 15.7	4 7.9	27 10.5	21 15.1	-	- 	10 14.3	29 16.8 q	8 8.1	25 13.4	40 12.8	7 9.1
Two	99 17.2	11 18.1	88 17.1	14 21.4	7 18.4	39 22.5 G	40 13.1	75 18.2	18 16.3	6 11.1	47 18.7	24 17.3	-	0 3.6	14 21.2	31 17.8	21 20.4	37 19.6	53 16.7	10 13.4
Three	2 0.3	0 0.4	1 0.3	-	-	1 0.8	0 0.1	1 0.3	-	0 0.5	-	1 1.1	-	-	-	-	-	0 0.1	1 0.5	-

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

D5E. How many people live in this home who are ... 55-64?

BANNER 1 - WEIGHTED

	TOTAL	RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
		RURAL	URBAN	ID	MT	OR	WA	PURCHASER	NON-PURCHASER	UNAWARE	WITHIN PAST YEAR	2 OR MORE YEARS AGO	0	1	2-4	5-12	13+	PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Don't know/Refused	37	3	34	3	3	11	21	20	11	6	12	7	-	-	0	6	3	10	23	4
	6.4	4.5	6.6	4.6	6.9	6.1	6.9	4.9	9.8	11.1	4.7	4.8			0.4	3.6	2.8	5.3	7.2	5.8

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

D5F. How many people live in this home who are ... 65 and over?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: MORE THAN PERSON LIVING IN HOME	578 100.0	61 100.0	517 100.0	66 100.0	37 100.0	174 100.0	302 100.0	414 100.0	110 100.0	54 100.0	254 100.0	136 100.0	- 	8 100.0	68 100.0	175 100.0	102 100.0	187 100.0	316 100.0	75 100.0
UNWEIGHTED BASE	583	221	362	102	75	153	253	414	111	58	257	133	-	7	67	179	97	185	315	83
Don't know/Refused	37	3	34	3	3	11	21	20	11	6	12	7	-	-	0	6	3	10	23	4
Total answering	541 100.0	58 100.0	483 100.0	63 100.0	34 100.0	163 100.0	281 100.0	393 100.0	99 100.0	48 100.0	242 100.0	129 100.0	-	8 100.0	68 100.0	169 100.0	99 100.0	177 100.0	293 100.0	70 100.0
None	385 71.1	39 67.3	346 71.6	47 74.9	23 66.1	105 64.4	210 74.8 f	290 73.6 j	67 67.7	28 58.0	186 76.8	88 68.2	-	5 59.7	40 59.2	120 70.9	86 87.1 OP	139 78.8 ST	202 68.8	43 61.7
One	59 11.0	6 10.9	53 11.0	2 3.1	1 2.4	29 17.7 DEg	28 9.9 De	36 9.1	17 17.4 h	6 13.1	19 7.9	14 11.0	-	-	9 13.5	17 10.3	6 6.3	12 6.9	41 13.9 R	6 8.8
Two	95 17.6	12 21.4	83 17.1	14 22.0	11 31.5 fG	28 17.1	43 15.2	66 16.9	15 14.8	14 29.0	37 15.3	25 19.4	-	3 40.3	19 27.3 Q	32 18.8 Q	7 6.6	25 14.3	51 17.2	19 27.4 R

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

D5F. How many people live in this home who are ... 65 and over?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Three	2	0	1	-	-	1	0	2	-	-	-	2	-	-	-	-	-	-	0	1
	0.3	0.5	0.3			0.9	0.1	0.4				1.3							0.1	2.0

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

D5F. How many people live in this home who are ... 65 and over?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE: MORE THAN PERSON LIVING IN HOME	578	61	517	66	37	174	302	414	110	54	254	136	-	8	68	175	102	187	316	75
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	583	221	362	102	75	153	253	414	111	58	257	133	-	7	67	179	97	185	315	83
None	385	39	346	47	23	105	210	290	67	28	186	88	-	5	40	120	86	139	202	43
	66.6	64.2	66.9	71.4	61.6	60.5	69.7 f	70.0 J	61.1	51.5	73.2	64.9		59.7	58.9	68.3	84.6 OP	74.6 ST	63.8	58.1
One	59	6	53	2	1	29	28	36	17	6	19	14	-	-	9	17	6	12	41	6
	10.3	10.4	10.2	2.9	2.2	16.6 DEg	9.2 De	8.6	15.7 h	11.6	7.5	10.5			13.4	9.9	6.2	6.6	12.9 R	8.3
Two	95	12	83	14	11	28	43	66	15	14	37	25	-	3	19	32	7	25	51	19
	16.5	20.4	16.0	21.0	29.3 fG	16.0	14.1	16.1	13.4	25.7	14.6	18.5		40.3	27.2 Q	18.1 Q	6.4	13.5	16.0	25.8 R
Three	2	0	1	-	-	1	0	2	-	-	-	2	-	-	-	-	-	-	0	1
	0.3	0.4	0.3			0.8	0.1	0.4				1.3							0.1	1.9

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

D5F. How many people live in this home who are ... 65 and over?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Don't know/Refused	37	3	34	3	3	11	21	20	11	6	12	7	-	-	0	6	3	10	23	4
	6.4	4.5	6.6	4.6	6.9	6.1	6.9	4.9	9.8	11.1	4.7	4.8			0.4	3.6	2.8	5.3	7.2	5.8

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

D6. Which of the following categories contains your annual household income from all sources in 2009 before taxes?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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	1	2-4	5-12	13+	LED AWARENESS/PURCHASER: PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
Don't know/Refused	246	18	227	19	17	70	140	162	52	32	87	61	-	1	28	69	33	80	120	46
Total answering	531	61	469	73	41	157	259	385	103	43	223	138	-	8	69	170	86	155	304	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
Less than $20,000 per year	77	10	67	6	2	32	37	46	20	12	21	20	-	2	12	27	2	13	44	20
	14.6	16.6	14.3	8.7	5.3	20.4 DE	14.2	11.9	19.4	27.0 H	9.2	14.7		20.9	16.7 Q	15.6 Q	2.3	8.6	14.3	28.7 RS
$20,000 to $49,000	139	19	120	18	12	46	62	102	32	5	58	41	-	3	31	36	18	31	85	23
	26.2	31.1	25.5	24.9	28.7	29.6	24.0	26.6 J	30.7 J	11.7	25.8	29.5		43.1	45.0 PQ	21.2	20.4	20.0	27.9 r	32.2 r
$50,000 to $74,000	120	15	105	21	11	31	57	84	20	16	42	39	-	-	11	32	24	35	75	10
	22.6	23.9	22.5	27.9	27.2	20.0	22.0	21.8	19.7	37.0 hi	18.8	28.2 k			16.4	18.7	27.2	22.7	24.8 T	13.4

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

D6. Which of the following categories contains your annual household income from all sources in 2009 before taxes?

BANNER 1 - WEIGHTED

	TOTAL	RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
		RURAL	URBAN	ID	MT	OR	WA	PURCHASER	NON-PURCHASER	UNAWARE	WITHIN PAST YEAR	2 OR MORE YEARS AGO	0	1	2-4	5-12	13+	PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
$75,000 to $99,000	99	12	87	18	11	23	46	75	16	7	49	18	-	1	8	37	20	38	51	10
	18.6	19.4	18.5	24.5	27.2	14.9	17.8	19.5	16.0	17.0	22.1 l	13.2		18.0	11.5	22.0 o	22.7 o	24.4 t	16.9	13.4
$100,000 or more	96	6	90	10	5	24	57	78	15	3	54	20	-	1	7	38	24	38	49	9
	18.0	9.0	19.2 B	14.0	11.6	15.1	21.9 e	20.2 J	14.2	7.3	24.0 L	14.4		18.1	10.3	22.4 O	27.4 O	24.3 sT	16.1	12.3

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

D6. Which of the following categories contains your annual household income from all sources in 2009 before taxes?

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
Less than $20,000 per year	77	10	67	6	2	32	37	46	20	12	21	20	-	2	12	27	2	13	44	20
	10.0	12.8	9.6	6.9	3.7	14.1 dE	9.2	8.4	12.9	15.6	6.6	10.2		17.7	12.0 Q	11.1 Q	1.7	5.7	10.3 r	17.5 R
$20,000 to $49,000	139	19	120	18	12	46	62	102	32	5	58	41	-	3	31	36	18	31	85	23
	17.9	24.0 C	17.2	19.8	20.3	20.5	15.6	18.7 J	20.4 J	6.8	18.6	20.4		36.5	32.2 PQ	15.1	14.7	13.2	20.0 r	19.6
$50,000 to $74,000	120	15	105	21	11	31	57	84	20	16	42	39	-	-	11	32	24	35	75	10
	15.5	18.4	15.1	22.2	19.2	13.8	14.3	15.3	13.1	21.3	13.5	19.6			11.7	13.3	19.7	15.0	17.8 T	8.1
$75,000 to $99,000	99	12	87	18	11	23	46	75	16	7	49	18	-	1	8	37	20	38	51	10
	12.7	14.9	12.5	19.5 fg	19.2	10.3	11.6	13.7	10.7	9.8	15.9 l	9.2		15.2	8.2	15.6 o	16.3	16.1 T	12.1	8.2

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

D6. Which of the following categories contains your annual household income from all sources in 2009 before taxes?

BANNER 1 - WEIGHTED

	TOTAL	RUCC		STATE				CFL AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED					LED AWARENESS/PURCHASER		
		RURAL	URBAN	ID	MT	OR	WA	PURCHASER	NON-PURCHASER	UNAWARE	WITHIN PAST YEAR	2 OR MORE YEARS AGO	0	1	2-4	5-12	13+	PURCHASER	NON-PURCHASER	UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
$100,000 or more	96	6	90	10	5	24	57	78	15	3	54	20	-	1	7	38	24	38	49	9
	12.3	6.9	12.9 B	11.1	8.2	10.5	14.3	14.2 J	9.4	4.2	17.3 L	10.0		15.3	7.3	15.9 O	19.8 O	16.0 T	11.6	7.5
Don't know	34	1	33	-	2	9	24	19	10	5	8	11	-	-	6	6	1	7	19	8
	4.4	1.7	4.7 B		3.4	3.9	5.9	3.5	6.7	6.5	2.5	5.8 k			5.9 q	2.5	1.2	3.1	4.5	6.8
Refused	211	17	194	19	15	61	116	143	41	27	80	50	-	1	22	63	32	72	101	38
	27.2	21.2	27.9 B	20.7	26.0	26.8	29.1	26.1	26.8	35.8	25.7	24.9		15.2	22.6	26.4	26.7	30.9 s	23.8	32.2

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#6510)

Gender

BANNER 1 - WEIGHTED

	TOTAL	RUCC: RURAL	RUCC: URBAN	STATE: ID	STATE: MT	STATE: OR	STATE: WA	CFL AWARENESS/PURCHASER: PURCHASER	CFL AWARENESS/PURCHASER: NON-PURCHASER	CFL 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+	LED AWARENESS/PURCHASER: PURCHASER	LED AWARENESS/PURCHASER: NON-PURCHASER	LED AWARENESS/PURCHASER: UNAWARE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	776	79	697	93	58	226	399	547	154	75	311	199	-	9	97	238	120	234	425	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNWEIGHTED BASE	776	288	488	134	104	202	336	539	158	79	313	191	-	9	93	238	113	228	424	124
Male	345	29	315	45	26	96	177	248	62	35	146	92	-	6	43	101	63	110	189	46
	44.4	37.1	45.3 B	49.1	45.2	42.6	44.3	45.4	40.0	46.8	47.0	46.3		63.5	44.8	42.3	52.8	47.1	44.4	39.2
Female	431	50	381	47	32	130	222	299	92	40	165	107	-	3	53	138	57	124	236	71
	55.6	62.9 C	54.7	50.9	54.8	57.4	55.7	54.6	60.0	53.2	53.0	53.7		36.5	55.2	57.7	47.2	52.9	55.6	60.8

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RST
Independent T-Test for Means, Independent Z-Test for Percentages (unpooled proportions)
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