Long-Term Northwest Residential Lighting Tracking and Monitoring Study

VOLUME 2 - APPENDICES

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B. Data Collection Instruments

B.1 Lighting Retail Store Shelf Survey Guide

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 Staff Name:	Date of Survey:
Store name:	Strata:
Store address:	Store city:
Store state:	Store zip code:

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

Warehouse (Sam's, Costco).....1
Do-It-Yourself (for example, Home Depot) 2
Drugstore, Grocery Store 3
Mass Merchandise (for example, Wal-Mart, Target).....4
Small Hardware Store 5
Other (Describe) _____ 6

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

ENERGY STAR® CFL bulbs.....1
Standard CFL bulbs (Non ENERGY STAR®) 2
Standard Fluorescent Tubes (Non ENERGY STAR®).....3
LED Holiday Lights.....4

Bulb displays

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

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

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

A6. **Are CFLs in a specially-labeled section of lighting product (e.g. ENERGY STAR®)?** **Yes** ☐ **No** ☐

IF YES, ENTER NAME OF SECTION: _____

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

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

SHELF SPACE ALLOCATION

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

NOTES: (1) When tallying floor displays or pallets, add the linear feat of all exposed (viewable) sides for each shelf.

1 **All Light Bulbs**- Linear Feet per Shelf, # of Shelves, Total Linear Feet for all light bulbs, including CFL, incandescent, halogens, fluorescent, etc.

2 **CFLs**- A subset of (1): the Linear Feet per Shelf, # of Shelves, Total Linear Feet that are dedicated to CFLs (with or without an Energy Star® label)

3 **ENERGY STAR® CFLs**- A subset of (2): the Linear Feet per Shelf, # of Shelves, Total Linear Feet that are dedicated to Energy Star® CFLs.

4 **LEDs / COLD CATHODES**- Repeat steps 2 and 3 for LEDs and Cold Cathodes.

	All Light Bulbs			CFLs			ENERGY STAR® CFLs		
Dept. Code	**Linear Feet Per Shelf**	**# of Shelves**	**Total Linear Feet**	**Linear Feet Per Shelf**	**# of Shelves**	**Total Linear Feet**	**Linear Feet Per Shelf**	**# of Shelves**	**Total Linear Feet**
B1_1	B1_2	B1_3	B1_4	B1_5	B1_6	B1_7	B1_8	B1_9	B1_10
B2_1	B2_2	B2_3	B2_4	B2_5	B2_6	B2_7	B2_8	B2_9	B2_10
B3_1	B3_2	B3_3	B3_4	B3_5	B3_6	B3_7	B3_8	B3_9	B3_10
B4_1	B4_2	B4_3	B4_4	B4_5	B4_6	B4_7	B4_8	B4_9	B4_10
B5_1	B5_2	B5_3	B5_4	B5_5	B5_6	B5_7	B5_8	B5_9	B5_10
B6_1	B6_2	B6_3	B6_4	B6_5	B6_6	B6_7	B6_8	B6_9	B6_10
B7_1	B7_2	B7_3	B7_4	B7_5	B7_6	B7_7	B7_8	B7_9	B7_10
B8_1	B8_2	B8_3	B8_4	B8_5	B8_6	B8_7	B8_8	B8_9	B8_10
B9_1	B9_2	B9_3	B9_4	B9_5	B9_6	B9_7	B9_8	B9_9	B9_10
B10_1	B10_2	B10_3	B10_4	B10_5	B10_6	B10_7	B10_8	B10_9	B10_10

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

	All Light Bulbs			CFLs			ENERGY STAR® CFLs		
Dept. Code	**Linear Feet Per Shelf**	**# of Shelves**	**Total Linear Feet**	**Linear Feet Per Shelf**	**# of Shelves**	**Total Linear Feet**	**Linear Feet Per Shelf**	**# of Shelves**	**Total Linear Feet**
B11_1	B11_2	B11_3	B11_4	B11_5	B11_6	B11_7	B11_8	B11_9	B11_10
B12_1	B12_2	B12_3	B12_4	B12_5	B12_6	B12_7	B12_8	B12_9	B12_10
B13_1	B13_2	B13_3	B13_4	B13_5	B13_6	B13_7	B13_8	B13_9	B13_10
B14_1	B14_2	B14_3	B14_4	B14_5	B14_6	B14_7	B14_8	B14_9	B14_10
B15_1	B15_2	B15_3	B15_4	B15_5	B15_6	B15_7	B15_8	B15_9	B15_10
B16_1	B16_2	B16_3	B16_4	B16_5	B16_6	B16_7	B16_8	B16_9	B16_10
B17_1	B17_2	B17_3	B17_4	B17_5	B17_6	B17_7	B17_8	B17_9	B17_10
B18_1	B18_2	B18_3	B18_4	B18_5	B18_6	B18_7	B18_8	B18_9	B18_10
B19_1	B19_2	B19_3	B19_4	B19_5	B19_6	B19_7	B19_8	B19_9	B19_10
B20_1	B20_2	B20_3	B20_4	B20_5	B20_6	B20_7	B20_8	B20_9	B20_10
B21_1	B21_2	B21_3	B21_4	B21_5	B21_6	B21_7	B21_8	B21_9	B21_10
B22_1	B22_2	B22_3	B22_4	B22_5	B22_6	B22_7	B22_8	B22_9	B22_10

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

SHELF SPACE ALLOCATION – SPECIALTY BULBS

	All Specialty Light Bulbs			Specialty CFLs			SPECIALTY ENERGY STAR® CFLs		
Dept. Code	**Linear Feet Per Shelf**	**# of Shelves**	**Total Linear Feet**	**Linear Feet Per Shelf**	**# of Shelves**	**Total Linear Feet**	**Linear Feet Per Shelf**	**# of Shelves**	**Total Linear Feet**
SC1_1	SC1_2	SC1_3	SC1_4	SC1_5	SC1_6	SC1_7	SC1_8	SC1_9	SC1_10
SC2_1	SC2_2	SC2_3	SC2_4	SC2_5	SC2_6	SC2_7	SC2_8	SC2_9	SC2_10
SC3_1	SC3_2	SC3_3	SC3_4	SC3_5	SC3_6	SC3_7	SC3_8	SC3_9	SC3_10
SC4_1	SC4_2	SC4_3	SC4_4	SC4_5	SC4_6	SC4_7	SC4_8	SC4_9	SC4_10
SC5_1	SC5_2	SC5_3	SC5_4	SC5_5	SC5_6	SC5_7	SC5_8	SC5_9	SC5_10
SC6_1	SC6_2	SC6_3	SC6_4	SC6_5	SC6_6	SC6_7	SC6_8	SC6_9	SC6_10
SC7_1	SC7_2	SC7_3	SC7_4	SC7_5	SC7_6	SC7_7	SC7_8	SC7_9	SC7_10
SC8_1	SC8_2	SC8_3	SC8_4	SC8_5	SC8_6	SC8_7	SC8_8	SC8_9	SC8_10
SC9_1	SC9_2	SC9_3	SC9_4	SC9_5	SC9_6	SC9_7	SC9_8	SC9_9	SC9_10
SC10_1	SC10_2	SC10_3	SC10_4	SC10_5	SC10_6	SC10_7	SC10_8	SC10_9	SC10_10
SC11_1	SC11_2	SC11_3	SC11_4	SC11_5	SC11_6	SC11_7	SC11_8	SC11_9	SC11_10
SC12_1	SC12_2	SC12_3	SC12_4	SC12_5	SC12_6	SC12_7	SC12_8	SC12_9	SC12_10

SHELF SPACE ALLOCATION - LEDs

	LEDs			ENERGY STAR® LEDs		
Dept. Code	**Linear Feet Per Shelf**	**# of Shelves**	**Total Linear Feet**	**Linear Feet Per Shelf**	**# of Shelves**	**Total Linear Feet**
LED1_1	LED1_5	LED1_6	LED1_7	LED1_8	LED1_9	LED1_10
LED2_1	LED2_5	LED2_6	LED2_7	LED2_8	LED2_9	LED2_10
LED3_1	LED3_5	LED3_6	LED3_7	LED3_8	LED3_9	LED3_10
LED4_1	LED3_5	LED3_6	LED3_7	LED3_8	LED3_9	LED3_10
LED5_1	LED5_5	LED5_6	LED5_7	LED5_8	LED5_9	LED5_10

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

SHELF SPACE ALLOCATION – Cold Cathodes

	Cold Cathodes			ENERGY STAR® Cold Cathodes		
Dept. Code	**Linear Feet Per Shelf**	**# of Shelves**	**Total Linear Feet**	**Linear Feet Per Shelf**	**# of Shelves**	**Total Linear Feet**
CC1_1	CC1_5	CC1_6	CC1_7	CC1_8	CC1_9	CC1_10
CC2_1	CC2_5	CC2_6	CC2_7	CC2_8	CC2_9	CC2_10
CC3_1	CC3_5	CC3_6	CC3_7	CC3_8	CC3_9	CC3_10
CC4_1	CC3_5	CC3_6	CC3_7	CC3_8	CC3_9	CC3_10
CC5_1	CC5_5	CC5_6	CC5_7	CC5_8	CC5_9	CC5_10

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

Bulb Profile

- For **Brand, Style, and Rebate Codes**, see tables below. Use the "Notes" space to enter characteristics such as bug light, sold out, natural light, etc.
- For **Watts** list the actual wattage of the bulb, not the incandescent equivalent. If the bulb is 3-way, list all levels separated by "/".
- For **Price**, use price **per package** before sale or rebate, as shown on package or shelf for pack. If a rebate is available, indicate the rebate type (from table) and the rebate amount. If the bulb is on sale, indicate the sale price (not the amount of the sale discount.)
- Indicate if package has an Energy Star® label on it.
- Indicate is the bulb is dimmable.
- Use additional sheets if needed

CODES

Brand	Brand Code
Commercial Electric	1
Cooper Electric	2
Feit Electric	3
General Electric	4
Lights of America	5
MaxLite	6
Osram Sylvania	7
Philips Lighting Co	8
Technical Consumer Prod's	9
Westinghouse	10
Greenlight	11
Good Earth	12
Bright Effects	13
Lithonia	14
Sea Gull	15
Durabright	16
Other (DESCRIBE)	97

Style	Style Code
2-tube	1
4-tube	2
Twister	3
Globe	4
Spot	5
Incand. Style (A-Lamp)	6
Circline	7
Replacement pin	8
Reflector (Flood)	9
Other	97

Rebate	Rebate Code
Utility	1
Retailer	2
Manufacturer	3
Other	97
Can't Determine	98

CFL Bulb Profile (please use as many pages as necessary)

Brand (see table)	Style (see table)	Qty in Pack	Price per pack before rebate or sale	Rebate Type (see table)	Rebate Amount	Rebate Visibility	Sale Price (if package is on sale)	Watts 1	Watts 2 (for 3-way)	Watts 3 (for 3-way)	Lumens	ES® label on package (check if Yes)	Bulb is dimmable (check if Yes)
D1 Notes:			$		$	Good Bad	$					☐	☐
D2 Notes:			$		$	Good Bad	$					☐	☐
D3 Notes:			$		$	Good Bad	$					☐	☐
D4 Notes:			$		$	Good Bad	$					☐	☐
D5 Notes:			$		$	Good Bad	$					☐	☐
D6 Notes:			$		$	Good Bad	$					☐	☐
D7 Notes:			$		$	Good Bad	$					☐	☐
D8: Notes:			$		$	Good Bad	$					☐	☐
D9 Notes:			$		$	Good Bad	$					☐	☐
D10 Notes:			$		$	Good Bad	$					☐	☐
D11 Notes:			$		$	Good Bad	$					☐	☐
D12 Notes:			$		$	Good Bad	$					☐	☐
D13 Notes:			$		$	Good Bad	$					☐	☐
D14 Notes:			$		$	Good Bad	$					☐	☐

Brand (see table)	Style (see table)	Qty in Pack	Price per pack before rebate or sale	Rebate Type (see table)	Rebate Amount	Rebate Visibility	Sale Price (if package is on sale)	Watts 1	Watts 2 (for 3-way)	Watts 3 (for 3-way)	Lumens	ES® label on package (check if Yes)	Bulb is dimmable (check if Yes)
D15 Notes:			$		$	Good Bad	$					☐	☐
D16 Notes:			$		$	Good Bad	$					☐	☐
D17 Notes:			$		$	Good Bad	$					☐	☐
D18: Notes:			$		$	Good Bad	$					☐	☐
D19 Notes:			$		$	Good Bad	$					☐	☐
D20 Notes:			$		$	Good Bad	$					☐	☐
D21 Notes:			$		$	Good Bad	$					☐	☐
D22 Notes:			$		$	Good Bad	$					☐	☐
D23 Notes:			$		$	Good Bad	$					☐	☐
D24 Notes:			$		$	Good Bad	$					☐	☐
D25 Notes:			$		$	Good Bad	$					☐	☐
D26 Notes:			$		$	Good Bad	$					☐	☐
D27 Notes:			$		$	Good Bad	$					☐	☐
D28 Notes:			$		$	Good Bad	$					☐	☐
D29 Notes:			$		$	Good Bad	$					☐	☐

Brand (see table)	Style (see table)	Qty in Pack	Price per pack before rebate or sale	Rebate Type (see table)	Rebate Amount	Rebate Visibility	Sale Price (if package is on sale)	Watts 1	Watts 2 (for 3-way)	Watts 3 (for 3-way)	Lumens	ES® label on package (check if Yes)	Bulb is dimmable (check if Yes)
D30 Notes:			$		$	Good Bad	$					☐	☐
D31 Notes:			$		$	Good Bad	$					☐	☐
D32 Notes:			$		$	Good Bad	$					☐	☐
D33 Notes:			$		$	Good Bad	$					☐	☐
D34 Notes:			$		$	Good Bad	$					☐	☐
D35 Notes:			$		$	Good Bad	$					☐	☐
D36 Notes:			$		$	Good Bad	$					☐	☐
D37 Notes:			$		$	Good Bad	$					☐	☐
D38 Notes:			$		$	Good Bad	$					☐	☐
D39 Notes:			$		$	Good Bad	$					☐	☐
D40 Notes:			$		$	Good Bad	$					☐	☐
D41 Notes:			$		$	Good Bad	$					☐	☐
D42 Notes:			$		$	Good Bad	$					☐	☐
D43 Notes:			$		$	Good Bad	$					☐	☐
D44 Notes:			$		$	Good Bad	$					☐	☐

Brand (see table)	Style (see table)	Qty in Pack	Price per pack before rebate or sale	Rebate Type (see table)	Rebate Amount	Rebate Visibility	Sale Price (if package is on sale)	Watts 1	Watts 2 (for 3-way)	Watts 3 (for 3-way)	Lumens	ES® label on package (check if Yes)	Bulb is dimmable (check if Yes)
D45 Notes:			$		$	Good Bad	$					☐	☐
D46 Notes:			$		$	Good Bad	$					☐	☐
D47 Notes:			$		$	Good Bad	$					☐	☐
D48 Notes:			$		$	Good Bad	$					☐	☐
D49 Notes:			$		$	Good Bad	$					☐	☐
D50 Notes:			$		$	Good Bad	$					☐	☐
D51 Notes:			$		$	Good Bad	$					☐	☐
D52 Notes:			$		$	Good Bad	$					☐	☐
D53 Notes:			$		$	Good Bad	$					☐	☐
D54 Notes:			$		$	Good Bad	$					☐	☐
D55 Notes:			$		$	Good Bad	$					☐	☐
D56 Notes:			$		$	Good Bad	$					☐	☐
D57 Notes:			$		$	Good Bad	$					☐	☐
D58 Notes:			$		$	Good Bad	$					☐	☐

LED Bulb Profile (please use as many pages as necessary)

Brand (see table)	Style (see table)	Qty in Pack	Price per pack before rebate or sale	Rebate Type (see table)	Rebate Amount	Rebate Visibility	Sale Price (if package is on sale)	Watts 1	Watts 2 (for 3-way)	Watts 3 (for 3-way)	Lumens	ES® label on package (check if Yes)	Bulb is dimmable (check if Yes)
LED1 Notes:			$		$	Good Bad	$					☐	☐
LED2 Notes:			$		$	Good Bad	$					☐	☐
LED3 Notes:			$		$	Good Bad	$					☐	☐
LED4 Notes:			$		$	Good Bad	$					☐	☐
LED5 Notes:			$		$	Good Bad	$					☐	☐
LED6 Notes:			$		$	Good Bad	$					☐	☐
LED7 Notes:			$		$	Good Bad	$					☐	☐
LED8: Notes:			$		$	Good Bad	$					☐	☐
LED9 Notes:			$		$	Good Bad	$					☐	☐
LED10 Notes:			$		$	Good Bad	$					☐	☐
LED11 Notes:			$		$	Good Bad	$					☐	☐
LED12 Notes:			$		$	Good Bad	$					☐	☐
LED13 Notes:			$		$	Good Bad	$					☐	☐

Cold Cathode Bulb Profile (please use as many pages as necessary)

Brand (see table)	Style (see table)	Qty in Pack	Price per pack before rebate or sale	Rebate Type (see table)	Rebate Amount	Rebate Visibility	Sale Price (if package is on sale)	Watts 1	Watts 2 (for 3-way)	Watts 3 (for 3-way)	Lumens	ES® label on package (check if Yes)	Bulb is dimmable (check if Yes)
CC1 Notes:			$		$	Good Bad	$					☐	☐
CC2 Notes:			$		$	Good Bad	$					☐	☐
CC3 Notes:			$		$	Good Bad	$					☐	☐
CC4 Notes:			$		$	Good Bad	$					☐	☐
CC5 Notes:			$		$	Good Bad	$					☐	☐
CC6 Notes:			$		$	Good Bad	$					☐	☐
CC7 Notes:			$		$	Good Bad	$					☐	☐
CC8: Notes:			$		$	Good Bad	$					☐	☐
CC9 Notes:			$		$	Good Bad	$					☐	☐
CC10 Notes:			$		$	Good Bad	$					☐	☐
CC11 Notes:			$		$	Good Bad	$					☐	☐
CC12 Notes:			$		$	Good Bad	$					☐	☐
CC13 Notes:			$		$	Good Bad	$					☐	☐

B.2 Consumer Telephone Survey Instrument

Northwest Energy Efficiency Alliance Consumer Lighting Survey 2011
---------- FINAL ----------
02/02/2011

[2010 SURVEY QUESTION NUMBERS IN RED BRACKETS]

0 INTRODUCTION

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

S0. May I please speak to the person who 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 is a non-profit organization, which funds projects that encourage energy efficiency in the Northwest. Its Board of Directors has representatives from utilities, environmental groups, regulatory agencies, and energy-related private businesses. For more information you can visit the website at www.neea.org.

1 POPULATION SCREENING

AWARENESS

A1 **[A1]** Have you ever heard of compact fluorescent light bulbs or CFLs?

1 Yes ➔ **SKIP TO A3 (PURCHASES)**
2 No
88 (Don't Know)
99 (Refused)

A2 **[A2]** Compact fluorescent light bulbs, or CFLs, are small fluorescent bulbs that fit in regular light bulb sockets. CFLs look different than standard bulbs. They are often made out of thin tubes of glass bent into loops.

Have you ever heard of them?

1 Yes
2 No ➔**SKIP TO F0 (CFL DESCRIPTION)**
88 (Don't Know) ➔**THANK & TERMINATE INTERVIEW**
99 (Refused) ➔**THANK & TERMINATE INTERVIEW**

PURCHASES

A3 **[A3]** Have you ever purchased any CFLs?

1 Yes
2 No ➔ **SKIP TO E1 (EXPANDING CFL INSTALLATIONS)**
88 (Don't Know) ➔ **SKIP TO E1 (EXPANDING CFL INSTALLATIONS)**
99 (Refused) ➔ **SKIP TO X0 (COMPACT FLUORESCENT FIXTURES)**

2 PURCHASERS ONLY

P1 [P1] On how many separate occasions have you purchased them?

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

P2 [P2] Now, thinking back over the past year, how many CFLs have you purchased? 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)

DISPOSITION

P3a [P3a] Do you currently have any CFLs installed in your home?

1 Yes
2 No ➔ **SKIP TO P3f**
88 (Don't know) ➔ **SKIP TO P3f**
99 (Refused) ➔ **SKIP TO P3f**

P3b [P3b] How many CFLs are installed?

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

P3e Thinking of all the light bulbs you have installed right now, about what percentage would you say are CFLs?

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

P3f **[IF P3a = 2, 88, 99 OR P3e = 88, 99]** About how many total light bulbs would you say you have installed in your home? If a fixture has more than one light bulb in it, count each one separately.

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

P4a [P4a] Are you storing any light bulbs for use as spares or to be installed at a later date?

1 Yes
2 No ➔ **SKIP TO P5a**
88 (Don't know) ➔ **SKIP TO P5a**
99 (Refused) ➔ **SKIP TO P5a**

P4b [P4b] How many CFLs are you storing?

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

P4c How many regular incandescent bulbs are you storing?
ENTER # _____ [PROBE FOR BEST ESTIMATE]
88 (Don't know)
99 (Refused)

P5a **[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 Y1**
88 (Don't know) ➔ **SKIP TO Y1**
99 (Refused) ➔ **SKIP TO Y1**

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

SPECIALTY BULBS

Y1. Other than CFLs that look like a twisty, spiral or curlicue shape, are you aware of any other types of CFLs?
1 Yes
2 No ➔ **SKIP TO M1**
88 (Don't know) ➔ **SKIP TO M1**
99 (Refused) ➔ **SKIP TO M1**

Y2. What other types are you aware of?
[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 Plug-in base
9 Small screw base
77 Other (specify) _____
88 (Don't know)
99 (Refused)

Y3. Other than the spiral or twisty style CFLs, do you have any other types installed in your home?
1 Yes
2 No ➔ **SKIP TO Y5**
88 (Don't know) ➔ **SKIP TO Y5**
99 (Refused) ➔ **SKIP TO Y5**

Y4. Which types? [Which types do you have installed?]
[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 Plug-in base
9 Small screw base
77 Other (specify) _____
88 (Don't know)
99 (Refused)

Y5. **[IF Y3 = 1 SKIP TO M1a]** What's preventing you from using these other types of CFLs? [Anything else?]
[DO NOT READ LIST; ACCEPT MULTIPLE RESPONSES]

1 Price / expensive
2 Can't find them
3 How they fit in fixtures
4 How they look in fixtures
5 Mercury / hazardous contents
77 Other (specify) _____
88 (Don't know)
99 (Refused)

MOST RECENT PURCHASE

M1 **[M1]** When was your most recent CFL purchase? Would you say it was either during 2010 or 11, or sometime before 2010?

1 During 2010 or 2011
2 Before 2010
88 (Don't Know)
99 (Refused)

M2 **[M2]** Thinking about your most recent CFL purchase, how many did you buy? If a package contained more than one bulb, please count each one separately.

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

M2a **[IF M2 = 0, 88, 99, SKIP TO M3]** How many of the CFLs you bought during your most recent purchase were the spiral, twisty, or curlicue shape?

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

M2b **[IF M2a = or > M2, SKIP TO M3]** How many were shaped like regular light bulbs?
[IF NECESSARY: How many CFLs from your most recent purchase?]
ENTER # _____ [PROBE FOR BEST ESTIMATE]
0 (None)
88 (Don't know)
99 (Refused)

M3a **[M3a]** Of all the CFLs you bought during your most recent purchase, how many did you install in your home?
ENTER # _____ [PROBE FOR BEST ESTIMATE]
0 (None)
88 (Don't know)
99 (Refused)

M4 **[M4]** Thinking about your most recent purchase, how many of the CFLs you bought did you store to install later?
ENTER # _____ [PROBE FOR BEST ESTIMATE]
0 (None)
88 (Don't know)
99 (Refused)

M6 **[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, TrueValue, 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)

M6a How often would you say you shop at big box stores like Home Depot or Wal-Mart? Would you say at least once a week, at least once a month, at least once a year, less than once a year, or never?
1 At least once a week
2 At least once a month
3 At least once a year
4 Less than once a year
5 Never
88 (Don't know)
99 (Refused)

M7 [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)

M8 [M8] Thinking about your most recent purchase, did you buy CFLs packaged individually, in multi packs, or both?

1 Bought individually packaged CFLs only
2 Bought CFL multi-packs only ➔ **SKIP TO M9b**
3 Bought both
88 (Don't know)
99 (Refused)

M9a [M9a] **[IF M8 = 3 READ]:**
For the CFLs packaged individually, much did you pay PER BULB during your most recent purchase?
[ELSE IF M8 = 1, 8, or 9 READ]:
How much did you pay PER BULB for your CFLs during your most recent purchase?

[IF M7 = 1, 8, or 9, READ]: Please tell me the promotion or sale price that you paid PER BULB. And if you used a rebate or coupon, tell me the price of the bulb after the rebate or coupon.

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

M9b [M9b] [**IF M8 ≠ 2 or 3, SKIP TO S1]** How many CFLs were in each of the multi-packs you purchased most recently?

1 1 CFL **[CLARIFY: I'm referring to the CFLs you purchased recently that had more than one bulb per package]**
2 2 CFLs
3 3 CFLs
4 4 CFLs
6 6 CFLs
77 Other (specify) _____
88 (Don't know)
99 (Refused)

M9c [M9c] How much did you pay for each multi-pack?
[IF M7 = 1, 8, or 9, READ]: Please tell me the promotion or sale price that you paid per multi-pack. And if you used a rebate or coupon, tell me the price of the multi-pack after the rebate or coupon.
[**IF NECESSARY: I'm referring to the price per package, not the price per CFL.]**

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?
[S1] 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)

S2 **[ROTATE. ASK 3 ITEMS FROM A—F PER RESPONDENT]** Now**,** using a scale of 1 to 5 where
[S2] 1 means you are "not at all satisfied" and 5 means you are "very satisfied," how would you rate the compact fluorescent bulbs you have recently purchased in terms of….

a. The color of the light they provide?
b. The brightness of the light they provide?
c. The amount of time they take to light up?
d. The way they fit into light fixtures?
e. The way they look in light fixtures?
f. How long they last before burning out?

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

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

S2b1 **[IF S2b < 3]** Are they too bright, or not bright enough?
[S2b1]
1 Too bright
2 Not bright enough
88 (Don't Know)
99 (Refused)

S3 **[ROTATE. ASK 3 ITEMS FROM A—E PER RESPONDENT]** Now using a scale of 1 to 5 where 1 means you "strongly disagree" and 5 means you "strongly agree", how would you rate your level of disagreement or agreement with the following statements?

a. I would use a CFL in a reading lamp.
b. CFLs are worth the up-front cost.
c. I have some lamps or fixtures where I would not use a CFL.
d. CFLs can be used in every room in my home.
e. When installing CFLs, it makes sense

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

ENTER # _____ [1 = strongly disagree; 5 = strongly agree]
88 (Don't know)
99 (Refused)

S3c1 **[IF S3c > 3]** [RECORD VERBATIM RESPONSES]

a. Where wouldn't you use a CFL?
b. Why?

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

1 Lasts longer before burning out
2 Saves money / reduces electricity bill
3 Saves/conserves energy/electricity
4 Resource conservation benefits / better for environment / "green"
5 It works better/ is higher quality
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)

S6 Does the way you use a particular light fixture – say, for reading versus general lighting – affect whether you'd use a CFL in that fixture?

1 Yes
2 No ➔ **SKIP TO S7**
88 (Don't know) ➔ **SKIP TO S7**
99 (Refused) ➔ **SKIP TO S7**

S6a For which purposes do you prefer not to use CFLs?
[DO NOT READ LIST; ACCEPT MULTIPLE RESPONSES]

1 Reading
2 Sewing / "close work"
3 Recessed can lighting
4 Bedroom
5 Bathroom
6 Living room
7 Kitchen
77 Other (specify) _____
88 (Don't know)
99 (Refused)

S6b **[FOR EACH PURPOSE MENTIONED]** Why do you prefer not to use CFLs for **[S6a]**?
[DO NOT READ LIST; ACCEPT MULTIPLE RESPONSES]

1 Too bright
2 Not bright enough
3 Color of light
4 How they fit in fixtures
5 How they look in fixtures
77 Other (specify) _____
88 (Don't know)
99 (Refused)

S7 Does the type of lamp or fixture – say, a ceiling fixture versus a table lamp – affect whether you'd use a CFL?

1 Yes
2 No ➔ **SKIP TO S8**
88 (Don't know) ➔ **SKIP TO S8**
99 (Refused) ➔ **SKIP TO S8**

S7a In which types of fixtures do you prefer not to use CFLs?
[DO NOT READ LIST; ACCEPT MULTIPLE RESPONSES]

1 Table lamp
2 Ceiling fixture
3 Recessed can fixture
4 Chandelier
5 Wall sconce
6 Floor lamp
7 Lamp with exposed/visible light bulbs
77 Other (specify) _____
88 (Don't know)
99 (Refused)

S7b **[FOR EACH PURPOSE MENTIONED]** Why do you prefer not to use CFLs for **[S7a]**?
[DO NOT READ LIST; ACCEPT MULTIPLE RESPONSES]

1 Too bright
2 Not bright enough
3 Color of light
4 How they fit in fixtures
5 How they look in fixtures
77 Other (specify) _____
88 (Don't know)
99 (Refused)

S8 Is there anything else that affects whether you'd use a CFL in a particular fixture?

1 Yes
2 No ➔ **SKIP TO S9**
88 (Don't know) ➔ **SKIP TO S9**
99 (Refused) ➔ **SKIP TO S9**

S8a What else affects whether you'd use a CFL in a particular fixture?
[DO NOT READ LIST; ACCEPT MULTIPLE RESPONSES]
1 If I have a CFL on hand
2 CFL price
3 How they fit
4 How they look
5 Lamp with exposed/visible light bulbs
77 Other (specify) _____
88 (Don't know)
99 (Refused)

CFL / CFL REPLACEMENT

S9 **[S4]** **[IF P3b = 1]** When the CFL now installed burns out, how likely are you to replace it with another CFL? Use a scale of 1 to 5 where 1 means you're "not at all likely" and 5 means you're "very likely."

[ELSE IF P3b > 1 BUT NOT = 88, 99] When the CFLs now installed burn out, how likely are you to replace them with other CFLs? Use a scale of 1 to 5, where 1 means you are "not at all likely" and 5 means you are "very likely."
ENTER # _____ [1 = not at all likely; 5 = very likely]
88 (Don't know)
99 (Refused)

[ELSE, SKIP TO E1]

3 EXPANDING CFL INSTALLATIONS – ALL AWARE

E1 **[E1]** When one of the incandescent bulbs you have installed now burns out, would you say you…
[READ LIST]
1 Will definitely replace it with a CFL,
2 Will possibly replace it with a CFL, or
3 Will definitely not replace it with a CFL?
0 **DO NOT READ:** No incandescent bulbs installed in home ➔ **SKIP TO F1**
88 (Don't know)
99 (Refused)

E3a **[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
77 Other (specify) _____
88 (Don't know)
99 (Refused)

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

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
77 Other
88 (Don't know)
99 (Refused)

4 FUTURE PURCHASE INTENTIONS

AWARE RESPONDENTS ONLY

F1 **[IF A2 = 2, SKIP TO F0]** How likely are you to purchase any CFLs in the next year? Use
[F1] 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 F0]** Why are you unlikely to purchase CFLs in the next year?___
[F2a] **If answer = "I am storing a bunch/bought a multi-pack so I don't need any more" SKIP TO F0.**

F2b Are there any other reasons?
[F2b] [RECORD VERBATIM RESPONSES] [ACCEPT MULTIPLE RESPONSES]

CFL DESCRIPTION – ALL RESPONDENTS

F0 **[IF A2 = 2 (UNAWARE) READ]:**
[F0] I'm going to describe compact fluorescent bulbs or CFLs to you so I can ask you a few more questions about whether or not you would consider buying them in the near future.
[ELSE (AWARE) READ]:
Before I ask the next question, I want to tell you a few things about CFLs that you may not be aware of. **[IF RESPONDENT INTERRUPTS DESCRIPTION TO SAY THEY ALREADY KNOW THIS INFORMATION, SAY "We have to make sure everyone hears the same description – please bear with me for just a moment."]**

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

F3 **[IF A2 = 2 (UNAWARE), SKIP TO F4]** Now that you've heard my description, would you say
[F3] that…

1 You are now more likely to purchase CFLs than before you heard the description, or ➔ **SKIP TO F5a**
2 You are not more likely to purchase CFLs than before you heard the description? ➔ **SKIP TO X0**
88 (Don't know) ➔ **SKIP TO X0**
99 (Refused) ➔ **SKIP TO X0**

F4 Now that you've heard my description, please tell me how likely you'd be to purchase CFLs in the
[F4] next year. Please use the same 1 to 5 scale as before, where 1 means you are 'Not at all likely' and 5 means you are 'very likely'.

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

F4a **[IF F4 = 3, 4, 5, 88, 99]** Why do you say that? _____ [RECORD VERBATIM] ➔ **SKIP TO X0**
[F4a] 88 (Don't know)
99 (Refused)

F5a What changed your mind to make you say you're now likely to buy a CFL in the next
[F5a] year? **Prompt, if needed**: What new information did I tell you about CFLs that changed your mind? [RECORD VERBATIM; ACCEPT ONLY ONE RESPONSE.]
Anything else? [RECORD VERBATIM; ACCEPT MULTIPLE RESPONSES.]

5 CF FIXTURES

AWARE RESPONDENTS ONLY

X0 I'd now like to ask you a few questions about compact fluorescent fixtures.
[X0]

X1 Most regular light fixtures use bulbs that screw in, but compact fluorescent fixtures use special
[X1] pin-based CFLs that plug in. Pin-based bulbs don't have a screw base like other light bulbs. Compact fluorescent fixtures are also called Energy Star light fixtures. Have you heard of them?

1 Yes
2 No ➔ **SKIP TO V1**
88 (Don't know) ➔ **SKIP TO V1**
99 (Refused) ➔ **SKIP TO V1**

X3 Have you ever purchased one of these fixtures? **IF NECESSARY: compact fluorescent fixture**
[X3] **or Energy Star fixture.]**

1 Yes
2 No ➔ **SKIP TO V1**
88 (Don't know) ➔ **SKIP TO V1**
99 (Refused) ➔ **SKIP TO V1**

X4 **[X4]** Thinking about your most recent compact fluorescent fixture purchase, why did you choose it over a "regular" fixture that uses screw-based bulbs? _____
[DO NOT READ LIST; ACCEPT MULTIPLE RESPONSES]

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

X7 **[X7]** How satisfied are you with the fixture[s]? 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)

6 ENERGY INDEPENDENCE AND SECURITY ACT OF 2007 (EISA)

V1 **[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 **[V2]** In 2007, Congress passed legislation that will ban 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 **[V3]** 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?

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

V4 **[V4]** When traditional 100-Watt light bulbs are eliminated, which one of the following things are you most likely to do: switch to a new type of light bulb, keep using traditional light bulbs but switch to a lower wattage, or something else?
[ACCEPT ONLY ONE RESPONSE]

1 Switch to a new type of light bulb
2 Keep using traditional light bulbs but switch to a lower wattage ➔ **SKIP TO D0**
3 Something else (specify) _____ ➔ **SKIP TO D0**
88 (Don't know) ➔ **SKIP TO D0**
99 (Refused) ➔ **SKIP TO D0**

V5 **[V5]** Which type of light bulb are you most likely to switch to - would you say LED, halogen, or CFL?
[ACCEPT ONLY ONE RESPONSE]

1 LED
2 Halogen
3 CFL
88 (Don't know)
99 (Refused)

8 DEMOGRAPHICS - ALL

D0 **[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 **[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 **[D2]** Do you own your home or do you rent?

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

D3 **[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]**
[D4]

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"]**
[D5] **[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
[D6] 2010 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: _____
[D7]

9 WRAP UP

W0 Those are all the questions I have for you. Thank you very much for your time and opinions.

RECORD GENDER

1 Male
2 Female

B.3 Market Actor Interview Guide

2011 NEEA LIGHTING SUPPLIER INTERVIEW GUIDE
1-14-11

Objectives:

- To continue tracking the impacts of NEEA's withdrawal from the CFL market in 2007
- To identify recent trends in national and Northwest residential lighting markets, including the manufacture and sales of LED lighting
- To identify additional market support that may be required of utilities and regional entities

Interviewer Instructions

[EXPLAIN PURPOSES OF INTERVIEW.]
[PROVIDE ASSURANCES OF CONFIDENTIALITY.]
[IF NECESSARY, EXPLAIN THAT "NORTHWEST" INCLUDES ID, MT, OR AND WA.]

[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 – INFO WILL BE NEEDED FOR SECTION "M" and "R" SECTIONS OF INTERVIEW.]

Introduction

I'm calling from ECONorthwest 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 2009 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).

Recent Market Changes

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 products in 2010? [PROMPT IF NECESSARY: These could be changes in product types, availability, price, the types of retailers carrying particular products, regional differences, etc.]

Q1. How did your national sales of CFLs in 2010 compare with your sales in 2009? [PROBE FOR PERCENT INCREASE OR DECREASE.]

Q1a. [IF CHANGES MENTIONED IN Q1] Did the extent of these changes differ by lamp type, retailer type, geography, or anything else? [IF NECESSARY: For example, maybe most of your sales increase/decrease was in a particular lamp style while other styles remained fairly constant, or maybe sales in a particular retail channel really took off in 2010?]

Q1b. [IF CHANGES MENTIONED IN Q1] What do you think caused these changes in sales?

Q1c. [IF CHANGES MENTIONED IN Q1] Have you seen changes in the proportion of sales that are standard CFLs vs specialty CFLs? [IF NECESSARY: standard CFLs are spirals, twisters, and a-lamps]

Q1d. [IF Q1C = YES] What do you think caused that shift?

Q2. How did your national sales of incandescent lamps in 2010 compare with your sales in 2009? [PROBE FOR PERCENT INCREASE OR DECREASE]

Q2a. [IF CHANGES MENTIONED IN Q2] What do you think caused these changes in national sales of incandescent lamps? [PROBE FOR DIFFERENCES IN REASONS FOR CHANGES IN CFL SALES VS. INCANDESCENT SALES]

Q3. Did you see any major changes in 2010 as far as the percentage of your CFL sales that were promotional sales versus non-promotional sales? By "promotional sales" I mean those for which you received incentives from a utility or other energy-efficiency body.

Q4. Thinking about the Northwest specifically – that is, Idaho, Montana, Oregon, and Washington – did you see any changes in the lighting market in the Northwest during 2010? [USE PROMPT FROM Q3 IF NECESSARY. PROBE FOR CHANGES IN PROMOTIONAL/NON-PROMOTIONAL SALES.]

Q5. Were there any differences in CFL sales <u>in the Northwest</u> between 2009 and 2010? [PROBE FOR PERCENT INCREASE OR DECREASE.]

Q5a. [IF CHANGES MENTIONED IN Q5] What do you think caused these changes in sales in the Northwest?

Q5b. [IF CHANGES MENTIONED IN Q5] Did the extent of these changes differ in any ways in the Northwest that were different from what you observed at the national level?

Q6. Have you seen changes in the proportion of sales that are standard CFLs vs specialty CFLs <u>in the Northwest</u> between 2009 and 2010? [IF NECESSARY: standard CFLs are spirals, twisters, and a-lamps]

Q6a. [IF Q6 = YES] What do you think caused that shift?

Q7. What would you say was the average price for a less than 30-Watt twister-style CFL in the Northwest during 2010 **<u>without any promotional discount</u>**? [PROBE FOR DIFFERENCES BY STORE TYPE, TIME OF YEAR, STATE, ETC.]

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

Q8. What would you say was the average **<u>promotional</u>** price for a less than 30-Watt twister-style CFL in the Northwest during 2010? [PROBE FOR DIFFERENCES BY STORE TYPE, TIME OF YEAR, STATE, ETC.]

Q8a. Does this differ from the national average? If so, how?

Q9. [ASK IF NECESSARY – I.E., IF PRODUCT TYPES NOT DESCRIBED IN PRIOR YEAR'S INTERVIEW OR ONLINE] Does your company *MANUFACTURE/SELL* general purpose LED lighting (for the residential market?)?

1. Yes
2. No

Q10. [IF Q9 = YES] How did your national sales of general purpose LED lighting in 2010 compare with your sales in 2009? [PROBE FOR PERCENT INCREASE OR DECREASE]

Q10a. [IF CHANGES MENTIONED IN Q10] What do you think caused these changes in national LED lighting sales? [PROBE FOR CHANGES IN TECHNOLOGY, PRODUCTION COST, SUPPLY LOGISTICS, RETAILER/CONSUMER DEMAND]

Q11. [IF Q9 = NO] Do you plan to enter the LED lighting market in 2011 or later? [PROBE FOR TIMING]

Q11a. [IF Q11 = YES] What factors are causing you to enter this market?

Q11b. [IF Q11 = NO] Why don't you expect to enter the market for LED lighting?

NEEA Withdrawal

N1. [IF NOT MENTIONED ABOVE: Although some utilities and the BPA have been offering CFL incentives in the Northwest, NEEA stopped providing them at the end of 2007.]

How do you think NEEA's withdrawal from the CFL market [at the end of 2007] has influenced the market over the past three years? [PROBE FOR DIFFERENCES IN 2010 VERSUS 2008, 2009.]

N1a. Have you seen any negative changes in the Northwest CFL market – such as increased prices, less availability – since NEEA stopped providing CFL incentives? [IF NECESSARY: remind respondent that other entities are running CFL promotions in the Northwest.] [PROBE FOR DIFFERENCES BY PRODUCT TYPE – e.g., specialty vs. twister CFLs, RETAILER TYPE, GEOGRAPHY. PROBE FOR DIFFERENCES IN 2010 VERSUS 2008, 2009.]

CFL, LEDs Supply

S1. **[Manufacturers Only]** Are there factors inherent in the manufacturing, importing or distributing processes that have restricted the production and supply of specialty CFL products since 2008? [IF YES, DESCRIBE. IF NECESSARY, PROMPT WITH EXAMPLES – E.G., product quality and applicability concerns, SHORTAGES OF

MANUFACTURING INPUTS (LABOR, RAW MATERIALS), IMPORTATION ISSUES, ETC.]

S1a. **[Manufacturers Only]** [ASK IF S1 ≠ DK] Has there been any progress recently to reduce these barriers?

S1b. **[Manufacturers Only]** [ASK IF S1 ≠ DK] What can be done to overcome these barriers? [PROBE AS TO WHETHER THERE IS A ROLE FOR NEEA, NEMA, DOE, EPA, ENERGY TRUST, UTILITIES, OTHER ORGANIZATIONS IN OVERCOMING BARRIERS.]

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.]

S3. **[Manufacturers Only]** Is your company currently working to improve the design or performance of CFLs?

S3a. [ASK IF S3 = YES] What types of improvements are you trying to implement? [PROBE FOR twister vs. specialty CFLs and DETAILS ON APPEARANCE, LIGHTING QUALITY, FEATURES, ETC.]

S3b. [ASK IF S3 = NO] Why is that? [IF THEY MAKE LEDS, PROBE TO SEE IF THIS IS THEIR CURRENT FOCUS]

S4. **[Manufacturers Only – IF MAKING OR PLANNING TO MAKE general purpose LEDs]** Are there any factors inherent in the manufacturing, importing or distributing processes that restrict the production and supply of LED lighting? [IF YES, DESCRIBE. IF NECESSARY, PROMPT WITH EXAMPLES – E.G., product quality and applicability concerns SHORTAGES OF PRODUCTION INPUTS (LABOR, RAW MATERIALS), IMPORTATION ISSUES, ETC.]

S4a. [ASK IF S4 ≠ DK] Has there been any progress recently to reduce these barriers?

S4b. [ASK IF S4 ≠ DK] What can be done to overcome these barriers? [PROBE AS TO WHETHER THERE IS A ROLE FOR NEEA, NEMA, DOE, EPA, ENERGY TRUST, UTILITIES, OTHER ORGANIZATIONS IN OVERCOMING BARRIERS FOR LEDS.]

Looking Forward

F1. What are your expectations for CFL sales in 2011 and beyond? [PROBE FOR twister and specialty CFLs and REASONS BEHIND THESE EXPECTATIONS AND FOR COMPARISONS WITH PRIOR YEARS.]

F1a. [IF DECLINE IN SALES MENTIONED IN F1] Do you think sales will change or rebound in the future? If yes, describe. [PROBE on extent of change/rebound – i.e., to prior levels, to increased levels, etc.]

F1b. Do you foresee any differences in sales potential for different CFL styles, or in different store types, or any other differences? [PROBE FOR DIFFERENCES BY PRODUCT STYLE/WATTAGE, STORE TYPE, ETC.]

F2. How do you expect national sales of LEDs for the residential market to change in the short term? [PROBE FOR POTENTIAL MARKET SHARE, DEFINE TIME FRAME]

F3. How about in the longer term? [PROBE FOR POTENTIAL MARKET SHARE, DEFINE TIME FRAME]

F4. What do you think are the most likely uses for LED lighting in the residential market?

F5. What are the key barriers to using LED technology for residential lighting? [PROBE FOR applicability, DESIGN, COST, AWARENESS, QUALITY ISSUES.]

Energy Independence and Security Act of 2007

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 begins for 100 Watt general service lamps on January 1, 2012, for 75-Watt lamps starting in 2013, and for 60 and 40 Watt lamps in 2014.]

MANUFACTURERS ONLY (M1—M4):

M1. [ASK IF NECESSARY – I.E., IF PRODUCT TYPES NOT DESCRIBED IN PRIOR YEAR'S INTERVIEW OR ONLINE] Does your company manufacture incandescent lamps?

3. Yes
4. No

M2. [IF M1 = YES] Has this legislation affected how you currently manufacture incandescent lamps? How? [PROBE regarding whether they have begun manufacturing higher-efficacy incandescent lamps such as Halogen-IR]

M2a. [IF NOT ADDRESSED IN M2] Has the legislation affected how you plan to manufacture incandescent lamps over the next several years? How? [PROBE regarding plans, e.g. to stop producing incandescents entirely by a certain date, to shift production to high-efficacy lamps, to phase out production, etc.]

M2b. [IF HIGH-EFFICACY INCANDESCENTS MENTIONED] How do you plan to market these products? [IF NECESSARY: How will you

distinguish the high-efficacy products from traditional lower-efficacy incandescent lamps?]

M2c. [IF HIGH-EFFICACY INCANDESCENTS NOT MENTIONED] Have you begun manufacturing higher-efficacy incandescents such as Halogen-IR lamps? (If yes, how do you market these products?)

M3. [IF M1 = NO] How do you think this legislation will affect production of incandescent lamps? [PROBE: Do you think incandescent bulb manufacturers will stop producing them by a certain date or phase out production? When do you think this will occur?]

M4. How do you think the legislation will affect retailers who carry incandescent lamps? [PROBE: Do you think they'll continue to sell incandescents until they sell through their stocks? Any other effects?]

RETAILERS ONLY (R1—R4b):

R1. [ASK IF NECESSARY – I.E., IF PRODUCT TYPES NOT DESCRIBED IN PRIOR YEAR'S INTERVIEW OR ONLINE] Do your stores currently sell incandescent lamps?

1. Yes
2. No

R2. [IF R1 = YES] How do you think the legislation will affect your incandescent lamp stocking practices – both leading up to the phase-out and after the phase-out begins?

R3. [IF R1 = YES] Have you begun selling higher-efficacy incandescents such as Halogen-IR lamps?

R3a. Has the proportion of sales of incandescent lamps that are high efficacy changed?

R3b [IF R3a = YES] Why?

R3c. [IF R3 = YES] How do you market these products? [IF NECESSARY: How will you distinguish the high-efficacy products from traditional lower-efficacy incandescent lamps?]

R4. [IF R1 = NO] Did your stores ever sell incandescent lamps?

R4a. [IF R4 = YES] When did you stop selling them? Why? [PROBE: Did the EISA legislation have any influence on the decision to stop selling them?]

R4b. [IF R4 = NO] Why not?

[CLOSE.]

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

B.4 Utility Program Manager Interview Guide

Utility Program Manager Interview Guide

2011 Evaluation of the ENERGY STAR Consumer Products - Lighting Project

Final 1/13/11 – Version 2

Objectives:

- Identify recent utility activities to promote efficient lighting, and effectiveness of these activities
- Understand market progress since NEEA's withdrawal
- Get utility perspective on expected changes in residential lighting market, and potential barriers
- Understand if utilities desire NEEA's assistance to overcome existing or expected market barriers

Hello, my name is _____ and I am calling from ECONorthwest. We are conducting a lighting 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 appreciate the time you have taken to speak to me and would like to keep our interview at 30 minutes or less. Please keep in mind that your answers are confidential and will be grouped together in aggregate only. Your name will not be used in any reports or documents.

Prior to Interview
We will quickly check each utility's website for program information and if available, confirm the details with the respondent. If information is unavailable online, we'll ask them to describe the programs.

Northwest Lighting Programs

1. First, can you tell me a little bit about your current lighting promotions? And your other consumer products promotions? [Probe for details on consumer product promotions: product types, discount amounts, discounted prices, approximate volume of promotions - # rebates/incentives, # participants, budget, etc. Get list of programs they run]

2. How have your lighting promotions changed since NEEA withdrew from the CFL market at the end of 2007?

    - Why did you make these changes

3. (IF NEEDED) Why does your utility no longer promote CFLs?

4. In your opinion, what impact on the market has your various lighting promotions had? Why do you say that? (PROBE on CFL availability, diversity, price for basic CFLs and specialty bulbs, product quality and consumer satisfaction - SEE IF SUPPORTED BY ANY DATA)

5. Have there been any other significant Northwest lighting promotions since 2007 that have had a major impact? Which ones? How? (PROBE on CFL availability, diversity, price for basic CFLs and specialty bulbs)

6. (IF NEEDED) Have you conducted any training or educational activities pertaining to specialty CFL lighting?

    - IF YES: Why did you do this?
        - What have been the impacts of these activities?
    - IF NO: Do you have any plans to provide education about specialty CFLs?
        - IF YES: What are you planning?
        - IF NO: Why not?

Northwest CFL Market Since NEEA's Withdrawal

7. What trends have you seen in the CFL market since NEEA withdrew from the market? (**Probe** for CFL availability, diversity, price for basic CFLs and specialty bulbs, product quality and consumer satisfaction)

    1. [IF THEY HAVE DONE CFL PROMOTIONS] How important have your utility's CFL promotions been in increasing the availability of CFLs? [Very important, a little important, not very important, not important at all]
    2. What other factors have contributed to these changes?

        - For what fraction of these changes is each factor responsible?

8. Do you think that NEEA's previous market involvement has impacted the supply or demand for specialty CFLs in any way? Why do you say that?

Existing Market Barriers

9. Are there any significant barriers to CFL sales in your service territory, in terms of availability, diversity, affordability, or consumer satisfaction? (Probe for both standard and specialty CFLs)

    - What can be done to overcome these barriers, and by whom? [PROBE to see if NEEA's involvement needed, if not mentioned.]

10. Do you think customers understand the range of possible applications for CFLs, and how specialty CFLs can be used? Why do you say that? (Probe for specific knowledge gaps, or why knowledge is sufficient)

11. Have you encountered concerns on the part of consumers regarding the mercury content in CFLs?

    - [If yes] Do you think these concerns have impacted purchases?
    - How have you handled these concerns?

Future Outlook

12. What trends do you anticipate for future CFL sales in the Northwest? [near- and long-term] (Probe for geography [state, urban/rural], retail channel, types)

13. Are any improvements still needed with regard to CFL quality?

    - How do you see product quality changing in the future?

14. What is the current CFL market share in your service territory?

    - Do you think that you need to take an active role in further increasing market share of CFLs in your service territory?

        - (Do you have a goal? Or do you think it will increase as a result of natural occurrences in the market place [e.g., consumer awareness, legislative measure, manufacturer marketing]?)

    IF MORE ACTIVE ROLE IS NEEDED:

        - What are your future plans for lighting promotions? [Probe for the next couple of years]

LEDs Market

Now I would like to ask you some questions about the LED market for residential and general-purpose lighting.

15. What trends have you observed in the stocking of residential LED lighting in your service territory in the last year?

16. How do you expect national sales of LEDs for the residential market to change in the short term? [PROBE FOR POTENTIAL MARKET SHARE, DEFINE TIME FRAME]

17. How about in the longer term? [PROBE FOR POTENTIAL MARKET SHARE, DEFINE TIME FRAME]

18. What do you think are the most likely uses for LED lighting in the residential market?

19. What are the key barriers to using LED technology for residential lighting [PROBE FOR DESIGN, COST, AWARENESS, QUALITY ISSUES]

20. (IF CURRENT/FUTURE LED PROMOTIONS NOT MENTIONED) Do you think your utility will promote LED lighting in the next few years?

    - Why/why not?

NEEA'S Role

21. Overall, do think NEEA's withdrawal from the CFL market has had a negative, positive, or neutral impact?

    - Why do you say that?

22. Do you see a need for NEEA to get back into the market? If so, what role do you see NEEA playing and why?

    - What specific needs does your utility have with regard to basic CFLs, specialty CFLs, LEDs other lighting products?

C. Additional Shelf Survey Findings

Below are the detailed results for the Lighting Retailer Surveys conducted in late 2010 and analyzed in early 2011.

C.1 Sample Frame

The sample frame for the lighting retailers was taken directly from the third Market Progress Evaluation Report (MPER3) of NEEA's ENERGY STAR Consumer Products – Lighting project[23], the original source of which was the prior project implementation contractor's 2006 lighting retailer database.[24] To make direct comparisons between current results and those from 2006 and 2008, and 2009, our 2010 effort focused on stores that were surveyed during the previous evaluation effort. Consistent with the approach used for the last three shelf surveys, we stratified the sample by Metro West, Metro East and Non Metro; store type; and within store type, by store ownership type (national, regional or franchise chain versus independent store).[25] Table 8 shows the distribution of retailers in the sample frame by strata.

Table 8: Retailer Shelf Survey Sample Frame, 2011

Store Type	Store Ownership Category (Number of Chains)	Geographic Location							
		Number of Stores				Percent of Stores			
		Metro West	Metro East	Non-Metro	Total	MSA West	MSA East	Non-Metro	Total
Club/ Warehouse	National chain (1)	21	3	9	33	1%	0%	0%	1%
DIY	National chains (3)	83	26	46	155	3%	1%	2%	6%
Drug and Grocery	National chains (4)	528	125	184	837	21%	5%	7%	33%
	Regional chains (6)	126	15	55	196	5%	1%	2%	8%
Mass Merchandise	National chains (4)	181	61	121	363	7%	2%	5%	14%
	Regional chains (7)	6	12	28	46	0%	0%	1%	2%
	Independents	15	1	28	44	1%	0%	1%	2%
Small Hardware	Franchises (3)	147	55	308	510	6%	2%	12%	20%
	Regional chains (20)	46	13	26	85	2%	1%	1%	3%
	Independents	89	38	154	281	3%	1%	6%	11%
Total		1,242	349	959	2,550	49%	14%	38%	100%

Table 9 shows the completed retailer shelf surveys by strata. During 2010/2011 we conducted a total of 58 surveys including 19 in Idaho, 7 in Montana, 20 in Oregon, and 12 in Washington.

[23] KEMA, 2007.

[24] PECI, 2006.

[25] See MPER3 (KEMA, 2007) for more details on these categories.

Table 9: Retailer Shelf Survey Completes by Strata, 2011

Store Type	Store Ownership Category (Number of Chains)	Geographic Location							
		Number of Stores				Percent of Stores			
		Metro West	Metro East	Non-Metro	Total	MSA West	MSA East	Non-Metro	Total
Club/ Warehouse	National chain (1)	1	1	1	3	1%	2%	2%	5%
DIY	National chains (4)	3	3	2	8	2%	5%	3%	14%
Drug and Grocery	National chains (3)	3	3	3	9	2%	5%	5%	16%
	Regional chains (4)	3	2	2	7	2%	3%	3%	12%
Mass Merchandise	National chains (5)	2	2	3	7	1%	3%	5%	12%
	Regional chains (2)	1	1	1	3	1%	2%	2%	5%
	Independents	1	0	2	3	1%	0%	3%	5%
Small Hardware	Franchises (3)	2	1	2	5	1%	2%	3%	9%
	Regional chains (5)	2	1	2	5	1%	2%	3%	9%
	Independents	2	2	4	8	1%	3%	7%	14%
Total		**20**	**16**	**22**	**58**	**13%**	**28%**	**38%**	**100%**

Researchers calculated sample expansion weights by strata and applied them to each sample retailer such that the findings presented in this section represent the population of lighting retailers in the region that sell CFLs (as approximated by PECI's 2006 database). For affordability results across store types in the Northwest, we also applied sales weights based on regional CFL sales data gathered by Fluid Market Strategies.[26]

C.2 Sample Sizes, 2006-2010

Researchers conducted shelf surveys at 58 retail establishments in the Northwest during December 2010. Most of these locations were visited during the 2006, 2008 and 2009 survey periods, during which 58, 88 and 78 sites were surveyed, respectively. The breakdown of stores surveyed by region, store type, and by each combination of geography and store type is presented below in Tables 11 through 12.

[26] Fluid Market Strategies, 2009.

Table 10: Shelf Survey Store Visits by Store Type and Year, 2006–2010

Store Type	Year			
	2006	2008	2009	2010
Big Box	36	24	31	24
Drug, Grocery, Small Hardware	52	34	47	34
Total Visits	**88**	**58**	**78**	**58**

Table 11: Shelf Survey Store Visits by Region and Year, 2006–2010

Region	Year			
	2006	2008	2009	2010
Metro	52	36	47	36
Non-Metro	36	22	31	22
Total Visits	**88**	**58**	**78**	**58**

Table 12: Shelf Survey Store Visits by Store Type, Region and Year, 2006–2010

Store Type	Region	Year			
		2006	2008	2009	2010
Big Box	Metro	22	15	19	15
	Non-Metro	14	9	12	9
Drug, Grocery, Small Hardware	Metro	30	21	28	21
	Non-Metro	22	33	19	13
Total Visits		**88**	**58**	**78**	**58**

C.3 Affordability

Field staff collected pricing information for every CFL model observed on the shelf. As in prior evaluations, field staff recorded price (before and after utility program discounts or other discounts, when applicable) and number of CFLs per package.

C.3.1 Average Price

The average CFL price in the Northwest increased by an average of $0.30 between 2010 and 2011 to reach the price of $4.06 Average price of CFLs rose in both metro and non-metro areas by 24 and 41 cents respectively within the past year (Figure 9).

As shown below in Figure 8, the price increase was primarily in big box stores where prices increased by 10 percentage points and reached their four-year high. While big box CFL prices are higher than they have been in the past four years, they still offer lamps at a price below drug, grocery, and small hardware stores where prices this year decreased by a very small percentage.

When broken down by geography and store type, it is apparent that prices have stayed very similar in non-big box stores (Figure 8) while rising in both rural and non-rural stores (Figure 7). The difference in cost between the stores is growing smaller as big box prices rise.

Figure 7: Average Price Paid for CFLs by Geography and Year, 2006–2010

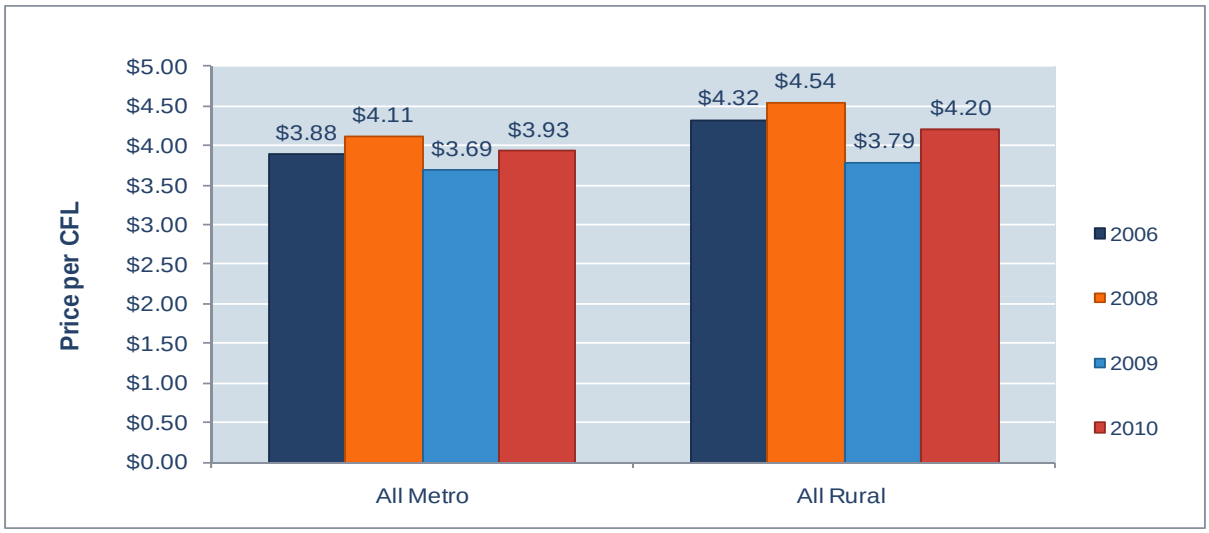


Figure 8: Average Price Paid for CFLs by Store Category and Year, 2006–2010

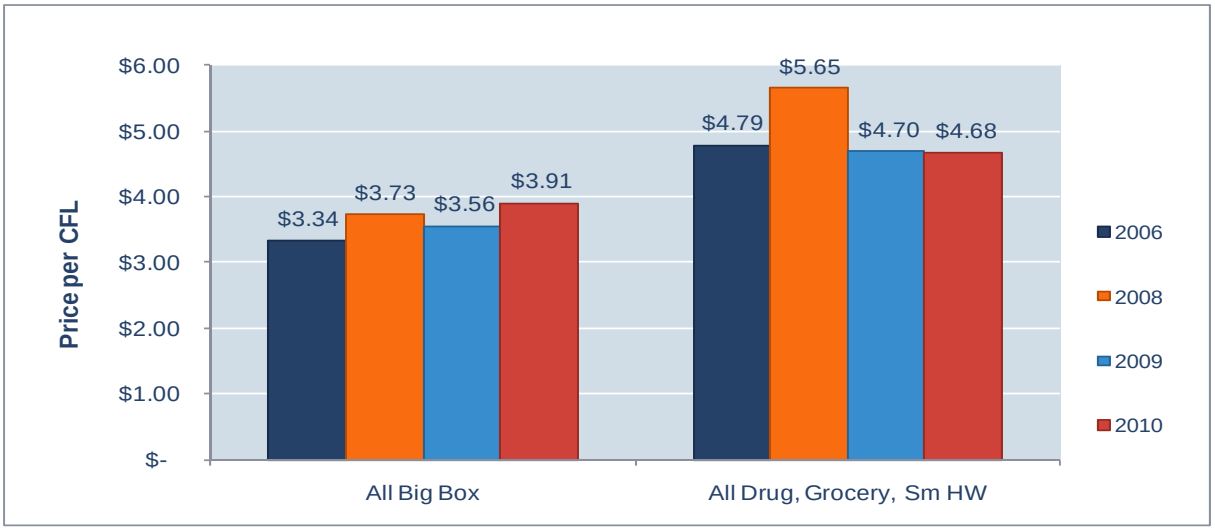
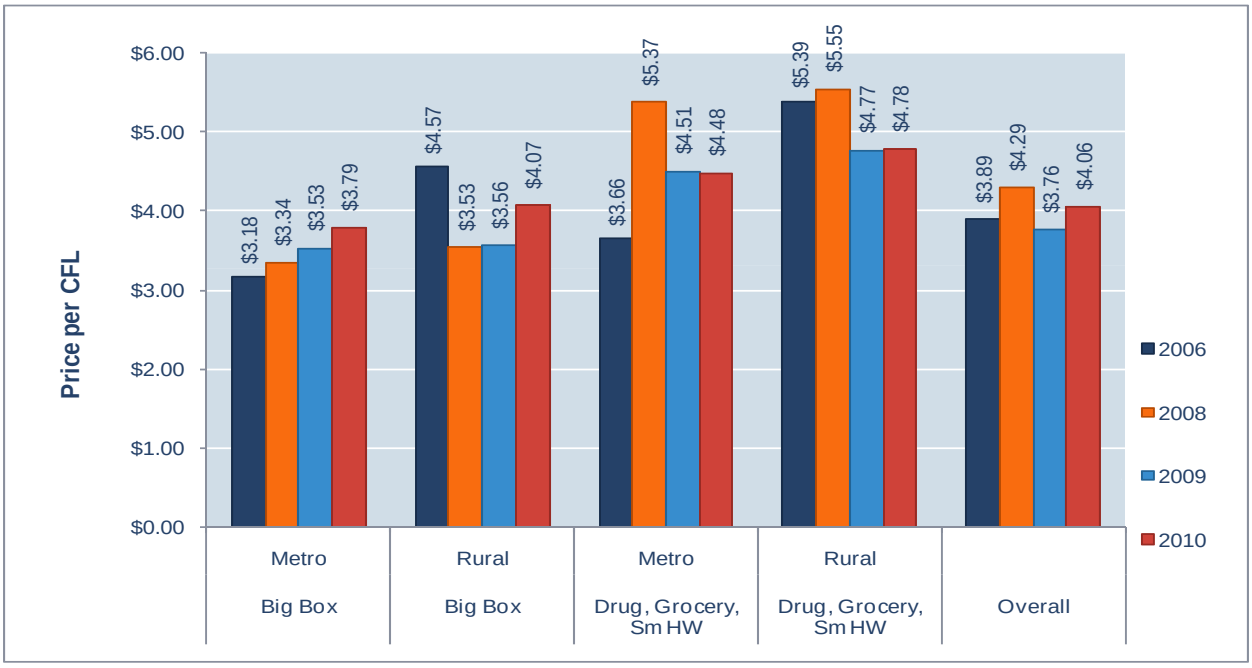


Figure 9: Average Price Paid for CFLs by Geography, Store Category, and Year, 2006–2010



C.3.2 Range of Prices

In this section, we present the range of CFL prices by category of bulb: twisters less than 18 watts, twisters 18-30 watts, twisters greater than 30 watts and non-twisters.

Figure 10 below shows the average range in prices (after any discounts) of twister-style CFLs that are less than 18 watts that were displayed on store shelves during the four study periods.[27] For each store type, the first data point or range is for spring 2005, the second for fall 2005, the third for fall 2006, the fourth for winter 2008, the fifth for winter 2009, and the sixth and final range of data is for 2010. The bars at the top and bottom of the range are the average maximum and minimum, and the diamond is the midpoint of the range. Over the last year, the price range of twisters less than 18 watts stocked by Northwest lighting retailers barely changed for warehouse, dropped for DIY and increased for drug and grocery stores, mass merchandise stores, and small hardware stores.

[27] Note that the Savings With a Twist (SWAT) promotion explicitly excluded this wattage range.

Figure 10: Average Range of CFL Prices Over Time – Twisters Less than 18 watts, 2005–2010

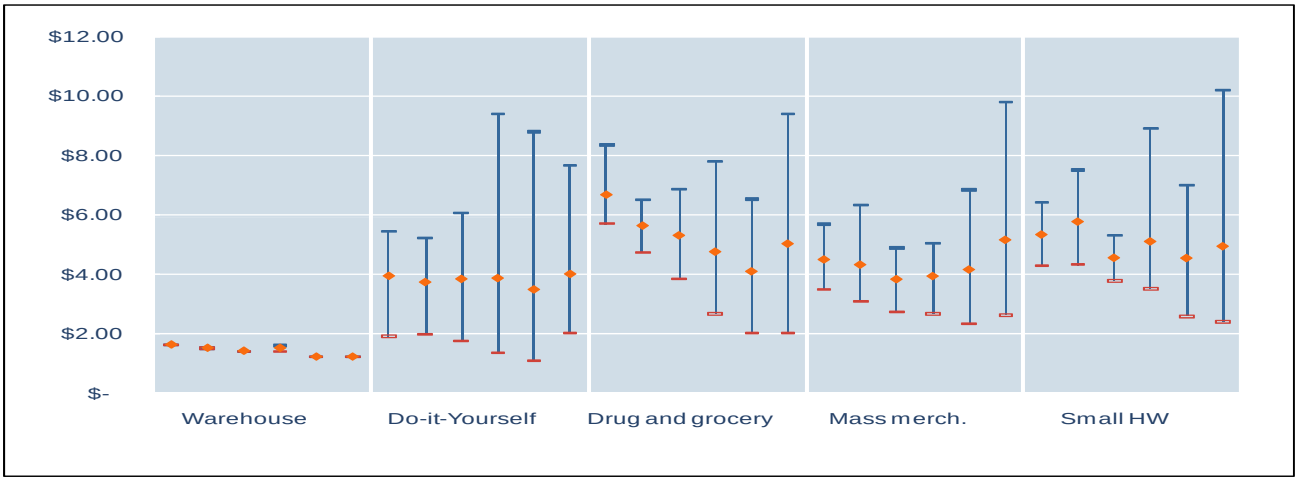
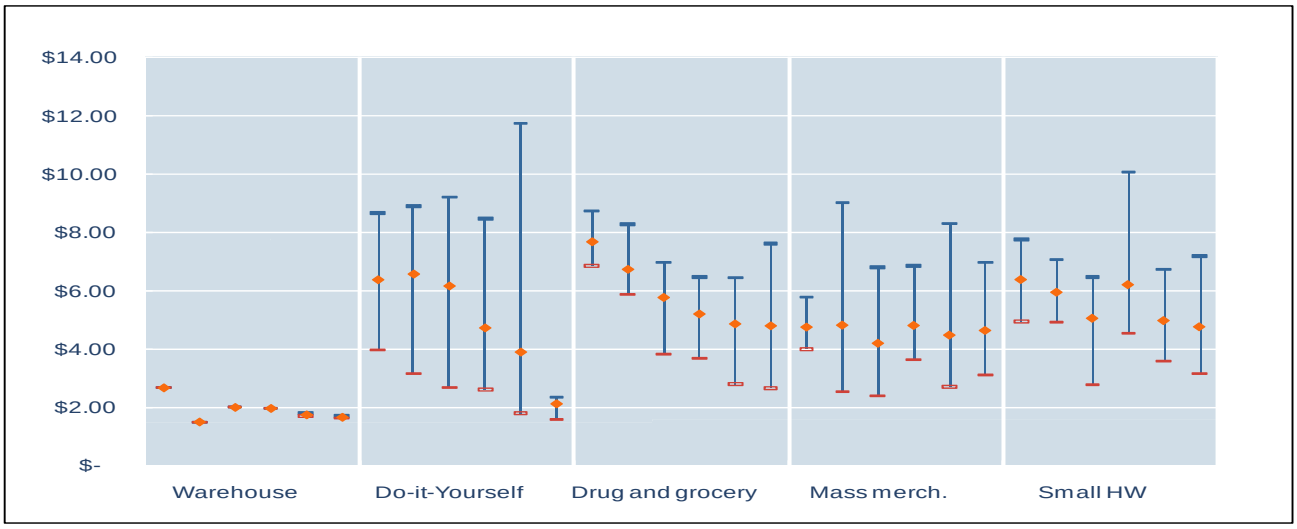


Figure 11 shows the average range of prices of twister-style CFLs between 18 and 30 watts.[28] Over the last year, the range of prices for this category of twisters widened on both ends for drug and grocery and small hardware stores, and shrank for DIY and mass merchandise. For the second year in a row, the range stayed about the same for warehouse stores similar to twisters with less than 18 watts.

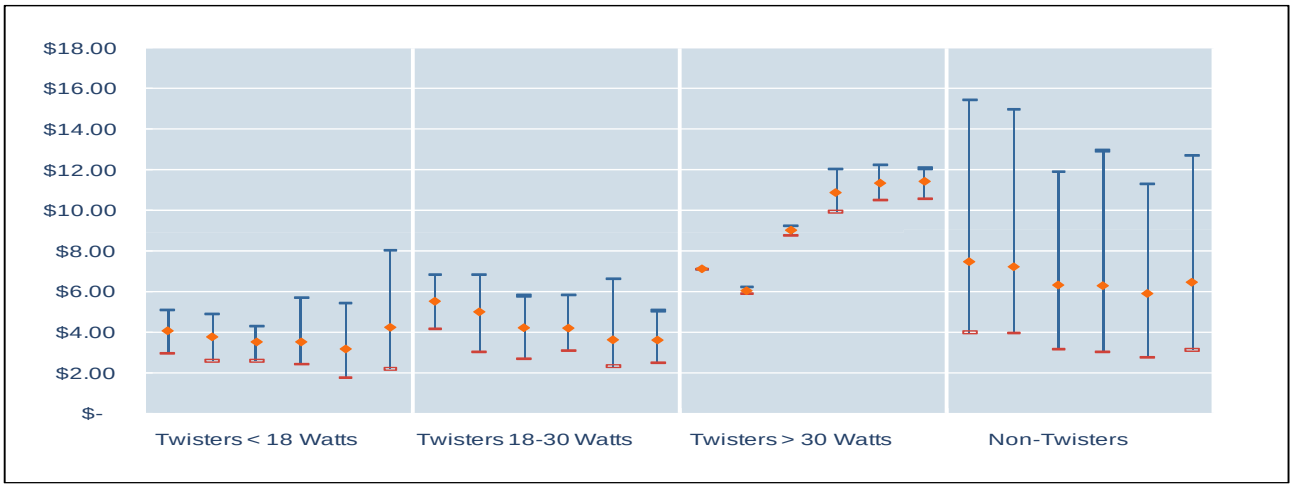
Figure 11: Average Range of CFL Prices Over Time – Twisters 18-30 watts, 2005–2010



[28] This wattage category was the target of the SWAT promotion, which was active in some Northwest stores in the fall of 2005 and 2006. Note that in 2006, SWAT explicitly excluded warehouse and Do-it-Yourself stores and included only CFLs less than 23 watts

The average price for twisters greater than 30 watts ranged from $6 to $14 during prior evaluations. During the 2009 survey, the range increased to $9 to $14 and stayed roughly the same this past year. While the range of prices for 18-30 watt twisters decreased slightly, twisters with less than 18 watts saw the largest increase in price range, going from a high under $6 in 2009 to a recorded high of $8 this year (Figure 12).

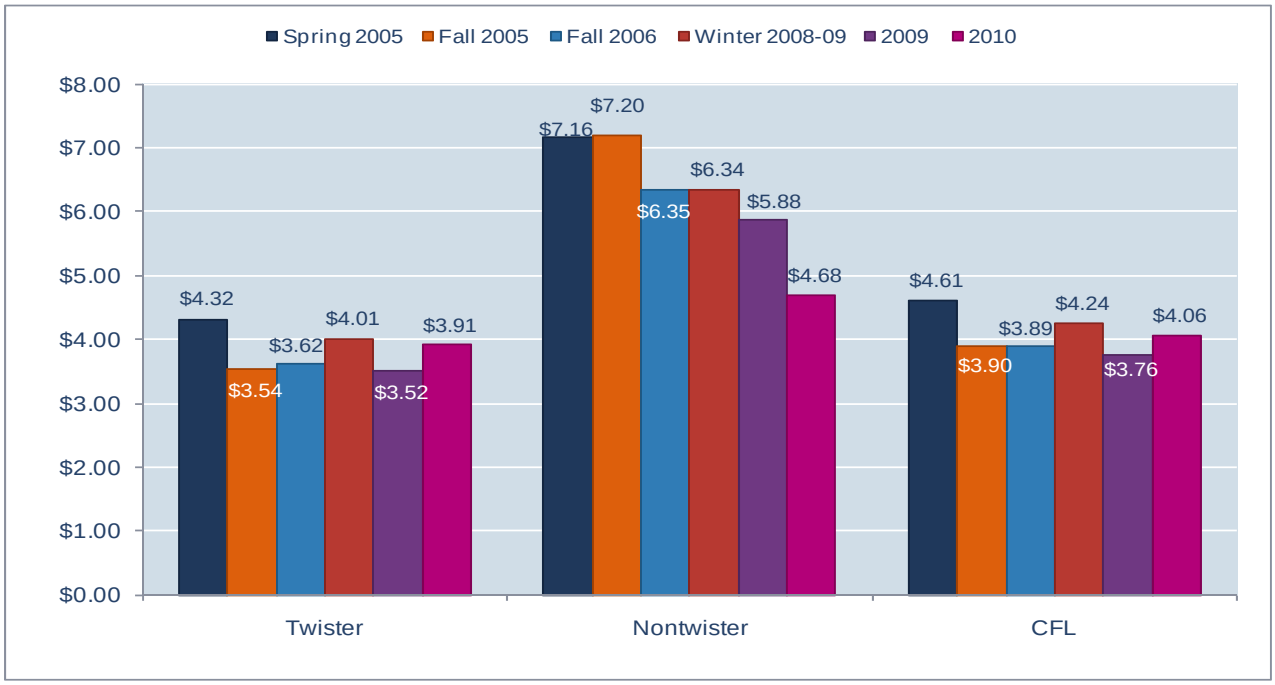
Figure 12: Average Range of CFL Prices Over Time – Sales Weighted, 2005–2010



C.3.3 Average Price Paid by Consumers

Figure 13 below shows estimates of the average price paid by customers for twisters, non-twisters, and CFLs in general for the five data collection periods. CFL prices (as estimated using the shelf survey combined with sales weights) have moved back up by eight percentage points after dropping by 11 percentage points in the previous year. This overall adjustment represents both an increase in the cost of a twister, and a rather large decrease in the price of specialty CFLs.

Figure 13: Average Price Paid by Customers for Twisters, Non-Twisters and CFLs, 2005–2010



C.4 Availability

To assess the availability of lighting products, field researchers collected information on the total linear feet and number of shelves for all light bulbs, all CFLs, and ENERGY STAR labeled CFLs specifically. These data enabled calculation of total lighting shelf space in the region, average shelf space per store dedicated to CFLs, the percentage of stores carrying any CFLs, and the percentage of stores carrying CFLs of specific styles. We present results below for all CFLs by store category and geographic location.

C.4.1 Total Shelf Space

Total shelf space dedicated to CFLs increased by ten percentage points over the last year down to just under 100,000 linear feet, or 23 percent of total lighting. The total shelf space dedicated to ENERGY STAR CFLs increased by three percentage points last year to over 79,000 linear feet, or 19 percent of total lighting. The total shelf space dedicated to lighting in general increased by 12 percentage points during the same period. Each increase was a turnaround from decreases the prior year.

Figure 14 below shows the allocation of total shelf space by store type during each study period. In 2010, drug and grocery stores in aggregate account for the largest fraction of total CFL and ENERGY STAR CFL shelf space just as they did in 2009. Small hardware stores still account for the largest fraction of total bulb space. This year, mass merchandise has replaced drug and grocery store as the type of store with the second most shelf space allocated to all bulbs as shown in Figure 14. Despite

this shift, drug and grocery stores still take second place in regards to shelf space allocated to CFLs, and are first in regards to total shelf space allocated to ENERGY STAR CFLs.

Figure 14: Allocation of Total Lighting Shelf Space by Store Type, 2005–2010

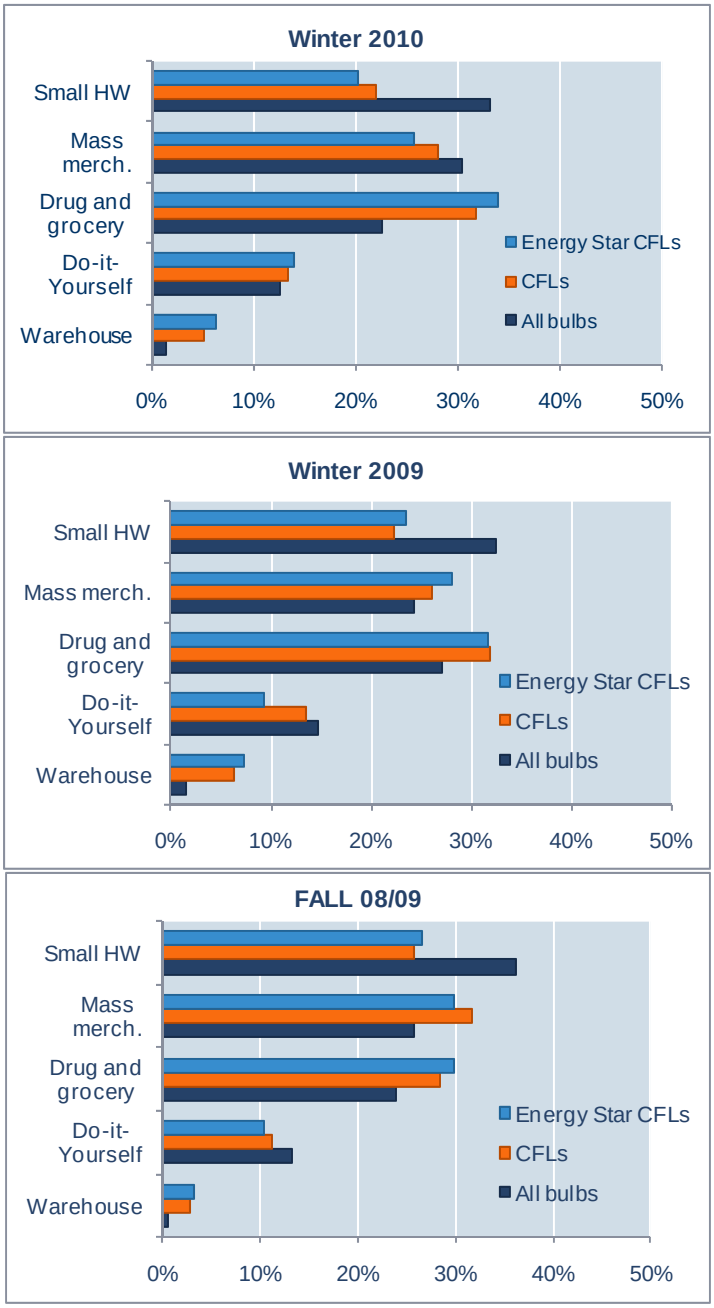
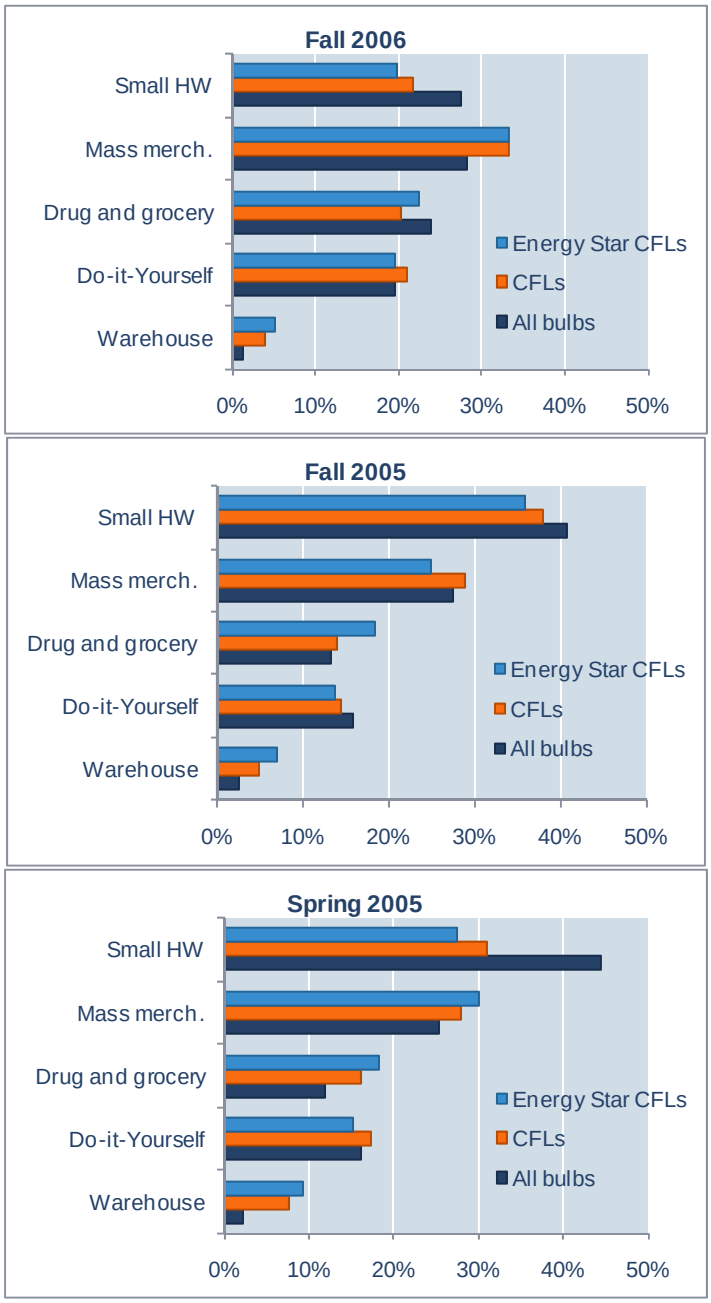


Figure 14 (continued): Allocation of Total Lighting Shelf Space by Store Type



C.4.2 Average Shelf Space

Figure 15 shows the average shelf space allocation by store type during each study period in linear feet. Warehouse stores have continuously stocked only ENERGY STAR CFLs, with the other channels devoting shelf space to other types of lighting products. Mass merchandise saw a decrease in the amount of CFLs that were ENERGY STAR while seeing an overall increase in total lighting shelf space.

The percentage of lighting shelf space allocated to CFLs in Northwest retail stores decreased slightly over the last year, from 24 to 23 percent (Figure 18), but still hasn't returned to 2008 levels. When looking at alterations in CFL shelf space allocation declines occurred in every geographic region and every store type except drug and grocery stores in metro areas as seen in Figure 18.

Most of this decline occurred in metro stores (which had a drop of nine percentage points over the past year) and in big box stores (which had a drop of five percentage points over the past year) as can been seen in Figure 16 and Figure 17. also shows that by the end of 2010, the prior gap in the proportion of shelf space dedicated to CFLs between metro and non-metro stores has returned, with metro stores at 27 percent of shelf space and non-metro stores at 21 percent of shelf space dedicated to CFLs. Big box stores dedicate an additional three percentage points of lighting shelf space to CFLs than non big box stores which represents a shrinking of the gap between big box and non box stores.

Figure 15: Average Shelf Space Allocation by Store Type in Linear Feet, 2005–2010

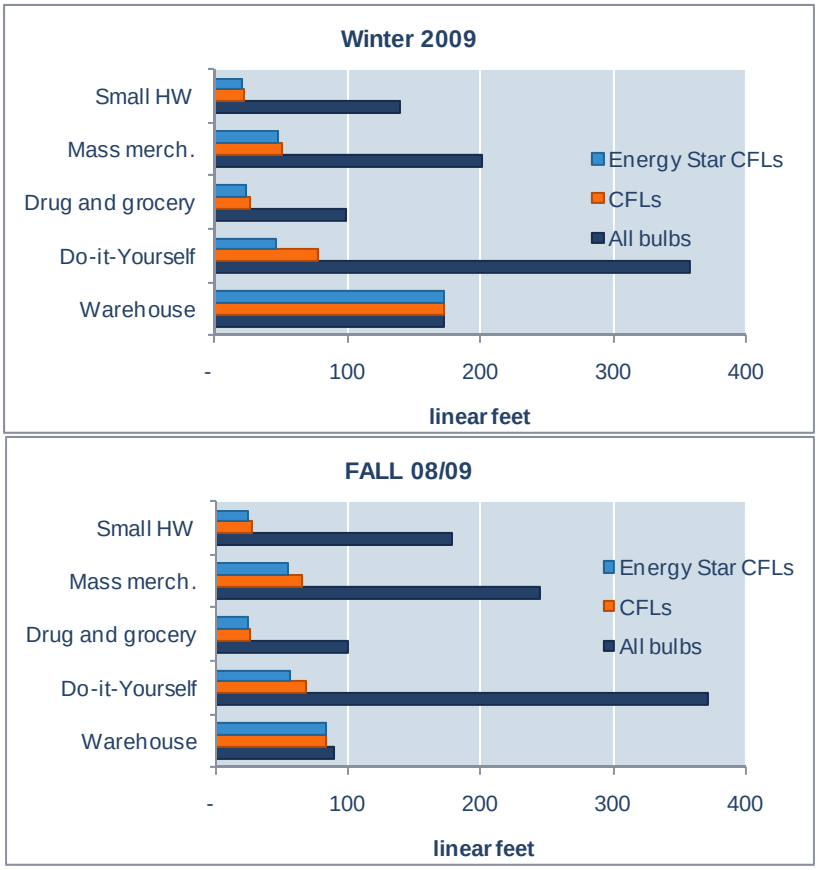


Figure 15 (continued): Average Shelf Space Allocation by Store Type in Linear Feet, 2005–2010

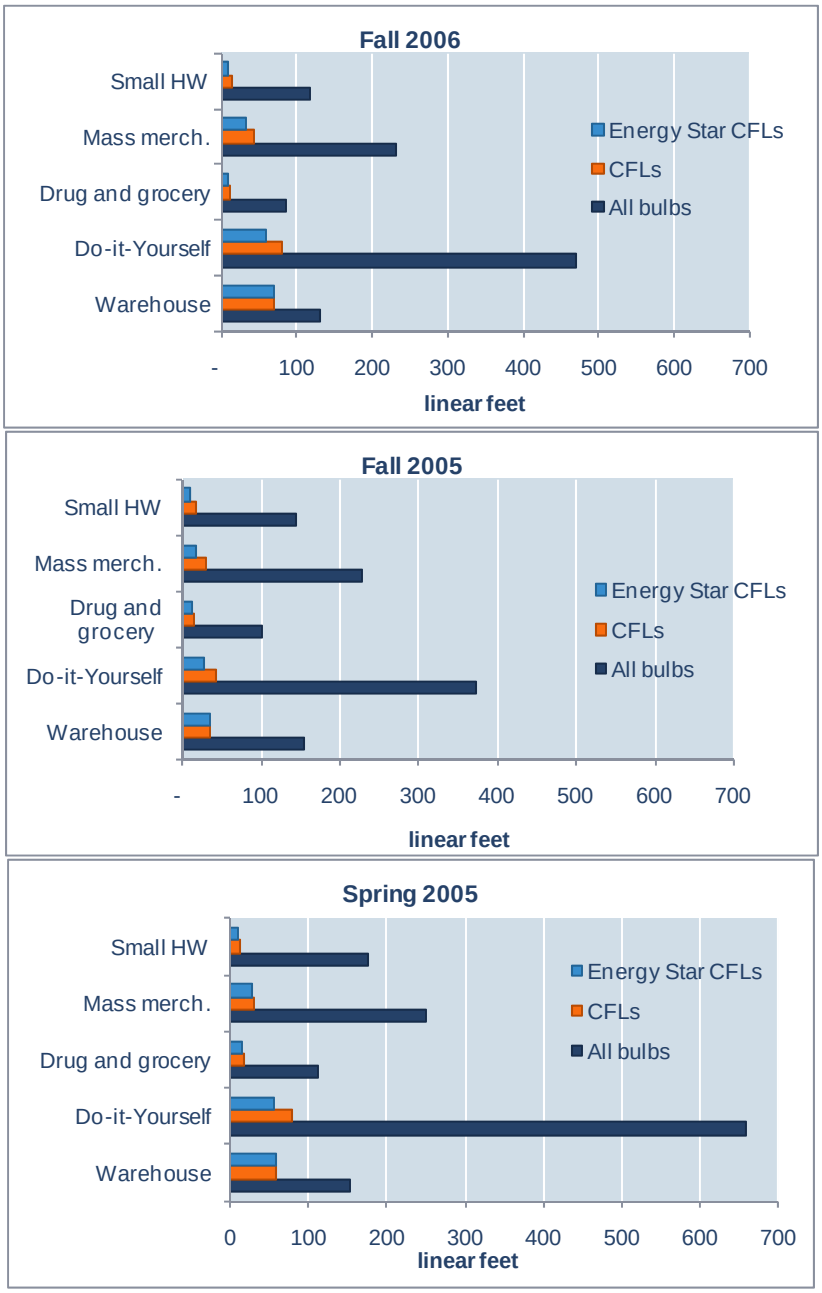


Figure 16: Percentage of Shelf Space Dedicated to CFLs by Geography and Year, 2005–2010

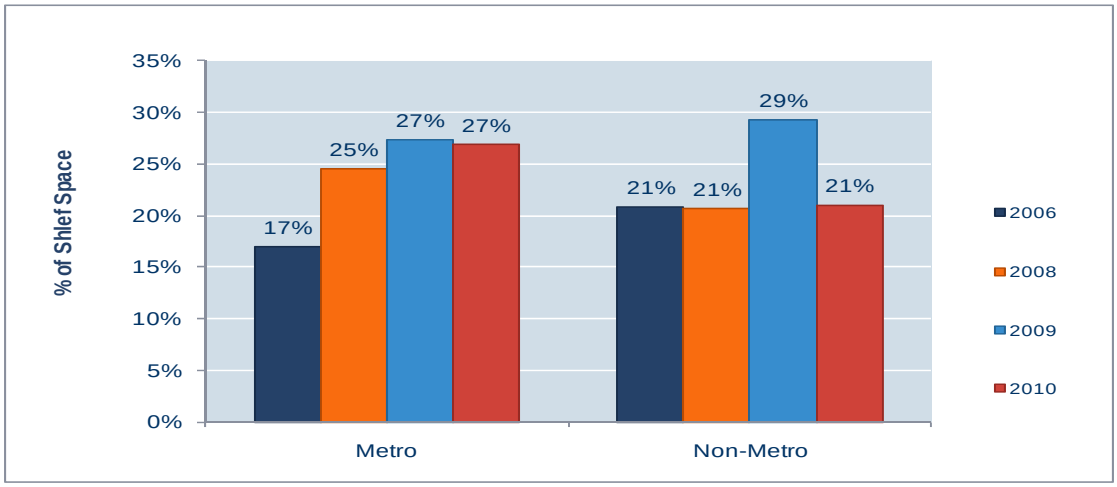


Figure 17: Percentage of Shelf Space Dedicated to CFLs by Store Category and Year, 2005–2010

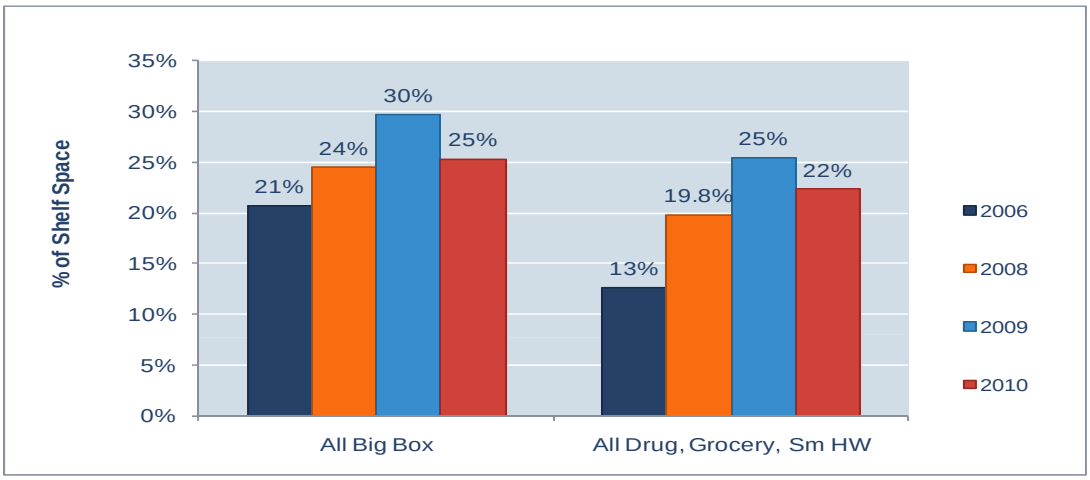
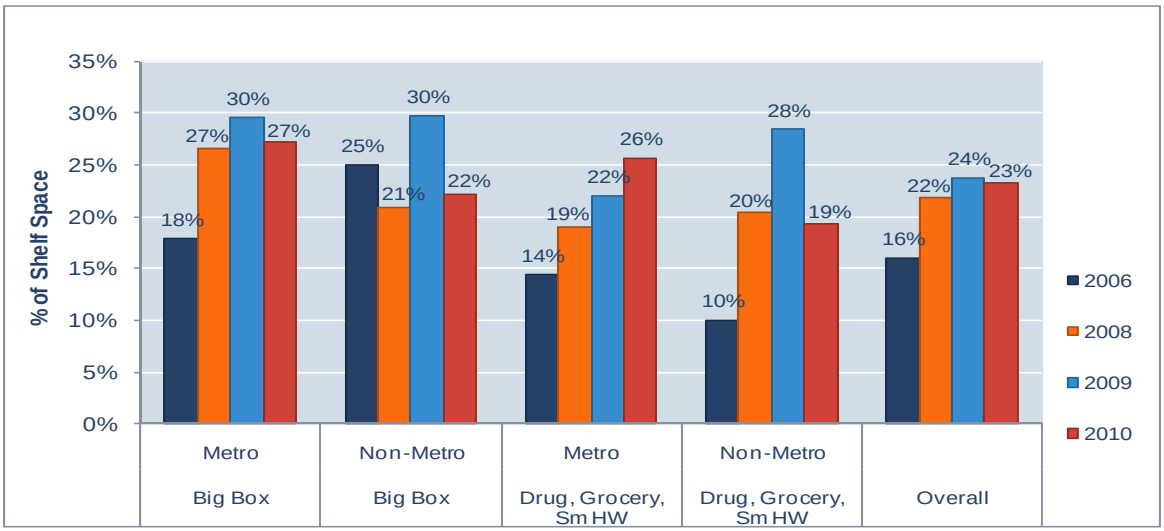


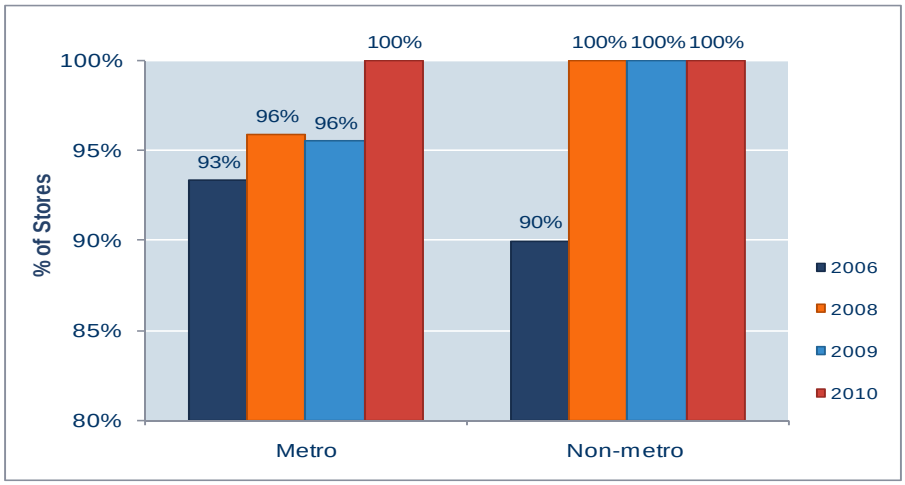
Figure 18: Percentage of Shelf Space Dedicated to CFLs by Geography, Store Category, and Year, 2005–2010



C.4.3 Percentage of Stores Carrying (Any) CFLs

Up three percentage points from last year, the Northwest market now has CFLs available in each of the 58 stores sampled (Figure 21). This jump seems to be driven by metro big box stores where there was a jump of eight additional percentage points in stores now carrying CFLs when compared to last year. Figure 19 shows the percentage of stores carrying CFLs by geography and year, and Figure 20 shows the percentage of stores carrying CFLs by store category and year.

Figure 19: Percentage of Stores Carrying CFLs by Geography and Year, 2006–2010



* Difference from prior study period is statistically significant.

Figure 20: Percentage of Stores Carrying CFLs by Store Category and Year, 2006–2010

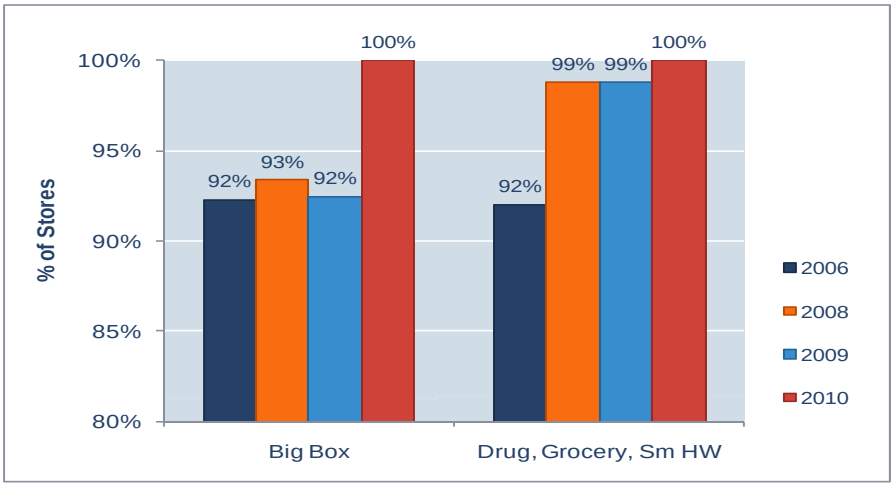
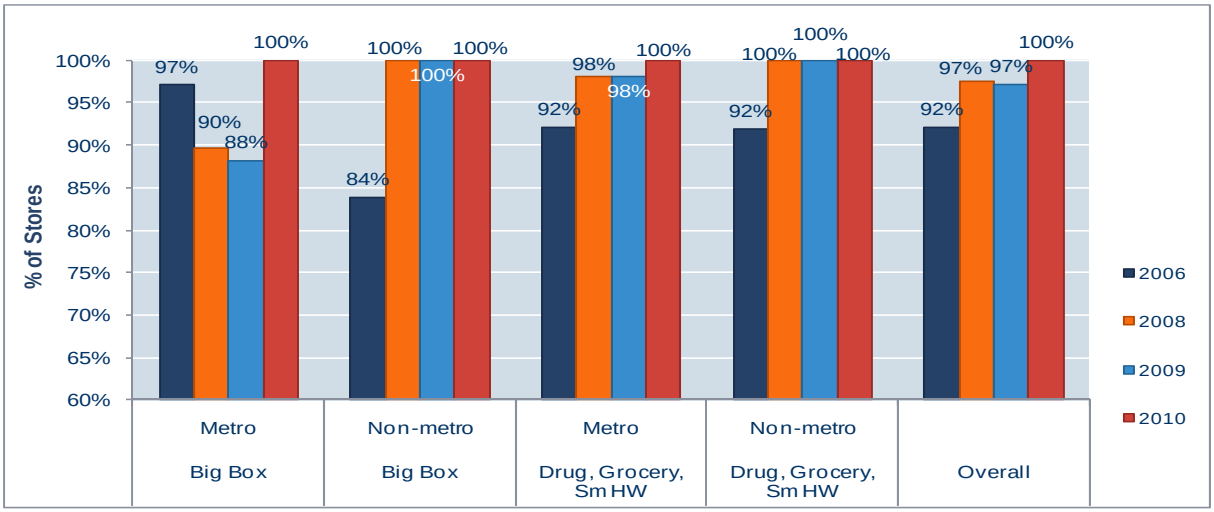


Figure 21: Percent of Stores Carrying CFLs by Geography Store Category, and Year, 2006–2010



C.4.4 Percentage of Stores Carrying CFLs by Style (Twister and Non-Twister)

When CFLs are further examined by style (twister versus non-twister), the proportion of stores carrying twisters declined slightly in non-metro areas while raising in metro areas and big box stores. As shown above, all Northwest lighting retailers carried CFLs in 2010. When CFLs are further examined by style (twister versus non-twister), the proportion of stores carrying twisters increased slightly in metro areas (Figure 22) and big box stores (Figure 23) while continuing to decline in non-metro stores and drug, grocery, and small hardware stores. When the geographic and store category characteristics are examined all together (Figure 24), it is apparent that these trends are driven by the

increase of eleven percentage points of metro big box stores that carry twisters and by the decrease in percentage of rural drug, grocery, and small hardware stores that carry twisters.

Non-twister CFLs can also be found at the majority of stores but are still less prevalent when compared to twisters (carried at 96% of stores versus 91% for non-twisters). Unlike twisters, non-twisters saw increases in all geographies and in all store types. For non-twisters, this year showed a significant jump from last year's 83 percent of stores. This was largely driven by big box stores, which had an additional 11 percentage points of stores with non-twister CFLs. For both twisters and non-twisters, the largest increase in CFLs occurred in big box stores.

Figure 22: Percentage of Stores That Carry Twister and Non-Twister CFLs by Geography and Year, 2006–2010

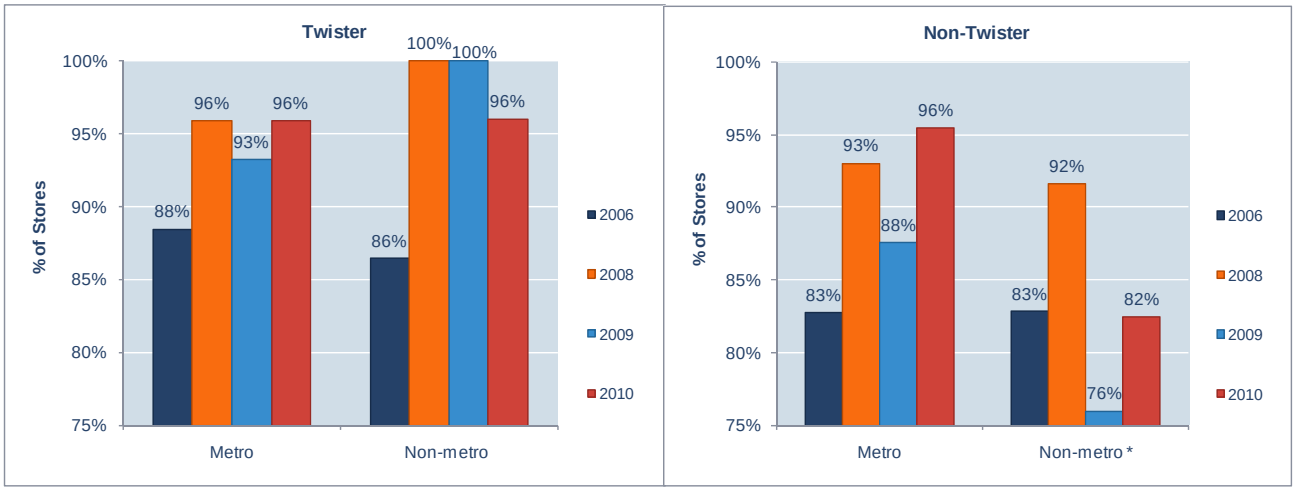


Figure 23: Percentage of Stores That Carry Twister and Non-Twister CFLs by Store Category and Year, 2006–2010

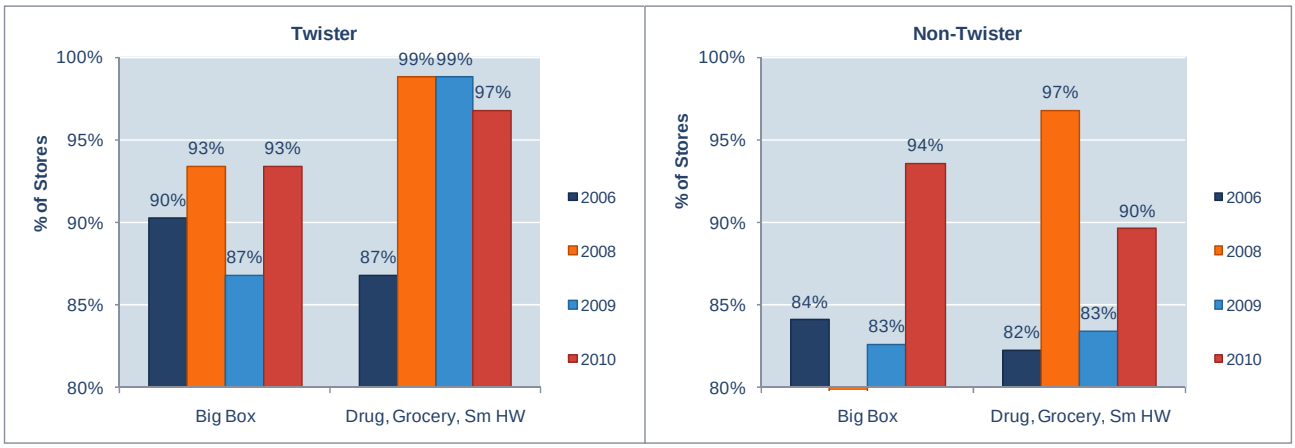
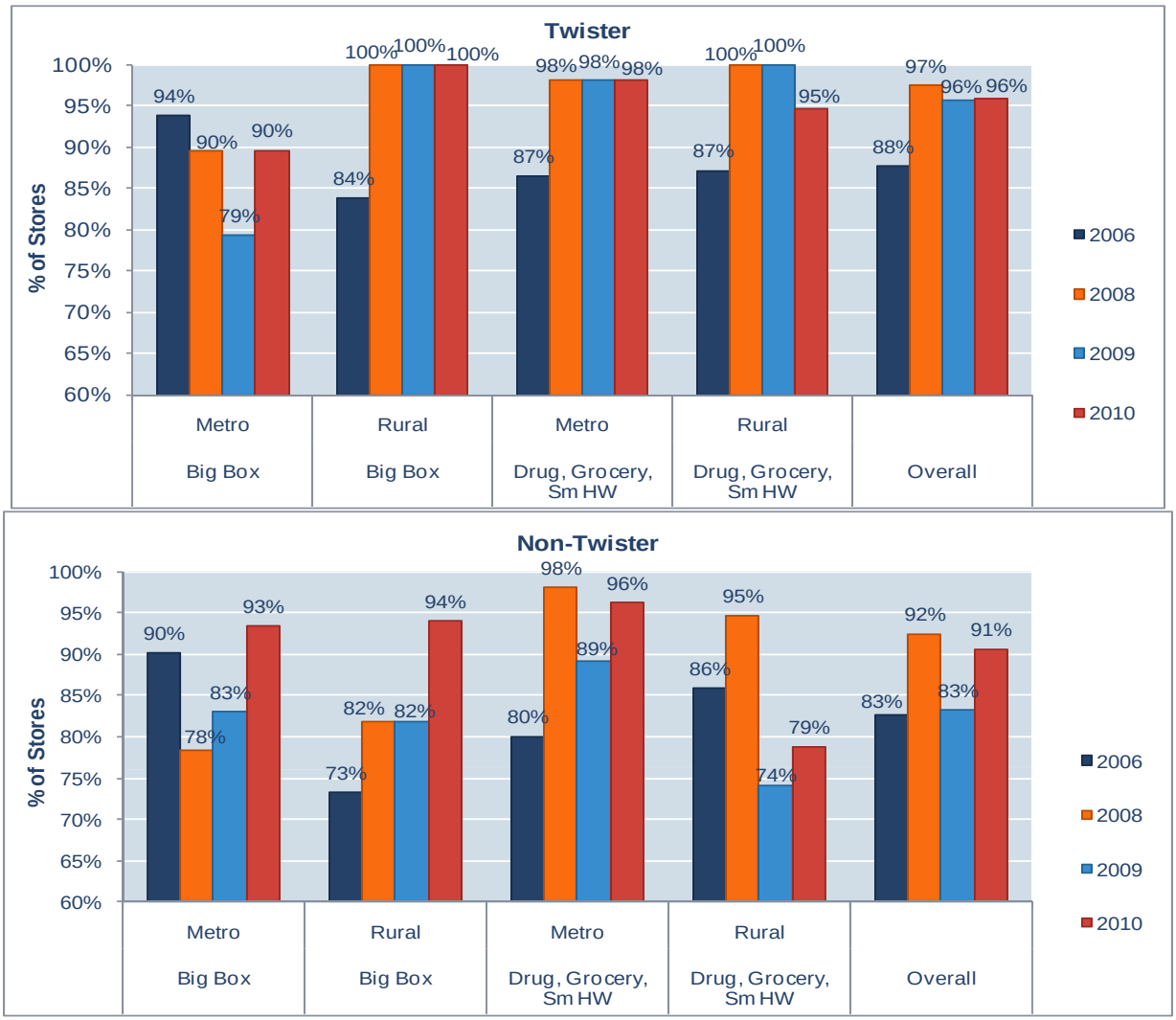


Figure 24: Percentage of Stores That Carry Twister and Non-Twister CFLs by Geography, Store Category, and Year, 2006–2010



C.5 Diversity

Field researchers recorded data on lamp style (twister, three-way, reflector, etc.) and wattage as part of the shelf survey to assess the diversity of CFLs available to Northwest consumers. Below we discuss diversity in terms of the average number of twister and non-twister CFL models available in each store.

C.5.1 Average Number of Models per Store

The average numbers of CFL models per store – a measure of CFL diversity – increased between 2009 and 2010 for twisters, and had a slight decrease for non-twisters. The average number of twister

models carried by each store increased by approximately three models (from 19.9 per store in 2009 to 23.4 in 2010) and decreased slightly for non-twisters (from 17.6 in 2009 to 16.8 in 2010; see "Overall" columns in Figure 27).

Twisters have shown a continued increase in diversity each year that this study has been done, across all store types and geographies. One reason for this may be an increase in lighting technology, allowing people to purchase CFLs that give off light in a manner that matches more with their preferences. For the past two years, big box stores have increased their twister models more than any other store type. This is not surprising given the way in which big box stores had the highest increase in availability of twisters within the last year.

The non-twister market, while experiencing an increase in allocated shelf space, experienced a slight decline in diversity. The slight decrease occurred in non metro areas and across all store types (Figure 25, Figure 26). The largest decline occurred in non metro big box stores, which, on average, had five fewer non-twister models than they did at the end of 2009. This drop returned non metro big box diversity to a level that still remains higher than that of 2008.

Figure 25: Average Number of Twister and Non-Twister CFL Models per Store by Geography and Year, 2006–2010

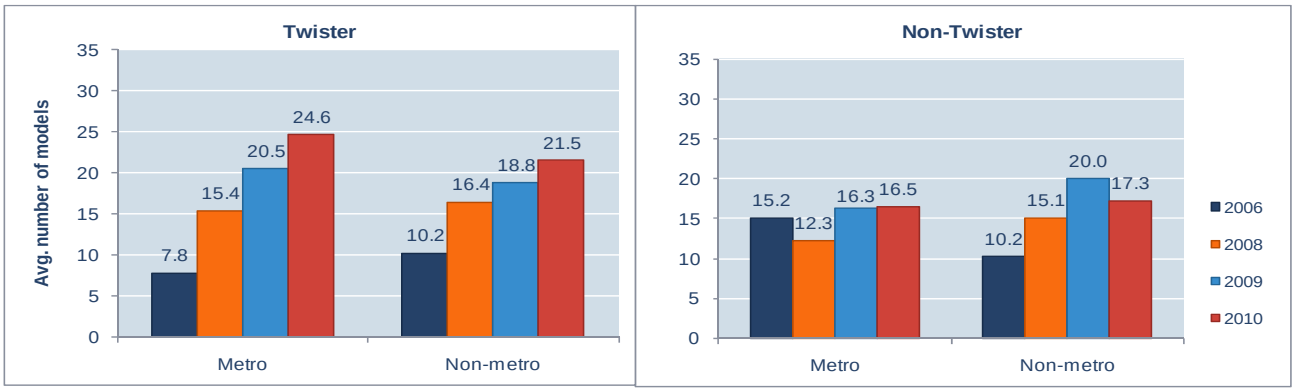


Figure 26: Average Number of Twister and Non-Twister CFL Models per Store by Store Category and Year, 2006–2010

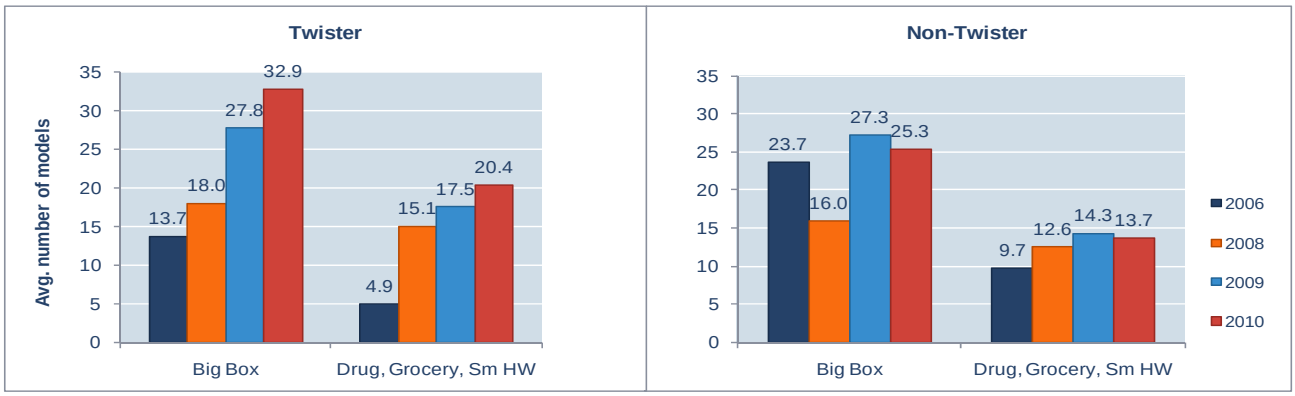
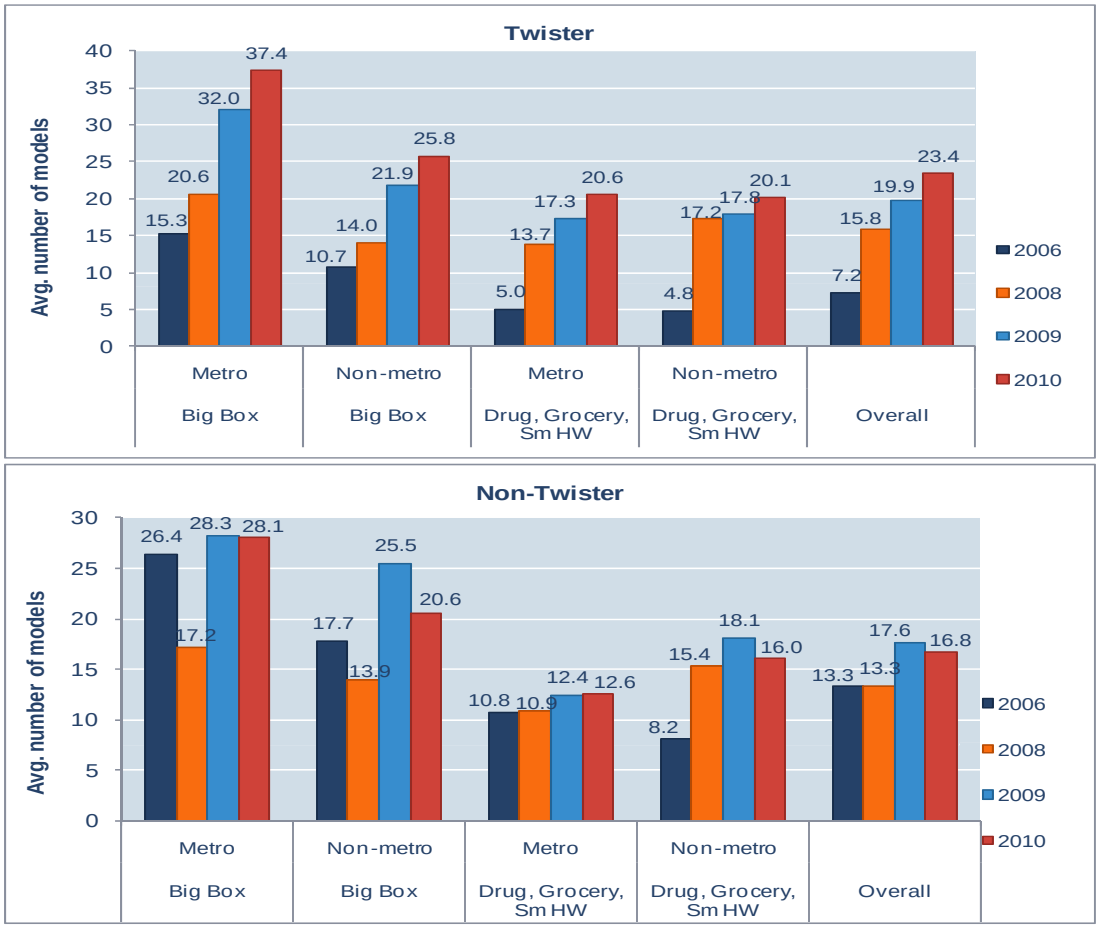


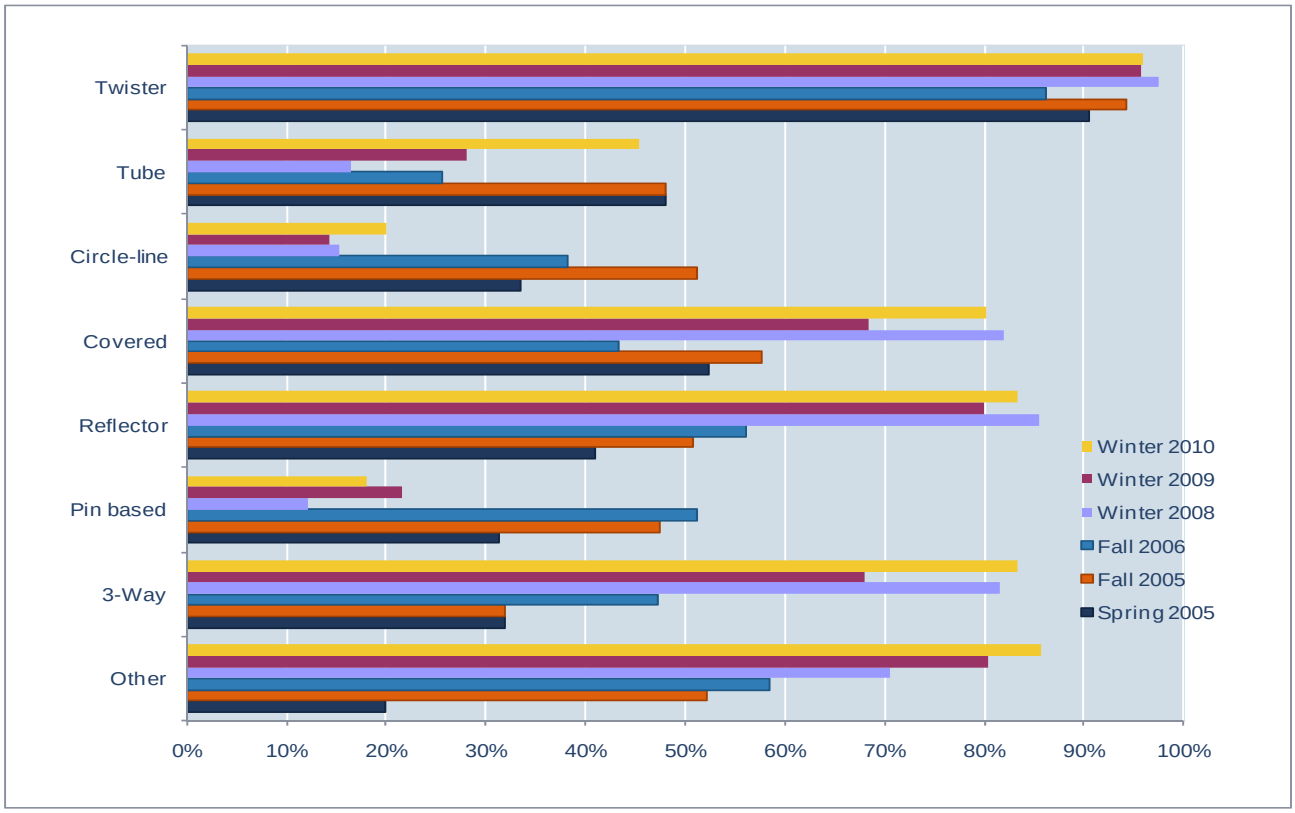
Figure 27: Average Number of Twister and Non-Twister Models per Store by Geography, Store Category, and Year, 2006–2010



C.5.2 CFL Style

The lighting shelf survey also studied CFL diversity by lamp style (twister, 3-way, reflector, etc.) and wattage category. Figure 28 shows the percentage of stores in the Northwest that carry each different style of CFL. As reported in the main shelf survey section (Section 3), almost every Northwest lighting retailer in our sample carries twister-style CFLs. About 20 percent carry circle-line and pin-based CFLs. There were both large and small shifts in non-twister style diversity over the last year, with slightly more stores carrying tube, circle-line, covered, reflector, 3-way, and other styles and slightly fewer stores carrying pin-based styles.

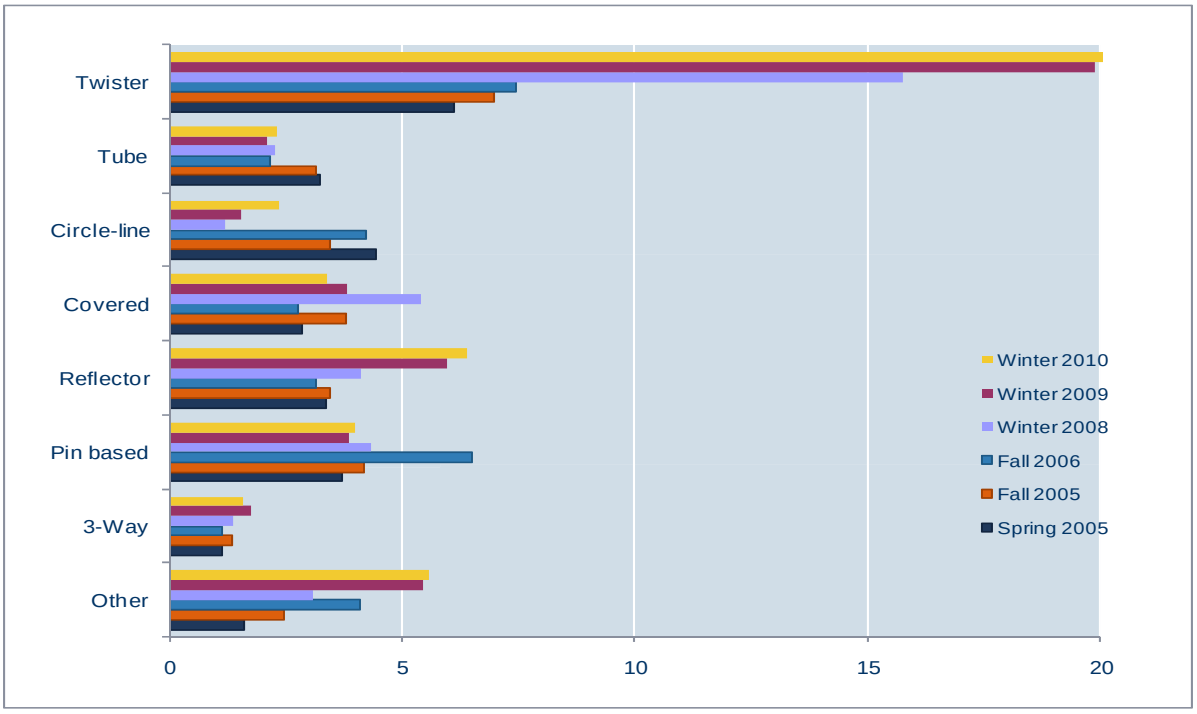
Figure 28: Percentage of Stores that Carry CFLs by Style, 2005--2010



There were more increases in types of CFLs carried this year than there were in prior years which contrasts the above observation that there were slightly less models per store. This can be explained by the following graph (Figure 29) which shows that brand variety is much more prevalent in twisters and is considered less important to have a variety of brands for each type of non-twister.

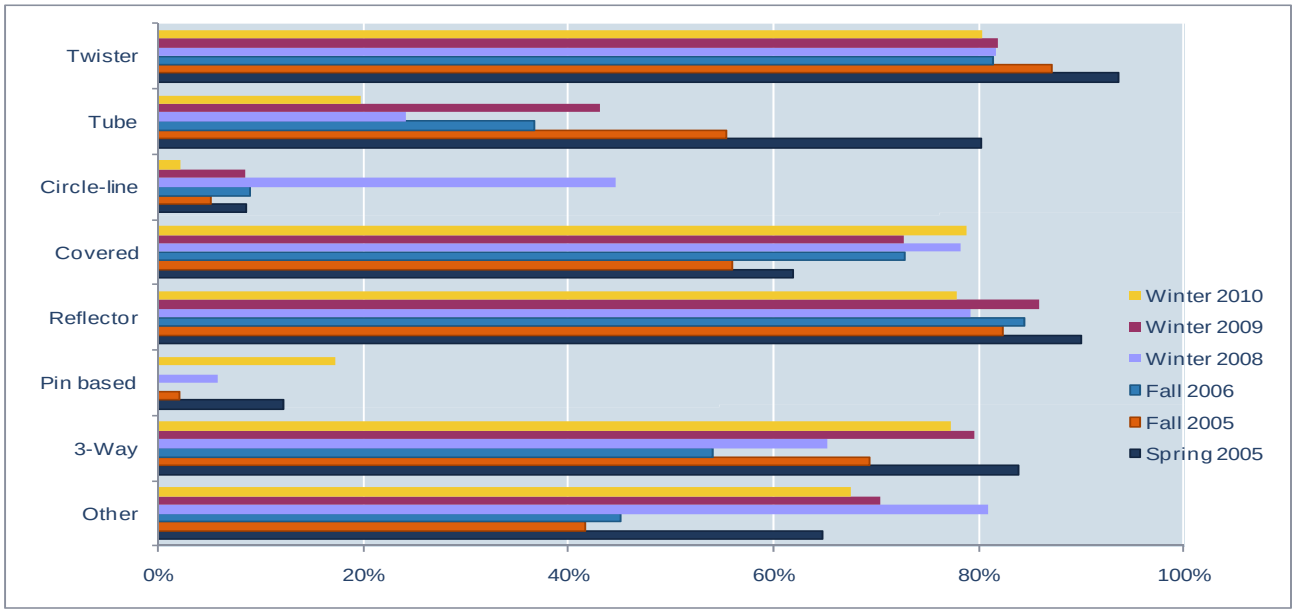
Figure 29 shows the average number of CFL models stocked in lighting retailers across the Northwest, by style. As shown, there was a slight increase in twister style diversity over the last year. This represents a large slow down given the large jumps in previous years. There were only slight changes in diversity for the non-twister styles, with stores stocking on average between one and six models.

Figure 29: Average Number of CFL Models Stocked by Style, 2005–2010



The percentage of models with ENERGY STAR labels encountered in Northwest lighting retailers is presented by style in Figure 30. About 80 percent of twister models have ENERGY STAR labels, unchanged from last year. A significant decrease in ENERGY STAR labeled tubes occurred which declined to a level more than half that of last year, as did Circle-line ENERGY STAR labels. The opposite effect was seen in pin-based bulbs, which went from not having any ENERGY STAR labeled bulbs to having nearly 20 percent. Covered bulbs were the only other type to see an increase in percentage of models with ENERGY STAR labels, although it was rather slight. A decrease of no more than five percentage points occurred for reflectors, 3-ways, and miscellaneous bulbs.

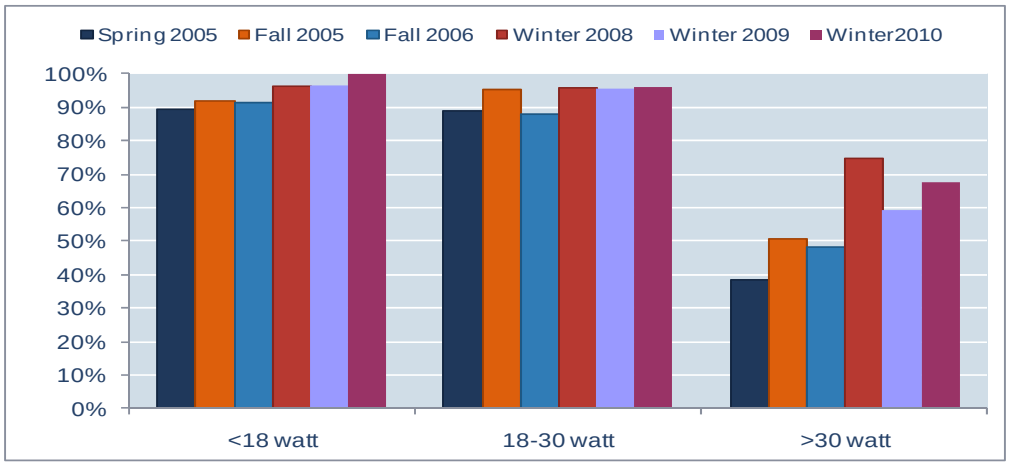
Figure 30: Percentage of Models with ENER GY STAR Label by Style, 2005–2010



C.5.3 CFL Wattage Category

The percentage of stores carrying CFLs, by wattage category, is presented in Figure 31. As shown, more than 95 percent of Northwest lighting retailers carry CFLs of 30 watts or less – unchanged from last year. A smaller fraction carries CFLs greater than 30 watts – about 70 percent, up from about 60 percent in 2009.

Figure 31: Percentage of Stores that Carry CFLs by Wattage Category, 2005–2010



The percentage of CFL models stocked at lighting retailers in the Northwest is presented in Figure 32, by wattage category. About 60 percent of all models stocked in our sample were less than 18 watts, a decrease from just over 75 percent of models last year. Stocking levels for less than 18 watt bulbs and bulbs in the 18 to 30 watt range returned to their 2008 levels after increases in 2009. The percentage of over 30 watt bulbs stocked has remained the same over the past three years.

Figure 32: Percentage of CFL Models Stocked by Wattage Category, 2005–2010

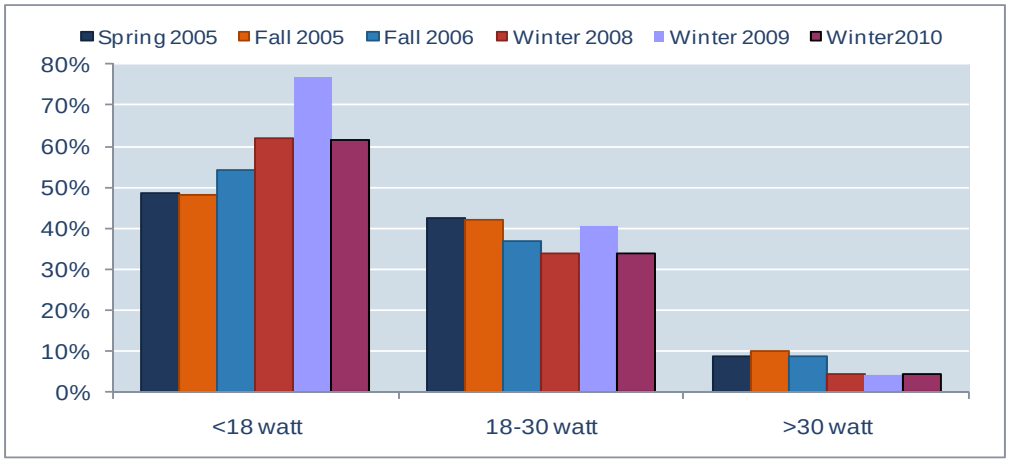
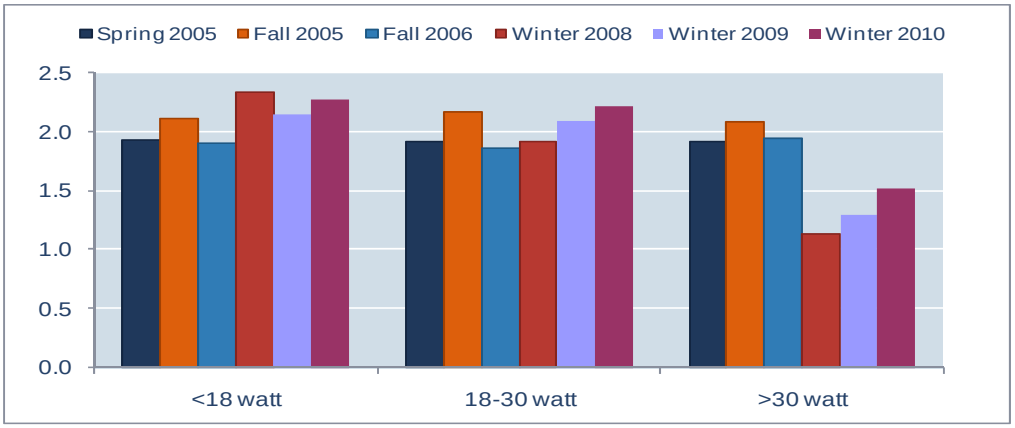


Figure 33 shows the average number of CFL brands at lighting retailers in the Northwest, by wattage category. While the number of models is skewed towards less than 18 watt CFLs, the various wattage categories are equally represented by brand, with a little over two brands each for CFLs less than 18 watts and 18-30 watts and just over one and a half brands for greater than 30 watts, with just a slight increase over last year, across the board.

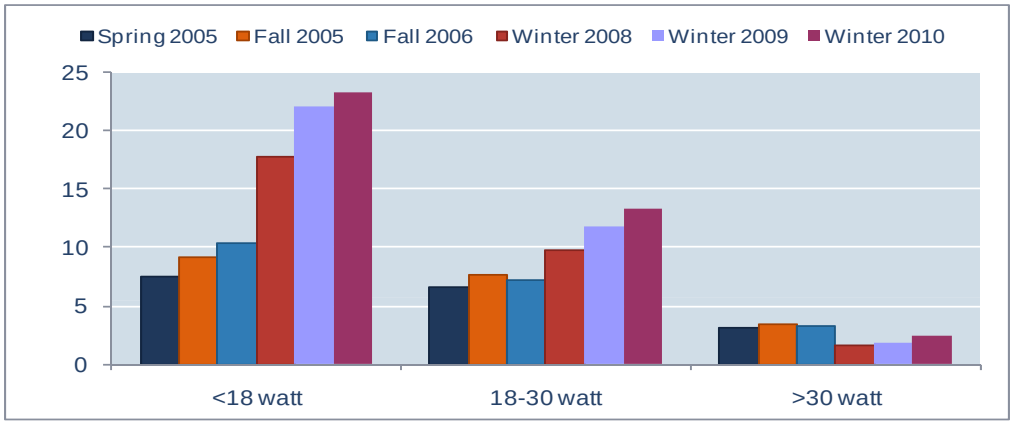
Figure 33: Average Number of CFL Brands Stocked by Wattage Category, 2005–2010



The average number of CFL models stocked by wattage category is presented in Figure 34 below. There are over 22 models of CFLs less than 18 watts stocked by the average Northwest lighting retailer, just over 13 models 18-30 watts and about two models greater than 30 watts. These results mirror those presented in

Figure 33 above, with an increase in the stocking of models of all wattage rates.

Figure 34: Average Number of CFL Models Stocked by Wattage Category, 2005–2010



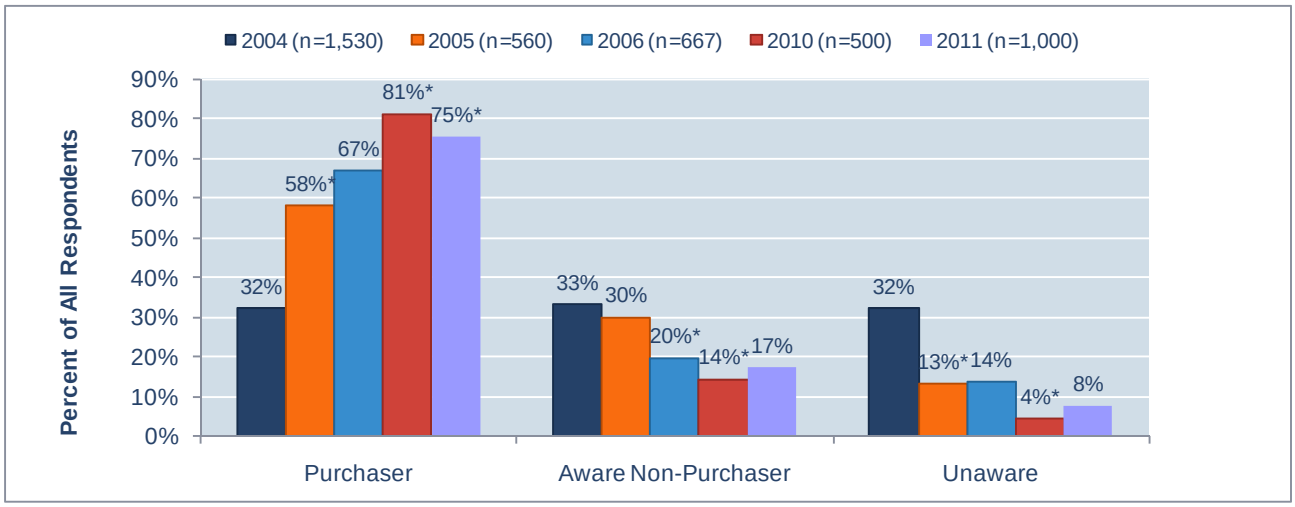
D. Additional Consumer Survey Results

D.1 CFL Awareness and Purchases

D.1.1 CFL Awareness and Purchases – Overall

Figure 35 shows changes in awareness and purchaser categories over time for consumers in the Northwest. Purchasers are consumers who have bought one or more CFLs at any time. Aware non-purchasers are consumers who are aware of CFLs, but have never purchased them. Unaware consumers are those who have never heard of CFLs even when prompted with a description.[29] As shown, overall awareness of CFLs has dropped from 95 percent in 2010 to 92 percent in 2011, a small but statistically significant change.[30]

Figure 35: Consumer CFL Awareness and Purchaser Categories, 2004–2011



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

Approximately 68 percent of CFL purchasers in the Northwest are unaware of specialty CFLs.[31] Among CFL purchasers who are aware of specialty CFLs, a statistically equal distribution currently

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

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

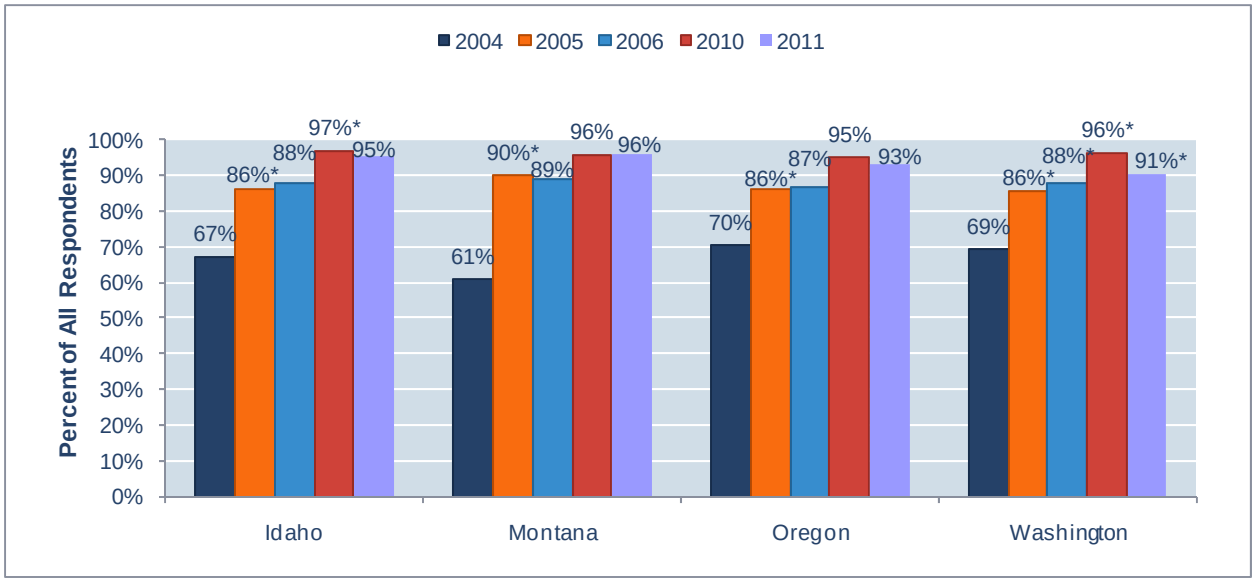
[31] The survey asked, "Other than CFLs that look like a twisty, spiral or curlicue shape, are you aware of any other types of CFLs?" If the respondent answered, "Yes," a follow-up question asked the respondent to describe the CFL shapes with which they were familiar. Respondents who were familiar with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

have them installed and currently do not have them installed (47% and 53%, respectively). There were no statistically significant differences among states in the Northwest.

D.1.2 Awareness and Purchase Rates by State

As shown in Figure 36, consumer awareness of CFLs has not increased over 2010 levels among any of the four Northwest states. There was no significant change in awareness among residents of Idaho, Montana or Oregon. Awareness dropped from 96 to 91 percent in Washington (a statistically significant change).

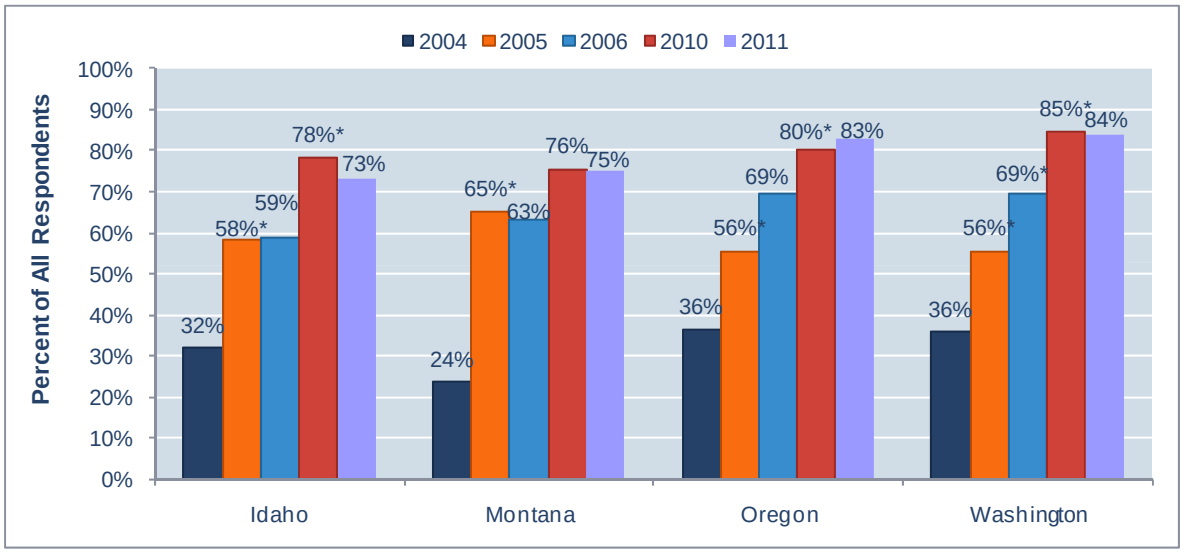
Figure 36: Consumer Awareness of CFLs by State, 2004–2011



* Difference from previous study period (within state) is statistically significant.
2004 n: ID n=197; MT n=189; OR n=426; WA n=786. 2005 n: ID n=63; MT n=60; OR n=162; WA n=275; 2006 n: ID n=273; MT n=94; OR n=110; WA n=190. 2010 n: ID n=54; MT n=43; OR n=175; WA n=228. 2011 n: ID n=108; MT n=101; OR n=313; WA n=478

As shown in Figure 37, there was no significant change in CFL purchase rates from 2010 to 2011 among any of the four Northwest states.

Figure 37: Consumer CFL Purchase Rates by State, 2004–2011



* Difference from previous study period (within state) is statistically significant.
2004 n: ID n=133; MT n=119; OR n=305; WA n=554; 2005 n: ID n= 54; MT n= 55; OR n=141; WA n=240; 2006 n: ID n=238; MT n= 84; OR n= 95; WA n=164; 2010 n: ID n= 52; MT n= 41; OR n=166; WA n=219. 2011 n: ID n=103; MT n=96; OR n=292; WA n=433

D.1.3 Where CFLs Have Been Purchased

The consumer survey asked all CFL purchasers where they purchased CFLs most recently. As shown in Figure 38, do-it-yourself (DIY) stores such as Home Depot and Lowe's continue to be the most common store category in which CFLs are purchased. There has been a small but statistically significant increase in the proportion of consumers in the Northwest who report purchasing CFLs at pharmacies or drug stores (from 1% in 2010 to 3% in 2011). There were no other statistically significant changes between 2010 and 2011.

Figure 38: Where CFLs Are Purchased Among CFL Purchasers, 2004–2011

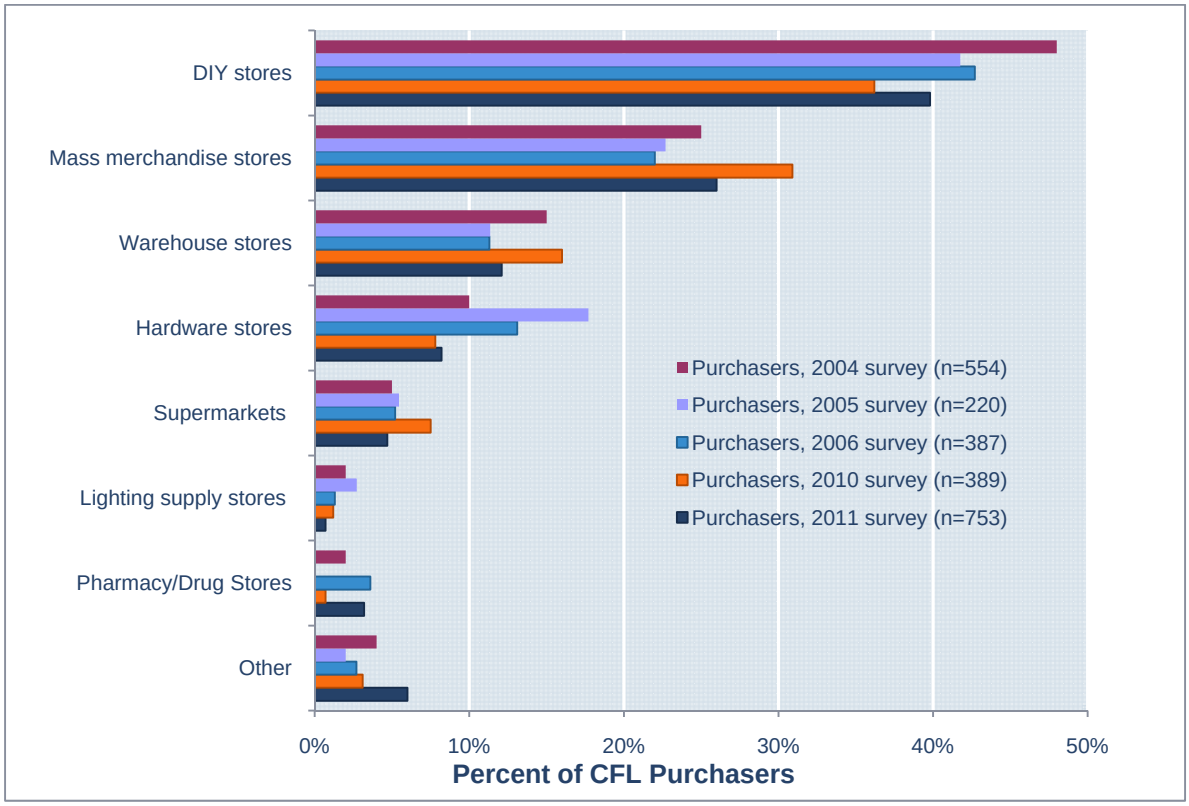


Table 13 shows the distribution of CFL purchase locations for metro versus non-metro purchasers in 2010 and 2011. As shown, 45 percent of metro consumers in 2011 report purchasing CFLs at DIY stores, compared to 31 percent of non-metro consumers. The difference is accounted for in mass merchandise stores, where 39 percent of non-metro consumers purchased CFLs, compared to less than one-quarter of metro consumers (23%).

Compared to 2010, a significantly higher proportion of Metro consumers in 2011 report purchasing CFLs at drug or grocery stores (10% in 2011; less than 1% in 2010).

Table 13: Where CFLs Are Purchased Among CFL Purchasers by Metro/Non-Metro, 2010 and 2011*

Store Type	2011 Survey		2010 Survey	
	Metro (n=527)	Non-Metro (n=195)	Metro (n=284)	Non-Metro (n=106)
Do-it-Yourself stores	45%††	31%	38%	32%
Mass merchandise stores	23%††	39%	29%	36%
Hardware stores	8%	10%	7%	11%
Warehouse stores	13%	12%	17%	15%
Drug/grocery stores	10%†	5%	<1%	2%
Lighting supply stores	<1%	<1%	1%	1%
Other	6%	7%	11%	9%

* Question allowed multiple responses; totals may exceed 100%.
† Difference from 2010 Metro results is statistically significant.
†† Difference from 2011 Non-Metro results is statistically significant.

D.1.4 Lamp Disposition in Purchaser Households by Geographic Region

Table 14 shows CFL distribution by geographic region within the Northwest from the 2011 survey. There are no statistically significant differences among the geographic regions.

Table 14: Bulb Disposition in Purchaser Households by Geographic Region, 2011

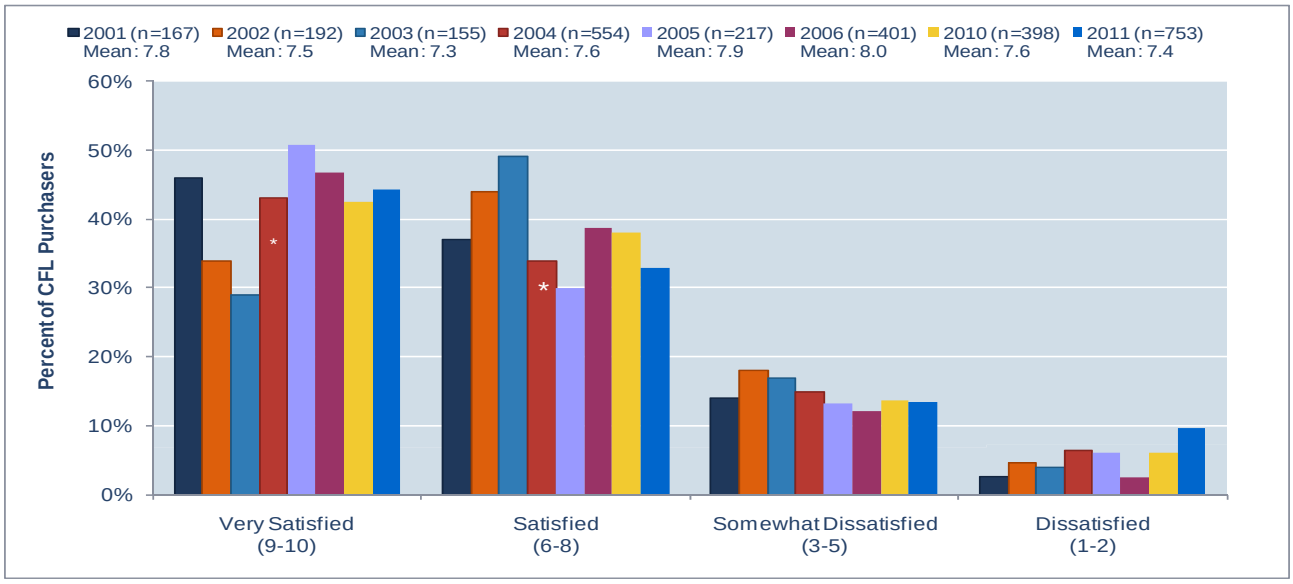
Disposition of All Bulbs Ever Acquired	Metro East (n=108)		Metro West (n=441)		Non-Metro (n=204)	
	Mean # of lamps	% of lamps	Mean # of lamps	% of lamps	Mean # of lamps	% of lamps
CFLs currently installed	12.1	57%	10.5	51%	11.4	56%
CFLs ever removed	3.5	16%	4.0	19%	3.2	16%
CFLs currently stored	5.6	26%	6.3	30%	5.6	28%
Total number of CFLs ever acquired	21.1	100%	20.8	100%	20.2	100%
Purchaser base	80%		85%		75%	

D.2 Satisfaction with CFLs

D.2.1 General Satisfaction

CFL purchasers rated their general satisfaction with CFLs on a ten-point scale, with 1 being “not at all satisfied” and 10 being “very satisfied.” Results presented in Figure 39 show that consumer satisfaction remains high, and there was no statistically significant difference in consumer satisfaction with CFLs between 2010 and 2011. The mean satisfaction rating remained statistically unchanged from 2010 (7.6) to 2011 (7.4), although the change since 2006 (8.0) is statistically significant.

Figure 39: General Satisfaction with CFLs Over Time Among CFL Purchasers, 2001–2011 (Where 1=Not at all Satisfied, 10=Very Satisfied)



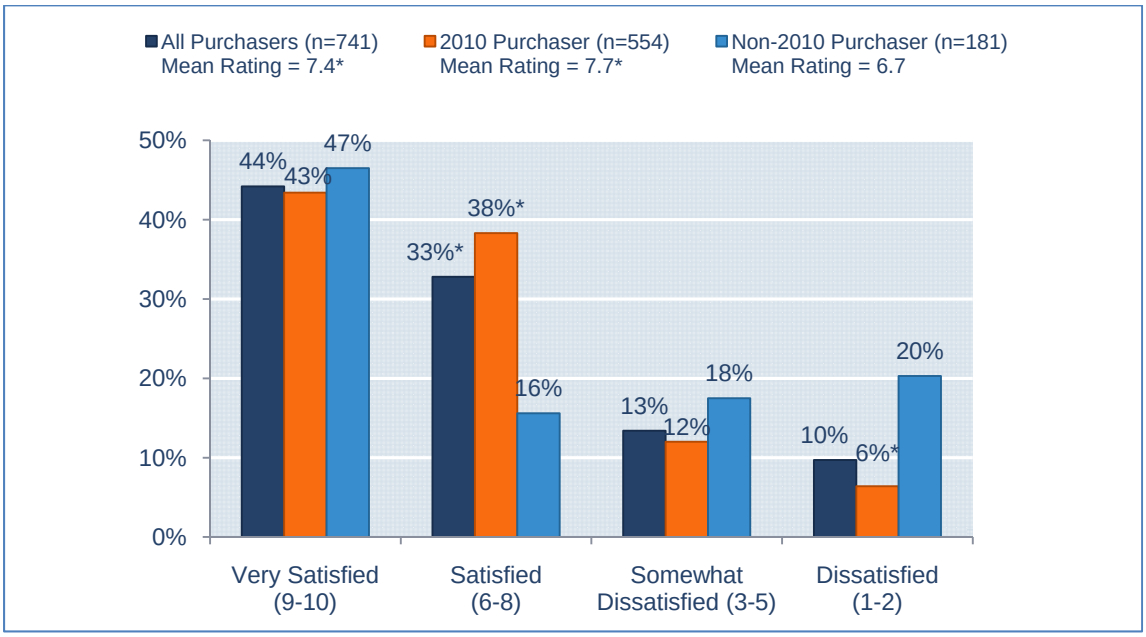
* Difference from previous study period is statistically significant.

D.2.2 CFL Satisfaction by Purchaser Group

Figure 40 shows overall satisfaction with CFLs for CFL purchasers in general, as well as for purchasers who bought CFLs in 2010 and purchasers who did not buy any in 2010 (but purchased CFLs in prior years). CFL purchasers who did not purchase CFLs in 2010 reported a significantly lower mean satisfaction rating than 2010 purchasers and purchasers in general.

Figure 40: General Satisfaction with CFLs Among CFL Purchasers, 2011

(Where 1=Not at all Satisfied, 10=Very Satisfied)



* Difference from non-2010 purchasers is statistically significant

D.2.3 Satisfaction with CFL Attributes

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

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

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

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

Results from the first approach (in which interviewers asked CFL purchasers to rate their satisfaction with specific CFL attributes) suggested a statistically significant decline in average satisfaction with the color of light, light up time, and how long CFLs last between 2009 and 2010 (Table 15).

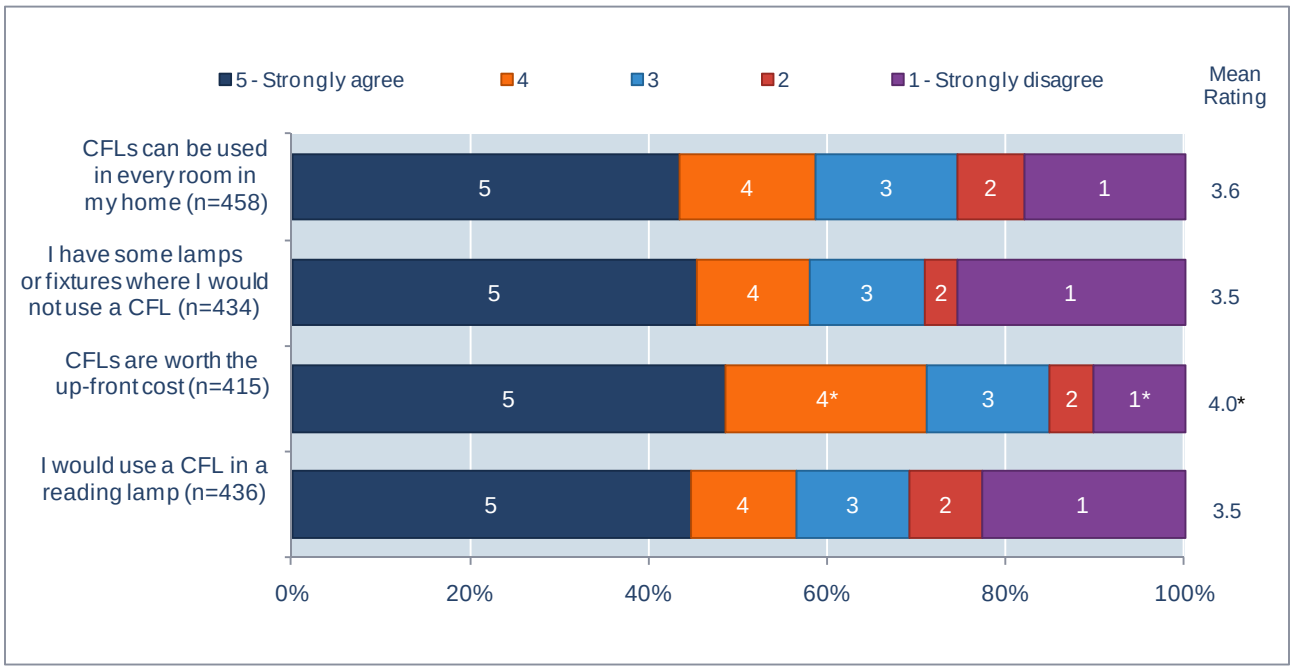
Table 15: Mean Satisfaction with CFL Attributes Among CFL Purchasers, 2004–2011
(Where 1=Not at all Satisfied, 5=Very Satisfied)

Lamp Attribute	Mean Rating Among All Purchasers				
	2004 (n=554)	2005 (n=220)	2006 (n=217)	2010 (n=230)	2011 (n=349)
Ability to work with a dimmer and 3-way applications	3.5	3.2	*	*	*
Appearance in fixture	3.8	3.8	3.9	3.8	3.7
Brightness of light	3.9	4.0	4.0	4.0	3.9
Color of light	4.0	4.0	4.0	4.2	3.9†
Light up time	4.0	3.8	4.2†	4.0	3.6†
Light fixture fit	4.0	4.2	4.5	4.4	4.3
How long they last	4.3	4.4	4.5	4.8	4.3†

* Data not collected in 2006, 2010, or 2011.
† Difference from previous study period is statistically significant.

Results from the second approach (in which we asked CFL purchasers to indicate their agreement or disagreement with various statements regarding CFLs) suggest that consumers tend to agree with the statement, "CFLs are worth the up-front cost" significantly more than the other statements (Figure 41). The mean agreement rating for the other three statements – which include, "CFLs can be used in every room in my home," "I have some lamps or fixtures where I would not use a CFL," and "I would use a CFL in a reading lamp" – were lower by statistically significant margins.

Figure 41: Level of Agreement with Statements Regarding CFLs, 2011
(Where 1=Strongly Disagree, 5=Strongly Agree)



* Difference from other statements is statistically significant.

As expected, respondents' levels of agreement with the statements mentioned above tend to vary according to the saturation of CFLs in their homes (that is, the percentage of total household sockets currently filled with CFLs). As shown in Table 16, the mean level of agreement with the statements "I would use a CFL in a reading lamp," "CFLs are worth the up-front cost," and "CFLs can be used in every room in my home" are significantly lower among respondents with no CFLs than among all other groups (i.e., among everyone with 1 or more CFL installed). Additionally, respondents with 68 percent or higher saturation rate their level of agreement with the statements "I would use a CFL in a reading lamp" and "CFLs can be used in every room in my home" significantly higher than all other groups. These highly saturated CFL users also rate their level of agreement with the statement, "I have some lamps or fixtures where I would not use a CFL" significantly lower than all other groups.

Table 16: Mean Level of Agreement with Statements Regarding CFLs, by Percent Saturation, 2011

(Where 1=Strongly Disagree, 5=Strongly Agree)

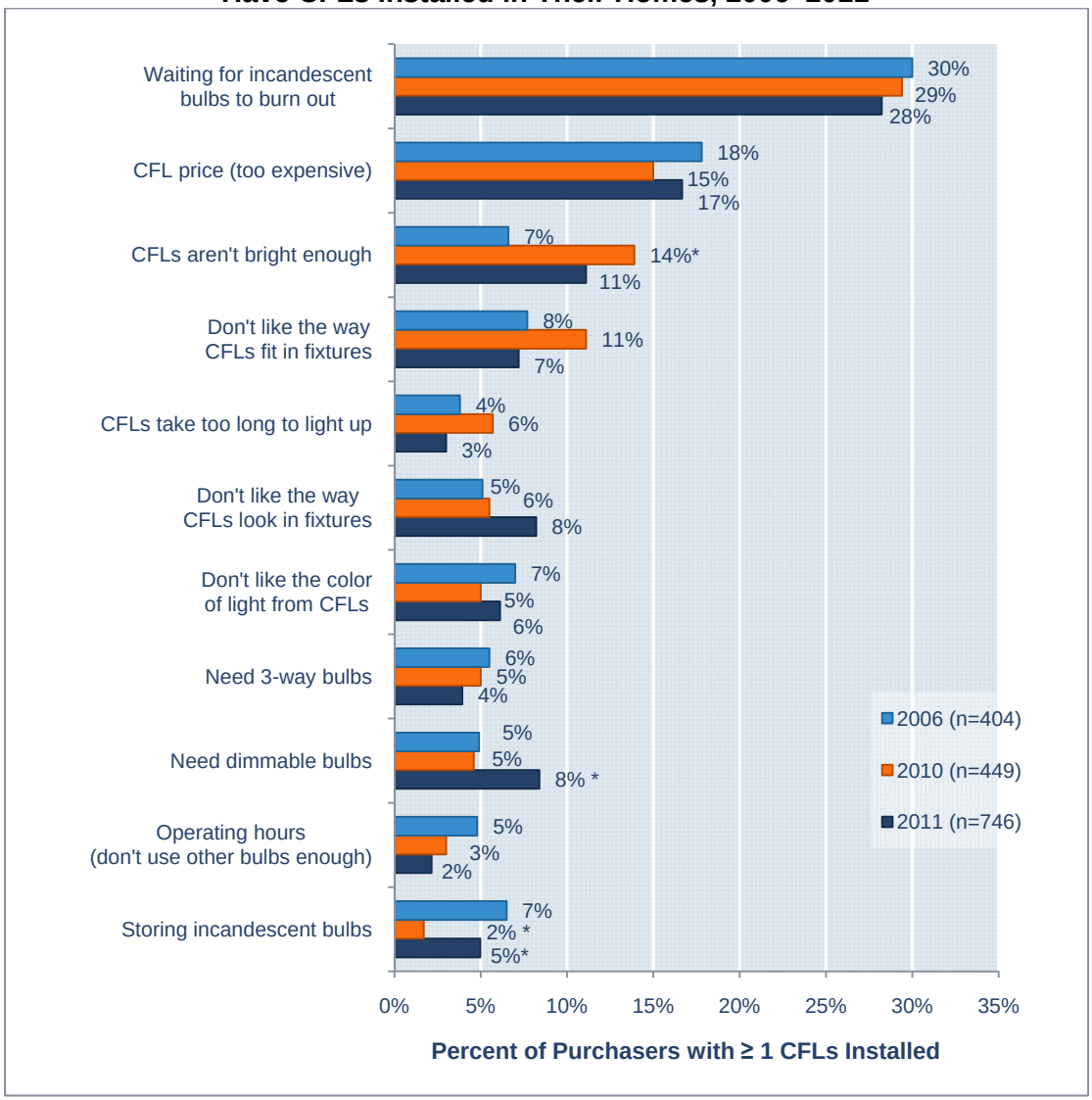
	Percent Saturation			
Mean Rating	0%	1-33%	34-67%	68% +
I would use a CFL in a reading lamp	2.0*	3.2	3.5	4.2*
CFLs are worth the up-front cost.	2.1*	3.6**	4.1	4.4
I have some lamps or fixtures where I would not use a CFL.	4.0	3.9	3.8	2.9*
CFLs can be used in every room in my home	2.2*	3.2	3.5	4.4*

* Difference from all other saturation groups is statistically significant.
** Difference from 68%+ saturation group is statistically significant.

D.2.4 Factors Preventing Additional CFL Installations

Furthermore, we asked CFL purchasers what were the main factors preventing them from installing more CFLs in their homes. As shown in Figure 42, the main factor continues to be that consumers are waiting for incandescent lamps to burn out (30%), followed by the perception that CFLs are too expensive (18%). A slightly higher proportion of CFL users in 2011 (8%) are reporting a need for dimmable CFLs as the main factor preventing installing more CFLs (compared to 5% in 2010 and 2006; a statistically significant change). Slightly fewer 2011 CFL users cited low operating hours (2%) compared to 2006 (5%), and more than twice the proportion report that their incandescent storage is preventing them from installing CFLs in 2011 compared to 2010 (from 2 percent in 2010 to 5 percent in 2011). There were no other statistically significant differences in 2011.

Figure 42: Main Factors Preventing Additional CFL Installations Among CFL Purchasers Who Have CFLs Installed in Their Homes, 2006–2011



* Difference from prior year is statistically significant

D.2.5 Influences on CFLs Installation Patterns

The 2011 survey included questions to address specific influences on CFL usage within the home based on focus group results which suggested that consumers may make choices about where to install CFLs in their homes based on how they use a particular fixture, the type of fixture in which the lamp will be installed, or other factors. This section presents results from those survey questions.

D.2.5.1 How a Fixture is Used

Interviewers asked CFL purchasers the following question: “Does the way you use a particular light fixture – say, for reading versus general lighting – affect whether you’d use a CFL in that fixture?” Forty-three percent of CFL purchasers responded in the affirmative. Of these, more than half of the respondents suggested that they prefer not to use CFLs in lamps used for reading (most often because respondents believe CFLs are not bright enough for this purpose).

Not surprisingly, a significantly higher proportion of CFL users with at least two-thirds of their household sockets filled with CFLs report that the way they use a fixture has no impact on whether or not they would use a CFL in that fixture (71%, compared to less than 49% for households with lower levels of penetration).

D.2.5.2 Fixture Type

Interviewers also asked CFL purchasers whether the type of lamp or fixture affects whether they would use a CFL in that lamp or fixture. While these results are somewhat difficult to interpret (because fixture type often dictates how one uses a fixture), approximately 31 percent of respondents said that the type of lamp or fixture does affect whether or not they’d use a CFL in that fixture (a significantly smaller proportion of purchasers than those who report that the way they use a fixture influences whether they’d use a CFL in a particular fixture). Of these, table lamps and ceiling lamps were the most-cited lamp type in which purchasers prefer not to install CFLs (each mentioned by approximately one-third of purchasers who indicated that fixture type has an influence on whether they’d install a CFL).

Not surprisingly, households with higher levels of CFL penetration in their homes appear to discriminate less among fixture types when installing CFLs.

D.2.5.3 Other Factors

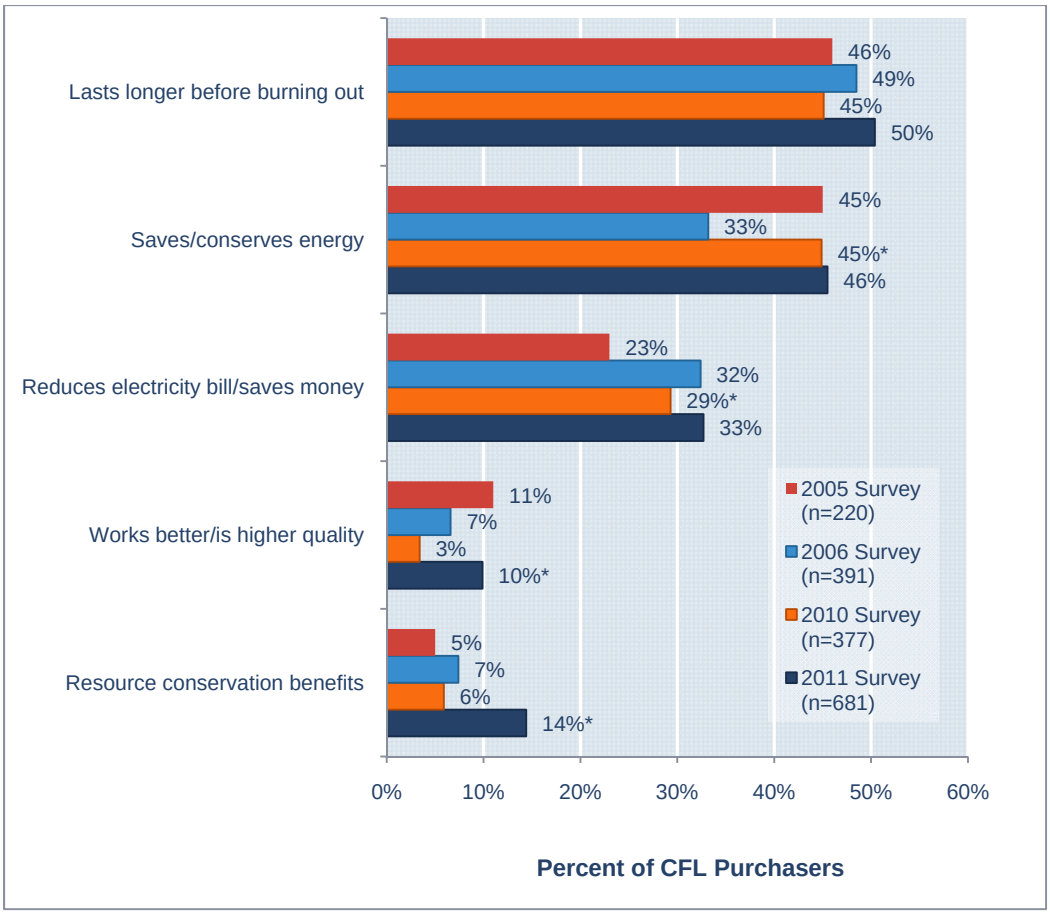
Interviewers also asked CFL purchasers, “is there anything else that affects whether you’d use a CFL in a particular fixture?” The vast majority (80 percent) reported that there were no other factors that affect whether they would use a CFL in a particular fixture.

D.2.6 Best Features of CFLs

Figure 43 shows purchasers’ impressions of the best features of CFLs. The two features most consistently cited as best in each year from 2005 through 2011 are that CFLs last longer and that CFLs save energy. In 2011, half of respondents mentioned the relatively longer lifespan of CFLs as the best feature, and 46 percent mentioned their energy savings. While these proportions are statistically unchanged since 2010, statistically higher proportions reported that CFLs are higher quality and their resource conservation benefits in 2010 (10% and 14%, respectively), compared to 2010 (3% and 6%, respectively).

Interviewers also asked purchasers about their impressions of the worst features of CFLs. Respondents cited two features most: that CFLs are not bright enough and that they take too long to light up (each mentioned by more than 20 percent of respondents).

Figure 43: CFL Purchaser Impressions of Best CFL Features Over Time, 2005–2011†‡

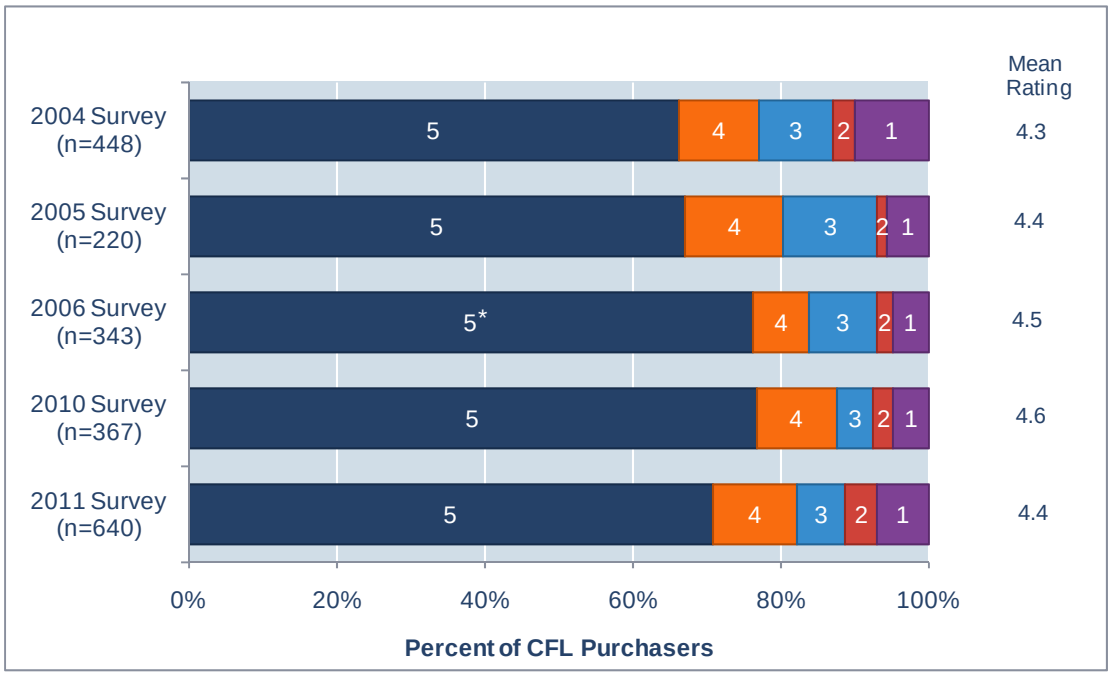


† Question allowed multiple responses; results may not total 100 percent.
‡ Question Wording: "In general, what are the best features of CFLs?"
* Difference from prior study period is statistically significant.

D.2.7 CFL to CFL Replacement Intentions

We asked respondents to rate how likely they would be to replace a burned out CFL with another CFL using a 5-point scale where 1 means, "not at all likely" and 5 means, "very likely." As shown in Figure 44, there are no statistically significant changes in results between 2010 and 2011. Roughly three-quarters of CFL purchasers report that they are very likely to replace CFLs with CFLs (a "5" rating).

Figure 44: CFL Purchaser Likelihood of Replacing a CFL with a CFL Upon Burnout, 2004–2011
(Where 1=Not at all Likely, 10=Very Likely)



* Difference from prior study period is statistically significant.

In past years, likelihood ratings were significantly higher among respondents who made their most recent purchases within the past year than among those whose most recent purchase was more than one year prior. However, as shown in Table 17, the likelihood rating among recent purchasers and those who purchased CFL over a year ago are statistically similar.

Table 17: Mean Likelihood of Replacing a CFL with a CFL Upon Burnout by Date of Most Recent Purchase, 2005–2011
(Where 1=Not at all Likely, 10=Very Likely)

Date of Most Recent Purchase	Purchasers				Number of Respondents			
	2011 Survey	2010 Survey	2006 Survey	2005 Survey	2011 Survey	2010 Survey	2006 Survey	2005 Survey
Within the Past Year	4.4	4.6	4.6	4.5	499	293	258	55
1 or More Years Ago	4.2	4.2*	4.3*	4.1*	135	67	73	125

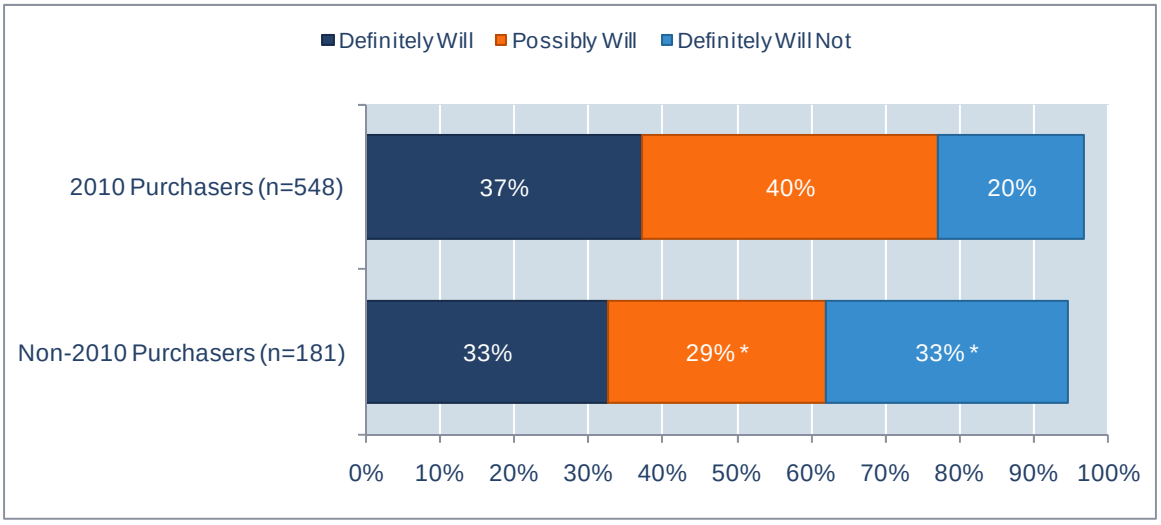
* Difference within survey year among purchasers who bought CFLs within the past year is statistically significant.

D.2.8 Incandescent to CFL Replacement Intentions

We asked all respondents who were aware of CFLs whether they would definitely, would possibly, or would definitely *not* replace a burned-out incandescent lamp with a CFL. As shown in Figure 45, more than two in three 2010 purchasers are at least somewhat likely to replace a burned-out incandescent

lamp with a CFL (37% "definitely will" and 40% "possibly will"), compared to 62 percent of non-2010 purchasers, a statistically significant difference.

Figure 45: Likelihood of Replacing an Incandescent Lamp with a CFL Upon Burnout, 2011‡



‡ Question allowed multiple responses; results may not total 100%.
* Difference from 2010 Purchasers is statistically significant.

D.3 CFL Purchase Intentions

D.3.1 Likelihood of CFL Purchases within a Year

We asked respondents to rate the likelihood that they would purchase a CFL in the next year using a scale of 1 to 5 in which 1 means, "not at all likely" and 5 means, "very likely." Respondents who were unaware of CFLs prior to the survey were first read a description of CFLs[32] before they were asked this question; these respondents are referred to as "Informed Unaware".[33]

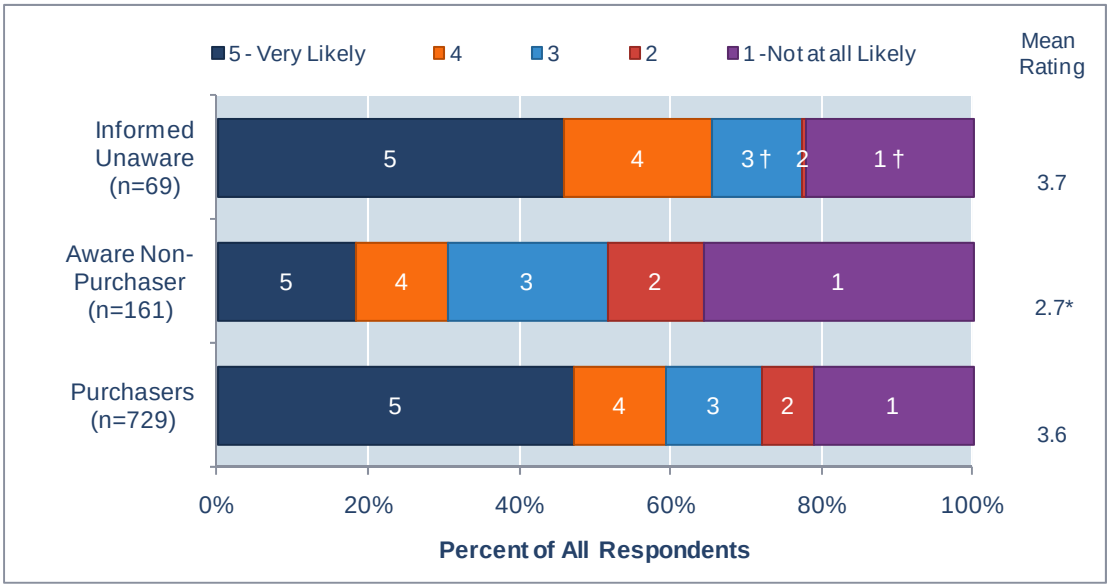
As shown in Figure 46, responses differ across purchase categories, with Aware Non-Purchasers the least likely to purchase CFLs in 2011. Informed Unaware respondents and Purchasers were statistically equally likely to purchase a CFL in 2011, with mean ratings of 3.7 out of 5 and 3.6 out of 5, respectively. This same trend across purchase categories was reported in 2005, 2006, and 2010,

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

[33] At this point in the survey, Purchasers and Aware Non-Purchasers have not been read the same CFL description as Unaware respondents and may thus actually be somewhat less informed about current CFL pricing, availability, and so on than Unaware respondents.

further suggesting there may be CFL purchase potential within the Informed Unaware population.

Figure 46: Likelihood of CFL Purchase within the Next Year Among All Respondents, 2011



* Difference from other categories is statistically significant.
† Difference from Aware Non-Purchasers is statistically significant.

D.4 Fixture Usage

D.4.1 Awareness and Purchase

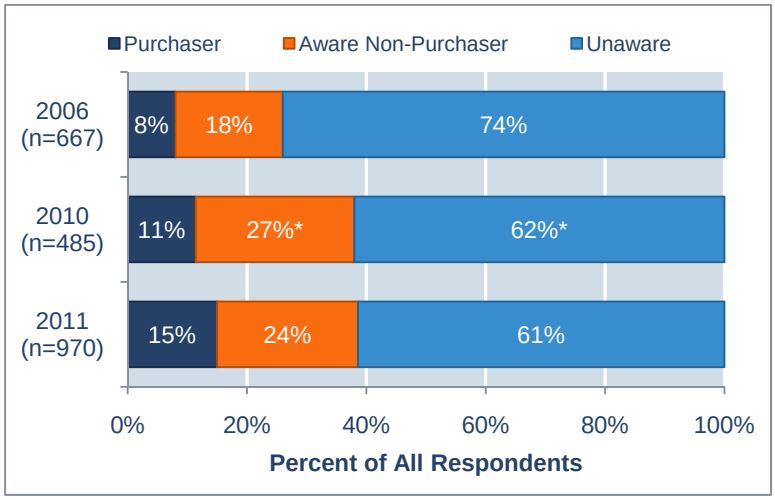
The 2006, 2010, and 2011 surveys included questions regarding compact fluorescent (CF) fixtures. The questions address awareness and purchase of CF fixtures, also known as ENERGY STAR light fixtures. Unlike standard incandescent light fixtures that use screw-based lamps, CF fixtures use special pin-based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

- Forty-three percent of CFL purchasers are aware of compact fluorescent (CF fixtures), compared with only 32 percent of respondents who are aware of CFLs but have not purchased them (aware non-purchasers) and 13 percent of respondents who are unaware of CFLs.
- Seventeen percent of CFL purchasers have also purchased CF fixtures. Among non-purchasers of CFLs, 9 percent of aware non-purchasers and 5 percent of unaware respondents have purchase CF fixtures.
- CF fixture awareness and purchase rates are similar among metro and non-metro consumers.

Figure 47 compares the distribution of respondents by awareness and purchases of CF fixtures from 2006 to 2011. Awareness and purchase rates in 2011 remained statistically unchanged since 2010.

Similar to both the 2006 and 2010 study, CF fixture awareness and purchase is positively correlated with CFL awareness and purchases.

Figure 47: Compact Fluorescent (CF) Fixture Awareness and Purchase Rates, 2006-2011



* Difference from other categories is statistically significant.

We asked CF fixture purchasers why they purchased a CF fixture as opposed to a "regular" fixture that use screw-based lamps. Table 18 shows that CF fixture purchasers decided to purchase a CF fixture for reductions in their electric bills significantly more in 2011 (18%) than in 2010 (7%). Interestingly, the proportion of CF fixture respondents who cited this reason in 2011 is statistically the same as the proportion citing reductions in their electric bills in 2006 (23%). In 2011 the most frequently mentioned reason for purchasing CF fixtures as opposed to incandescent fixtures is to save or conserve energy (19%).

Table 18: Reasons for Choosing CF Fixture Over Standard Screw-Based Fixture, 2006-2011*

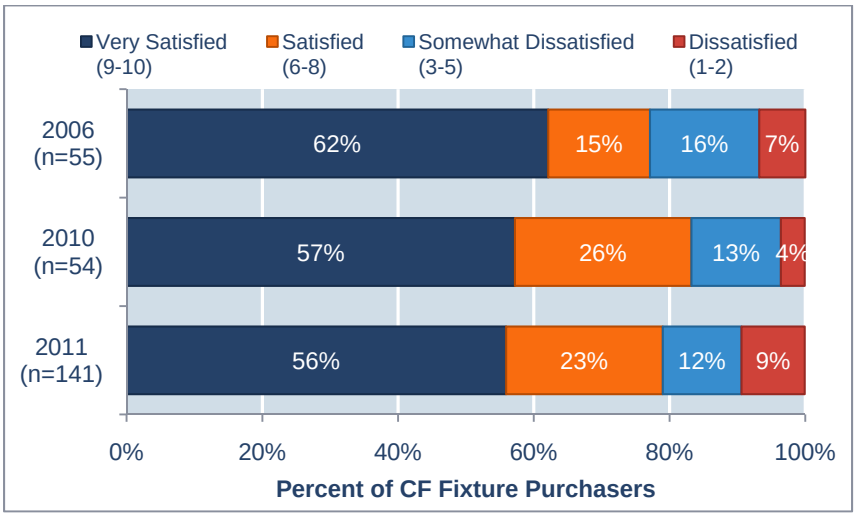
Reason	% of CF Fixture Purchasers		
	2006 (n=55)	2010 (n=54)	2011 (n=141)
Higher quality product	27%	11%	3%
Reduce electric bill	23%	7%†	18%†
Save/conserve energy	13%	13%	19%
Remodeling	8%	15%	13%
Energy cost savings worth the extra upfront cost	7%	0%	2%†
Energy savings worth the extra upfront cost	5%	4%	4%
Extra cost was minimal	3%	1%	1%
Had a coupon	2%	2%	0%
Like to have new, high-tech products	2%	11%	4%
Other	8%	48%†	43%
Don't Know	15%	5%	12%

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

D.4.2 Satisfaction

The consumer phone surveys asked CF fixture purchasers to rate their satisfaction with the fixtures on a scale of 1 to 10 with 1 being "not at all satisfied" and 10 being "very satisfied." The average rating among CF fixture purchasers in 2011 was 7.9, slightly lower than in 2010 (8.4), although not statistically significant. As shown in Figure 48, more than half of respondents in 2011 (56%), 2010 (57%), and 2006 (62%) are very satisfied with CF fixtures. While there is some variation in the reported proportions in the figure, there are no statistically significant differences among respondents across study periods. This indicates a sustained high level of satisfaction among CF fixture purchasers.

Figure 48: Compact Fluorescent (CF) Fixture Awareness and Purchase Rates, 2006-2011



D.5 2007 Energy Independence and Security Act

D.5.1 Awareness

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

- Are you aware of any legislation in the United States that may affect the availability of certain types of light bulbs?
- In 2007 Congress passed legislation that will ban most traditional incandescent light bulbs by 2014. Before today, were you aware of this legislation?
- 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?

Each of these questions allowed responses of "yes," "no," or "don't know." Table 19 shows the percent who replied "yes" – that they are aware – for each of these questions. In 2010, less than one quarter of consumers in the Northwest was aware of any of the EISA elements mentioned in the survey. In 2011, statistically higher proportions of consumers in the Northwest are aware of each element queried by the survey.

Table 19: Awareness of EISA and Its Implications, 2010–2011

Aware…	Percent Aware	
	2010 (n=500)	2011 (n=1,000)
…of legislation that will affect lamp availability?	16%	26%*
…of legislation that will ban most traditional incandescents by 2014?	23%	33%*
…that traditional 100-watt incandescents will no longer be available by 2012?	11%	18%*

* Difference from prior study period is statistically significant.

D.5.2 Planned Activities Once EISA is in Effect

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

- When traditional 100-watt light bulbs are eliminated, which one of the following things are you most likely to do: switch to a new type of light bulb, keep using traditional light bulbs but switch to a lower wattage, or something else?
  (Among respondents who answered "switch to a new type of light bulb") Which type of light bulb are you most likely to switch to - would you say LED, halogen, or CFL?

As shown in Table 20, significantly fewer Northwest consumers in 2011 said they are most likely to switch to a new type of lamp to replace their 100-watt incandescent lamps once the latter are phased out, compared to 2010.[34] In both 2010 and 2011, more than four out of five of these consumers reported that they are most likely going to switch to CFLs. In both 2010 and 2011, approximately one quarter of consumers said they are most likely going to replace their 100-watt incandescent lamps with incandescent lamps of a lower wattage. Only around 1 percent of the population in both years said they are most likely to stock up on low-efficacy 100-watt incandescent lamps before they are phased out.

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

Table 20: Plans for Phase-Out of Low-Efficacy 100 Watt Incandescent Lamps, 2010–2011

Planned Action	Percent Aware	
	2010 (n=500)	2011 (n=1000)
Switch to a new type of light bulb	55%	46%*
Keep using traditional light bulbs but switch to a lower wattage	24%	27%
Stock up on 100-Watt lamps before the phase-out	1%	1%
Other	3%	6%
Don't know / Refused	17%	21%

* Difference from prior study period is statistically significant.

E. Consumer Survey Banner Tables

E.1 Including Metropolitan Statistical Area (MSA) Classifications

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Table 1 Page 1.....STATE

Table 2 Page 2.....MARKET

Table 3 Page 3.....A1. Have you ever heard of compact fluorescent light bulbs or CFLs?

Table 4 Page 4.....A1. Have you ever heard of compact fluorescent light bulbs or CFLs?

Table 5 Page 5.....A2. Compact fluorescent light bulbs, or CFLs, are small fluorescent bulbs that fit in regular light bulb sockets. CFLs look different than standard bulbs. They
are often made out of thin tubes of glass bent into loops. Have you ever heard of them?
BASE: Not aware of CFLs

Table 6 Page 6.....A1./A2. Total Awareness

Table 7 Page 7.....A3. Have you ever purchased any CFLs?
BASE: Aware of CFLs

Table 8 Page 8.....A3. Have you ever purchased any CFLs?
BASE: Aware of CFLs

Table 9 Page 9.....P1. On how many separate occasions have you purchased them?
BASE: Purchased CFLs

Table 10 Page 11.....P1. On how many separate occasions have you purchased them?
BASE: Purchased CFLs

Table 11 Page 13.....P2. Thinking back over the past year, how many CFLs have you purchased?
BASE: Purchased CFLs

Table 12 Page 15.....P2. Thinking back over the past year, how many CFLs have you purchased?
BASE: Purchased CFLs

Table 13 Page 17.....P3A. Do you currently have any CFLs installed in your home?
BASE: Purchased CFLs

Table 14 Page 18.....P3A. Do you currently have any CFLs installed in your home?
BASE: Purchased CFLs

Table 15 Page 19.....P3B. How many CFLs are installed?
BASE: Have CFLs installed

Table 16 Page 21.....P3B. How many CFLs are installed?
BASE: Have CFLs installed

Table 17 Page 23.....P3E. Thinking about all the light bulbs you have installed right now, about what percentage would say are CFLs ?
BASE: Have CFLs installed

Table 18 Page 25.....P3E. Thinking about all the light bulbs you have installed right now, about what percentage would say are CFLs ?
BASE: Have CFLs installed

Table 19 Page 27.....P3F. About how many total light bulbs would you says you have installed in your home ?
BASE: No CFLs installed or Don't know percent of CFLs installed

Table 20 Page 29.....P3F. About how many total light bulbs would you says you have installed in your home ?
BASE: Have CFLs installed

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Table 21 Page 31.....P4A. Are you storing any for use as spared or to be installed at a later date?
BASE: Purchased CFLs

Table 22 Page 32.....P4A. Are you storing any for use as spared or to be installed at a later date?
BASE: Purchased CFLs

Table 23 Page 33.....P4B. How many CFLs are you storing?
BASE: Storing CFLs

Table 24 Page 35.....P4B. How many CFLs are you storing?
BASE: Storing CFLs

Table 25 Page 37.....P4C. How many regular incandescent bulbs are you storing?
BASE: Storing Incandescent bulbs

Table 26 Page 39.....P4C. How many regular incandescent bulbs are you storing?
BASE: Storing Incandescent bulbs

Table 27 Page 41.....P5A. Have you had any CFLs that you installed, but later removed and did not use elsewhere in your home?
BASE: Purchased CFLs

Table 28 Page 42.....P5A. Have you had any CFLs that you installed, but later removed and did not use elsewhere in your home?
BASE: Purchased CFLs

Table 29 Page 43.....P5B. How many CFLs did you remove?
BASE: Removed CFLs

Table 30 Page 45.....P5B. How many CFLs did you remove?
BASE: Removed CFLs

Table 31 Page 47.....Y1. Other than CFLs that look like a twisty, spiral or curlicue shape, are you aware of any other types of CFLS?
BASE: Purchased CFLs

Table 32 Page 48.....Y1. Other than CFLs that look like a twisty, spiral or curlicue shape, are you aware of any other types of CFLS?
BASE: Purchased CFLs

Table 33 Page 49.....Y2. What other types are you aware of?
BASE: Aware of other types of CFLs

Table 34 Page 51.....Y2. What other types are you aware of?
BASE: Aware of other types of CFLs

Table 35 Page 53.....Y3. Other than the spiral or twisty style CFLs, do you have any other types installed in your home?
BASE: Aware of other types of CFLs

Table 36 Page 54.....Y3. Other than the spiral or twisty style CFLs, do you have any other types installed in your home?
BASE: Aware of other types of CFLs

Table 37 Page 55.....Y4. Which types?
BASE: Have other types of CFLs installed

Table 38 Page 57.....Y4. Which types?
BASE: Have other types of CFLs installed

Table 39 Page 59.....Y5. What's preventing you from using these other types of CFLs?
BASE: Don't have any other type of CFL installed

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Table 40 Page 60.....Y5. What's preventing you from using these other types of CFLs?
BASE: Don't have any other type of CFL installed

Table 41 Page 61.....M1. When was your most recent CFL purchase?
BASE: Purchased CFLs

Table 42 Page 62.....M1. When was your most recent CFL purchase?
BASE: Purchased CFLs

Table 43 Page 63.....M2. Thinking about your most recent CFL purchase, how many did you buy?
BASE: Purchased CFLs

Table 44 Page 65.....M2. Thinking about your most recent CFL purchase, how many did you buy?
BASE: Purchased CFLs

Table 45 Page 67.....M2A. How many of the CFls you bought during your most recent purchase were the spiral, twisty or curlicue shape?
BASE: Bought at least 1 CFL

Table 46 Page 69.....M2A. How many of the CFls you bought during your most recent purchase were the spiral, twisty or curlicue shape?
BASE: Bought at least 1 CFL

Table 47 Page 71.....M2B. How many were shaped like regular light bulbs?
BASE: Not all CFLs spiral

Table 48 Page 73.....M2B. How many were shaped like regular light bulbs?
BASE: Not all CFLs spiral

Table 49 Page 75.....M3A. How many of those CFLs did you install in your home?
BASE: Purchased CFLs

Table 50 Page 77.....M3A. How many of those CFLs did you install in your home?
BASE: Purchased CFLs

Table 51 Page 79.....M4. Thinking about your most recent CFL purchase, how many of the CFLs did you store to install later?
BASE: Purchased CFLs

Table 52 Page 81.....M4. Thinking about your most recent CFL purchase, how many of the CFLs did you store to install later?
BASE: Purchased CFLs

Table 53 Page 83.....M6. Where did you purchase CFLs most recently?
BASE: Purchased CFLs

Table 54 Page 85.....M6. Where did you purchase CFLs most recently?
BASE: Purchased CFLs

Table 55 Page 87.....M6A. How often would you say you shop at big box stores like Home Depot or Wal_Mart?
BASE: Purchased CFLs

Table 56 Page 88.....M6A. How often would you say you shop at big box stores like Home Depot or Wal_Mart?
BASE: Purchased CFLs

Table 57 Page 89.....M7. Was there a special promotion or sale on CFLs at the store when you bought them most recently?
BASE: Purchased CFLs

Table 58 Page 90.....M7. Was there a special promotion or sale on CFLs at the store when you bought them most recently?
BASE: Purchased CFLs

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Table 59 Page 91.....M8. Thinking about your most recent purchase, did you buy CFLs packaged individually, in multi-packs or both?
BASE: Purchased CFLs

Table 60 Page 92.....M8. Thinking about your most recent purchase, did you buy CFLs packaged individually, in multi-packs or both?
BASE: Purchased CFLs

Table 61 Page 93.....M9A1. For the CFLS packaged individually, how much did you pay PER BULB for your CFLs during your most recent purchase?
BASE: Purchased CFLs individually packaged and in multi-packs

Table 62 Page 95.....M9A1. For the CFLS packaged individually, how much did you pay PER BULB for your CFLs during your most recent purchase?
BASE: Purchased CFLs individually packaged and in multi-packs

Table 63 Page 97.....M9A2. How much did you pay PER BULB for your CFLs during your most recent purchase?
BASE: Purchased CFLs individually packaged, don't know, refused

Table 64 Page 99.....M9A2. How much did you pay PER BULB for your CFLs during your most recent purchase?
BASE: Purchased CFLs individually packaged, don't know, refused

Table 65 Page 101.....M9B. How many CFLs were in each of the multi-packs you purchased most recently?
BASE: Purchased multi-packs

Table 66 Page 103.....M9B. How many CFLs were in each of the multi-packs you purchased most recently?
BASE: Purchased multi-packs

Table 67 Page 105.....M9C1. How much did you pay for each multi-pack?
BASE: Purchased multi-packs

Table 68 Page 107.....M9C1. How much did you pay for each multi-pack?
BASE: Purchased multi-packs

Table 69 Page 109.....S1. Thinking about all of the CFls you recently purchased, how satisfied are you with them?
BASE: Purchased CFLs

Table 70 Page 111.....S1. Thinking about all of the CFls you recently purchased, how satisfied are you with them?
BASE: Purchased CFLs

Table 71 Page 113.....S2A. How would you rate the compact fluorescent bulbs you have recently purchased in terms of ... The color of the light they provide.
BASE: Purchased CFLs and were asked this question

Table 72 Page 114.....S2A. How would you rate the compact fluorescent bulbs you have recently purchased in terms of ... The color of the light they provide.
BASE: Purchased CFLs and were asked this question

Table 73 Page 115.....S2B. How would you rate the compact fluorescent bulbs you have recently purchased in terms of ... The brightness of the light they provide.
BASE: Purchased CFLs and were asked this question

Table 74 Page 116.....S2B. How would you rate the compact fluorescent bulbs you have recently purchased in terms of ... The brightness of the light they provide.
BASE: Purchased CFLs and were asked this question

Table 75 Page 117.....S2C. How would you rate the compact fluorescent bulbs you have recently purchased in terms of ... The amount of time they take to light up.
BASE: Purchased CFLs and were asked this question

Table 76 Page 118.....S2C. How would you rate the compact fluorescent bulbs you have recently purchased in terms of ... The amount of time they take to light up.
BASE: Purchased CFLs and were asked this question

Table 77 Page 119.....S2D. How would you rate the compact fluorescent bulbs you have recently purchased in terms of ... The way they fit into light fixtures.
BASE: Purchased CFLs and were asked this question

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Table 78 Page 120.....S2D. How would you rate the compact fluorescent bulbs you have recently purchased in terms of ... The way they fit into light fixtures.
BASE: Purchased CFLs and were asked this question

Table 79 Page 121.....S2E. How would you rate the compact fluorescent bulbs you have recently purchased in terms of ... The way they look in light fixtures.
BASE: Purchased CFLs and were asked this question

Table 80 Page 122.....S2E. How would you rate the compact fluorescent bulbs you have recently purchased in terms of ... The way they look in light fixtures.
BASE: Purchased CFLs and were asked this question

Table 81 Page 124.....S2F. How would you rate the compact fluorescent bulbs you have recently purchased in terms of ... How long they last before burning out.
BASE: Purchased CFLs and were asked this question

Table 82 Page 125.....S2F. How would you rate the compact fluorescent bulbs you have recently purchased in terms of ... How long they last before burning out.
BASE: Purchased CFLs and were asked this question

Table 83 Page 126.....S2B1. Are they too bright or not bright enough?
BASE: Rated brightness less than 3

Table 84 Page 127.....S3A. How would you rate your level of disagreement or agreement with the statement ... I would use a CFL in a reading lamp
BASE: Purchased CFLs and were asked this question

Table 85 Page 128.....S3A. How would you rate your level of disagreement or agreement with the statement ... I would use a CFL in a reading lamp
BASE: Purchased CFLs and were asked this question

Table 86 Page 129.....S3B. How would you rate your level of disagreement or agreement with the statement ... CFLs are worth the up-front cost
BASE: Purchased CFLs and were asked this question

Table 87 Page 130.....S3B. How would you rate your level of disagreement or agreement with the statement ... CFLs are worth the up-front cost
BASE: Purchased CFLs and were asked this question

Table 88 Page 131.....S3C. How would you rate your level of disagreement or agreement with the statement ... I have some lamps or fixtures where I would not use a CFL
BASE: Purchased CFLs and were asked this question

Table 89 Page 132.....S3C. How would you rate your level of disagreement or agreement with the statement ... I have some lamps or fixtures where I would not use a CFL
BASE: Purchased CFLs and were asked this question

Table 90 Page 133.....S3D. How would you rate your level of disagreement or agreement with the statement ... CFLs can be used in every room in my home
BASE: Purchased CFLs and were asked this question

Table 91 Page 134.....S3D. How would you rate your level of disagreement or agreement with the statement ... CFLs can be used in every room in my home
BASE: Purchased CFLs and were asked this question

Table 92 Page 135.....S3E. How would you rate your level of disagreement or agreement with the statement ... When installing CFLs it makes sense
BASE: Purchased CFLs and were asked this question

Table 93 Page 136.....S3E. How would you rate your level of disagreement or agreement with the statement ...When installing CFLs it makes sense
BASE: Purchased CFLs and were asked this question

Table 94 Page 138.....S4. In general, what are the best features of CFLs?
BASE: Purchased CFLs

Table 95 Page 139.....S4. In general, what are the best features of CFLs?
BASE: Purchased CFLs

Table 96 Page 141.....S5. In general, what are the worst features of CFLs?
BASE: Purchased CFLs

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Table 97 Page 143.....S5. In general, what are the worst features of CFLs?
BASE: Purchased CFLs

Table 98 Page 145.....S6. Does the way you use a particular light fixture affect whether you'd use a CFL in that fixture?
BASE: Purchased CFLs

Table 99 Page 146.....S6. Does the way you use a particular light fixture affect whether you'd use a CFL in that fixture?
BASE: Purchased CFLs

Table 100 Page 147.....S6A. For which purposes do you prefer not to use CFLs?
BASE: The way you use a fixture affect whether you use CFL

Table 101 Page 149.....S6A. For which purposes do you prefer not to use CFLs?
BASE: The way you use a fixture affect whether you use CFL

Table 102 Page 151.....S6B1. Why do you prefer not to use CFLs for reading?
BASE: Would not use CFLs for reading

Table 103 Page 152.....S6B1. Why do you prefer not to use CFLs for reading?
BASE: Would not use CFLs for reading

Table 104 Page 153.....S6B2. Why do you prefer not to use CFLs for sewing/close work?
BASE: Would not use CFLs for sewing/close work

Table 105 Page 154.....S6B2. Why do you prefer not to use CFLs for sewing/close work?
BASE: Would not use CFLs for sewing/close work

Table 106 Page 155.....S6B3. Why do you prefer not to use CFLs for recessed can lighting?
BASE: Would not use CFLs for recessed can lighting

Table 107 Page 156.....S6B3. Why do you prefer not to use CFLs for recessed can lighting?
BASE: Would not use CFLs for recessed can lighting

Table 108 Page 157.....S6B4. Why do you prefer not to use CFLs for bedroom?
BASE: Would not use CFLs for bedroom

Table 109 Page 158.....S6B4. Why do you prefer not to use CFLs for bedroom?
BASE: Would not use CFLs for bedroom

Table 110 Page 159.....S6B5. Why do you prefer not to use CFLs for bathroom?
BASE: Would not use CFLs for bathroom

Table 111 Page 160.....S6B5. Why do you prefer not to use CFLs for bathroom?
BASE: Would not use CFLs for bathroom

Table 112 Page 161.....S6B6. Why do you prefer not to use CFLs for living room?
BASE: Would not use CFLs for living room

Table 113 Page 162.....S6B6. Why do you prefer not to use CFLs for living room?
BASE: Would not use CFLs for living room

Table 114 Page 163.....S6B7. Why do you prefer not to use CFLs for kitchen?
BASE: Would not use CFLs for kitchen

Table 115 Page 164.....S6B7. Why do you prefer not to use CFLs for kitchen?
BASE: Would not use CFLs for kitchen

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Table 116 Page 165.....S6B8. Why do you prefer not to use CFLs for Other?
BASE: Would not use CFLs for other

Table 117 Page 166.....S6B8. Why do you prefer not to use CFLs for other?
BASE: Would not use CFLs for other

Table 118 Page 167.....S7. Does the type of lamp or fixture affect whether you'd use a CFL?
BASE: Purchased CFLs

Table 119 Page 168.....S7. Does the type of lamp or fixture affect whether you'd use a CFL?
BASE: Purchased CFLs

Table 120 Page 169.....S7A. In which types of fixtures do you prefer not to use CFLs?
BASE: Type of fixture affect use of CFLs

Table 121 Page 171.....S7A. In which types of fixtures do you prefer not to use CFLs?
BASE: Type of fixture affect use of CFLs

Table 122 Page 173.....S7B1. Why do you prefer not to use CFLs for a table lamp?
BASE: Don't use CFLs in a table lamp

Table 123 Page 174.....S7B1. Why do you prefer not to use CFLs for a table lamp?
BASE: Don't use CFLs in a table lamp

Table 124 Page 175.....S7B2. Why do you prefer not to use CFLs for a ceiling fixture?
BASE: Don't use CFLs in a ceiling fixture

Table 125 Page 176.....S7B2. Why do you prefer not to use CFLs for a ceiling fixture?
BASE: Don't use CFLs in a ceiling fixture

Table 126 Page 177.....S7B3. Why do you prefer not to use CFLs for a recessed can fixture?
BASE: Don't use CFLs in a recessed can fixture

Table 127 Page 178.....S7B3. Why do you prefer not to use CFLs for a recessed can fixture?
BASE: Don't use CFLs in a recessed can fixture

Table 128 Page 179.....S7B4. Why do you prefer not to use CFLs for a chandelier?
BASE: Don't use CFLs in a chandelier

Table 129 Page 180.....S7B4. Why do you prefer not to use CFLs for a chandelier?
BASE: Don't use CFLs in a chandelier

Table 130 Page 181.....S7B5. Why do you prefer not to use CFLs for a wall sconce?
BASE: Don't use CFLs in wall sconce

Table 131 Page 182.....S7B5. Why do you prefer not to use CFLs for a wall sconce?
BASE: Don't use CFLs in wall sconce

Table 132 Page 183.....S7B6. Why do you prefer not to use CFLs for a floor lamp?
BASE: Don't use CFLs in a floor lamp

Table 133 Page 184.....S7B6. Why do you prefer not to use CFLs for a floor lamp?
BASE: Don't use CFLs in a floor lamp

Table 134 Page 185.....S7B7. Why do you prefer not to use CFLs for a lamp with exposed/visible light bulb?
BASE: Don't use CFLs in a lamp with exposed/visible light bulb

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Table 135 Page 186.....S7B7. Why do you prefer not to use CFLs for a lamp with exposed/visible light bulb?
BASE: Don't use CFLs in a lamp with exposed/visible light bulb

Table 136 Page 187.....S7B8. Why do you prefer not to use CFLs for other fixture?
BASE: Don't use CFLs in other fixtures

Table 137 Page 188.....S7B8. Why do you prefer not to use CFLs for other fixture?
BASE: Don't use CFLs in other fixture

Table 138 Page 189.....S8. Is there anything else that affect whether you'd use a CFL in a particular fixture?
BASE: Purchased CFLs

Table 139 Page 190.....S8. Is there anything else that affect whether you'd use a CFL in a particular fixture?
BASE: Purchased CFLs

Table 140 Page 191.....S8A. What else affects whether you'd use a CFL in a particular fixture?
BASE: Other things affect CFL use

Table 141 Page 192.....S8A. What else affects whether you'd use a CFL in a particular fixture?
BASE: Other things affect CFL use

Table 142 Page 193.....S9. When the installed burns out, how likely are you to replace it with another CFL?
BASE: Have CFLs installed

Table 143 Page 194.....S9. When the installed burns out, how likely are you to replace it with another CFL?
BASE: Have CFLs installed

Table 144 Page 195.....E1. When one of the incandescent bulbs you have installed now burns out, would you say you ...
BASE: Aware of CFLs

Table 145 Page 196.....E1. When one of the incandescent bulbs you have installed now burns out, would you say you ...
BASE: Aware of CFLs

Table 146 Page 197.....E3A. What is the main factor preventing you from increasing the number of CFLs you currently have installed in your home?
BASE: Don't have incandescent bulbs installed aware of CFLs

Table 147 Page 199.....E3A. What is the main factor preventing you from increasing the number of CFLs you currently have installed in your home?
BASE: Don't have incandescent bulbs installed aware of CFLs

Table 148 Page 201.....E3A./E3B. All factors preventing you from increasing the number of CFLs you currently have installed in your home?
BASE: Don't have incandescent bulbs installed aware of CFLs

Table 149 Page 203.....E3A./E3B. All factors preventing you from increasing the number of CFLs you currently have installed in your home?
BASE: Don't have incandescent bulbs installed aware of CFLs

Table 150 Page 205.....F1. How likely are you to purchase any CFLs in the next year?
BASE: Aware of CFLs

Table 151 Page 206.....F1. How likely are you to purchase any CFLs in the next year?
BASE: Aware of CFLs

Table 152 Page 208.....F2A. Why are you unlikely to purchase CFLs in the next year?
BASE: Not likely to purchase CFLs

Table 153 Page 209.....F2A. Why are you unlikely to purchase CFLs in the next year?
BASE: Not likely to purchase CFLs

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Table 154 Page 210.....F2A./F2B. Why are you unlikely to purchase CFLs in the next year?
BASE: Not likely to purchase CFLs

Table 155 Page 211.....F2A./F2B. Why are you unlikely to purchase CFLs in the next year?
BASE: Not likely to purchase CFLs

Table 156 Page 212.....F3. Now that you've heard my description, would you say that ...
BASE: Aware of CFLs

Table 157 Page 213.....F3. Now that you've heard my description, would you say that ...
BASE: Aware of CFLs

Table 158 Page 214.....F4. Now that you've heard my description, how likely will you be to purchase CFLs in the next year?
BASE: Unaware of CFLs and read description

Table 159 Page 215.....F4. Now that you've heard my description, how likely will you be to purchase CFLs in the next year?
BASE: Unaware of CFLs and read description

Table 160 Page 216.....F4A. Why do you say that?
BASE: Not likely to purchase CFLs

Table 161 Page 217.....F5. What changed your mind to make you say you're now likely to buy a CFLs in the next year?
BASE: Will now purchase CFLs

Table 162 Page 218.....F5. What changed your mind to make you say you're now likely to buy a CFLs in the next year?
BASE: Will now purchase CFLs

Table 163 Page 219.....X1. Have you heard of compact fluorescent fixtures?

Table 164 Page 220.....X1. Have you heard of compact fluorescent fixtures?

Table 165 Page 221.....X3. Have you ever purchased one of the fixtures?
BASE: Aware of compact fluorescent fixtures

Table 166 Page 222.....X3. Have you ever purchased one of the fixtures?
BASE: Aware of compact fluorescent fixtures

Table 167 Page 223.....X4. Thinking about your most recent compact fluorescent fixture purchase, why did you choose it over a regular fixtures that uses screw-based bulbs?
BASE: Purchased compact fluorescent fixtures

Table 168 Page 225.....X4. Thinking about your most recent compact fluorescent fixture purchase, why did you choose it over a regular fixtures that uses screw-based bulbs?
BASE: Purchased compact fluorescent fixtures

Table 169 Page 227.....X7. How satisfied are you with the fixture(s)?
BASE: Purchased compact fluorescent fixtures

Table 170 Page 229.....X7. How satisfied are you with the fixture(s)?
BASE: Purchased compact fluorescent fixtures

Table 171 Page 231.....V1. Are you aware of any legislation in the United States that may affect the availability of certain types of light bulbs?

Table 172 Page 232.....V1. Are you aware of any legislation in the United States that may affect the availability of certain types of light bulbs?

Table 173 Page 233.....V2. In 2007, Congress passed legislation that will ban most traditional incandescent light bulbs by 2014. Before today, were you aware of this legislation?

Table 174 Page 234.....V2. In 2007, Congress passed legislation that will ban most traditional incandescent light bulbs by 2014. Before today, were you aware of this legislation?

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Table 175 Page 235.....V3. 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?

Table 176 Page 236.....V3. 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?

Table 177 Page 237.....V4. when traditional 100-watt light bulbs are eliminated, which one of the following things are you most likely to do: switch to a new type of light bulb, keep
using traditional light bulbs but switch to a lower wattage, or something else?

Table 178 Page 238.....V4. when traditional 100-watt light bulbs are eliminated, which one of the following things are you most likely to do: switch to a new type of light bulb, keep
using traditional light bulbs but switch to a lower wattage, or something else?

Table 179 Page 239.....V5. Which type of light bulb are you most likely to switch to?
BASE: Will switch to a new type of bulb

Table 180 Page 240.....V5. Which type of light bulb are you most likely to switch to?
BASE: Will switch to a new type of bulb

Table 181 Page 241.....D1. What type of home do you live in?

Table 182 Page 242.....D1. What type of home do you live in?

Table 183 Page 243.....D2. Do you own your home or do you rent?

Table 184 Page 244.....D2. Do you own your home or do you rent?

Table 185 Page 245.....D3. Including yourself, how many people live in your home?

Table 186 Page 247.....D3. Including yourself, how many people live in your home?

Table 187 Page 248.....D4. Which of the following best describes your educational background?

Table 188 Page 249.....D4. Which of the following best describes your educational background?

Table 189 Page 251.....D5. Which of the following best describes your age?
BASE: Live alone

Table 190 Page 252.....D5. Which of the following best describes your age?
BASE: Live alone

Table 191 Page 253.....D5A. How many people live in this home who are ... 5 and under?
BASE: More than person living in home

Table 192 Page 254.....D5A. How many people live in this home who are ... 5 and under?
BASE: More than person living in home

Table 193 Page 255.....D5B. How many people live in this home who are ... 6-18?
BASE: More than person living in home

Table 194 Page 257.....D5B. How many people live in this home who are ... 6-18?
BASE: More than person living in home

Table 195 Page 259.....D5C. How many people live in this home who are ... 19-34?
BASE: More than person living in home

Table 196 Page 260.....D5C. How many people live in this home who are ... 19-34?
BASE: More than person living in home

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Table 197 Page 261.....D5D. How many people live in this home who are ... 35-54?
BASE: More than person living in home

Table 198 Page 262.....D5D. How many people live in this home who are ... 35-54?
BASE: More than person living in home

Table 199 Page 263.....D5E. How many people live in this home who are ... 55-64?
BASE: More than person living in home

Table 200 Page 264.....D5E. How many people live in this home who are ... 55-64?
BASE: More than person living in home

Table 201 Page 265.....D5F. How many people live in this home who are ... 65 and over?
BASE: More than person living in home

Table 202 Page 266.....D5F. How many people live in this home who are ... 65 and over?
BASE: More than person living in home

Table 203 Page 267.....D6. Which of the following categories contains your annual household income from all sources in 2009 before taxes?

Table 204 Page 268.....D6. Which of the following categories contains your annual household income from all sources in 2009 before taxes?

Table 205 Page 269.....Gender

NEEA Consumer Lighting Survey (#5752)

STATE

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1000	290	710	565	145	108	101	313	478	753	172	76	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ID	108	62	46	2	45	108	-	-	-	76	27	5	53	21	7	2	14	30	18	7	21	20	26
	10.8	21.2	6.5	0.3	30.8	100.0				10.0	16.0	6.5	9.6	11.4	10.2	7.3	9.9	9.9	10.2	10.2	9.0	12.6	9.6
		CD	D		BCD						jL												
MT	101	73	28	-	28	-	101	-	-	72	24	4	52	18	8	2	13	29	16	8	16	18	29
	10.1	25.0	3.9		19.4		100.0			9.6	13.9	5.8	9.3	9.6	11.2	8.2	8.9	9.6	9.3	11.2	6.5	11.5	10.6
		Ce			C						l												
OR	313	86	228	221	7	-	-	313	-	243	50	21	186	53	19	6	50	101	54	19	82	50	86
	31.3	29.5	32.1	39.0	5.0			100.0		32.2	28.9	27.7	33.5	28.0	27.2	22.4	35.2	33.8	30.4	27.2	34.4	32.3	31.4
		E	E	BcE																			
WA	478	70	408	343	65	-	-	-	478	362	71	45	264	96	36	17	65	139	89	36	119	68	133
	47.8	24.3	57.4	60.7	44.8				100.0	48.1	41.2	60.0	47.6	51.0	51.4	62.2	46.0	46.7	50.1	51.4	50.0	43.6	48.5
			BE	BE	B							jK											

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

MARKET

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1000	290	710	565	145	108	101	313	478	753	172	76	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Metro West	565	-	565	565	-	2	-	221	343	441	77	47	332	106	41	19	81	179	100	41	145	90	156
	56.5		79.6	100.0		1.7		70.4	71.7	58.6	45.0	62.3	59.7	56.1	59.2	67.0	57.4	60.0	56.1	59.2	61.0	58.2	56.9
				C				F	F	K		K											
Metro East OR/WA	73	-	73	-	73	1	-	7	65	53	14	6	39	14	4	1	11	23	12	4	20	7	21
	7.3		10.2		50.3	0.7		2.3	13.5	7.1	8.1	7.7	7.1	7.3	6.2	2.6	7.7	7.8	6.5	6.2	8.3	4.7	7.7
					C				FH														
Metro East ID/MT	72	-	72	-	72	44	28	-	-	55	13	4	40	14	6	3	10	21	14	6	16	14	18
	7.2		10.1		49.7	40.6	27.9			7.3	7.8	4.7	7.2	7.4	9.2	8.9	6.9	7.1	7.7	9.2	6.8	8.8	6.4
					C	G																	
Non Metro OR/WA	168	168	-	-	-	6	6	86	70	120	34	14	86	31	9	4	24	42	35	9	39	23	46
	16.8	57.8				5.4	5.8	27.3	14.7	15.9	19.6	18.8	15.5	16.5	13.2	14.9	17.2	14.0	19.8	13.2	16.2	14.6	16.8
								FGI	FG														
Non Metro ID/MT	122	122	-	-	-	56	67	-	-	84	34	5	58	24	9	2	15	33	18	9	18	21	34
	12.2	42.2				51.5	66.3			11.1	19.6	6.5	10.5	12.7	12.2	6.5	10.8	11.1	10.0	12.2	7.7	13.8	12.2
							F				JL												

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1000	290	710	565	145	108	101	313	478	753	172	76	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	17	3	15	13	1	3	1	8	6	16	2	-	12	4	2	-	6	4	2	2	8	0	5
Total answering	983	287	695	552	143	105	100	305	473	737	170	76	544	184	68	28	136	294	176	68	230	155	270
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	804	233	572	450	121	87	85	256	376	668	137	-	497	163	57	27	115	273	162	57	204	149	246
	81.8	81.0	82.2	81.6	84.6	82.4	85.5	83.9	79.6	90.6	80.5		91.5	88.6	83.9	97.0	85.0	92.8	92.2	83.9	88.4	96.0	91.2
							i			K						OQ		Q	q			TUw	
No	178	55	124	102	22	19	14	49	96	70	33	76	46	21	11	1	20	21	14	11	27	6	24
	18.2	19.0	17.8	18.4	15.4	17.6	14.5	16.1	20.4	9.4	19.5	100.0	8.5	11.4	16.1	3.0	15.0	7.2	7.8	16.1	11.6	4.0	8.8
									g		J	JK			P		PRs			V	V		v

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1000	290	710	565	145	108	101	313	478	753	172	76	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	804	233	572	450	121	87	85	256	376	668	137	-	497	163	57	27	115	273	162	57	204	149	246
	80.4	80.3	80.5	79.7	83.8	80.4	85.0	81.6	78.7	88.7	79.7		89.5	86.8	81.6	97.0	81.6	91.4	91.0	81.6	85.6	95.8	89.5
							i			K						OQ		oQ	Q			TUW	
No	178	55	124	102	22	19	14	49	96	70	33	76	46	21	11	1	20	21	14	11	27	6	24
	17.8	18.8	17.4	18.0	15.2	17.1	14.4	15.7	20.1	9.2	19.3	100.0	8.3	11.2	15.7	3.0	14.4	7.1	7.7	15.7	11.3	4.0	8.6
											J	JK			P		Pr			V	V		v
Don't know	17	3	15	13	1	3	1	8	6	16	2	-	12	4	2	-	6	4	2	2	8	0	5
	1.7	0.9	2.1	2.3	1.0	2.5	0.6	2.7	1.2	2.1	0.9		2.2	2.0	2.7		4.0	1.5	1.3	2.7	3.2	0.2	1.9
																					V		

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
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NEEA Consumer Lighting Survey (#5752)

A2. Compact fluorescent light bulbs, or CFLs, are small fluorescent bulbs that fit in regular light bulb sockets. CFLs look different than standard bulbs. They are often made out of thin tubes of glass bent into loops. Have you ever heard of them?
BASE: Not aware of CFLs

	BANNER 1																						
		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	196	57	138	115	23	21	15	58	102	85	35	76	58	25	13	1	26	26	16	13	34	7	29
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Yes	120	38	82	68	14	16	11	37	56	85	35	-	58	25	13	1	26	26	16	13	34	7	29
	61.3	66.5	59.2	59.0	59.9	76.7 I	71.0	63.6	55.4	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
No	76	19	57	47	9	5	4	21	45	-	-	76	-	-	-	-	-	-	-	-	-	-	-
	38.7	33.5	40.8	41.0	40.1	23.3	29.0	36.4	44.6 F			100.0											

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
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NEEA Consumer Lighting Survey (#5752)

A1./A2. Total Awareness

	BANNER 1																						
		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1000	290	710	565	145	108	101	313	478	753	172	76	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Unaided aware	804	233	572	450	121	87	85	256	376	668	137	-	497	163	57	27	115	273	162	57	204	149	246
	80.4	80.3	80.5	79.7	83.8	80.4	85.0	81.6	78.7	88.7	79.7		89.5	86.8	81.6	97.0	81.6	91.4	91.0	81.6	85.6	95.8	89.5
							i			K						OQ		oQ	Q			TUW	
Aided aware	120	38	82	68	14	16	11	37	56	85	35	-	58	25	13	1	26	26	16	13	34	7	29
	12.0	13.1	11.5	12.0	9.7	15.0	10.7	11.7	11.8	11.3	20.3		10.5	13.2	18.4	3.0	18.4	8.6	9.0	18.4	14.4	4.2	10.5
											J				Pr		PRS			V	V		V
Not aware	76	19	57	47	9	5	4	21	45	-	-	76	-	-	-	-	-	-	-	-	-	-	-
	7.6	6.6	8.0	8.3	6.5	4.6	4.4	6.7	9.5			100.0											
									FG														

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	924	271	653	518	135	103	96	292	433	753	172	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	9	1	7	6	1	1	0	-	7	-	9	-	-	-	-	-	-	-	-	-	-	-	-
Total answering	916	269	646	513	134	102	96	292	426	753	163	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	753	204	549	441	108	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	82.2	75.6	84.9	86.0	80.8	74.0	75.5	83.0	85.1	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
			B	B				Fg	FG														
No	163	66	97	72	26	27	23	50	63	-	163	-	-	-	-	-	-	-	-	-	-	-	-
	17.8	24.4	15.1	14.0	19.2	26.0	24.5	17.0	14.9		100.0												
		CD				HI	hI																

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	924	271	653	518	135	103	96	292	433	753	172	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	753	204	549	441	108	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	81.4	75.2	84.0	85.1	79.9	73.3	75.2	83.0	83.7	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
			B	B				Fg	FG														
No	163	66	97	72	26	27	23	50	63	-	163	-	-	-	-	-	-	-	-	-	-	-	-
	17.6	24.3	14.9	13.8	19.0	25.7	24.4	17.0	14.6		95.0												
		CD				HI	hI																
Don't know	9	1	7	6	1	1	0	-	7	-	9	-	-	-	-	-	-	-	-	-	-	-	-
	0.9	0.5	1.1	1.1	1.1	0.9	0.4		1.7		5.0												

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	753	204	549	441	108	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	147	37	110	83	27	15	14	39	79	147	-	-	110	31	6	3	24	52	42	6	39	38	58
Total answering	606	166	439	358	81	60	58	204	283	606	-	-	446	157	65	25	118	246	137	65	199	118	217
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	88	26	62	47	14	13	11	21	43	88	-	-	40	45	21	11	25	17	10	21	35	7	23
	14.5	15.6	14.0	13.2	17.8	21.0	18.8	10.2	15.3	14.5			9.1	28.6	32.8	43.9	20.8	7.1	7.3	32.8	17.5	6.1	10.6
						H	h							M	RS	qRS	RS			UVW	Vw		
2	121	33	88	72	16	10	14	35	61	121	-	-	75	45	28	11	30	39	12	28	54	13	25
	19.9	19.8	20.0	20.0	20.0	16.9	24.4	17.4	21.5	19.9			16.9	28.5	43.2	42.3	25.4	16.0	8.8	43.2	27.1	10.9	11.3
														M	QRS	RS	rS	s		UVW	VW		
3	99	25	74	60	14	8	9	37	45	99	-	-	81	17	6	2	25	45	17	6	31	23	37
	16.3	15.0	16.9	16.8	16.9	12.9	14.8	18.2	16.0	16.3			18.3	11.1	9.6	7.1	21.0	18.2	12.8	9.6	15.4	19.8	16.8
													N				op	o				t	
4	54	22	31	26	5	5	4	30	15	54	-	-	48	6	4	1	12	22	15	4	19	11	20
	8.9	13.5	7.2	7.4	6.2	8.9	7.1	14.5	5.3	8.9			10.8	3.8	6.1	3.3	10.5	9.0	10.7	6.1	9.6	9.3	9.2
		CDE						gI					N										
5	67	15	52	41	10	7	6	22	31	67	-	-	50	17	2	-	15	35	14	2	20	22	23
	11.1	9.1	11.8	11.6	12.9	11.8	11.0	10.8	11.1	11.1			11.2	11.0	2.6		12.7	14.4	10.5	2.6	10.2	19.0	10.5
																	O	O	O		T	Tuw	T
6	39	10	30	25	5	4	4	19	13	39	-	-	29	10	1	1	4	22	9	1	11	16	10
	6.5	6.0	6.7	6.8	6.2	5.9	6.0	9.5	4.6	6.5			6.6	6.4	1.3	3.3	3.3	9.1	6.7	1.3	5.5	13.6	4.6
																		OQ	o		t	TuW	

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
7-10	69	22	48	40	8	7	7	16	40	69	-	-	57	12	3	-	3	31	30	3	17	10	39
	11.4	13.0	10.8	11.1	9.8	10.9	11.4	7.9	14.0 h	11.4			12.8	7.7	4.4		2.6	12.4 OQ	22.0 OQR	4.4	8.7	8.4	17.8 TUV
More than 10	69	13	55	47	8	7	4	24	34	69	-	-	64	5	-	-	4	34	29	-	12	15	42
	11.4	8.1	12.6 b	13.2 b	10.2	11.7	6.5	11.6	12.1	11.4			14.4 N	3.0			3.7	13.8 Q	21.0 Q		6.1	13.0 u	19.1 U
Mean	8.75	6.68	9.53	9.63	9.08	5.67	8.22	7.45	10.44	8.75	-	-	10.48	3.97	2.33	1.83	4.79	12.99	9.09	2.33	7.57	12.71	9.77
Standard Deviation	28.69	16.21	32.16	31.74	34.15	8.17	30.38	14.42	37.51	28.69	-	-	33.06	6.51	1.82	1.09	12.51	42.22	15.18	1.82	31.62	39.42	22.93
Standard Error	1.37	1.08	1.96	2.30	2.76	0.75	2.95	1.27	2.82	1.37			1.86	0.60	0.26	0.26	1.35	3.20	1.52	0.26	2.67	4.26	1.84

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	753	204	549	441	108	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	88	26	62	47	14	13	11	21	43	88	-	-	40	45	21	11	25	17	10	21	35	7	23
	11.6	12.8	11.2	10.7	13.4	16.7	15.1	8.5	12.0	11.6			7.3	23.8	30.2	39.7	17.4	5.8	5.6	30.2	14.6	4.6	8.4
						H	h							M	qRS	qRS	RS			UVW	Vw		
2	121	33	88	72	16	10	14	35	61	121	-	-	75	45	28	11	30	39	12	28	54	13	25
	16.0	16.2	16.0	16.2	15.1	13.5	19.7	14.6	16.8	16.0			13.6	23.7	39.8	38.2	21.1	13.2	6.8	39.8	22.6	8.3	9.0
														M	QRS	RS	rS	S		UVW	VW		
3	99	25	74	60	14	8	9	37	45	99	-	-	81	17	6	2	25	45	17	6	31	23	37
	13.1	12.2	13.5	13.7	12.7	10.3	11.9	15.3	12.5	13.1			14.7	9.3	8.8	6.4	17.5	15.0	9.8	8.8	12.8	15.0	13.3
													n				s						
4	54	22	31	26	5	5	4	30	15	54	-	-	48	6	4	1	12	22	15	4	19	11	20
	7.2	11.0	5.7	6.0	4.7	7.1	5.7	12.2	4.1	7.2			8.6	3.2	5.6	3.0	8.7	7.4	8.2	5.6	8.1	7.1	7.2
		CDE						gI					N										
5	67	15	52	41	10	7	6	22	31	67	-	-	50	17	2	-	15	35	14	2	20	22	23
	8.9	7.4	9.5	9.4	9.7	9.4	8.9	9.1	8.7	8.9			9.0	9.2	2.4		10.5	11.9	8.1	2.4	8.5	14.4	8.3
																	O	O	o		T	T	T
6	39	10	30	25	5	4	4	19	13	39	-	-	29	10	1	1	4	22	9	1	11	16	10
	5.2	4.9	5.4	5.6	4.7	4.7	4.9	8.0	3.6	5.2			5.3	5.3	1.2	3.0	2.7	7.5	5.2	1.2	4.6	10.3	3.6
								i										OQ				TuW	
7-10	69	22	48	40	8	7	7	16	40	69	-	-	57	12	3	-	3	31	30	3	17	10	39
	9.2	10.6	8.7	9.0	7.3	8.7	9.2	6.6	11.0	9.2			10.3	6.4	4.1		2.2	10.2	16.9	4.1	7.3	6.3	14.1
																		oQ	OQr				TUV

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
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Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
More than 10	69	13	55	47	8	7	4	24	34	69	-	-	64	5	-	-	4	34	29	-	12	15	42
	9.1	6.6	10.1	10.7	7.7	9.3	5.2	9.8	9.5	9.1			11.6	2.5			3.1	11.4	16.1		5.1	9.8	15.1
													N					Q	Q				U
Don't know	147	37	110	83	27	15	14	39	79	147	-	-	110	31	6	3	24	52	42	6	39	38	58
	19.5	18.3	20.0	18.8	24.8	20.5	19.4	15.9	21.8	19.5			19.8	16.6	8.0	9.7	16.7	17.5	23.3	8.0	16.5	24.3	21.0
					b												o	O	Op		t	T	T
Mean	8.75	6.68	9.53	9.63	9.08	5.67	8.22	7.45	10.44	8.75	-	-	10.48	3.97	2.33	1.83	4.79	12.99	9.09	2.33	7.57	12.71	9.77
Standard Deviation	28.69	16.21	32.16	31.74	34.15	8.17	30.38	14.42	37.51	28.69	-	-	33.06	6.51	1.82	1.09	12.51	42.22	15.18	1.82	31.62	39.42	22.93
Standard Error	1.37	1.08	1.96	2.30	2.76	0.75	2.95	1.27	2.82	1.37			1.86	0.60	0.26	0.26	1.35	3.20	1.52	0.26	2.67	4.26	1.84

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

P2. Thinking back over the past year, how many CFLs have you purchased?
BASE: Purchased CFLs

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	753	204	549	441	108	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	50	14	37	28	8	4	5	14	27	50	-	-	38	13	1	2	9	20	4	1	16	16	11
Total answering	702	190	513	413	100	71	67	229	335	702	-	-	518	175	69	26	133	278	174	69	222	139	263
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	82	23	58	45	13	8	8	30	35	82	-	-	13	63	20	7	11	28	10	20	28	13	18
	11.6	12.3	11.4	11.0	13.1	11.6	12.4	13.2	10.4	11.6			2.4	36.1	29.3	28.1	8.0	10.1	5.6	29.3	12.5	9.2	6.8
														M	QRS	qrS				UVW	w		
1	28	5	23	19	4	2	4	11	11	28	-	-	21	6	3	10	9	4	1	3	20	-	4
	3.9	2.5	4.5	4.6	4.0	2.7	5.4	4.8	3.2	3.9			4.1	3.5	4.9	38.9	6.6	1.6	0.4	4.9	9.2		1.4
																OQRS	rS				W		
2	42	15	27	21	6	3	5	15	19	42	-	-	30	12	8	2	23	6	2	8	22	8	5
	6.0	8.0	5.2	5.0	6.2	4.1	7.9	6.7	5.5	6.0			5.7	6.9	11.9	7.2	17.0	2.3	1.2	11.9	9.7	5.6	1.7
															RS		RS			W	W		
3	29	10	19	17	2	4	2	5	18	29	-	-	24	4	5	-	9	11	4	5	12	7	5
	4.1	5.3	3.7	4.1	1.8	5.3	2.4	2.3	5.5	4.1			4.7	2.4	6.6		6.9	3.9	2.2	6.6	5.4	5.1	1.7
		E																			w		
4	86	19	67	58	9	7	8	28	43	86	-	-	66	20	15	1	27	28	10	15	29	12	29
	12.3	10.1	13.1	14.2	8.7	10.1	11.9	12.4	12.8	12.3			12.8	11.5	22.3	5.5	20.3	10.0	5.7	22.3	12.9	8.9	11.1
				e											PRS		PRS			Vw			
5	37	12	25	19	6	4	2	8	23	37	-	-	29	7	1	5	7	20	3	1	18	10	8
	5.2	6.4	4.8	4.6	5.8	5.7	3.3	3.4	6.8	5.2			5.6	4.0	2.1	17.6	5.0	7.3	1.8	2.1	8.1	7.0	3.0
																os		oS			TW		

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

P2. Thinking back over the past year, how many CFLs have you purchased?
BASE: Purchased CFLs

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
6	80	20	60	45	15	8	9	31	32	80	-	-	64	14	6	0	18	31	21	6	21	26	27
	11.4	10.5	11.7	11.0	14.8	11.2	13.7	13.4	9.6	11.4			12.3	8.2	8.7	1.4	13.7	11.3	11.8	8.7	9.5	18.4	10.3
																	P	P	P			tUw	
7	4	2	2	2	-	-	1	1	2	4	-	-	1	2	-	-	-	3	1	-	-	1	3
	0.6	1.1	0.4	0.5			1.8	0.4	0.6	0.6			0.3	1.4				1.2	0.4			0.6	1.2
8	39	16	23	19	4	4	6	8	21	39	-	-	35	4	3	0	5	18	12	3	4	9	22
	5.5	8.3	4.5	4.6	4.3	5.0	8.9	3.6	6.3	5.5			6.7	2.5	3.9	1.4	3.4	6.3	7.0	3.9	1.7	6.8	8.4
		cde					h						N									u	U
9	8	1	7	6	1	0	1	4	3	8	-	-	8	-	2	-	2	3	-	2	2	2	1
	1.1	0.6	1.3	1.4	1.1	0.5	1.8	1.6	0.8	1.1			1.5		2.7		1.7	1.2		2.7	1.0	1.8	0.5
10	48	11	37	28	9	6	3	23	16	48	-	-	43	4	1	-	6	23	17	1	12	10	25
	6.8	5.6	7.2	6.8	8.7	8.5	4.3	10.1	4.7	6.8			8.3	2.5	1.0		4.4	8.3	10.1	1.0	5.2	7.2	9.4
								gi					N					O	Oq		t	T	T
11-19	101	26	74	60	14	12	10	35	44	101	-	-	83	18	1	-	13	54	30	1	29	22	46
	14.4	14.0	14.5	14.6	14.1	17.5	14.3	15.3	13.1	14.4			15.9	10.5	2.1		9.5	19.3	17.2	2.1	13.2	15.7	17.4
													n				O	OQ	Oq		T	T	T
20+	120	29	91	74	17	13	8	30	69	120	-	-	101	18	3	-	5	47	64	3	25	19	71
	17.0	15.2	17.7	17.8	17.4	17.9	11.9	13.0	20.7	17.0			19.5	10.5	4.4		3.4	17.1	36.6	4.4	11.4	13.8	27.0
									Gh				N					OQ	OQR		t	T	TUV
Mean	11.59	10.13	12.13	12.29	11.47	11.26	10.67	9.76	13.10	11.59	-	-	12.71	8.76	6.69	1.82	6.35	13.19	17.18	6.69	10.92	10.45	14.17
Standard Deviation	21.40	16.32	22.99	24.05	18.04	16.02	21.58	12.00	26.70	21.40	-	-	21.58	21.06	19.58	2.04	14.57	27.12	16.60	19.58	30.91	12.04	15.06
Standard Error	0.95	1.02	1.29	1.63	1.32	1.36	1.95	1.00	1.84	0.95			1.12	1.86	2.76	0.48	1.49	1.92	1.47	2.76	2.48	1.19	1.09

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

P2. Thinking back over the past year, how many CFLs have you purchased?
BASE: Purchased CFLs

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	753	204	549	441	108	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	82	23	58	45	13	8	8	30	35	82	-	-	13	63	20	7	11	28	10	20	28	13	18
	10.9	11.5	10.6	10.3	12.0	10.9	11.6	12.4	9.6	10.9			2.3	33.7	29.1	26.2	7.6	9.4	5.5	29.1	11.7	8.3	6.6
														M	QRS	qS				UVW	w		
1	28	5	23	19	4	2	4	11	11	28	-	-	21	6	3	10	9	4	1	3	20	-	4
	3.7	2.3	4.2	4.3	3.7	2.6	5.0	4.6	3.0	3.7			3.9	3.2	4.8	36.3	6.2	1.5	0.4	4.8	8.6		1.3
																OQRS	rS				W		
2	42	15	27	21	6	3	5	15	19	42	-	-	30	12	8	2	23	6	2	8	22	8	5
	5.6	7.5	4.9	4.7	5.7	3.9	7.4	6.3	5.1	5.6			5.3	6.4	11.8	6.7	16.0	2.2	1.2	11.8	9.0	5.0	1.6
															RS		RS			W	W		
3	29	10	19	17	2	4	2	5	18	29	-	-	24	4	5	-	9	11	4	5	12	7	5
	3.8	5.0	3.4	3.8	1.7	5.0	2.2	2.2	5.1	3.8			4.4	2.2	6.6		6.5	3.6	2.1	6.6	5.1	4.5	1.7
		E																			w		
4	86	19	67	58	9	7	8	28	43	86	-	-	66	20	15	1	27	28	10	15	29	12	29
	11.5	9.4	12.2	13.2	8.0	9.5	11.1	11.7	11.8	11.5			11.9	10.7	22.1	5.2	19.0	9.4	5.6	22.1	12.0	8.0	10.6
				e											PRS		PRS			Vw			
5	37	12	25	19	6	4	2	8	23	37	-	-	29	7	1	5	7	20	3	1	18	10	8
	4.9	6.0	4.5	4.3	5.4	5.3	3.0	3.2	6.3	4.9			5.3	3.8	2.1	16.4	4.7	6.8	1.7	2.1	7.5	6.3	2.8
																s		oS			tW		
6	80	20	60	45	15	8	9	31	32	80	-	-	64	14	6	0	18	31	21	6	21	26	27
	10.6	9.8	10.9	10.3	13.7	10.5	12.7	12.6	8.9	10.6			11.5	7.7	8.6	1.3	12.9	10.5	11.5	8.6	8.9	16.5	9.8
																	P	P	P			u	

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

P2. Thinking back over the past year, how many CFLs have you purchased?
BASE: Purchased CFLs

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
7	4	2	2	2	-	-	1	1	2	4	-	-	1	2	-	-	-	3	1	-	-	1	3
	0.5	1.0	0.3	0.4			1.7	0.3	0.5	0.5			0.3	1.3				1.1	0.3			0.5	1.1
8	39	16	23	19	4	4	6	8	21	39	-	-	35	4	3	0	5	18	12	3	4	9	22
	5.2	7.7	4.2	4.3	4.0	4.7	8.3	3.4	5.9	5.2			6.2	2.3	3.9	1.3	3.2	5.9	6.9	3.9	1.6	6.1	8.0
		cde					h						N						p			u	U
9	8	1	7	6	1	0	1	4	3	8	-	-	8	-	2	-	2	3	-	2	2	2	1
	1.1	0.6	1.2	1.3	1.0	0.5	1.7	1.6	0.7	1.1			1.4		2.7		1.6	1.1		2.7	0.9	1.6	0.5
10	48	11	37	28	9	6	3	23	16	48	-	-	43	4	1	-	6	23	17	1	12	10	25
	6.3	5.2	6.7	6.4	8.0	8.0	4.0	9.5	4.3	6.3			7.8	2.3	1.0		4.1	7.8	9.8	1.0	4.9	6.4	9.0
								gi					N					O	Oq		t	T	T
11-19	101	26	74	60	14	12	10	35	44	101	-	-	83	18	1	-	13	54	30	1	29	22	46
	13.4	13.0	13.5	13.7	13.0	16.5	13.3	14.4	12.1	13.4			14.8	9.8	2.1		9.0	18.0	16.8	2.1	12.3	14.1	16.7
													n				O	OQ	Oq		T	T	T
20+	120	29	91	74	17	13	8	30	69	120	-	-	101	18	3	-	5	47	64	3	25	19	71
	15.9	14.2	16.5	16.7	16.1	16.8	11.1	12.2	19.1	15.9			18.2	9.8	4.4		3.2	15.9	35.8	4.4	10.7	12.4	25.9
									Gh				N					OQ	OQR		t	t	TUV
Don't know/Refused	50	14	37	28	8	4	5	14	27	50	-	-	38	13	1	2	9	20	4	1	16	16	11
	6.7	6.8	6.7	6.4	7.7	5.9	7.1	5.6	7.6	6.7			6.8	6.8	0.9	6.7	6.0	6.8	2.4	0.9	6.7	10.4	4.2
																	o	OS			T	Tw	t
Mean	11.59	10.13	12.13	12.29	11.47	11.26	10.67	9.76	13.10	11.59	-	-	12.71	8.76	6.69	1.82	6.35	13.19	17.18	6.69	10.92	10.45	14.17
Standard Deviation	21.40	16.32	22.99	24.05	18.04	16.02	21.58	12.00	26.70	21.40	-	-	21.58	21.06	19.58	2.04	14.57	27.12	16.60	19.58	30.91	12.04	15.06
Standard Error	0.95	1.02	1.29	1.63	1.32	1.36	1.95	1.00	1.84	0.95			1.12	1.86	2.76	0.48	1.49	1.92	1.47	2.76	2.48	1.19	1.09

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	753	204	549	441	108	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	1	1	0	-	0	0	-	1	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-
Total answering	752	203	549	441	108	75	72	242	362	752	-	-	554	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	681	185	496	400	97	68	64	223	326	681	-	-	531	144	-	28	141	298	178	-	238	155	275
	90.7	91.2	90.5	90.6	89.9	90.5	89.1	92.1	90.1	90.7			95.8	76.4		100.0	100.0	100.0	100.0		100.0	100.0	100.0
													N										
No	70	18	52	41	11	7	8	19	36	70	-	-	23	44	70	-	-	-	-	70	-	-	-
	9.3	8.8	9.5	9.4	10.1	9.5	10.9	7.9	9.9	9.3			4.2	23.6	100.0					100.0			
														M									

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	753	204	549	441	108	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	681	185	496	400	97	68	64	223	326	681	-	-	531	144	-	28	141	298	178	-	238	155	275
	90.5	90.9	90.4	90.6	89.6	90.1	89.1	91.8	90.1	90.5			95.6	76.4		100.0	100.0	100.0	100.0		100.0	100.0	100.0
													N										
No	70	18	52	41	11	7	8	19	36	70	-	-	23	44	70	-	-	-	-	70	-	-	-
	9.3	8.7	9.5	9.4	10.0	9.5	10.9	7.9	9.9	9.3			4.2	23.6	100.0					100.0			
														M									
Don't know	1	1	0	-	0	0	-	1	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-
	0.2	0.4	0.1		0.3	0.5		0.3		0.2			0.2										

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
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Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	681	185	496	400	97	68	64	223	326	681	-	-	531	144	-	28	141	298	178	-	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0		100.0	100.0	100.0
Don't know/Refused	36	12	24	21	3	4	4	12	15	36	-	-	27	8	-	-	-	-	-	-	4	4	18
Total answering	646	174	472	379	94	64	60	211	311	646	-	-	505	135	-	28	141	298	178	-	233	151	257
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	28	6	22	19	3	2	2	6	17	28	-	-	16	10	-	28	-	-	-	-	26	2	0
	4.4	3.5	4.7	5.0	3.5	3.2	3.8	3.0	5.6	4.4			3.1	7.6		100.0					10.9	1.5	0.1
																					VW		
2	33	17	16	11	4	4	5	19	5	33	-	-	25	8	-	-	33	-	-	-	30	2	1
	5.1	9.8	3.3	3.0	4.6	6.6	7.9	8.8	1.6	5.1			4.9	5.7			23.1				13.0	1.0	0.3
		CDE				I	I	I													VW		
3	50	10	40	34	6	3	5	14	28	50	-	-	41	9	-	-	50	-	-	-	37	13	1
	7.8	6.0	8.5	9.0	6.6	5.5	8.3	6.5	9.1	7.8			8.1	6.9			35.7				15.7	8.3	0.2
																					vW	W	
4	58	12	46	36	10	6	3	17	32	58	-	-	47	11	-	-	58	-	-	-	36	16	6
	9.0	7.0	9.7	9.5	10.8	9.8	4.7	8.2	10.2	9.0			9.3	7.9			41.2				15.3	10.4	2.4
									g												W	W	
5	46	14	32	25	7	3	3	19	21	46	-	-	31	11	-	-	-	46	-	-	27	16	3
	7.1	8.2	6.7	6.5	7.7	4.4	4.6	9.1	6.8	7.1			6.1	8.4				15.4			11.4	10.7	1.2
																					W	W	
6	60	12	48	40	9	8	4	17	32	60	-	-	50	11	-	-	-	60	-	-	28	20	12
	9.4	7.0	10.2	10.4	9.2	12.1	7.2	7.8	10.2	9.4			9.8	8.1				20.3			12.2	13.1	4.7
																					W	W	

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
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Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
7	18	4	14	11	3	1	2	7	7	18	-	-	11	6	-	-	-	18	-	-	3	5	9
	2.7	2.2	2.9	3.0	2.7	2.1	2.8	3.5	2.3	2.7			2.2	4.7				5.9			1.5	3.2	3.6
8	46	14	32	25	7	5	5	14	21	46	-	-	35	10	-	-	-	46	-	-	11	16	19
	7.1	8.1	6.7	6.5	7.7	7.8	8.7	6.8	6.8	7.1			7.0	7.7				15.3			4.5	10.6	7.3
																						u	
9	9	5	4	4	0	1	2	2	5	9	-	-	7	2	-	-	-	9	-	-	4	2	3
	1.4	2.9	0.9	1.0	0.4	1.9	2.6	0.8	1.5	1.4			1.4	1.4				3.0			1.6	1.2	1.4
		E																					
10	59	12	47	34	13	6	8	21	24	59	-	-	49	10	-	-	-	59	-	-	13	22	24
	9.1	6.9	9.9	9.0	13.9	9.0	12.9	10.1	7.7	9.1			9.8	7.2				19.7			5.4	14.6	9.3
					B																	U	
11-19	140	37	103	90	13	12	10	43	75	140	-	-	112	28	-	-	-	61	79	-	15	29	94
	21.7	21.2	21.9	23.9	13.9	18.9	16.4	20.4	24.2	21.7			22.2	20.8				20.3	44.6		6.4	19.1	36.8
		e	E	E					g										R			U	UV
20+	99	30	69	51	18	12	12	32	43	99	-	-	80	18	-	-	-	-	99	-	5	9	84
	15.3	17.3	14.5	13.4	18.9	18.7	20.0	14.9	13.9	15.3			15.9	13.7					55.4		2.0	6.2	32.6
																							UV
Mean	10.96	11.36	10.81	10.50	12.07	12.01	12.42	10.29	10.91	10.96	-	-	11.32	9.93	-	1.00	3.18	8.29	23.18	-	5.26	8.87	17.31
Standard Deviation	11.05	10.76	11.16	9.92	15.18	16.28	12.78	8.78	10.75	11.05	-	-	11.68	8.39	-	0.00	0.78	2.46	14.40	-	4.32	7.27	13.61
Standard Error	0.51	0.71	0.65	0.70	1.16	1.46	1.23	0.77	0.77	0.51			0.62	0.83		0.00	0.08	0.17	1.26		0.34	0.70	0.99

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION		
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	681	185	496	400	97	68	64	223	326	681	-	-	531	144	-	28	141	298	178	-	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	28	6	22	19	3	2	2	6	17	28	-	-	16	10	-	28	-	-	-	-	26	2	0
	4.1	3.3	4.4	4.7	3.3	3.0	3.6	2.8	5.4	4.1			3.0	7.2		100.0					10.7	1.4	0.1
																					VW		
2	33	17	16	11	4	4	5	19	5	33	-	-	25	8	-	-	33	-	-	-	30	2	1
	4.8	9.2	3.2	2.8	4.5	6.2	7.4	8.4	1.5	4.8			4.7	5.3			23.1				12.7	1.0	0.3
		CDE				I	I	I													VW		
3	50	10	40	34	6	3	5	14	28	50	-	-	41	9	-	-	50	-	-	-	37	13	1
	7.4	5.6	8.1	8.5	6.3	5.1	7.7	6.2	8.7	7.4			7.7	6.5			35.7				15.4	8.1	0.2
																					vW	W	
4	58	12	46	36	10	6	3	17	32	58	-	-	47	11	-	-	58	-	-	-	36	16	6
	8.5	6.6	9.3	9.0	10.5	9.2	4.4	7.8	9.7	8.5			8.9	7.4			41.2				15.0	10.1	2.3
									g												W	W	
5	46	14	32	25	7	3	3	19	21	46	-	-	31	11	-	-	-	46	-	-	27	16	3
	6.7	7.7	6.4	6.1	7.5	4.1	4.3	8.6	6.5	6.7			5.8	7.9				15.4			11.2	10.4	1.1
																					W	W	
6	60	12	48	40	9	8	4	17	32	60	-	-	50	11	-	-	-	60	-	-	28	20	12
	8.9	6.6	9.7	9.9	8.9	11.4	6.8	7.4	9.8	8.9			9.3	7.6				20.3			12.0	12.8	4.4
																					W	W	
7	18	4	14	11	3	1	2	7	7	18	-	-	11	6	-	-	-	18	-	-	3	5	9
	2.6	2.0	2.8	2.8	2.6	2.0	2.6	3.3	2.2	2.6			2.1	4.5				5.9			1.4	3.1	3.4
8	46	14	32	25	7	5	5	14	21	46	-	-	35	10	-	-	-	46	-	-	11	16	19
	6.7	7.6	6.4	6.1	7.5	7.3	8.1	6.4	6.5	6.7			6.6	7.3				15.3			4.5	10.3	6.8
																						u	

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
9	9	5	4	4	0	1	2	2	5	9	-	-	7	2	-	-	-	9	-	-	4	2	3
	1.3	2.7 E	0.8	0.9	0.4	1.8	2.5	0.8	1.4	1.3			1.4	1.3				3.0			1.6	1.2	1.3
10	59	12	47	34	13	6	8	21	24	59	-	-	49	10	-	-	-	59	-	-	13	22	24
	8.6	6.5	9.5	8.5	13.4 B	8.5	12.0	9.6	7.4	8.6			9.3	6.7				19.7			5.3	14.1 U	8.7
11-19	140	37	103	90	13	12	10	43	75	140	-	-	112	28	-	-	-	61	79	-	15	29	94
	20.6	19.8 e	20.8 E	22.6 E	13.4	17.8	15.3	19.3	23.1 g	20.6			21.1	19.6				20.3	44.6 R		6.3	18.6 U	34.3 UV
20+	99	30	69	51	18	12	12	32	43	99	-	-	80	18	-	-	-	-	99	-	5	9	84
	14.5	16.2	13.8	12.7	18.3	17.6	18.6	14.1	13.2	14.5			15.1	12.9					55.4		2.0	6.0	30.5 UV
Don't know/Refused	36	12	24	21	3	4	4	12	15	36	-	-	27	8	-	-	-	-	-	-	4	4	18
	5.2	6.2	4.8	5.2	3.4	5.9	6.8	5.4	4.6	5.2			5.0	5.8							1.8	2.8	6.6 U
Mean	10.96	11.36	10.81	10.50	12.07	12.01	12.42	10.29	10.91	10.96	-	-	11.32	9.93	-	1.00	3.18	8.29	23.18	-	5.26	8.87	17.31
Standard Deviation	11.05	10.76	11.16	9.92	15.18	16.28	12.78	8.78	10.75	11.05	-	-	11.68	8.39	-	0.00	0.78	2.46	14.40	-	4.32	7.27	13.61
Standard Error	0.51	0.71	0.65	0.70	1.16	1.46	1.23	0.77	0.77	0.51			0.62	0.83		0.00	0.08	0.17	1.26		0.34	0.70	0.99

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

P3E. Thinking about all the light bulbs you have installed right now, about what percentage would say are CFLs ?
BASE: Have CFLs installed

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	681	185	496	400	97	68	64	223	326	681	-	-	531	144	-	28	141	298	178	-	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0		100.0	100.0	100.0
Don't know/Refused	24	9	15	11	4	3	5	8	8	24	-	-	18	6	-	0	7	5	3	-	11	-	-
Total answering	657	176	482	388	93	65	60	214	318	657	-	-	513	138	-	28	134	293	175	-	227	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0		100.0	100.0	100.0
1-10%	92	26	66	53	13	8	5	33	46	92	-	-	61	29	-	23	49	16	4	-	92	-	-
	13.5	13.8	13.3	13.2	13.8	12.4	7.1	14.9	14.0	13.5			11.5	19.8		82.8	34.6	5.3	2.1		38.6		
								G	G					M		QRS	RS						
11-20%	53	12	41	36	5	3	3	17	30	53	-	-	46	6	-	2	24	25	0	-	53	-	-
	7.8	6.3	8.3	9.0	5.6	5.0	5.1	7.4	9.1	7.8			8.7	3.9		6.7	16.7	8.4	0.2		22.2		
													N				RS	S					
21-30%	66	13	53	40	13	5	4	25	31	66	-	-	48	15	-	-	20	38	6	-	66	-	-
	9.6	6.8	10.7	9.9	13.8	8.0	6.8	11.0	9.6	9.6			9.1	10.6			13.9	12.7	3.1		27.6		
					B												S	S					
31-40%	33	5	27	25	3	3	2	13	15	33	-	-	27	6	-	-	5	24	4	-	17	16	-
	4.8	2.9	5.5	6.1	3.0	4.1	3.5	5.8	4.5	4.8			5.1	4.0			3.4	8.1	2.1		7.1	10.2	
																		qS					
41-50%	119	32	88	72	16	14	10	35	60	119	-	-	95	24	-	2	26	74	13	-	-	119	-
	17.5	17.1	17.6	17.9	16.4	20.5	14.9	15.9	18.4	17.5			17.9	16.9		8.0	18.4	24.9	7.3			76.7	
																	S	PS					
51-60%	16	7	9	6	3	4	5	5	2	16	-	-	14	2	-	-	3	9	4	-	-	16	-
	2.4	4.0	1.8	1.4	3.3	5.2	8.4	2.4	0.6	2.4			2.7	1.4			2.5	3.0	2.2			10.5	
		d				I	HI																

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NEEA Consumer Lighting Survey (#5752)

P3E. Thinking about all the light bulbs you have installed right now, about what percentage would say are CFLs ?
BASE: Have CFLs installed

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
61-70%	19	6	13	11	1	2	4	8	5	19	-	-	17	2	-	-	-	15	2	-	-	4	15
	2.8	3.3	2.6	2.8	1.5	2.3	5.5 i	3.8	1.7	2.8			3.1	1.6				5.0 S	1.4			2.6	5.4
71-80%	73	19	53	43	10	8	6	26	33	73	-	-	67	6	-	-	1	31	40	-	-	-	73
	10.7	10.5	10.7	10.8	10.1	11.7	9.6	11.5	10.0	10.7			12.6 N	4.0			0.6	10.4 Q	22.6 QR				26.4
81-90%	61	19	43	34	9	5	6	25	26	61	-	-	48	13	-	0	6	19	32	-	-	-	61
	9.0	10.1	8.6	8.5	9.0	7.1	8.9	11.3	7.8	9.0			9.1	9.1		1.3	4.4	6.5 p	17.9 PQR				22.3
91-99%	36	11	25	19	6	5	3	9	19	36	-	-	29	8	-	-	-	8	24	-	-	-	36
	5.3	6.1	5.0	4.7	6.3	8.0	4.7	3.9	5.8	5.3			5.4	5.3				2.8	13.3 R				13.2
100%	90	26	64	51	13	8	12	18	53	90	-	-	60	28	-	-	1	33	47	-	-	-	90
	13.2	14.1	12.9	12.7	13.5	11.3	18.1 H	8.1	16.1 H	13.2			11.4	19.5 M			0.4	11.2 Q	26.2 QR				32.7
Mean	55.35	58.00	54.38	54.15	55.36	56.91	63.42	52.89	55.18	55.35	-	-	55.82	54.54	-	9.55	27.21	54.85	81.62	-	17.22	50.32	89.71
Standard Deviation	33.01	33.38	32.85	32.75	33.40	32.11	30.71	32.07	34.10	33.01	-	-	31.93	36.42	-	16.51	23.01	28.17	22.08	-	10.37	5.17	10.12
Standard Error	1.52	2.18	1.91	2.28	2.56	2.87	2.96	2.77	2.41	1.52			1.67	3.61		3.83	2.35	1.95	1.94		0.82	0.49	0.71

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P3E. Thinking about all the light bulbs you have installed right now, about what percentage would say are CFLs ?
BASE: Have CFLs installed

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	681	185	496	400	97	68	64	223	326	681	-	-	531	144	-	28	141	298	178	-	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0		100.0	100.0	100.0
1-10%	92	26	66	53	13	8	5	33	46	92	-	-	61	29	-	23	49	16	4	-	92	-	-
	13.5	13.8	13.3	13.2	13.8	12.4	7.1	14.9	14.0	13.5			11.5	19.8		82.8	34.6	5.3	2.1		38.6		
								G	G					M		QRS	RS						
11-20%	53	12	41	36	5	3	3	17	30	53	-	-	46	6	-	2	24	25	0	-	53	-	-
	7.8	6.3	8.3	9.0	5.6	5.0	5.1	7.4	9.1	7.8			8.7	3.9		6.7	16.7	8.4	0.2		22.2		
													N				RS	S					
21-30%	66	13	53	40	13	5	4	25	31	66	-	-	48	15	-	-	20	38	6	-	66	-	-
	9.6	6.8	10.7	9.9	13.8	8.0	6.8	11.0	9.6	9.6			9.1	10.6			13.9	12.7	3.1		27.6		
					B												S	S					
31-40%	33	5	27	25	3	3	2	13	15	33	-	-	27	6	-	-	5	24	4	-	17	16	-
	4.8	2.9	5.5	6.1	3.0	4.1	3.5	5.8	4.5	4.8			5.1	4.0			3.4	8.1	2.1		7.1	10.2	
																		qS					
41-50%	119	32	88	72	16	14	10	35	60	119	-	-	95	24	-	2	26	74	13	-	-	119	-
	17.5	17.1	17.6	17.9	16.4	20.5	14.9	15.9	18.4	17.5			17.9	16.9		8.0	18.4	24.9	7.3			76.7	
																	S	PS					
51-60%	16	7	9	6	3	4	5	5	2	16	-	-	14	2	-	-	3	9	4	-	-	16	-
	2.4	4.0	1.8	1.4	3.3	5.2	8.4	2.4	0.6	2.4			2.7	1.4			2.5	3.0	2.2			10.5	
		d				I	HI																
61-70%	19	6	13	11	1	2	4	8	5	19	-	-	17	2	-	-	-	15	2	-	-	4	15
	2.8	3.3	2.6	2.8	1.5	2.3	5.5	3.8	1.7	2.8			3.1	1.6				5.0	1.4			2.6	5.4
							i											S					

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
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P3E. Thinking about all the light bulbs you have installed right now, about what percentage would say are CFLs ?
BASE: Have CFLs installed

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
71-80%	73	19	53	43	10	8	6	26	33	73	-	-	67	6	-	-	1	31	40	-	-	-	73
	10.7	10.5	10.7	10.8	10.1	11.7	9.6	11.5	10.0	10.7			12.6	4.0			0.6	10.4	22.6				26.4
													N					Q	QR				
81-90%	61	19	43	34	9	5	6	25	26	61	-	-	48	13	-	0	6	19	32	-	-	-	61
	9.0	10.1	8.6	8.5	9.0	7.1	8.9	11.3	7.8	9.0			9.1	9.1		1.3	4.4	6.5	17.9				22.3
																		p	PQR				
91-99%	36	11	25	19	6	5	3	9	19	36	-	-	29	8	-	-	-	8	24	-	-	-	36
	5.3	6.1	5.0	4.7	6.3	8.0	4.7	3.9	5.8	5.3			5.4	5.3				2.8	13.3				13.2
																			R				
100%	90	26	64	51	13	8	12	18	53	90	-	-	60	28	-	-	1	33	47	-	-	-	90
	13.2	14.1	12.9	12.7	13.5	11.3	18.1	8.1	16.1	13.2			11.4	19.5			0.4	11.2	26.2				32.7
							H		H					M				Q	QR				
Don't know	21	8	13	9	4	3	4	8	6	21	-	-	16	6	-	0	7	4	1	-	10	-	-
	3.2	4.6	2.6	2.4	3.7	4.4	6.4	3.8	1.8	3.2			3.0	4.0		1.3	5.1	1.5	0.5		4.2		
							i										S						
Refused	2	1	2	2	-	-	1	-	2	2	-	-	2	-	-	-	-	1	2	-	1	-	-
	0.4	0.3	0.4	0.5			0.9		0.6	0.4			0.5					0.2	1.1		0.3		
Mean	55.35	58.00	54.38	54.15	55.36	56.91	63.42	52.89	55.18	55.35	-	-	55.82	54.54	-	9.55	27.21	54.85	81.62	-	17.22	50.32	89.71
Standard Deviation	33.01	33.38	32.85	32.75	33.40	32.11	30.71	32.07	34.10	33.01	-	-	31.93	36.42	-	16.51	23.01	28.17	22.08	-	10.37	5.17	10.12
Standard Error	1.52	2.18	1.91	2.28	2.56	2.87	2.96	2.77	2.41	1.52			1.67	3.61		3.83	2.35	1.95	1.94		0.82	0.49	0.71

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

P3F. About how many total light bulbs would you says you have installed in your home ?
BASE: No CFLs installed or Don't know percent of CFLs installed

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	95	28	68	53	15	11	13	28	44	95	-	-	43	50	70	0	7	5	3	70	11	-	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
Don't know/Refused	21	6	15	11	4	2	4	6	9	21	-	-	14	7	12	-	1	1	3	12	-	-	-
Total answering	74	22	53	41	11	8	9	22	35	74	-	-	29	44	58	0	6	4	-	58	11	-	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0		
3	1	1	-	-	-	-	1	-	-	1	-	-	-	-	1	-	-	-	-	1	-	-	-
	0.8	2.8					6.9			0.8					1.1					1.1			
4	2	-	2	2	0	-	0	-	2	2	-	-	2	0	0	-	-	-	-	0	-	-	-
	3.0		4.3	4.5	3.2		4.1		5.4	3.0			6.5	0.8	0.6					0.6			
5	2	-	2	2	-	-	-	-	2	2	-	-	-	2	2	-	-	-	-	2	-	-	-
	2.5		3.6	4.5					5.4	2.5				4.3	3.2					3.2			
6	4	2	2	2	0	0	-	1	3	4	-	-	1	3	4	-	-	0	-	4	0	-	-
	5.3	7.8	4.3	4.5	3.2	4.2		3.8	7.8	5.3			4.2	6.3	6.1			8.3		6.1	3.4		
8	1	1	0	-	0	0	1	-	-	1	-	-	-	1	1	-	-	-	-	1	-	-	-
	1.3	2.8	0.7		3.2	4.2	6.9			1.3				2.2	1.7					1.7			
9	1	1	-	-	-	-	-	-	1	1	-	-	1	-	-	-	-	1	-	-	1	-	-
	1.1	3.9							2.4	1.1			2.9					19.5			7.9		
10	4	1	3	2	1	1	1	-	3	4	-	-	1	3	3	-	1	-	-	3	1	-	-
	5.9	6.7	5.6	4.5	9.6	11.4	8.1		7.8	5.9			4.2	7.4	5.9		16.2			5.9	9.1		
11-19	25	13	13	9	3	4	4	12	6	25	-	-	12	13	19	-	4	1	-	19	6	-	-
	34.4	59.6	24.1	22.7	29.1	44.5	46.8	53.8	16.7	34.4			41.0	29.5	32.9		71.8	28.4		32.9	51.9		
		CDE				i	I	I									O						

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

P3F. About how many total light bulbs would you says you have installed in your home ?
BASE: No CFLs installed or Don't know percent of CFLs installed

	BANNER 1																							
		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
											Aware												
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
20+	34	4	30	25	6	3	2	9	19	34	-	-	12	22	28	0	1	2	-	28	3	-	-
	45.6	16.3	57.5	59.1	51.6	35.6	27.2	42.3	54.6	45.6			41.2	49.5	48.4	100.0	12.0	43.8		48.4	27.8		
			B	B	B				g						Q	OQR							
Mean	22.56	14.05	26.04	26.41	24.66	18.04	18.21	27.38	21.75	22.56	-	-	24.76	21.38	21.79	30.00	16.50	16.89	-	21.79	17.11	-	-
Standard Deviation	17.77	6.08	19.76	21.02	14.88	10.08	13.64	25.05	14.32	17.77	-	-	23.43	13.05	13.21	0.00	9.97	8.56	-	13.21	9.10	-	-
Standard Error	2.39	1.12	3.43	4.48	3.08	2.46	3.24	6.71	3.07	2.39			5.02	2.32	2.03	0.00	4.04	4.50		2.03	2.85		

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

P3F. About how many total light bulbs would you says you have installed in your home ?
BASE: Have CFLs installed

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	95	28	68	53	15	11	13	28	44	95	-	-	43	50	70	0	7	5	3	70	11	-	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
3	1	1	-	-	-	-	1	-	-	1	-	-	-	-	1	-	-	-	-	1	-	-	-
	0.6	2.2					4.8			0.6					0.9					0.9			
4	2	-	2	2	0	-	0	-	2	2	-	-	2	0	0	-	-	-	-	0	-	-	-
	2.4		3.3	3.6	2.4		2.8		4.3	2.4			4.4	0.7	0.5					0.5			
5	2	-	2	2	-	-	-	-	2	2	-	-	-	2	2	-	-	-	-	2	-	-	-
	2.0		2.8	3.6					4.3	2.0				3.8	2.7					2.7			
6	4	2	2	2	0	0	-	1	3	4	-	-	1	3	4	-	-	0	-	4	0	-	-
	4.1	6.1	3.3	3.6	2.4	3.4		3.0	6.2	4.1			2.8	5.4	5.1			7.2		5.1	3.4		
8	1	1	0	-	0	0	1	-	-	1	-	-	-	1	1	-	-	-	-	1	-	-	-
	1.0	2.2	0.5		2.4	3.4	4.8			1.0				1.9	1.4					1.4			
9	1	1	-	-	-	-	-	-	1	1	-	-	1	-	-	-	-	1	-	-	1	-	-
	0.9	3.0							1.9	0.9			2.0					16.7			7.9		
10	4	1	3	2	1	1	1	-	3	4	-	-	1	3	3	-	1	-	-	3	1	-	-
	4.6	5.2	4.4	3.6	7.3	9.2	5.7		6.2	4.6			2.8	6.4	4.9		13.5			4.9	9.1		
11-19	25	13	13	9	3	4	4	12	6	25	-	-	12	13	19	-	4	1	-	19	6	-	-
	26.8	46.3	18.8	17.9	22.0	35.8	32.8	41.5	13.4	26.8			27.7	25.6	27.3		59.6	24.3		27.3	51.9		
		CDE				i	i	I									o						
20+	34	4	30	25	6	3	2	9	19	34	-	-	12	22	28	0	1	2	-	28	3	-	-
	35.5	12.7	44.8	46.4	39.0	28.7	19.1	32.6	43.7	35.5			27.9	42.9	40.1	100.0	10.0	37.5		40.1	27.8		
			B	B	B				G						Q	OQR							

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

P3F. About how many total light bulbs would you says you have installed in your home ?
BASE: Have CFLs installed

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Don't know/Refused	21	6	15	11	4	2	4	6	9	21	-	-	14	7	12	-	1	1	3	12	-	-	-
	22.2	22.3	22.1	21.4	24.4	19.5	29.9	23.0	20.0	22.2			32.3	13.4	17.1		16.9	14.3	100.0	17.1			
													n						OQR				
Mean	22.56	14.05	26.04	26.41	24.66	18.04	18.21	27.38	21.75	22.56	-	-	24.76	21.38	21.79	30.00	16.50	16.89	-	21.79	17.11	-	-
Standard Deviation	17.77	6.08	19.76	21.02	14.88	10.08	13.64	25.05	14.32	17.77	-	-	23.43	13.05	13.21	0.00	9.97	8.56	-	13.21	9.10	-	-
Standard Error	2.39	1.12	3.43	4.48	3.08	2.46	3.24	6.71	3.07	2.39			5.02	2.32	2.03	0.00	4.04	4.50		2.03	2.85		

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	753	204	549	441	108	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	7	1	6	4	2	2	-	-	5	7	-	-	6	1	1	-	1	4	1	1	3	3	-
Total answering	745	202	543	437	106	74	72	243	357	745	-	-	550	187	69	28	140	294	177	69	235	152	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	558	150	408	330	78	56	53	175	274	558	-	-	431	123	44	12	87	232	154	44	150	112	241
	74.9	74.2	75.2	75.4	74.1	75.9	73.8	72.1	76.8	74.9			78.4	65.9	63.5	41.0	62.4	78.8	86.6	63.5	63.8	73.7	87.7
													N		p		p	OPQ	OPQr			u	TUV
No	187	52	135	107	27	18	19	68	83	187	-	-	119	64	25	17	53	62	24	25	85	40	34
	25.1	25.8	24.8	24.6	25.9	24.1	26.2	27.9	23.2	25.1			21.6	34.1	36.5	59.0	37.6	21.2	13.4	36.5	36.2	26.3	12.3
														M	RS	oqRS	RS	s		W	vW	W	

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	753	204	549	441	108	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	558	150	408	330	78	56	53	175	274	558	-	-	431	123	44	12	87	232	154	44	150	112	241
	74.2	73.7	74.3	74.8	72.6	73.9	73.8	72.1	75.7	74.2			77.5	65.6	62.6	41.0	61.9	77.6	86.2	62.6	62.9	72.3	87.7
													N				p	OPQ	OPQR			u	TUV
No	187	52	135	107	27	18	19	68	83	187	-	-	119	64	25	17	53	62	24	25	85	40	34
	24.9	25.6	24.6	24.4	25.4	23.4	26.2	27.9	22.9	24.9			21.4	33.9	36.0	59.0	37.3	20.9	13.3	36.0	35.7	25.7	12.3
														M	RS	oqRS	RS	s		W	vW	W	
Don't know	7	1	6	4	2	2	-	-	5	7	-	-	6	1	1	-	1	4	1	1	3	3	-
	1.0	0.7	1.1	0.9	2.0	2.7			1.5	1.0			1.1	0.5	1.4		0.8	1.5	0.5	1.4	1.4	2.0	

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	558	150	408	330	78	56	53	175	274	558	-	-	431	123	44	12	87	232	154	44	150	112	241
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	28	7	21	17	4	2	4	10	12	28	-	-	18	7	4	-	0	7	5	4	4	7	7
Total answering	531	143	388	313	75	54	49	165	262	531	-	-	412	116	40	12	87	224	149	40	145	105	234
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	17	5	12	9	2	2	3	5	6	17	-	-	5	11	14	-	0	-	2	14	0	-	2
	3.1	3.5	3.0	3.0	2.9	3.6	5.4	3.3	2.5	3.1			1.3	9.3	34.5		0.4		1.5	34.5	0.2		1.0
														M	QS					UW			
1	43	5	38	34	4	3	0	15	25	43	-	-	31	11	5	4	16	8	6	5	17	7	13
	8.1	3.8	9.7	10.8	4.8	5.6	0.7	8.9	9.5	8.1			7.5	9.5	12.3	35.9	18.6	3.8	3.8	12.3	11.9	6.9	5.7
			Be	BE		G		G	G							rs	RS				w		
2	100	32	68	53	16	11	9	30	51	100	-	-	77	24	8	6	26	43	16	8	37	25	30
	18.9	22.5	17.6	16.9	20.8	20.0	18.1	18.1	19.4	18.9			18.6	20.6	19.1	55.7	29.8	19.1	10.5	19.1	25.6	23.8	12.7
																oRS	S	S			W	W	
3	54	18	35	26	9	8	6	11	29	54	-	-	39	15	1	1	10	30	10	1	22	10	20
	10.1	12.8	9.1	8.4	12.1	14.8	11.9	6.6	11.0	10.1			9.4	12.9	1.5	8.4	11.3	13.2	7.0	1.5	14.9	9.7	8.7
						h											O	Os			T	T	T
4	85	21	64	53	11	7	8	40	29	85	-	-	67	18	8	-	13	44	14	8	26	16	33
	16.0	14.5	16.5	16.9	15.0	13.0	16.0	24.5	11.2	16.0			16.2	15.6	19.1		15.1	19.5	9.5	19.1	17.6	15.4	13.9
								FI										S					
5	46	8	38	32	6	4	5	14	22	46	-	-	38	7	-	-	3	21	22	-	8	10	28
	8.6	5.5	9.8	10.2	7.7	7.8	11.1	8.5	8.4	8.6			9.2	6.0			3.3	9.5	14.5		5.5	9.1	12.0
			b	b														q	Q				u

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
6	70	16	54	43	10	7	3	26	34	70	-	-	56	14	3	-	7	32	28	3	13	12	41
	13.2	11.5	13.9	13.9	14.0	12.6	5.4	16.0	13.1	13.2			13.7	11.9	6.7		7.9	14.1	19.1	6.7	9.0	11.3	17.6
						g		G	G										OQ				tU
7	4	3	1	-	1	1	1	1	1	4	-	-	3	1	-	-	1	3	-	-	1	1	2
	0.8	2.3	0.2		1.0	2.3	2.5	0.5	0.3	0.8			0.8	0.5			0.7	1.2			0.4	1.4	0.8
		c																					
8	22	9	13	9	4	3	1	3	15	22	-	-	20	2	-	-	1	10	11	-	4	3	15
	4.2	6.6	3.4	3.0	4.8	6.3	3.0	1.5	5.7	4.2			5.0	1.7			1.2	4.5	7.5		3.0	2.6	6.5
						h			h				n						Q				
9	4	1	4	4	-	-	1	-	4	4	-	-	4	-	-	-	2	2	-	-	2	2	-
	0.8	0.4	1.0	1.2			1.2		1.4	0.8			1.1				2.2	0.8			1.3	2.4	
10	29	8	21	15	6	3	6	4	17	29	-	-	27	2	2	-	1	11	16	2	3	8	16
	5.6	5.8	5.5	4.8	8.2	5.4	12.3	2.2	6.5	5.6			6.6	1.9	4.7		1.1	4.7	10.8	4.7	2.2	8.0	6.8
							fH		h				N					q	Qr			u	u
11-19	37	10	27	23	4	4	3	13	17	37	-	-	29	7	1	-	5	14	14	1	9	7	19
	6.9	6.8	6.9	7.2	5.8	6.7	6.2	7.9	6.5	6.9			7.1	6.3	2.1		5.5	6.4	9.3	2.1	6.5	7.0	8.2
																			o				t
20+	19	6	13	11	2	1	3	3	12	19	-	-	15	4	-	-	2	7	10	-	2	3	14
	3.6	4.1	3.5	3.6	2.9	1.8	6.2	2.1	4.5	3.6			3.6	3.9			2.9	3.2	6.5		1.7	2.6	6.0
																							u
Mean	6.01	5.62	6.16	6.30	5.55	5.16	6.32	4.99	6.77	6.01	-	-	6.20	5.39	2.43	1.73	4.21	6.76	7.39	2.43	6.17	5.45	6.84
Standard Deviation	10.30	5.41	11.59	12.63	5.44	4.61	6.20	4.72	13.71	10.30	-	-	10.85	8.13	2.91	0.63	4.51	14.28	6.80	2.91	16.94	4.61	7.00
Standard Error	0.53	0.39	0.75	0.98	0.46	0.45	0.65	0.47	1.06	0.53			0.63	0.87	0.55	0.23	0.57	1.13	0.65	0.55	1.69	0.52	0.54

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	558	150	408	330	78	56	53	175	274	558	-	-	431	123	44	12	87	232	154	44	150	112	241
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	17	5	12	9	2	2	3	5	6	17	-	-	5	11	14	-	0	-	2	14	0	-	2
	3.0	3.3	2.8	2.9	2.7	3.5	5.0	3.1	2.4	3.0			1.2	8.8	31.8		0.4		1.5	31.8	0.2		0.9
														M	QS					UW			
1	43	5	38	34	4	3	0	15	25	43	-	-	31	11	5	4	16	8	6	5	17	7	13
	7.7	3.6	9.2	10.3	4.6	5.4	0.7	8.4	9.1	7.7			7.2	8.9	11.3	35.9	18.5	3.6	3.7	11.3	11.6	6.4	5.6
			Be	BE		G		G	G							rs	RS				w		
2	100	32	68	53	16	11	9	30	51	100	-	-	77	24	8	6	26	43	16	8	37	25	30
	18.0	21.4	16.7	16.0	19.8	19.3	16.6	17.0	18.6	18.0			17.8	19.4	17.5	55.7	29.7	18.5	10.2	17.5	24.8	22.2	12.3
																ORS	rS	S			W	w	
3	54	18	35	26	9	8	6	11	29	54	-	-	39	15	1	1	10	30	10	1	22	10	20
	9.6	12.2	8.7	8.0	11.5	14.3	10.9	6.2	10.6	9.6			9.0	12.2	1.4	8.4	11.3	12.8	6.7	1.4	14.5	9.0	8.4
						H											O	Os	o		T	T	T
4	85	21	64	53	11	7	8	40	29	85	-	-	67	18	8	-	13	44	14	8	26	16	33
	15.2	13.8	15.7	16.0	14.3	12.6	14.8	23.1	10.7	15.2			15.5	14.7	17.6		15.0	18.9	9.2	17.6	17.1	14.4	13.5
								FI										S					
5	46	8	38	32	6	4	5	14	22	46	-	-	38	7	-	-	3	21	22	-	8	10	28
	8.2	5.2	9.3	9.7	7.4	7.6	10.2	8.0	8.0	8.2			8.8	5.7			3.3	9.2	14.1		5.4	8.5	11.6
			b															q	Q				u
6	70	16	54	43	10	7	3	26	34	70	-	-	56	14	3	-	7	32	28	3	13	12	41
	12.6	10.9	13.2	13.1	13.4	12.2	5.0	15.1	12.5	12.6			13.1	11.2	6.2		7.9	13.7	18.5	6.2	8.8	10.6	17.1
						g		G	G										OQ				TU

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
7	4	3	1	-	1	1	1	1	1	4	-	-	3	1	-	-	1	3	-	-	1	1	2
	0.7	2.2 c	0.2		0.9	2.2	2.3	0.5	0.3	0.7			0.8	0.5			0.7	1.2			0.4	1.3	0.8
8	22	9	13	9	4	3	1	3	15	22	-	-	20	2	-	-	1	10	11	-	4	3	15
	4.0	6.3	3.2	2.9	4.6	6.1 h	2.7	1.4	5.5 h	4.0			4.8 n	1.6			1.2	4.4	7.3 Q		3.0	2.4	6.3
9	4	1	4	4	-	-	1	-	4	4	-	-	4	-	-	-	2	2	-	-	2	2	-
	0.8	0.4	0.9	1.1			1.1		1.4	0.8			1.0				2.2	0.8			1.3	2.2	
10	29	8	21	15	6	3	6	4	17	29	-	-	27	2	2	-	1	11	16	2	3	8	16
	5.3	5.5	5.2	4.6	7.8	5.2	11.3 H	2.0	6.2 h	5.3			6.3 N	1.8	4.3		1.1	4.5	10.5 Qr	4.3	2.2	7.4 u	6.6 u
11-19	37	10	27	23	4	4	3	13	17	37	-	-	29	7	1	-	5	14	14	1	9	7	19
	6.6	6.5	6.6	6.9	5.5	6.5	5.7	7.4	6.2	6.6			6.8	5.9	1.9		5.4	6.2	9.0 o	1.9	6.3	6.6	7.9 t
20+	19	6	13	11	2	1	3	3	12	19	-	-	15	4	-	-	2	7	10	-	2	3	14
	3.5	3.9	3.3	3.4	2.8	1.7	5.7	2.0	4.3	3.5			3.4	3.6			2.9	3.1	6.3		1.7	2.4	5.8 u
Don't know/Refused	28	7	21	17	4	2	4	10	12	28	-	-	18	7	4	-	0	7	5	4	4	7	7
	5.0	4.8	5.0	5.1	4.6	3.5	8.0	5.7	4.2	5.0			4.3	5.9	8.0		0.4	3.1 q	3.0	8.0	2.8	6.5	3.0
Mean	6.01	5.62	6.16	6.30	5.55	5.16	6.32	4.99	6.77	6.01	-	-	6.20	5.39	2.43	1.73	4.21	6.76	7.39	2.43	6.17	5.45	6.84
Standard Deviation	10.30	5.41	11.59	12.63	5.44	4.61	6.20	4.72	13.71	10.30	-	-	10.85	8.13	2.91	0.63	4.51	14.28	6.80	2.91	16.94	4.61	7.00
Standard Error	0.53	0.39	0.75	0.98	0.46	0.45	0.65	0.47	1.06	0.53			0.63	0.87	0.55	0.23	0.57	1.13	0.65	0.55	1.69	0.52	0.54

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	558	150	408	330	78	56	53	175	274	558	-	-	431	123	44	12	87	232	154	44	150	112	241
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	50	15	35	28	7	3	5	23	18	50	-	-	44	6	2	2	5	11	14	2	4	7	30
Total answering	508	135	373	302	72	53	48	152	256	508	-	-	387	117	42	10	83	221	139	42	145	105	212
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	130	36	94	81	13	11	11	22	87	130	-	-	92	38	3	2	14	49	59	3	13	16	97
	25.6	26.5	25.3	26.9	18.7	21.2	22.0	14.2	33.9	25.6			23.7	32.0	6.4	19.6	16.4	22.3	42.2	6.4	8.7	15.7	46.0
		e		e					FGH									O	OQR				TUV
1	9	5	4	2	3	2	3	3	2	9	-	-	8	1	-	-	2	3	3	-	2	2	5
	1.8	3.7	1.2	0.6	3.5	3.2	5.3	1.8	0.9	1.8			2.2	0.8			2.3	1.3	2.2		1.5	2.1	2.3
		D			d		i																
2	49	14	36	26	9	7	4	17	21	49	-	-	44	6	-	1	9	23	14	-	17	8	23
	9.7	10.1	9.6	8.7	13.1	14.0	9.4	11.3	8.0	9.7			11.3	4.7		12.4	10.7	10.3	10.2		11.8	7.4	10.7
													N										
3	35	14	22	19	3	5	2	5	23	35	-	-	26	9	2	-	8	16	7	2	9	12	12
	7.0	10.2	5.8	6.2	4.0	8.7	4.6	3.5	9.2	7.0			6.7	7.4	5.9		9.9	7.2	5.1	5.9	6.4	11.5	5.5
		E							h														
4	61	19	43	32	10	6	9	20	25	61	-	-	49	12	12	2	9	27	10	12	16	15	17
	12.0	13.8	11.4	10.6	14.6	12.3	19.1	13.4	9.9	12.0			12.8	10.0	28.8	25.9	10.5	12.4	6.9	28.8	11.1	14.2	8.1
							i								QrS					UW			
5	29	6	24	19	5	3	4	13	10	29	-	-	26	3	0	1	2	18	8	0	9	8	13
	5.8	4.1	6.4	6.2	7.1	5.1	8.3	8.6	3.8	5.8			6.8	2.7	0.8	6.3	2.7	8.2	5.8	0.8	5.9	7.4	6.0
													n					Oq	o		t	t	T

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
6	53	12	42	36	6	5	3	24	22	53	-	-	40	12	5	-	15	23	10	5	21	16	11
	10.5	8.8	11.1	11.9	8.1	8.8	5.3	15.7	8.8	10.5			10.5	9.8	11.3		17.6	10.6	7.0	11.3	14.3	15.7	5.3
								G									s				W	W	
7	5	1	4	4	0	0	-	5	-	5	-	-	5	-	-	-	-	4	1	-	2	-	3
	1.0	0.6	1.1	1.2	0.5	0.7		3.0		1.0			1.3					1.7	0.9		1.3		1.5
8	27	7	20	17	3	4	2	11	10	27	-	-	23	4	-	0	6	11	9	-	12	7	8
	5.3	5.0	5.4	5.6	4.5	7.4	4.6	7.3	3.8	5.3			6.0	3.3		3.7	7.8	4.8	6.4		8.2	6.5	3.9
10	34	9	25	19	6	3	3	9	18	34	-	-	26	8	4	-	9	15	6	4	15	7	7
	6.7	6.8	6.6	6.2	8.1	6.2	6.0	6.1	7.2	6.7			6.8	6.4	10.1		10.5	6.6	4.0	10.1	10.3	6.9	3.5
																					W		
11-19	32	9	22	19	4	3	3	13	13	32	-	-	20	11	5	3	4	12	7	5	13	8	6
	6.2	6.8	6.0	6.2	5.0	6.4	5.8	8.4	5.0	6.2			5.3	9.6	11.7	28.3	5.3	5.6	4.8	11.7	8.8	7.4	2.9
																					w		
20+	42	5	37	28	9	3	5	10	24	42	-	-	26	15	11	0	5	20	6	11	17	5	9
	8.3	3.5	10.0	9.4	12.6	6.0	9.6	6.7	9.5	8.3			6.8	13.2	24.8	3.7	6.4	8.9	4.4	24.8	11.8	5.2	4.2
			B	B	B										PQrS					VW	W		
Mean	6.40	4.70	7.02	6.32	9.94	6.27	8.12	6.98	5.77	6.40	-	-	5.85	8.20	13.09	11.06	6.12	6.42	4.52	13.09	8.60	6.31	3.68
Standard Deviation	12.12	5.53	13.69	8.23	26.26	13.14	26.73	9.77	8.22	12.12	-	-	9.09	18.90	28.39	28.17	6.84	8.53	9.13	28.39	11.19	7.98	7.59
Standard Error	0.63	0.41	0.90	0.65	2.26	1.30	2.87	1.01	0.65	0.63			0.55	2.04	5.22	10.62	0.89	0.68	0.90	5.22	1.13	0.90	0.61

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	558	150	408	330	78	56	53	175	274	558	-	-	431	123	44	12	87	232	154	44	150	112	241
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	130	36	94	81	13	11	11	22	87	130	-	-	92	38	3	2	14	49	59	3	13	16	97
	23.3	23.8	23.1	24.6	17.1	20.0	19.8	12.3	31.7	23.3			21.3	30.4	6.2	16.4	15.5	21.3	38.3	6.2	8.4	14.7	40.4
				e					FGH					m				O	OQR				TUV
1	9	5	4	2	3	2	3	3	2	9	-	-	8	1	-	-	2	3	3	-	2	2	5
	1.7	3.3	1.1	0.6	3.2	3.0	4.8	1.6	0.9	1.7			2.0	0.8			2.2	1.3	2.0		1.5	1.9	2.1
		D			d		i																
2	49	14	36	26	9	7	4	17	21	49	-	-	44	6	-	1	9	23	14	-	17	8	23
	8.9	9.1	8.8	8.0	12.0	13.2	8.4	9.7	7.5	8.9			10.2	4.5		10.4	10.1	9.9	9.2		11.5	7.0	9.4
													N										
3	35	14	22	19	3	5	2	5	23	35	-	-	26	9	2	-	8	16	7	2	9	12	12
	6.4	9.2	5.3	5.7	3.7	8.2	4.1	3.0	8.6	6.4			6.0	7.1	5.7		9.4	6.8	4.6	5.7	6.2	10.8	4.8
		E				h			H														
4	61	19	43	32	10	6	9	20	25	61	-	-	49	12	12	2	9	27	10	12	16	15	17
	11.0	12.4	10.4	9.7	13.4	11.5	17.2	11.6	9.2	11.0			11.5	9.5	27.8	21.7	9.9	11.8	6.3	27.8	10.8	13.3	7.1
							i								QrS					UW			
5	29	6	24	19	5	3	4	13	10	29	-	-	26	3	0	1	2	18	8	0	9	8	13
	5.3	3.7	5.9	5.7	6.4	4.8	7.5	7.4	3.6	5.3			6.1	2.6	0.8	5.3	2.6	7.8	5.3	0.8	5.7	7.0	5.3
																		Oq	o		t	t	t
6	53	12	42	36	6	5	3	24	22	53	-	-	40	12	5	-	15	23	10	5	21	16	11
	9.6	7.9	10.2	10.9	7.4	8.2	4.8	13.6	8.2	9.6			9.4	9.3	10.9		16.6	10.1	6.4	10.9	13.9	14.7	4.7
								G									S				W	W	

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
7	5	1	4	4	0	0	-	5	-	5	-	-	5	-	-	-	-	4	1	-	2	-	3
	0.9	0.6	1.0	1.1	0.5	0.6		2.6		0.9			1.2					1.6	0.8		1.3		1.3
8	27	7	20	17	3	4	2	11	10	27	-	-	23	4	-	0	6	11	9	-	12	7	8
	4.8	4.5	5.0	5.1	4.1	7.0	4.1	6.3	3.6	4.8			5.4	3.1		3.1	7.3	4.6	5.8		7.9	6.1	3.4
10	34	9	25	19	6	3	3	9	18	34	-	-	26	8	4	-	9	15	6	4	15	7	7
	6.1	6.1	6.0	5.7	7.4	5.9	5.4	5.3	6.7	6.1			6.1	6.1	9.8		9.9	6.3	3.7	9.8	10.0	6.4	3.0
																					W		
11-19	32	9	22	19	4	3	3	13	13	32	-	-	20	11	5	3	4	12	7	5	13	8	6
	5.7	6.1	5.5	5.7	4.6	6.1	5.2	7.3	4.6	5.7			4.7	9.1	11.3	23.6	5.1	5.4	4.3	11.3	8.5	6.9	2.6
																					W		
20+	42	5	37	28	9	3	5	10	24	42	-	-	26	15	11	0	5	20	6	11	17	5	9
	7.5	3.2	9.1	8.6	11.5	5.6	8.6	5.8	8.8	7.5			6.1	12.5	23.9	3.1	6.0	8.5	4.0	23.9	11.4	4.9	3.7
			B	B	B									m	PQrS					VW	vW		
Don't know/Refused	50	15	35	28	7	3	5	23	18	50	-	-	44	6	2	2	5	11	14	2	4	7	30
	9.0	10.2	8.6	8.6	8.8	5.9	10.0	13.4	6.7	9.0			10.2	5.0	3.6	16.4	5.3	4.5	9.4	3.6	2.9	6.4	12.3
								fi					n										TU
Mean	6.40	4.70	7.02	6.32	9.94	6.27	8.12	6.98	5.77	6.40	-	-	5.85	8.20	13.09	11.06	6.12	6.42	4.52	13.09	8.60	6.31	3.68
Standard Deviation	12.12	5.53	13.69	8.23	26.26	13.14	26.73	9.77	8.22	12.12	-	-	9.09	18.90	28.39	28.17	6.84	8.53	9.13	28.39	11.19	7.98	7.59
Standard Error	0.63	0.41	0.90	0.65	2.26	1.30	2.87	1.01	0.65	0.63			0.55	2.04	5.22	10.62	0.89	0.68	0.90	5.22	1.13	0.90	0.61

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	753	204	549	441	108	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	5	2	2	2	0	1	-	2	2	5	-	-	3	2	-	-	-	3	0	-	-	4	-
Total answering	748	201	547	439	108	75	72	241	360	748	-	-	553	187	70	28	141	295	178	70	238	152	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	171	36	136	119	17	14	10	59	88	171	-	-	123	46	36	5	32	64	29	36	56	36	39
	22.9	17.7	24.8	27.0	15.8	18.8	14.4	24.5	24.4	22.9			22.2	24.8	51.5	16.9	22.5	21.8	16.5	51.5	23.7	23.7	14.2
			BE	BE				G	G						PQRS					UVW	W	W	
No	577	166	411	320	91	61	62	182	273	577	-	-	430	140	34	23	110	231	148	34	181	116	236
	77.1	82.3	75.2	73.0	84.2	81.2	85.6	75.5	75.6	77.1			77.8	75.2	48.5	83.1	77.5	78.2	83.5	48.5	76.3	76.3	85.8
		CD			CD		HI									O	O	O	O		T	T	TUV

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	753	204	549	441	108	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	171	36	136	119	17	14	10	59	88	171	-	-	123	46	36	5	32	64	29	36	56	36	39
	22.8	17.5	24.7	26.9	15.7	18.6	14.4	24.3	24.3	22.8			22.1	24.6	51.5	16.9	22.5	21.6	16.4	51.5	23.7	23.1	14.2
			BE	BE				G	G						PQRS					UVW	W	w	
No	577	166	411	320	91	61	62	182	273	577	-	-	430	140	34	23	110	231	148	34	181	116	236
	76.6	81.4	74.9	72.6	84.0	80.1	85.6	74.9	75.3	76.6			77.4	74.5	48.5	83.1	77.5	77.3	83.4	48.5	76.3	74.5	85.8
		cD			CD		HI									O	O	O	O		T	T	TUV
Don't know	5	2	2	2	0	1	-	2	2	5	-	-	3	2	-	-	-	3	0	-	-	4	-
	0.6	1.1	0.4	0.4	0.3	1.3		0.8	0.5	0.6			0.5	0.9				1.1	0.2			2.4	

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	171	36	136	119	17	14	10	59	88	171	-	-	123	46	36	5	32	64	29	36	56	36	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	100.0	100.0	100.0	100.0
Don't know/Refused	9	1	7	6	2	2	-	5	3	9	-	-	8	1	1	-	2	2	1	1	2	2	0
Total answering	162	34	128	113	15	12	10	54	85	162	-	-	115	46	35	5	30	63	29	35	55	34	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	100.0	100.0	100.0	100.0
1	39	12	27	23	5	4	4	14	18	39	-	-	25	14	9	2	9	11	8	9	12	12	7
	24.2	35.1 d	21.3	20.0	31.0	33.4	36.2	25.4	20.6	24.2			21.8	31.1	25.3	52.7	29.6	17.3	27.4	25.3	21.6	34.5	17.9
2	44	5	39	36	3	1	2	18	24	44	-	-	36	8	8	2	12	20	2	8	18	12	6
	27.2	15.8	30.2 b	31.7 B	19.1	5.8	18.6	32.4 F	28.0 F	27.2			31.2	18.2	23.1	39.8	40.6 S	32.0 S	6.6	23.1	32.4	35.1	16.5
3	23	6	17	15	1	2	2	6	12	23	-	-	16	7	3	-	7	6	6	3	10	3	7
	14.1	18.8	12.9	13.3	9.5	17.7	23.2	11.9	13.9	14.1			14.3	14.3	7.7		23.0	9.4	22.7	7.7	18.4	8.3	19.0
4	24	2	21	19	3	1	0	6	16	24	-	-	17	7	8	-	-	12	3	8	6	2	7
	14.6	6.7	16.7 b	16.7	16.7	10.8	3.4	11.4	18.5 G	14.6			14.4	15.6	23.5			19.8	10.4	23.5 v	11.0	5.6	19.3
5	8	3	6	6	-	-	-	3	5	8	-	-	4	2	2	-	2	4	1	2	5	-	1
	5.0	7.4	4.4	5.0				5.0	6.4	5.0			3.8	4.1	5.3		5.6	6.0	2.9	5.3	10.0		2.2
6	8	3	6	4	2	1	1	2	4	8	-	-	6	3	3	-	-	4	2	3	-	1	5
	5.2	8.5	4.3	3.3	11.9	10.8	9.3	3.5	5.0	5.2			4.9	6.2	8.1			6.3	5.9	8.1		2.5	12.4
7	1	1	1	-	1	1	1	-	-	1	-	-	1	0	-	0	-	1	-	-	1	0	-
	0.8	1.8	0.6		4.7	5.8	5.9			0.8			0.8	0.8		7.6		1.6			1.8	1.1	

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
8	1	1	0	-	0	1	-	-	-	1	-	-	1	-	-	-	-	1	-	-	0	1	-
	0.6	1.8	0.3		2.4	7.8				0.6			0.8					1.6			0.7	1.8	
10	1	1	0	-	0	-	0	-	1	1	-	-	1	-	-	-	0	-	1	-	0	-	1
	0.7	2.5	0.3		2.4		3.4		1.0	0.7			1.0				1.2		2.9		0.7		2.2
11-19	9	1	8	8	0	1	-	4	4	9	-	-	6	2	2	-	-	4	2	2	2	2	2
	5.2	1.8	6.2	6.7	2.4	7.8		6.9	4.4	5.2			5.2	5.5	7.1			6.0	7.9	7.1	3.4	5.6	5.8
20+	4	-	4	4	-	-	-	2	2	4	-	-	2	2	-	-	-	-	4	-	-	2	2
	2.3		2.9	3.3				3.5	2.2	2.3			1.6	4.1					13.2			5.6	4.9
Mean	3.75	3.17	3.91	3.97	3.47	4.32	2.88	3.80	3.75	3.75	-	-	3.63	4.02	3.55	1.85	2.20	3.70	6.12	3.55	3.12	3.84	4.76
Standard Deviation	3.98	2.80	4.24	4.38	2.99	4.19	2.38	4.42	3.85	3.98	-	-	3.71	4.69	3.10	1.74	1.35	3.32	6.68	3.10	2.75	5.19	4.82
Standard Error	0.38	0.41	0.49	0.57	0.56	0.85	0.55	0.78	0.54	0.38			0.43	0.86	0.64	1.01	0.31	0.52	1.56	0.64	0.46	1.09	0.95

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	171	36	136	119	17	14	10	59	88	171	-	-	123	46	36	5	32	64	29	36	56	36	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	100.0	100.0	100.0	100.0
1	39	12	27	23	5	4	4	14	18	39	-	-	25	14	9	2	9	11	8	9	12	12	7
	22.9	33.6	20.1	19.0	27.7	29.4	36.2	23.4	20.0	22.9			20.4	30.7	24.7	52.7	27.9	16.8	26.7	24.7	20.9	32.3	17.7
		cd																					
2	44	5	39	36	3	1	2	18	24	44	-	-	36	8	8	2	12	20	2	8	18	12	6
	25.7	15.2	28.5	30.2	17.0	5.1	18.6	29.8	27.1	25.7			29.2	17.9	22.7	39.8	38.3	31.1	6.4	22.7	31.4	32.9	16.3
			b	b				F	F								S	S					
3	23	6	17	15	1	2	2	6	12	23	-	-	16	7	3	-	7	6	6	3	10	3	7
	13.4	18.0	12.2	12.7	8.5	15.6	23.2	11.0	13.5	13.4			13.3	14.2	7.5		21.7	9.1	22.2	7.5	17.8	7.8	18.8
4	24	2	21	19	3	1	0	6	16	24	-	-	17	7	8	-	-	12	3	8	6	2	7
	13.8	6.4	15.8	15.9	14.9	9.5	3.4	10.5	18.0	13.8			13.5	15.4	23.0			19.2	10.1	23.0	10.7	5.2	19.1
			b						G											v			
5	8	3	6	6	-	-	-	3	5	8	-	-	4	2	2	-	2	4	1	2	5	-	1
	4.8	7.1	4.2	4.8				4.6	6.2	4.8			3.6	4.1	5.2		5.3	5.9	2.9	5.2	9.6		2.1
6	8	3	6	4	2	1	1	2	4	8	-	-	6	3	3	-	-	4	2	3	-	1	5
	4.9	8.1	4.1	3.2	10.6	9.5	9.3	3.2	4.9	4.9			4.6	6.2	7.9			6.1	5.8	7.9		2.3	12.2
7	1	1	1	-	1	1	1	-	-	1	-	-	1	0	-	0	-	1	-	-	1	0	-
	0.8	1.7	0.5		4.2	5.1	5.9			0.8			0.8	0.8		7.6		1.5			1.7	1.0	
8	1	1	0	-	0	1	-	-	-	1	-	-	1	-	-	-	-	1	-	-	0	1	-
	0.6	1.7	0.3		2.1	6.9				0.6			0.8					1.5			0.6	1.7	
10	1	1	0	-	0	-	0	-	1	1	-	-	1	-	-	-	0	-	1	-	0	-	1
	0.7	2.4	0.3		2.1		3.4		1.0	0.7			1.0				1.1		2.9		0.6		2.1

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
11-19	9	1	8	8	0	1	-	4	4	9	-	-	6	2	2	-	-	4	2	2	2	2	2
	5.0	1.7	5.8	6.3	2.1	6.9		6.4	4.3	5.0			4.9	5.4	6.9			5.9	7.7	6.9	3.3	5.2	5.7
20+	4	-	4	4	-	-	-	2	2	4	-	-	2	2	-	-	-	-	4	-	-	2	2
	2.2		2.8	3.2				3.2	2.1	2.2			1.5	4.1					12.9			5.2	4.8
Don't know/Refused	9	1	7	6	2	2	-	5	3	9	-	-	8	1	1	-	2	2	1	1	2	2	0
	5.2	4.1	5.5	4.8	10.6	12.0		7.8	3.0	5.2			6.5	1.3	2.0		5.7	2.9	2.5	2.0	3.2	6.2	0.9
Mean	3.75	3.17	3.91	3.97	3.47	4.32	2.88	3.80	3.75	3.75	-	-	3.63	4.02	3.55	1.85	2.20	3.70	6.12	3.55	3.12	3.84	4.76
Standard Deviation	3.98	2.80	4.24	4.38	2.99	4.19	2.38	4.42	3.85	3.98	-	-	3.71	4.69	3.10	1.74	1.35	3.32	6.68	3.10	2.75	5.19	4.82
Standard Error	0.38	0.41	0.49	0.57	0.56	0.85	0.55	0.78	0.54	0.38			0.43	0.86	0.64	1.01	0.31	0.52	1.56	0.64	0.46	1.09	0.95

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	753	204	549	441	108	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	7	3	4	4	0	-	0	5	2	7	-	-	6	0	0	-	3	1	1	0	3	1	3
Total answering	746	201	545	437	108	76	72	238	360	746	-	-	549	188	70	28	139	298	177	70	235	155	272
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	291	72	219	175	44	28	25	104	134	291	-	-	229	60	10	5	39	120	108	10	75	60	144
	39.1	36.0	40.2	40.1	40.6	37.3	35.2	43.6	37.2	39.1			41.7	32.1	14.3	18.9	28.0	40.2	60.9	14.3	32.1	38.5	52.8
													N				O	OPQ	OPQR		T	T	TUV
No	455	129	326	262	64	47	47	134	227	455	-	-	320	128	60	23	100	178	69	60	160	95	129
	60.9	64.0	59.8	59.9	59.4	62.7	64.8	56.4	62.8	60.9			58.3	67.9	85.7	81.1	72.0	59.8	39.1	85.7	67.9	61.5	47.2
														M	QRS	RS	RS	S		UVW	W	W	

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	753	204	549	441	108	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	291	72	219	175	44	28	25	104	134	291	-	-	229	60	10	5	39	120	108	10	75	60	144
	38.7	35.5	39.9	39.7	40.5	37.3	35.1	42.8	37.0	38.7			41.2	32.1	14.2	18.9	27.4	40.1	60.7	14.2	31.7	38.3	52.2
													N				O	OPQ	OPQR		T	T	TUV
No	455	129	326	262	64	47	47	134	227	455	-	-	320	128	60	23	100	178	69	60	160	95	129
	60.4	63.2	59.4	59.4	59.2	62.7	64.4	55.3	62.5	60.4			57.6	67.7	85.3	81.1	70.6	59.6	38.9	85.3	67.1	61.1	46.8
														M	QRS	RS	RS	S		UVW	W	W	
Don't know	7	3	4	4	0	-	0	5	2	7	-	-	6	0	0	-	3	1	1	0	3	1	3
	0.9	1.2	0.8	0.9	0.3		0.5	1.9	0.5	0.9			1.1	0.2	0.5		1.9	0.3	0.5	0.5	1.1	0.5	1.0

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	291	72	219	175	44	28	25	104	134	291	-	-	229	60	10	5	39	120	108	10	75	60	144
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	22	6	16	11	5	3	3	10	7	22	-	-	15	7	2	-	5	11	4	2	8	6	7
Total answering	269	67	203	164	39	26	23	94	127	269	-	-	214	54	8	5	33	109	105	8	68	54	137
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	96	21	75	57	18	10	10	35	40	96	-	-	71	24	4	0	14	37	35	4	21	22	46
	32.8	28.6	34.2	32.3	42.1	35.6	41.1	33.8	30.0	32.8			31.1	40.4	41.5	6.7	36.5	30.9	32.8	41.5	27.8	36.5	32.0
					b												p	p	p				
Globe/sphere/vanity	63	17	46	38	8	7	6	23	27	63	-	-	49	14	4	3	6	27	21	4	16	10	32
	21.5	23.2	21.0	21.5	19.0	24.8	23.6	21.9	20.2	21.5			21.3	23.3	44.0	51.1	16.6	22.9	19.4	44.0	21.9	17.2	22.0
U-shaped/Tube shaped	88	17	71	60	11	4	4	38	41	88	-	-	69	19	4	-	17	32	31	4	18	20	46
	30.1	23.0	32.5	34.4	24.8	15.9	15.7	36.7	30.8	30.1			30.2	30.8	37.8		43.2	27.0	28.9	37.8	23.8	33.8	32.0
				b				FG	FG														
Reflector/flood/ spotlight	73	15	58	47	10	6	5	21	41	73	-	-	62	11	3	2	3	34	30	3	17	15	38
	25.0	21.0	26.3	26.9	24.0	20.6	19.1	20.6	30.5	25.0			27.0	18.3	27.3	42.1	6.7	28.0	27.6	27.3	22.1	25.9	26.4
																		Q	Q				
Candelabra/flame shape	18	5	13	9	3	3	1	9	4	18	-	-	14	4	2	-	0	6	7	2	3	1	12
	6.1	7.2	5.8	5.4	7.4	11.1	5.2	8.6	3.4	6.1			5.9	7.1	18.9		0.9	5.1	6.4	18.9	3.9	1.6	8.4
						i													q				V
Bug light	8	2	6	6	0	0	1	5	3	8	-	-	4	4	2	-	0	2	4	2	1	-	5
	2.8	3.2	2.7	3.2	0.8	1.3	2.4	4.4	2.0	2.8			1.9	6.5	18.9		0.9	2.1	3.3	18.9	1.3		3.8
Colored CFL	12	3	8	8	1	0	0	7	4	12	-	-	5	5	2	-	1	5	4	2	3	2	5
	4.0	4.6	3.8	4.3	1.6	1.3	1.4	7.1	2.7	4.0			2.2	7.9	18.9		1.9	4.5	3.3	18.9	4.1	3.4	3.2

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Plug-in base	6	1	5	4	1	0	-	3	3	6	-	-	4	1	-	-	0	2	3	-	0	1	5
	2.0	1.2	2.2	2.2	2.5	1.3		2.6	1.9	2.0			2.0	2.0			0.9	1.6	2.5		0.5	1.2	3.2
Small screw base	8	1	7	6	1	0	1	5	3	8	-	-	5	3	-	-	0	5	3	-	2	2	4
	2.8	2.0	3.1	3.2	2.5	1.3	2.4	4.4	1.9	2.8			2.2	5.1			0.9	4.3	2.5		3.0	3.2	2.8
Other	20	7	13	11	1	3	1	7	9	20	-	-	18	2	1	1	4	10	4	1	8	2	9
	6.9	10.0 e	5.8	6.5	3.3	9.1	4.8	7.1	6.6	6.9			7.7	4.0	6.1	15.7	10.8	8.4	4.0	6.1	10.3	3.8	6.6

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
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NEEA Consumer Lighting Survey (#5752)

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

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	291	72	219	175	44	28	25	104	134	291	-	-	229	60	10	5	39	120	108	10	75	60	144
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	96	21	75	57	18	10	10	35	40	96	-	-	71	24	4	0	14	37	35	4	21	22	46
	32.8	28.6	34.2	32.3	42.1	35.6	41.1	33.8	30.0	32.8			31.1	40.4	41.5	6.7	36.5	30.9	32.8	41.5	27.8	36.5	32.0
					b												p	p	p				
Globe/sphere/vanity	63	17	46	38	8	7	6	23	27	63	-	-	49	14	4	3	6	27	21	4	16	10	32
	21.5	23.2	21.0	21.5	19.0	24.8	23.6	21.9	20.2	21.5			21.3	23.3	44.0	51.1	16.6	22.9	19.4	44.0	21.9	17.2	22.0
U-shaped/Tube shaped	88	17	71	60	11	4	4	38	41	88	-	-	69	19	4	-	17	32	31	4	18	20	46
	30.1	23.0	32.5	34.4	24.8	15.9	15.7	36.7	30.8	30.1			30.2	30.8	37.8		43.2	27.0	28.9	37.8	23.8	33.8	32.0
				b				FG	FG														
Reflector/flood/ spotlight	73	15	58	47	10	6	5	21	41	73	-	-	62	11	3	2	3	34	30	3	17	15	38
	25.0	21.0	26.3	26.9	24.0	20.6	19.1	20.6	30.5	25.0			27.0	18.3	27.3	42.1	6.7	28.0	27.6	27.3	22.1	25.9	26.4
																		Q	Q				
Candelabra/flame shape	18	5	13	9	3	3	1	9	4	18	-	-	14	4	2	-	0	6	7	2	3	1	12
	6.1	7.2	5.8	5.4	7.4	11.1	5.2	8.6	3.4	6.1			5.9	7.1	18.9		0.9	5.1	6.4	18.9	3.9	1.6	8.4
						i													q				V
Bug light	8	2	6	6	0	0	1	5	3	8	-	-	4	4	2	-	0	2	4	2	1	-	5
	2.8	3.2	2.7	3.2	0.8	1.3	2.4	4.4	2.0	2.8			1.9	6.5	18.9		0.9	2.1	3.3	18.9	1.3		3.8
Colored CFL	12	3	8	8	1	0	0	7	4	12	-	-	5	5	2	-	1	5	4	2	3	2	5
	4.0	4.6	3.8	4.3	1.6	1.3	1.4	7.1	2.7	4.0			2.2	7.9	18.9		1.9	4.5	3.3	18.9	4.1	3.4	3.2
Plug-in base	6	1	5	4	1	0	-	3	3	6	-	-	4	1	-	-	0	2	3	-	0	1	5
	2.0	1.2	2.2	2.2	2.5	1.3		2.6	1.9	2.0			2.0	2.0			0.9	1.6	2.5		0.5	1.2	3.2

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Small screw base	8	1	7	6	1	0	1	5	3	8	-	-	5	3	-	-	0	5	3	-	2	2	4
	2.8	2.0	3.1	3.2	2.5	1.3	2.4	4.4	1.9	2.8			2.2	5.1			0.9	4.3	2.5		3.0	3.2	2.8
Other	20	7	13	11	1	3	1	7	9	20	-	-	18	2	1	1	4	10	4	1	8	2	9
	6.9	10.0 e	5.8	6.5	3.3	9.1	4.8	7.1	6.6	6.9			7.7	4.0	6.1	15.7	10.8	8.4	4.0	6.1	10.3	3.8	6.6
Don't know	21	5	16	11	5	3	3	9	7	21	-	-	15	7	2	-	4	11	4	2	7	6	7
	7.2	6.5	7.5	6.5	11.6	9.1	11.0	8.8	5.0	7.2			6.4	10.9	18.9		11.6	9.1	3.2	18.9	8.8	9.5	4.8
Refused	1	1	-	-	-	-	-	1	-	1	-	-	1	-	-	-	1	-	-	-	1	-	-
	0.3	1.2						0.8		0.3			0.4				2.2				1.1		

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	291	72	219	175	44	28	25	104	134	291	-	-	229	60	10	5	39	120	108	10	75	60	144
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	5	1	4	4	1	0	1	2	2	5	-	-	4	1	-	-	-	4	1	-	4	1	1
Total answering	286	72	215	172	43	28	24	102	132	286	-	-	225	60	10	5	39	115	107	10	72	59	143
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	143	38	105	87	18	15	11	52	65	143	-	-	117	24	2	-	11	54	68	2	31	30	77
	49.9	53.2	48.8	50.5	42.1	55.3	44.2	50.9	49.1	49.9			52.2	40.0	18.9		29.6	46.4	62.9	18.9	43.6	50.8	53.9
																		o	OQR			t	T
No	143	34	110	85	25	12	14	50	67	143	-	-	107	36	8	5	27	62	40	8	40	29	66
	50.1	46.8	51.2	49.5	57.9	44.7	55.8	49.1	50.9	50.1			47.8	60.0	81.1	100.0	70.4	53.6	37.1	81.1	56.4	49.2	46.1
															rS	QRS	S	S		vW			

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	291	72	219	175	44	28	25	104	134	291	-	-	229	60	10	5	39	120	108	10	75	60	144
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	143	38	105	87	18	15	11	52	65	143	-	-	117	24	2	-	11	54	68	2	31	30	77
	49.1	52.7	47.8	49.5	41.4	54.6	42.6	50.0	48.4	49.1			51.1	39.6	18.9		29.6	44.7	62.5	18.9	41.4	50.3	53.7
																			OQR			t	T
No	143	34	110	85	25	12	14	50	67	143	-	-	107	36	8	5	27	62	40	8	40	29	66
	49.2	46.4	50.1	48.4	57.0	44.1	53.6	48.2	50.2	49.2			46.9	59.4	81.1	100.0	70.4	51.6	36.9	81.1	53.6	48.7	45.8
															rS	QRS	rS	s		vW			
Don't know	5	1	4	4	1	0	1	2	2	5	-	-	4	1	-	-	-	4	1	-	4	1	1
	1.8	0.8	2.0	2.2	1.6	1.3	3.8	1.8	1.4	1.8			2.0	1.0				3.7	0.7		5.0	1.0	0.5

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

Y4. Which types?
BASE: Have other types of CFLs installed

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	143	38	105	87	18	15	11	52	65	143	-	-	117	24	2	-	11	54	68	2	31	30	77
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	5	1	3	2	1	-	1	2	1	5	-	-	1	3	2	-	1	2	-	2	2	1	1
Total answering	138	37	101	85	17	15	9	50	63	138	-	-	116	21	-	-	11	51	68	-	30	29	76
	100.0	100.0	100.0	100.0	100.0	100.0	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	33	9	24	19	5	2	4	15	13	33	-	-	31	3	-	-	2	14	15	-	9	5	17
	23.4	24.0	23.2	21.7	30.0	15.7	32.6	28.0	20.0	23.4			26.2	11.6			13.7	25.9	21.9		27.8	17.5	21.6
Globe/sphere/vanity	35	7	27	25	3	3	1	15	15	35	-	-	24	11	-	-	3	12	18	-	10	6	19
	24.4	19.6	26.1	28.3	16.0	22.0	12.3	28.6	23.6	24.4			20.3	46.5 M			27.1	22.5	26.4		31.9	18.9	25.0
U-shaped/Tube shaped	33	4	30	26	3	2	-	16	16	33	-	-	27	6	-	-	2	13	18	-	2	12	19
	23.4	9.8	28.3 B	30.4 B	18.1	10.3		30.0 F	25.0	23.4			23.1	26.7			16.4	23.8	26.5		6.0	40.2 U	25.3 U
Reflector/flood/ spotlight	35	11	24	21	4	2	6	5	22	35	-	-	32	3	-	-	3	11	19	-	7	9	19
	24.6	28.2	23.2	23.9	20.0	15.7	51.8 FH	9.9	33.9 fH	24.6			27.1	14.0			23.8	21.2	28.4		21.9	29.7	25.2
Candelabra/flame shape	9	4	5	4	1	2	0	5	1	9	-	-	8	1	-	-	-	2	6	-	2	-	7
	6.3	9.8	5.0	4.3	8.0	15.7 I	3.3	10.5 i	1.1	6.3			7.1	2.6				3.5	9.4		6.0		9.2
Bug light	2	1	2	2	-	1	-	2	-	2	-	-	1	-	-	-	1	2	-	-	2	-	1
	1.7	1.6	1.8	2.2		4.0		3.6		1.7			0.5				5.3	3.5			6.0		0.8

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

Y4. Which types?
BASE: Have other types of CFLs installed

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Plug-in base	3	1	3	2	1	-	-	1	3	3	-	-	3	-	-	-	-	1	2	-	-	1	3
	2.4	2.2	2.5	2.2	4.0			1.6	4.0	2.4			2.9					1.6	2.8			2.4	3.5
Other	13	5	8	6	3	4	1	5	3	13	-	-	11	2	-	-	1	9	2	-	2	3	8
	9.0	12.4	7.8	6.5	13.9	22.9 I	12.3	8.9	5.3	9.0			9.7	6.6			12.7	17.1 S	3.4		7.3	9.5	10.1

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

Y4. Which types?
BASE: Have other types of CFLs installed

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	143	38	105	87	18	15	11	52	65	143	-	-	117	24	2	-	11	54	68	2	31	30	77
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	33	9	24	19	5	2	4	15	13	33	-	-	31	3	-	-	2	14	15	-	9	5	17
	23.4	24.0	23.2	21.7	30.0	15.7	32.6	28.0	20.0	23.4			26.2	11.6			13.7	25.9	21.9		27.8	17.5	21.6
Globe/sphere/vanity	35	7	27	25	3	3	1	15	15	35	-	-	24	11	-	-	3	12	18	-	10	6	19
	24.4	19.6	26.1	28.3	16.0	22.0	12.3	28.6	23.6	24.4			20.3	46.5 M			27.1	22.5	26.4		31.9	18.9	25.0
U-shaped/Tube shaped	33	4	30	26	3	2	-	16	16	33	-	-	27	6	-	-	2	13	18	-	2	12	19
	23.4	9.8	28.3 B	30.4 B	18.1	10.3		30.0 F	25.0	23.4			23.1	26.7			16.4	23.8	26.5		6.0	40.2 U	25.3 U
Reflector/flood/ spotlight	35	11	24	21	4	2	6	5	22	35	-	-	32	3	-	-	3	11	19	-	7	9	19
	24.6	28.2	23.2	23.9	20.0	15.7	51.8 FH	9.9	33.9 fH	24.6			27.1	14.0			23.8	21.2	28.4		21.9	29.7	25.2
Candelabra/flame shape	9	4	5	4	1	2	0	5	1	9	-	-	8	1	-	-	-	2	6	-	2	-	7
	6.3	9.8	5.0	4.3	8.0	15.7 I	3.3	10.5 i	1.1	6.3			7.1	2.6				3.5	9.4		6.0		9.2
Bug light	2	1	2	2	-	1	-	2	-	2	-	-	1	-	-	-	1	2	-	-	2	-	1
	1.7	1.6	1.8	2.2		4.0		3.6		1.7			0.5				5.3	3.5			6.0		0.8
Plug-in base	3	1	3	2	1	-	-	1	3	3	-	-	3	-	-	-	-	1	2	-	-	1	3
	2.4	2.2	2.5	2.2	4.0			1.6	4.0	2.4			2.9					1.6	2.8			2.4	3.5
Other	13	5	8	6	3	4	1	5	3	13	-	-	11	2	-	-	1	9	2	-	2	3	8
	9.0	12.4	7.8	6.5	13.9	22.9 I	12.3	8.9	5.3	9.0			9.7	6.6			12.7	17.1 S	3.4		7.3	9.5	10.1

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

Y4. Which types?
BASE: Have other types of CFLs installed

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Don't know	5	1	3	2	1	-	1	2	1	5	-	-	1	3	2	-	1	2	-	2	2	1	1
	3.4	3.8	3.2	2.2	8.0		13.4	3.6	2.2	3.4			1.2	14.0	100.0 QR		6.3	4.1		100.0 UVW	5.0	2.4	0.8

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	148	34	114	89	26	13	15	52	69	148	-	-	112	36	8	5	27	66	41	8	44	30	67
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	32	11	21	11	10	4	5	4	20	32	-	-	24	9	-	1	7	16	8	-	10	6	16
Total answering	116	23	93	77	16	9	10	48	49	116	-	-	88	28	8	4	20	51	33	8	34	23	50
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Price/expensive	17	4	12	9	3	2	1	9	4	17	-	-	11	6	1	-	-	14	2	1	4	4	8
	14.4	19.1	13.2	12.2	18.2	25.8	10.0	18.8	8.8	14.4			12.0	21.9	7.6			27.9 S	5.9	7.6	12.9	17.3	15.1
Can't find them	11	4	8	8	0	1	1	1	8	11	-	-	10	1	-	-	-	5	7	-	1	1	9
	9.8	15.4 e	8.5	9.8	2.3	10.9	12.6	1.7	17.1 H	9.8			11.3	5.2				9.0	21.1		3.6	3.6	18.6 uv
How they fit in fixtures	15	3	12	11	1	-	2	9	4	15	-	-	12	3	-	-	2	11	3	-	2	5	8
	13.2	12.7	13.3	14.6	6.8		23.7	19.1	7.7	13.2			14.1	10.3			9.3	21.2	8.1		6.5	20.3	16.5
How they look in fixtures	8	1	6	6	1	1	1	4	3	8	-	-	6	2	-	2	3	3	-	-	3	2	3
	6.7	6.4	6.8	7.3	4.5	8.1	6.3	7.8	5.6	6.7			6.7	6.8		42.0	13.4	6.4			7.9	9.6	5.7
Mercury/hazardous contents	5	-	5	4	1	-	0	1	4	5	-	-	1	4	4	-	1	-	-	4	1	-	-
	4.2		5.2	4.9	6.8		3.7	1.5	7.7	4.2			0.8	14.9 m	51.1 Q		3.6			51.1 U	2.1		
Other	69	12	58	47	10	6	6	28	30	69	-	-	55	14	6	3	15	25	21	6	24	12	28
	59.9	51.8	61.8	61.0	65.9	62.1	57.4	58.9	60.9	59.9			62.3	52.0	72.2	58.0	73.7	49.3	64.9	72.2	70.8	49.2	55.3

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	148	34	114	89	26	13	15	52	69	148	-	-	112	36	8	5	27	66	41	8	44	30	67
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Price/expensive	17	4	12	9	3	2	1	9	4	17	-	-	11	6	1	-	-	14	2	1	4	4	8
	11.2	12.7	10.8	10.6	11.3	18.0	6.7	17.5	6.2	11.2			9.5	16.7	7.6			21.3 S	4.7	7.6	10.0	13.7	11.4
Can't find them	11	4	8	8	0	1	1	1	8	11	-	-	10	1	-	-	-	5	7	-	1	1	9
	7.7	10.3 e	6.9	8.5	1.4	7.6	8.4	1.6	12.1 h	7.7			8.9	4.0				6.9	16.9		2.8	2.8	14.1 uv
How they fit in fixtures	15	3	12	11	1	-	2	9	4	15	-	-	12	3	-	-	2	11	3	-	2	5	8
	10.3	8.5	10.8	12.8	4.2		15.8	17.7	5.5	10.3			11.1	7.8			6.9	16.2	6.5		5.1	16.0	12.5
How they look in fixtures	8	1	6	6	1	1	1	4	3	8	-	-	6	2	-	2	3	3	-	-	3	2	3
	5.3	4.2	5.6	6.4	2.8	5.6	4.2	7.3	3.9	5.3			5.3	5.2		35.4	10.0	4.9			6.2	7.6	4.3
Mercury/hazardous contents	5	-	5	4	1	-	0	1	4	5	-	-	1	4	4	-	1	-	-	4	1	-	-
	3.3		4.3	4.3	4.2		2.5	1.4	5.5	3.3			0.6	11.3 m	51.1 Q		2.7			51.1 U	1.6		
Other	69	12	58	47	10	6	6	28	30	69	-	-	55	14	6	3	15	25	21	6	24	12	28
	46.8	34.6	50.4 b	53.2 b	40.8	43.3	38.3	54.9	43.1	46.8			49.1	39.5	72.2 r	48.9	54.7	37.7	52.1	72.2	54.9	38.8	41.8
Don't know	32	11	20	11	9	4	5	4	19	32	-	-	24	8	-	1	7	16	7	-	10	6	16
	21.4	33.3 cD	17.8	12.8	35.3 CD	30.3 H	33.3 H	6.9	28.1 H	21.4			21.2	22.1		15.7	25.8	23.6	17.9		22.4	21.1	23.4
Refused	1	-	1	-	1	-	-	-	1	1	-	-	-	1	-	-	-	-	1	-	-	-	1
	0.5		0.6		2.8				1.1	0.5				2.0					1.8				1.1

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	753	204	549	441	108	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	9	4	4	4	1	1	2	4	2	9	-	-	-	-	2	2	0	4	-	2	5	-	1
Total answering	744	199	545	437	107	75	70	239	360	744	-	-	556	188	68	26	141	295	178	68	233	155	273
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
During 2010 or 2011	556	144	411	332	80	53	52	186	264	556	-	-	556	-	23	16	113	228	147	23	176	127	217
	74.7	72.5	75.5	75.9	74.1	71.3	74.1	77.9	73.4	74.7			100.0		34.3	60.6	80.3	77.4	82.7	34.3	75.6	81.7	79.2
																O	O	O	Op		T	T	T
Before 2010	188	55	133	106	28	21	18	53	96	188	-	-	-	188	44	10	28	67	31	44	57	28	57
	25.3	27.5	24.5	24.1	25.9	28.7	25.9	22.1	26.6	25.3				100.0	65.7	39.4	19.7	22.6	17.3	65.7	24.4	18.3	20.8
															PQRS	s				UVW			

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	753	204	549	441	108	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
During 2010 or 2011	556	144	411	332	80	53	52	186	264	556	-	-	556	-	23	16	113	228	147	23	176	127	217
	73.8	70.9	74.9	75.2	73.6	70.3	71.6	76.8	73.0	73.8			100.0		33.1	56.5	80.1	76.5	82.7	33.1	74.0	81.7	78.8
																o	Op	Op	OP		T	T	T
Before 2010	188	55	133	106	28	21	18	53	96	188	-	-	-	188	44	10	28	67	31	44	57	28	57
	25.0	26.9	24.3	23.9	25.8	28.4	25.0	21.7	26.5	25.0				100.0	63.4	36.8	19.6	22.3	17.3	63.4	23.9	18.3	20.7
															PQRS	s				UVW			
Don't know	9	4	4	4	1	1	2	4	2	9	-	-	-	-	2	2	0	4	-	2	5	-	1
	1.2	2.1	0.8	0.9	0.7	1.3	3.3	1.5	0.5	1.2					3.5	6.7	0.3	1.2		3.5	2.1		0.5
							i																

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	753	204	549	441	108	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	44	9	35	26	8	5	6	14	20	44	-	-	25	16	6	-	4	20	5	6	8	13	11
Total answering	709	194	514	415	100	71	66	229	343	709	-	-	531	172	64	28	137	278	173	64	230	142	264
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	12	6	6	6	0	2	1	4	5	12	-	-	7	3	3	-	2	2	2	3	5	1	1
	1.7	3.0	1.2	1.4	0.4	2.2	1.8	1.9	1.3	1.7			1.3	1.9	4.6		1.8	0.7	1.4	4.6	2.3	0.6	0.4
		E																					
1	70	19	52	41	10	5	6	27	32	70	-	-	49	21	8	14	15	21	11	8	37	6	19
	9.9	9.7	10.0	10.0	10.2	7.2	9.7	11.9	9.2	9.9			9.2	12.5	12.4	49.0	10.7	7.5	6.1	12.4	15.9	4.5	7.2
																OQRS					VW		
2	128	44	84	70	14	14	11	50	53	128	-	-	97	30	18	3	39	47	11	18	53	28	28
	18.1	22.6	16.4	16.8	14.5	19.7	16.9	21.8	15.5	18.1			18.3	17.7	27.7	11.0	28.8	16.8	6.6	27.7	22.9	19.9	10.7
		cE													pS		PRS	S		W	W	W	
3	69	19	50	41	8	6	7	25	31	69	-	-	59	10	4	1	23	22	19	4	27	15	23
	9.8	10.0	9.7	10.0	8.3	8.0	10.3	11.1	9.1	9.8			11.2	5.6	6.2	4.3	16.5	7.8	11.0	6.2	11.9	10.6	8.7
													N				OPR						
4	173	37	136	109	27	16	15	53	90	173	-	-	132	41	19	7	36	60	41	19	43	38	70
	24.5	19.2	26.5	26.4	26.8	22.0	21.9	23.2	26.3	24.5			25.0	23.8	29.9	26.5	26.5	21.5	23.7	29.9	18.7	26.9	26.3
			B	b	b																		u
5	18	4	14	9	4	2	2	5	9	18	-	-	15	3	-	-	1	10	7	-	6	4	8
	2.5	2.1	2.7	2.3	4.4	3.2	2.4	2.3	2.5	2.5			2.8	1.7			0.4	3.6	4.0		2.5	2.9	3.0
																		Q	q				

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
6	92	25	67	53	14	11	9	25	48	92	-	-	65	25	8	-	10	42	31	8	24	22	38
	13.0	13.0	13.0	12.7	14.1	15.0	13.4	10.7	14.0	13.0			12.3	14.5	12.7		7.6	15.2	17.7	12.7	10.5	15.2	14.5
																		Q	Q				
7	0	-	0	-	0	-	0	-	-	0	-	-	0	-	-	-	0	-	-	-	0	-	-
	0.1		0.1		0.4		0.5			0.1			0.1				0.3				0.2		
8	51	14	37	32	5	6	5	11	30	51	-	-	42	8	4	2	2	27	14	4	9	8	29
	7.2	7.3	7.2	7.7	5.1	7.9	7.5	4.8	8.7	7.2			7.9	4.5	6.5	8.0	1.7	9.8	8.1	6.5	3.7	5.9	11.2
																		Q	Q				U
9	6	2	4	4	0	1	1	-	4	6	-	-	6	-	-	-	2	-	3	-	2	1	3
	0.8	0.9	0.8	0.9	0.4	1.4	1.8		1.1	0.8			1.1				1.6		1.8		1.0	0.4	1.2
10	20	4	16	11	4	1	2	9	7	20	-	-	16	3	-	-	1	13	6	-	5	3	12
	2.8	2.0	3.0	2.7	4.3	2.0	3.1	3.9	2.1	2.8			3.0	2.0			0.6	4.7	3.3		2.3	1.9	4.4
																		Q					
11-19	43	12	31	23	8	5	6	13	19	43	-	-	26	17	-	0	4	27	11	-	12	13	18
	6.1	6.2	6.0	5.5	8.3	6.8	8.6	5.9	5.6	6.1			4.9	9.7		1.3	2.8	9.7	6.5		5.1	9.4	6.8
														m				PQ					
20+	25	7	18	15	3	3	1	5	15	25	-	-	15	11	-	-	1	8	17	-	7	3	15
	3.6	3.8	3.5	3.6	2.9	4.6	2.0	2.4	4.5	3.6			2.8	6.1			0.6	2.8	9.7		3.1	1.9	5.6
																			QR				v
Mean	5.63	5.20	5.80	5.85	5.57	5.72	5.42	4.74	6.26	5.63	-	-	5.58	5.84	3.34	2.69	3.66	6.64	7.28	3.34	5.64	5.34	6.38
Standard Deviation	9.16	5.46	10.21	10.98	6.10	6.39	5.76	4.66	11.99	9.16	-	-	9.98	6.16	2.05	2.34	3.67	12.82	7.39	2.05	14.04	5.40	5.89
Standard Error	0.40	0.34	0.57	0.74	0.45	0.54	0.52	0.39	0.82	0.40			0.51	0.55	0.30	0.54	0.37	0.91	0.66	0.30	1.10	0.53	0.42

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	753	204	549	441	108	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	12	6	6	6	0	2	1	4	5	12	-	-	7	3	3	-	2	2	2	3	5	1	1
	1.6	2.8	1.1	1.3	0.3	2.1	1.7	1.8	1.3	1.6			1.3	1.7	4.1		1.8	0.7	1.4	4.1	2.2	0.5	0.4
		E																					
1	70	19	52	41	10	5	6	27	32	70	-	-	49	21	8	14	15	21	11	8	37	6	19
	9.4	9.3	9.4	9.4	9.4	6.8	8.9	11.3	8.7	9.4			8.8	11.4	11.2	49.0	10.4	6.9	6.0	11.2	15.3	4.1	6.9
																OQRS					VW		
2	128	44	84	70	14	14	11	50	53	128	-	-	97	30	18	3	39	47	11	18	53	28	28
	17.0	21.6	15.3	15.8	13.4	18.5	15.5	20.5	14.7	17.0			17.5	16.2	25.2	11.0	27.9	15.7	6.4	25.2	22.1	18.2	10.3
		CdE													S		PRS	S		W	W	w	
3	69	19	50	41	8	6	7	25	31	69	-	-	59	10	4	1	23	22	19	4	27	15	23
	9.2	9.6	9.1	9.4	7.7	7.5	9.4	10.5	8.6	9.2			10.7	5.1	5.6	4.3	16.1	7.3	10.7	5.6	11.5	9.7	8.3
													N				OPR						
4	173	37	136	109	27	16	15	53	90	173	-	-	132	41	19	7	36	60	41	19	43	38	70
	23.0	18.3	24.8	24.8	24.8	20.7	20.1	21.9	24.9	23.0			23.8	21.7	27.2	26.5	25.8	20.0	23.1	27.2	18.1	24.6	25.3
			b	b	b																		u
5	18	4	14	9	4	2	2	5	9	18	-	-	15	3	-	-	1	10	7	-	6	4	8
	2.4	2.0	2.5	2.1	4.0	3.0	2.2	2.2	2.4	2.4			2.7	1.6			0.4	3.3	3.9		2.5	2.6	2.9
																		Q	q				
6	92	25	67	53	14	11	9	25	48	92	-	-	65	25	8	-	10	42	31	8	24	22	38
	12.2	12.4	12.2	12.0	13.0	14.1	12.2	10.1	13.3	12.2			11.8	13.2	11.5		7.4	14.1	17.2	11.5	10.1	13.9	14.0
																		q	Q				

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
7	0	-	0	-	0	-	0	-	-	0	-	-	0	-	-	-	0	-	-	-	0	-	-
	*		0.1		0.3		0.5			*			0.1				0.3				0.2		
8	51	14	37	32	5	6	5	11	30	51	-	-	42	8	4	2	2	27	14	4	9	8	29
	6.8	7.0	6.8	7.3	4.7	7.4	6.9	4.6	8.2	6.8			7.5	4.1	5.9	8.0	1.6	9.1	7.9	5.9	3.6	5.4	10.7
																		Q	Q				Uv
9	6	2	4	4	0	1	1	-	4	6	-	-	6	-	-	-	2	-	3	-	2	1	3
	0.8	0.9	0.8	0.9	0.3	1.3	1.7		1.0	0.8			1.1				1.6		1.7		0.9	0.4	1.1
10	20	4	16	11	4	1	2	9	7	20	-	-	16	3	-	-	1	13	6	-	5	3	12
	2.6	1.9	2.8	2.6	4.0	1.9	2.8	3.7	2.0	2.6			2.9	1.8			0.6	4.4	3.2		2.2	1.7	4.2
																		Q					
11-19	43	12	31	23	8	5	6	13	19	43	-	-	26	17	-	0	4	27	11	-	12	13	18
	5.7	5.9	5.6	5.1	7.7	6.4	7.9	5.5	5.3	5.7			4.7	8.9		1.3	2.7	9.0	6.3		4.9	8.6	6.5
																		PQ					
20+	25	7	18	15	3	3	1	5	15	25	-	-	15	11	-	-	1	8	17	-	7	3	15
	3.4	3.7	3.3	3.4	2.7	4.3	1.8	2.2	4.2	3.4			2.7	5.6			0.6	2.6	9.5		3.0	1.7	5.4
																			QR				v
Don't know/Refused	44	9	35	26	8	5	6	14	20	44	-	-	25	16	6	-	4	20	5	6	8	13	11
	5.8	4.6	6.3	6.0	7.7	6.1	8.4	5.6	5.4	5.8			4.4	8.7	9.2		3.0	6.8	2.6	9.2	3.4	8.5	3.9
																		s				u	
Mean	5.63	5.20	5.80	5.85	5.57	5.72	5.42	4.74	6.26	5.63	-	-	5.58	5.84	3.34	2.69	3.66	6.64	7.28	3.34	5.64	5.34	6.38
Standard Deviation	9.16	5.46	10.21	10.98	6.10	6.39	5.76	4.66	11.99	9.16	-	-	9.98	6.16	2.05	2.34	3.67	12.82	7.39	2.05	14.04	5.40	5.89
Standard Error	0.40	0.34	0.57	0.74	0.45	0.54	0.52	0.39	0.82	0.40			0.51	0.55	0.30	0.54	0.37	0.91	0.66	0.30	1.10	0.53	0.42

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

M2A. How many of the CFls you bought during your most recent purchase were the spiral, twisty or curlicue shape?
BASE: Bought at least 1 CFL

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	697	189	508	409	99	69	65	225	338	697	-	-	524	169	61	28	135	276	171	61	225	141	263
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	14	7	7	6	1	2	2	5	6	14	-	-	7	5	1	-	1	6	2	1	5	4	4
Total answering	683	182	501	403	98	68	63	220	332	683	-	-	517	164	60	28	134	270	169	60	220	137	259
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	57	15	42	36	7	3	3	27	23	57	-	-	49	8	4	2	10	19	22	4	24	3	26
	8.3	8.0	8.4	8.9	6.6	4.8	5.2	12.5	6.9	8.3			9.5	4.7	5.9	6.7	7.3	7.1	12.9	5.9	10.9	2.2	10.2
								FGi					n						r		V		V
1	54	15	39	30	9	5	6	20	22	54	-	-	35	18	7	12	13	16	3	7	27	6	12
	7.9	8.1	7.8	7.5	9.2	8.1	10.2	9.1	6.6	7.9			6.9	11.3	11.8	42.3	9.3	5.9	2.0	11.8	12.5	4.7	4.7
															s	OQRS	S	s			VW		
2	116	39	77	62	15	12	10	43	50	116	-	-	89	27	16	3	36	46	9	16	49	27	23
	17.0	21.5	15.4	15.4	15.1	18.3	15.7	19.7	15.2	17.0			17.2	16.3	26.7	11.0	27.3	17.0	5.5	26.7	22.2	19.9	8.9
		cde													S		prS	S		W	W	W	
3	73	17	55	47	8	6	6	25	36	73	-	-	60	12	4	1	22	25	20	4	24	20	24
	10.6	9.5	11.1	11.7	8.5	8.9	9.3	11.2	10.9	10.6			11.7	7.3	6.6	4.3	16.5	9.2	11.8	6.6	11.0	14.9	9.2
																	oPr						
4	158	35	123	100	24	14	13	47	85	158	-	-	119	40	19	7	37	52	36	19	41	35	60
	23.2	19.3	24.6	24.8	24.0	20.0	21.0	21.2	25.6	23.2			22.9	24.4	31.8	26.5	27.7	19.1	21.0	31.8	18.7	25.4	23.1
															r					u			
5	18	3	15	9	6	1	1	5	10	18	-	-	14	4	-	-	-	11	7	-	6	5	7
	2.7	1.6	3.0	2.3	5.9	2.0	2.1	2.4	3.1	2.7			2.8	2.3				4.0	4.1		2.9	3.5	2.7
					Bd																		

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

M2A. How many of the CFls you bought during your most recent purchase were the spiral, twisty or curlicue shape?
BASE: Bought at least 1 CFL

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
6	77	25	52	40	13	11	10	18	38	77	-	-	55	22	6	-	8	37	25	6	18	21	32
	11.3	13.8	10.4	9.8	12.9	16.8	15.1	8.2	11.5	11.3			10.6	13.7	10.3		6.3	13.7	15.0	10.3	8.4	15.0	12.4
						H	h											Q	Q				
7	0	-	0	-	0	-	0	-	-	0	-	-	0	-	-	-	0	-	-	-	0	-	-
	0.1		0.1		0.4		0.6			0.1			0.1				0.3				0.2		
8	47	13	34	30	4	6	4	9	28	47	-	-	38	7	4	2	1	25	13	4	8	8	27
	6.9	7.1	6.9	7.5	4.4	9.1	5.9	4.2	8.5	6.9			7.4	4.5	6.9	8.0	0.8	9.3	7.8	6.9	3.6	5.7	10.3
									h									Q	Q				U
9	3	1	2	2	0	1	1	-	2	3	-	-	3	-	-	-	0	-	2	-	0	1	2
	0.5	0.7	0.4	0.5	0.4	1.4	1.0		0.6	0.5			0.7				0.3		1.5		0.2	0.4	1.0
10	17	2	15	11	3	1	2	7	6	17	-	-	15	2	-	-	-	12	5	-	4	2	10
	2.5	1.3	2.9	2.8	3.3	1.6	3.2	3.3	1.9	2.5			2.8	1.4				4.4	3.0		2.0	1.7	3.9
11-19	36	11	26	19	7	3	5	9	19	36	-	-	22	15	-	0	4	24	9	-	12	8	17
	5.3	5.8	5.1	4.7	7.0	4.8	8.2	4.0	5.7	5.3			4.2	9.1		1.3	2.8	8.7	5.0		5.3	5.8	6.4
														m				PQ					
20+	26	6	19	17	2	3	2	9	12	26	-	-	17	9	-	-	2	4	18	-	4	1	19
	3.7	3.5	3.8	4.2	2.2	4.3	2.5	4.1	3.6	3.7			3.3	5.3			1.4	1.5	10.5		2.0	0.9	7.4
																			QR				UV
Mean	5.57	5.11	5.73	5.74	5.67	5.55	6.08	5.40	5.58	5.57	-	-	5.57	5.55	3.29	2.62	4.48	5.29	7.36	3.29	4.71	4.69	7.27
Standard Deviation	9.79	7.42	10.52	10.53	10.54	7.37	10.98	11.45	8.78	9.79	-	-	10.72	6.09	2.06	2.40	11.67	5.62	10.93	2.06	9.87	4.47	12.38
Standard Error	0.44	0.47	0.60	0.72	0.79	0.64	1.02	0.98	0.61	0.44			0.56	0.56	0.32	0.55	1.18	0.41	0.98	0.32	0.79	0.45	0.90

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

M2A. How many of the CFls you bought during your most recent purchase were the spiral, twisty or curlicue shape?
BASE: Bought at least 1 CFL

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	697	189	508	409	99	69	65	225	338	697	-	-	524	169	61	28	135	276	171	61	225	141	263
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	57	15	42	36	7	3	3	27	23	57	-	-	49	8	4	2	10	19	22	4	24	3	26
	8.2	7.7	8.3	8.8	6.6	4.7	5.0	12.2	6.8	8.2			9.4	4.6	5.9	6.7	7.3	6.9	12.8	5.9	10.7	2.1	10.0
								FGi					N						r		V		V
1	54	15	39	30	9	5	6	20	22	54	-	-	35	18	7	12	13	16	3	7	27	6	12
	7.7	7.8	7.7	7.4	9.1	7.9	9.9	8.9	6.5	7.7			6.8	10.9	11.6	42.3	9.3	5.8	2.0	11.6	12.2	4.6	4.6
															s	OQRS	S	s			VW		
2	116	39	77	62	15	12	10	43	50	116	-	-	89	27	16	3	36	46	9	16	49	27	23
	16.6	20.7	15.2	15.2	14.9	17.8	15.3	19.3	14.9	16.6			17.0	15.8	26.3	11.0	27.1	16.7	5.5	26.3	21.7	19.3	8.8
		c													S		pRS	S		W	W	W	
3	73	17	55	47	8	6	6	25	36	73	-	-	60	12	4	1	22	25	20	4	24	20	24
	10.4	9.1	10.9	11.5	8.4	8.7	9.0	11.0	10.7	10.4			11.5	7.0	6.5	4.3	16.4	9.0	11.6	6.5	10.8	14.5	9.1
																	oPr						
4	158	35	123	100	24	14	13	47	85	158	-	-	119	40	19	7	37	52	36	19	41	35	60
	22.7	18.6	24.3	24.4	23.6	19.5	20.5	20.8	25.1	22.7			22.6	23.6	31.4	26.5	27.5	18.7	20.8	31.4	18.3	24.6	22.7
			b												r		r			u			
5	18	3	15	9	6	1	1	5	10	18	-	-	14	4	-	-	-	11	7	-	6	5	7
	2.6	1.5	3.0	2.3	5.8	1.9	2.0	2.4	3.0	2.6			2.8	2.2				3.9	4.1		2.8	3.4	2.7
					Bd																		
6	77	25	52	40	13	11	10	18	38	77	-	-	55	22	6	-	8	37	25	6	18	21	32
	11.1	13.3	10.3	9.7	12.7	16.4	14.7	8.1	11.3	11.1			10.5	13.3	10.2		6.3	13.5	14.9	10.2	8.2	14.5	12.2
						H	h											Q	Q				

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

M2A. How many of the CFls you bought during your most recent purchase were the spiral, twisty or curlicue shape?
BASE: Bought at least 1 CFL

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
7	0	-	0	-	0	-	0	-	-	0	-	-	0	-	-	-	0	-	-	-	0	-	-
	0.1		0.1		0.4		0.6			0.1			0.1				0.3				0.2		
8	47	13	34	30	4	6	4	9	28	47	-	-	38	7	4	2	1	25	13	4	8	8	27
	6.8	6.8	6.8	7.4	4.4	8.9	5.8	4.1	8.3	6.8			7.3	4.4	6.8	8.0	0.8	9.2	7.7	6.8	3.5	5.5	10.1
									h									Q	Q				U
9	3	1	2	2	0	1	1	-	2	3	-	-	3	-	-	-	0	-	2	-	0	1	2
	0.5	0.6	0.4	0.5	0.4	1.4	0.9		0.6	0.5			0.7				0.3		1.5		0.2	0.4	0.9
10	17	2	15	11	3	1	2	7	6	17	-	-	15	2	-	-	-	12	5	-	4	2	10
	2.4	1.2	2.9	2.8	3.3	1.6	3.2	3.3	1.9	2.4			2.8	1.3				4.3	2.9		2.0	1.6	3.8
11-19	36	11	26	19	7	3	5	9	19	36	-	-	22	15	-	0	4	24	9	-	12	8	17
	5.2	5.6	5.1	4.6	6.9	4.7	8.0	3.9	5.6	5.2			4.1	8.8		1.3	2.8	8.6	5.0		5.2	5.6	6.3
														m				PQ					
20+	26	6	19	17	2	3	2	9	12	26	-	-	17	9	-	-	2	4	18	-	4	1	19
	3.7	3.4	3.8	4.1	2.2	4.2	2.4	4.1	3.5	3.7			3.2	5.1			1.4	1.5	10.4		2.0	0.8	7.3
																			QR				UV
Don't know/Refused	14	7	7	6	1	2	2	5	6	14	-	-	7	5	1	-	1	6	2	1	5	4	4
	2.0	3.6	1.4	1.4	1.4	2.3	2.6	2.1	1.8	2.0			1.3	3.0	1.4		0.6	2.0	1.0	1.4	2.2	3.0	1.5
		c																					
Mean	5.57	5.11	5.73	5.74	5.67	5.55	6.08	5.40	5.58	5.57	-	-	5.57	5.55	3.29	2.62	4.48	5.29	7.36	3.29	4.71	4.69	7.27
Standard Deviation	9.79	7.42	10.52	10.53	10.54	7.37	10.98	11.45	8.78	9.79	-	-	10.72	6.09	2.06	2.40	11.67	5.62	10.93	2.06	9.87	4.47	12.38
Standard Error	0.44	0.47	0.60	0.72	0.79	0.64	1.02	0.98	0.61	0.44			0.56	0.56	0.32	0.55	1.18	0.41	0.98	0.32	0.79	0.45	0.90

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

M2B. How many were shaped like regular light bulbs?
BASE: Not all CFLs spiral

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	80	23	56	45	11	7	5	34	34	80	-	-	64	16	4	2	15	32	26	4	31	10	35
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	3	1	2	2	-	1	1	-	2	3	-	-	3	-	-	-	2	1	1	-	-	1	2
Total answering	76	22	54	43	11	6	4	34	32	76	-	-	61	16	4	2	14	31	25	4	31	9	33
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
None	42	14	28	21	7	3	3	23	13	42	-	-	34	8	2	-	9	12	19	2	12	7	21
	54.8	62.7	51.6	47.8	66.7	54.2	59.2	67.5	41.2	54.8			55.5	52.2	47.1		63.1	39.2	74.2	47.1	39.8	71.9	65.5
								i											R				u
1	8	2	6	6	0	0	1	3	5	8	-	-	8	-	-	2	1	3	2	-	3	2	3
	10.9	10.3	11.1	13.0	3.3	6.0	13.6	8.1	14.2	10.9			13.6			100.0	6.2	10.7	7.5		10.9	20.3	8.3
																QRS							
2	6	2	3	2	1	-	1	4	1	6	-	-	5	1	-	-	2	1	3	-	2	-	3
	7.4	10.3	6.2	4.3	13.4		13.6	10.6	4.5	7.4			8.0	4.7			16.8	2.0	10.8		7.5		10.2
3	0	-	0	-	0	0	-	-	-	0	-	-	-	0	-	-	-	0	-	-	-	0	-
	0.5		0.7		3.3	6.0				0.5				2.3				1.2				3.9	
4	5	2	3	2	1	1	-	1	3	5	-	-	5	0	-	-	-	3	2	-	2	-	2
	6.4	10.3	4.8	4.3	6.6	22.0		2.5	8.4	6.4			7.4	2.3				10.7	6.2		8.2		7.3
5	1	1	0	-	0	0	1	-	-	1	-	-	1	0	-	-	-	1	-	-	-	0	1
	1.3	2.7	0.7		3.3	6.0	13.6			1.3			1.0	2.3				3.1				3.9	1.9
6	4	-	4	4	0	0	-	-	4	4	-	-	2	2	-	-	-	4	0	-	4	-	0
	5.4		7.6	8.7	3.3	6.0			11.6	5.4			3.7	12.1				12.1	1.4		12.3		1.1

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

M2B. How many were shaped like regular light bulbs?
BASE: Not all CFLs spiral

	BANNER 1																						
		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
8	3	1	2	2	-	-	-	2	1	3	-	-	3	-	-	-	-	3	-	-	1	-	2
	3.6	3.8	3.5	4.3				5.6	2.6	3.6			4.5					8.8			2.7		5.8
10	4	-	4	4	-	-	-	2	2	4	-	-	-	4	2	-	-	2	-	2	2	-	-
	4.9		7.0	8.7				5.6	5.8	4.9				24.2	52.9			6.1		52.9	6.2		
11-19	2	-	2	2	-	-	-	-	2	2	-	-	2	-	-	-	2	-	-	-	2	-	-
	2.5		3.5	4.3					5.8	2.5			3.1				13.8				6.2		
20+	2	-	2	2	-	-	-	-	2	2	-	-	2	-	-	-	-	2	-	-	2	-	-
	2.5		3.5	4.3					5.8	2.5			3.1					6.1			6.2		
Mean	5.68	1.16	7.54	9.17	1.03	1.77	1.09	1.41	11.47	5.68	-	-	6.24	3.51	5.29	1.00	2.06	11.92	0.62	5.29	12.16	0.51	1.20
Standard Deviation	23.32	2.02	27.53	30.62	1.78	2.35	1.93	2.90	35.16	23.32	-	-	26.06	4.33	5.89	0.00	4.21	35.85	1.30	5.89	36.14	1.19	2.22
Standard Error	3.13	0.38	4.76	6.38	0.40	0.65	0.66	0.62	7.53	3.13			3.96	1.23	3.68	0.00	1.26	7.69	0.30	3.68	7.88	0.46	0.44

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

M2B. How many were shaped like regular light bulbs?
BASE: Not all CFLs spiral

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	80	23	56	45	11	7	5	34	34	80	-	-	64	16	4	2	15	32	26	4	31	10	35
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
None	42	14	28	21	7	3	3	23	13	42	-	-	34	8	2	-	9	12	19	2	12	7	21
	52.7	59.4	49.9	45.8	66.7	49.2	52.1	67.5	39.0	52.7			52.8	52.2	47.1		55.5	38.4	72.5	47.1	39.8	67.5	60.8
								I											R				
1	8	2	6	6	0	0	1	3	5	8	-	-	8	-	-	2	1	3	2	-	3	2	3
	10.4	9.7	10.7	12.5	3.3	5.4	12.0	8.1	13.4	10.4			13.0			100.0	5.4	10.5	7.3		10.9	19.1	7.7
																QRS							
2	6	2	3	2	1	-	1	4	1	6	-	-	5	1	-	-	2	1	3	-	2	-	3
	7.1	9.7	6.0	4.2	13.4		12.0	10.6	4.2	7.1			7.7	4.7			14.8	1.9	10.5		7.5		9.5
3	0	-	0	-	0	0	-	-	-	0	-	-	-	0	-	-	-	0	-	-	-	0	-
	0.5		0.6		3.3	5.4				0.5				2.3				1.1				3.6	
4	5	2	3	2	1	1	-	1	3	5	-	-	5	0	-	-	-	3	2	-	2	-	2
	6.1	9.7	4.6	4.2	6.6	20.0		2.5	7.9	6.1			7.1	2.3				10.5	6.0		8.2		6.8
5	1	1	0	-	0	0	1	-	-	1	-	-	1	0	-	-	-	1	-	-	-	0	1
	1.2	2.6	0.6		3.3	5.4	12.0			1.2			1.0	2.3				3.1				3.6	1.7
6	4	-	4	4	0	0	-	-	4	4	-	-	2	2	-	-	-	4	0	-	4	-	0
	5.2		7.4	8.3	3.3	5.4			11.0	5.2			3.5	12.1				11.9	1.4		12.3		1.0
8	3	1	2	2	-	-	-	2	1	3	-	-	3	-	-	-	-	3	-	-	1	-	2
	3.4	3.6	3.4	4.2				5.6	2.4	3.4			4.3					8.6			2.7		5.3
10	4	-	4	4	-	-	-	2	2	4	-	-	-	4	2	-	-	2	-	2	2	-	-
	4.7		6.7	8.3				5.6	5.5	4.7				24.2	52.9			6.0		52.9	6.2		

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

M2B. How many were shaped like regular light bulbs?
BASE: Not all CFLs spiral

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
11-19	2	-	2	2	-	-	-	-	2	2	-	-	2	-	-	-	2	-	-	-	2	-	-
	2.4		3.4	4.2					5.5	2.4			2.9				12.2				6.2		
20+	2	-	2	2	-	-	-	-	2	2	-	-	2	-	-	-	-	2	-	-	2	-	-
	2.4		3.4	4.2					5.5	2.4			2.9					6.0			6.2		
Don't know/Refused	3	1	2	2	-	1	1	-	2	3	-	-	3	-	-	-	2	1	1	-	-	1	2
	3.9	5.2	3.4	4.2		9.2	12.0		5.5	3.9			4.9				12.2	1.9	2.4			6.2	7.1
Mean	5.68	1.16	7.54	9.17	1.03	1.77	1.09	1.41	11.47	5.68	-	-	6.24	3.51	5.29	1.00	2.06	11.92	0.62	5.29	12.16	0.51	1.20
Standard Deviation	23.32	2.02	27.53	30.62	1.78	2.35	1.93	2.90	35.16	23.32	-	-	26.06	4.33	5.89	0.00	4.21	35.85	1.30	5.89	36.14	1.19	2.22
Standard Error	3.13	0.38	4.76	6.38	0.40	0.65	0.66	0.62	7.53	3.13			3.96	1.23	3.68	0.00	1.26	7.69	0.30	3.68	7.88	0.46	0.44

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

M3A. How many of those CFLs did you install in your home?
BASE: Purchased CFLs

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	753	204	549	441	108	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	36	10	26	19	8	5	5	12	15	36	-	-	28	5	1	-	2	18	4	1	5	10	12
Total answering	717	194	523	422	100	71	67	231	347	717	-	-	528	183	69	28	140	281	174	69	233	146	263
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	86	24	62	51	12	8	7	31	40	86	-	-	59	26	18	2	7	27	24	18	24	12	31
	12.0	12.2	11.9	12.1	11.5	12.0	9.7	13.5	11.5	12.0			11.2	14.0	25.7	6.7	5.3	9.8	13.8	25.7	10.1	8.2	11.8
															PQRs				Q	UVW			
1	144	37	107	85	22	13	15	45	72	144	-	-	112	32	12	22	37	37	31	12	57	26	48
	20.1	19.3	20.4	20.1	21.6	18.5	21.6	19.4	20.6	20.1			21.2	17.3	18.1	78.5	26.5	13.3	17.8	18.1	24.3	17.9	18.1
																OQRS	R						
2	153	50	104	83	21	18	16	58	62	153	-	-	122	31	14	1	39	66	25	14	54	37	48
	21.4	25.5	19.9	19.6	20.9	24.9	23.3	25.0	18.0	21.4			23.1	17.2	21.1	3.0	28.1	23.6	14.3	21.1	23.2	25.2	18.4
															P		PS	PS	P				
3	85	22	63	55	8	8	9	24	44	85	-	-	71	14	4	0	27	28	23	4	34	13	34
	11.8	11.2	12.0	12.9	8.3	11.2	13.4	10.2	12.7	11.8			13.4	7.6	5.2	1.3	19.4	9.9	13.1	5.2	14.7	8.8	12.8
													N				OPR	P	oP		T		t
4	103	23	80	64	16	8	8	31	56	103	-	-	67	36	10	0	25	40	27	10	25	28	39
	14.4	11.8	15.3	15.2	15.9	11.1	12.3	13.5	16.0	14.4			12.8	19.5	14.3	1.3	17.7	14.1	15.8	14.3	11.0	19.2	14.9
														m	P		P	P	P			u	
5	19	2	17	13	4	1	1	8	9	19	-	-	15	4	3	-	1	10	6	3	11	2	4
	2.7	1.2	3.3	3.1	4.0	1.9	1.6	3.6	2.5	2.7			2.9	2.4	3.8		0.6	3.4	3.7	3.8	4.5	1.3	1.7
			b		b													q	q				

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

M3A. How many of those CFLs did you install in your home?
BASE: Purchased CFLs

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
6	43	10	32	26	6	6	3	12	22	43	-	-	27	14	2	-	1	27	11	2	10	13	17
	5.9	5.3	6.2	6.3	5.7	8.7	4.1	5.1	6.3	5.9			5.1	7.4	3.6		0.8	9.8	6.6	3.6	4.4	9.1	6.3
																		oQ	Q				
7	6	1	5	4	1	0	1	3	2	6	-	-	5	0	-	-	-	6	-	-	0	1	4
	0.8	0.4	0.9	0.9	1.1	0.5	1.1	1.2	0.5	0.8			1.0	0.2				2.0			0.2	0.8	1.6
8	28	9	19	17	3	4	2	4	18	28	-	-	19	7	4	2	-	19	2	4	6	4	14
	4.0	4.6	3.7	4.0	2.5	5.6	2.3	1.9	5.3	4.0			3.7	3.9	5.5	8.0		6.8	1.4	5.5	2.7	2.5	5.3
									h									S					
9	5	1	4	4	1	-	1	-	4	5	-	-	3	2	-	-	-	2	3	-	2	0	3
	0.7	0.3	0.9	0.9	0.7		2.0		1.1	0.7			0.6	1.0				0.9	1.5		0.8	0.2	1.1
10	8	3	6	4	2	1	1	2	4	8	-	-	6	2	-	-	-	7	2	-	3	2	4
	1.2	1.5	1.1	0.9	1.8	1.9	1.4	0.8	1.2	1.2			1.2	1.1				2.5	0.9		1.3	1.2	1.4
11-19	19	9	10	6	4	2	3	9	5	19	-	-	11	8	-	0	2	8	7	-	5	6	7
	2.6	4.6	1.8	1.3	4.0	2.2	4.9	3.8	1.4	2.6			2.1	4.2		1.3	1.6	2.9	4.1		1.9	3.9	2.9
		cD					i																
20+	17	4	13	11	2	1	2	4	10	17	-	-	9	8	2	-	-	3	12	2	2	2	10
	2.4	1.9	2.6	2.7	2.2	1.5	2.3	1.9	2.9	2.4			1.8	4.3	2.7			1.1	7.0	2.7	0.8	1.6	3.9
																			R				U
Mean	3.91	3.81	3.95	3.95	3.93	3.59	4.54	3.41	4.19	3.91	-	-	3.45	5.22	5.19	1.73	2.39	3.93	5.23	5.19	3.00	3.74	4.38
Standard Deviation	7.78	6.86	8.10	8.43	6.59	5.33	10.74	4.60	9.10	7.78	-	-	5.53	12.12	17.86	2.32	1.74	4.24	9.30	17.86	3.50	5.18	7.28
Standard Error	0.34	0.43	0.45	0.56	0.48	0.45	0.97	0.38	0.62	0.34			0.28	1.04	2.54	0.53	0.17	0.30	0.82	2.54	0.27	0.50	0.53

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

M3A. How many of those CFLs did you install in your home?
BASE: Purchased CFLs

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	753	204	549	441	108	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	86	24	62	51	12	8	7	31	40	86	-	-	59	26	18	2	7	27	24	18	24	12	31
	11.4	11.6	11.4	11.5	10.7	11.2	9.0	12.9	11.0	11.4			10.6	13.6	25.2	6.7	5.3	9.2	13.5	25.2	9.9	7.7	11.3
															PQRs				Q	UVW			
1	144	37	107	85	22	13	15	45	72	144	-	-	112	32	12	22	37	37	31	12	57	26	48
	19.1	18.4	19.4	19.2	20.1	17.3	20.1	18.4	19.8	19.1			20.2	16.8	17.7	78.5	26.1	12.5	17.3	17.7	23.8	16.8	17.3
																OQRS	R						
2	153	50	104	83	21	18	16	58	62	153	-	-	122	31	14	1	39	66	25	14	54	37	48
	20.4	24.3	18.9	18.8	19.4	23.4	21.7	23.8	17.2	20.4			22.0	16.7	20.7	3.0	27.8	22.2	13.9	20.7	22.7	23.7	17.5
															P		PS	PS	P				
3	85	22	63	55	8	8	9	24	44	85	-	-	71	14	4	0	27	28	23	4	34	13	34
	11.3	10.7	11.5	12.4	7.7	10.5	12.4	9.8	12.2	11.3			12.7	7.4	5.1	1.3	19.2	9.3	12.8	5.1	14.4	8.3	12.2
				e									n				OPR	P	oP		T		t
4	103	23	80	64	16	8	8	31	56	103	-	-	67	36	10	0	25	40	27	10	25	28	39
	13.7	11.3	14.6	14.5	14.7	10.4	11.4	12.9	15.4	13.7			12.1	18.9	14.0	1.3	17.4	13.2	15.4	14.0	10.7	18.0	14.2
														m	P		P	P	P			u	
5	19	2	17	13	4	1	1	8	9	19	-	-	15	4	3	-	1	10	6	3	11	2	4
	2.6	1.1	3.1	3.0	3.7	1.8	1.5	3.5	2.4	2.6			2.7	2.3	3.7		0.6	3.2	3.6	3.7	4.4	1.2	1.6
			b		b													q	q		v		
6	43	10	32	26	6	6	3	12	22	43	-	-	27	14	2	-	1	27	11	2	10	13	17
	5.7	5.1	5.9	6.0	5.3	8.2	3.8	4.9	6.0	5.7			4.9	7.2	3.6		0.8	9.2	6.5	3.6	4.3	8.5	6.0
																		oQ	Q				

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

M3A. How many of those CFLs did you install in your home?
BASE: Purchased CFLs

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
7	6	1	5	4	1	0	1	3	2	6	-	-	5	0	-	-	-	6	-	-	0	1	4
	0.8	0.4	0.9	0.9	1.0	0.5	1.0	1.1	0.5	0.8			1.0	0.2				1.9			0.2	0.8	1.5
8	28	9	19	17	3	4	2	4	18	28	-	-	19	7	4	2	-	19	2	4	6	4	14
	3.8	4.4	3.5	3.8	2.3	5.3	2.2	1.8	5.1	3.8			3.5	3.8	5.4	8.0		6.4	1.3	5.4	2.6	2.4	5.0
									h									S					
9	5	1	4	4	1	-	1	-	4	5	-	-	3	2	-	-	-	2	3	-	2	0	3
	0.7	0.3	0.8	0.9	0.7		1.8		1.0	0.7			0.6	1.0				0.8	1.5		0.8	0.2	1.0
10	8	3	6	4	2	1	1	2	4	8	-	-	6	2	-	-	-	7	2	-	3	2	4
	1.1	1.4	1.0	0.9	1.7	1.8	1.3	0.8	1.2	1.1			1.2	1.1				2.3	0.9		1.3	1.1	1.3
11-19	19	9	10	6	4	2	3	9	5	19	-	-	11	8	-	0	2	8	7	-	5	6	7
	2.5	4.4	1.8	1.3	3.7	2.1	4.5	3.6	1.4	2.5			2.0	4.1		1.3	1.6	2.7	4.0		1.9	3.7	2.7
		cD																					
20+	17	4	13	11	2	1	2	4	10	17	-	-	9	8	2	-	-	3	12	2	2	2	10
	2.3	1.8	2.5	2.6	2.0	1.4	2.2	1.9	2.8	2.3			1.7	4.2	2.7			1.0	6.9	2.7	0.8	1.5	3.7
																			R				u
Don't know/Refused	36	10	26	19	8	5	5	12	15	36	-	-	28	5	1	-	2	18	4	1	5	10	12
	4.8	4.8	4.8	4.3	7.0	6.1	6.9	4.8	4.1	4.8			5.0	2.7	1.9		1.2	6.0	2.5	1.9	2.2	6.2	4.5
																		Qs					
Mean	3.91	3.81	3.95	3.95	3.93	3.59	4.54	3.41	4.19	3.91	-	-	3.45	5.22	5.19	1.73	2.39	3.93	5.23	5.19	3.00	3.74	4.38
Standard Deviation	7.78	6.86	8.10	8.43	6.59	5.33	10.74	4.60	9.10	7.78	-	-	5.53	12.12	17.86	2.32	1.74	4.24	9.30	17.86	3.50	5.18	7.28
Standard Error	0.34	0.43	0.45	0.56	0.48	0.45	0.97	0.38	0.62	0.34			0.28	1.04	2.54	0.53	0.17	0.30	0.82	2.54	0.27	0.50	0.53

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	753	204	549	441	108	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	35	9	26	19	7	4	5	8	19	35	-	-	22	11	8	-	3	12	6	8	9	3	10
Total answering	717	194	523	422	101	72	68	235	344	717	-	-	533	178	62	28	139	286	172	62	229	152	265
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	275	74	201	156	44	30	31	101	113	275	-	-	184	86	32	16	62	96	56	32	96	56	87
	38.3	38.3	38.3	37.1	43.7	41.7	45.6	43.1	32.9	38.3			34.5	48.2	51.7	57.9	44.7	33.4	32.7	51.7	41.8	36.6	32.8
						i	I	i						M	RS	RS	rs			vW	w		
1	92	26	65	57	9	9	3	36	44	92	-	-	75	16	13	4	22	32	15	13	30	18	31
	12.8	13.6	12.5	13.4	8.6	12.4	4.2	15.4	12.8	12.8			14.0	9.0	20.7	14.7	16.2	11.0	8.5	20.7	12.9	11.8	11.7
		e				G		G	G				n		s		s						
2	111	31	80	68	12	8	9	30	64	111	-	-	84	27	3	2	25	55	22	3	43	27	37
	15.5	16.1	15.3	16.1	11.8	11.5	13.5	12.8	18.6	15.5			15.8	15.0	5.4	6.7	18.2	19.3	12.6	5.4	19.0	17.8	14.1
									f								Op	OPs			T	T	T
3	56	14	41	32	9	6	7	14	29	56	-	-	50	5	-	3	12	20	18	-	23	10	22
	7.7	7.5	7.9	7.6	9.0	8.3	10.8	5.9	8.3	7.7			9.4	2.9		11.1	8.7	7.0	10.5		10.2	6.2	8.2
													N										
4	73	17	55	43	12	9	5	25	34	73	-	-	54	19	6	3	8	32	20	6	18	19	28
	10.1	9.0	10.6	10.3	11.8	12.4	8.0	10.5	9.8	10.1			10.1	10.6	9.0	9.7	5.6	11.2	11.4	9.0	7.7	12.5	10.4
																		q					
5	17	6	11	8	4	3	5	1	9	17	-	-	16	2	1	-	0	8	8	1	4	4	7
	2.4	3.2	2.1	1.8	3.6	3.5	7.4	0.4	2.6	2.4			2.9	1.0	2.2		0.3	2.7	4.6	2.2	2.0	2.8	2.7
						h	Hi		h									q	Q				

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
6	48	9	40	34	6	2	2	19	26	48	-	-	36	12	5	-	3	23	18	5	3	10	30
	6.8	4.5	7.6	8.0	5.7	3.0	2.9	7.9	7.5	6.8			6.8	6.9	7.4		1.9	8.1	10.6	7.4	1.3	6.7	11.3
								fg	fG									Q	Q			U	U
7	4	1	2	2	0	-	1	-	3	4	-	-	4	-	-	-	1	1	2	-	1	-	3
	0.5	0.7	0.4	0.4	0.4		1.4		0.8	0.5			0.7				0.6	0.2	1.3		0.4		1.1
8	10	6	4	4	0	2	1	4	4	10	-	-	7	3	0	-	1	5	4	0	2	2	6
	1.4	3.0	0.8	0.9	0.4	2.6	1.4	1.5	1.0	1.4			1.4	1.5	0.6		0.6	1.8	2.0	0.6	0.9	1.2	2.1
		cdE																					
9	1	1	-	-	-	-	1	-	-	1	-	-	1	-	-	-	-	1	-	-	-	1	1
	0.2	0.6					1.8			0.2			0.2					0.2				0.4	0.2
10	11	4	7	4	3	3	1	4	3	11	-	-	10	1	-	-	1	8	3	-	1	2	7
	1.5	1.9	1.3	0.9	3.2	3.7	1.6	1.5	1.0	1.5			1.8	0.7			0.5	2.6	1.5		0.5	1.4	2.8
																							u
11-19	12	1	10	9	1	0	1	1	9	12	-	-	8	4	2	-	4	2	4	2	4	3	3
	1.6	0.7	1.9	2.2	0.7	0.5	1.4	0.4	2.7	1.6			1.5	2.1	3.0		2.7	0.8	2.1	3.0	1.6	2.0	1.1
									fH														
20+	8	2	7	6	1	0	-	2	6	8	-	-	5	4	-	-	-	5	4	-	4	1	4
	1.2	0.9	1.3	1.3	1.1	0.5		0.7	1.9	1.2			0.9	2.1				1.6	2.2		1.6	0.6	1.4
Mean	2.83	2.63	2.91	3.05	2.34	2.19	2.21	2.27	3.48	2.83	-	-	3.00	2.44	1.64	1.00	1.63	3.69	3.34	1.64	3.02	2.78	3.01
Standard Deviation	8.79	7.04	9.36	10.26	3.67	2.95	2.78	6.52	11.33	8.79	-	-	9.76	5.05	2.70	1.43	2.57	13.02	5.30	2.70	13.27	7.74	4.58
Standard Error	0.39	0.44	0.52	0.69	0.27	0.25	0.25	0.54	0.77	0.39			0.50	0.44	0.40	0.33	0.26	0.91	0.47	0.40	1.04	0.74	0.33

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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	753	204	549	441	108	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	275	74	201	156	44	30	31	101	113	275	-	-	184	86	32	16	62	96	56	32	96	56	87
	36.5	36.5	36.5	35.5	40.8	39.5	42.6	41.7	31.2	36.5			33.1	45.5	45.6	57.9	43.9	32.1	31.7	45.6	40.2	35.9	31.6
							I	I						M	rs	RS	Rs			w	w		
1	92	26	65	57	9	9	3	36	44	92	-	-	75	16	13	4	22	32	15	13	30	18	31
	12.2	13.0	11.9	12.8	8.0	11.7	3.9	14.9	12.1	12.2			13.5	8.5	18.3	14.7	15.9	10.6	8.2	18.3	12.4	11.5	11.3
		e				G		G	G				n		s		s						
2	111	31	80	68	12	8	9	30	64	111	-	-	84	27	3	2	25	55	22	3	43	27	37
	14.8	15.4	14.5	15.4	11.0	10.9	12.6	12.3	17.6	14.8			15.2	14.2	4.8	6.7	17.8	18.5	12.2	4.8	18.3	17.4	13.6
									f								O	Op	o		T	T	T
3	56	14	41	32	9	6	7	14	29	56	-	-	50	5	-	3	12	20	18	-	23	10	22
	7.4	7.1	7.5	7.3	8.4	7.8	10.1	5.7	7.9	7.4			9.1	2.8		11.1	8.6	6.7	10.1		9.9	6.1	7.9
													N										
4	73	17	55	43	12	9	5	25	34	73	-	-	54	19	6	3	8	32	20	6	18	19	28
	9.7	8.5	10.1	9.8	11.0	11.7	7.5	10.2	9.3	9.7			9.7	10.0	8.0	9.7	5.5	10.7	11.0	8.0	7.5	12.3	10.1
																		q					
5	17	6	11	8	4	3	5	1	9	17	-	-	16	2	1	-	0	8	8	1	4	4	7
	2.3	3.0	2.0	1.7	3.3	3.3	6.9	0.3	2.5	2.3			2.8	0.9	1.9		0.3	2.6	4.5	1.9	1.9	2.7	2.6
						h	Hi		h				n					q	Q				
6	48	9	40	34	6	2	2	19	26	48	-	-	36	12	5	-	3	23	18	5	3	10	30
	6.4	4.3	7.2	7.7	5.4	2.9	2.7	7.6	7.1	6.4			6.5	6.5	6.6		1.8	7.7	10.2	6.6	1.2	6.5	10.9
								fg	fG									Q	Q			U	U

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
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M4. Thinking about your most recent CFL purchase, how many of the CFLs did you store to install later?
BASE: Purchased CFLs

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
7	4	1	2	2	0	-	1	-	3	4	-	-	4	-	-	-	1	1	2	-	1	-	3
	0.5	0.7	0.4	0.4	0.3		1.3		0.8	0.5			0.7				0.6	0.2	1.3		0.4		1.0
8	10	6	4	4	0	2	1	4	4	10	-	-	7	3	0	-	1	5	4	0	2	2	6
	1.3	2.8	0.8	0.9	0.3	2.4	1.3	1.5	1.0	1.3			1.3	1.4	0.5		0.6	1.7	2.0	0.5	0.9	1.2	2.0
		cdE																					
9	1	1	-	-	-	-	1	-	-	1	-	-	1	-	-	-	-	1	-	-	-	1	1
	0.2	0.6					1.7			0.2			0.2					0.2				0.4	0.2
10	11	4	7	4	3	3	1	4	3	11	-	-	10	1	-	-	1	8	3	-	1	2	7
	1.4	1.8	1.3	0.9	3.0	3.5	1.5	1.5	1.0	1.4			1.7	0.6			0.5	2.5	1.4		0.5	1.4	2.7
																							u
11-19	12	1	10	9	1	0	1	1	9	12	-	-	8	4	2	-	4	2	4	2	4	3	3
	1.5	0.7	1.8	2.1	0.7	0.5	1.3	0.3	2.6	1.5			1.4	2.0	2.7		2.7	0.8	2.1	2.7	1.6	2.0	1.0
									fh														
20+	8	2	7	6	1	0	-	2	6	8	-	-	5	4	-	-	-	5	4	-	4	1	4
	1.1	0.8	1.2	1.3	1.0	0.5		0.6	1.8	1.1			0.8	2.0				1.5	2.1		1.6	0.5	1.4
Don't know/Refused	35	9	26	19	7	4	5	8	19	35	-	-	22	11	8	-	3	12	6	8	9	3	10
	4.7	4.6	4.7	4.3	6.7	5.3	6.5	3.3	5.1	4.7			4.0	5.7	11.7		1.8	4.2	3.2	11.7	3.7	2.0	3.7
															Qs					uVw			
Mean	2.83	2.63	2.91	3.05	2.34	2.19	2.21	2.27	3.48	2.83	-	-	3.00	2.44	1.64	1.00	1.63	3.69	3.34	1.64	3.02	2.78	3.01
Standard Deviation	8.79	7.04	9.36	10.26	3.67	2.95	2.78	6.52	11.33	8.79	-	-	9.76	5.05	2.70	1.43	2.57	13.02	5.30	2.70	13.27	7.74	4.58
Standard Error	0.39	0.44	0.52	0.69	0.27	0.25	0.25	0.54	0.77	0.39			0.50	0.44	0.40	0.33	0.26	0.91	0.47	0.40	1.04	0.74	0.33

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	753	204	549	441	108	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	31	9	22	17	5	4	5	13	9	31	-	-	15	14	9	1	5	11	-	9	9	8	4
Total answering	722	195	527	424	103	72	67	230	353	722	-	-	541	174	61	27	136	288	178	61	228	148	271
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	299	60	239	204	35	24	17	98	160	299	-	-	232	63	24	10	53	119	81	24	92	65	108
	41.4	31.0	45.3	48.0	34.3	33.6	25.7	42.7	45.2	41.4			43.0	36.3	39.8	38.0	39.1	41.4	45.6	39.8	40.5	44.1	39.7
			BE	BE				G	FG														
Discount or Mass merchandise store	196	75	121	92	28	27	23	66	79	196	-	-	139	57	20	11	42	77	40	20	63	37	72
	27.1	38.7	22.9	21.8	27.3	37.5	34.7	28.9	22.5	27.1			25.7	32.7	32.7	39.7	30.7	26.8	22.3	32.7	27.8	25.1	26.7
		CDE				I	I																
Buying clubs	91	24	67	49	18	9	12	27	43	91	-	-	68	22	5	0	10	40	31	5	21	25	40
	12.6	12.1	12.7	11.6	17.5	12.1	17.4	11.8	12.2	12.6			12.6	12.9	7.4	1.3	7.1	13.8	17.5	7.4	9.3	17.0	14.6
					d													Pq	oPQ			tu	
Hardware stores	62	19	42	36	6	3	10	18	30	62	-	-	44	15	3	-	13	31	13	3	24	10	22
	8.5	9.9	8.0	8.4	6.3	4.2	15.6	7.8	8.6	8.5			8.2	8.7	5.5		9.8	10.7	7.5	5.5	10.6	6.9	8.1
							FHi		f														
Supermarket, food store	35	8	28	21	7	4	2	9	20	35	-	-	24	11	4	-	9	15	6	4	12	7	13
	4.9	4.0	5.2	4.9	6.7	5.5	3.3	3.9	5.7	4.9			4.5	6.2	5.8		6.3	5.2	3.1	5.8	5.0	5.0	4.8
Drug store	24	2	22	19	4	0	0	8	15	24	-	-	21	2	-	2	4	9	6	-	8	4	12
	3.3	0.9	4.3	4.4	3.5	0.5	0.5	3.5	4.4	3.3			3.9	1.3		8.4	3.3	3.2	3.1		3.3	2.6	4.4
			B	B	b			fg	FG				n										

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Lighting supply store/ lighting showroom	5	1	5	4	1	1	0	1	4	5	-	-	3	2	0	-	2	1	1	0	2	1	3
	0.8	0.3	0.9	0.9	1.1	0.9	0.5	0.3	1.1	0.8			0.6	1.3	0.6		1.4	0.2	0.4	0.6	0.8	0.4	1.0
Mail order catalog	1	1	1	-	1	1	-	-	1	1	-	-	1	1	-	-	1	1	-	-	1	-	1
	0.2	0.3	0.1		0.7	0.9			0.2	0.2			0.1	0.4			0.5	0.2			0.3		0.2
Internet	2	1	2	2	-	1	-	-	2	2	-	-	2	-	-	-	-	2	-	-	2	-	1
	0.3	0.3	0.4	0.4		0.9			0.5	0.3			0.3					0.7			0.8		0.2
Home Energy Show	5	3	2	2	-	1	1	-	4	5	-	-	5	-	-	1	1	3	-	-	3	-	2
	0.7	1.5	0.4	0.4		0.9	0.9		1.0	0.7			0.9			5.4	0.4	0.9			1.3		0.7
Other	37	9	28	21	7	4	3	11	19	37	-	-	27	9	5	2	8	8	12	5	12	5	15
	5.1	4.7	5.2	4.9	6.6	5.4	5.2	4.7	5.2	5.1			5.0	5.2	8.1	7.1	6.2	3.0	6.9	8.1	5.1	3.5	5.5

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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	753	204	549	441	108	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	299	60	239	204	35	24	17	98	160	299	-	-	232	63	24	10	53	119	81	24	92	65	108
	39.8	29.6	43.5	46.2	32.8	32.0	23.9	40.4	44.1	39.8			41.8	33.5	34.9	36.1	37.7	40.0	45.6	34.9	38.9	42.0	39.2
			BE	BE				G	FG				n										
Discount or Mass merchandise store	196	75	121	92	28	27	23	66	79	196	-	-	139	57	20	11	42	77	40	20	63	37	72
	26.0	37.0	22.0	20.9	26.1	35.7	32.2	27.3	21.9	26.0			25.0	30.1	28.6	37.7	29.6	25.8	22.3	28.6	26.7	23.9	26.3
		CDE				I	I																
Buying clubs	91	24	67	49	18	9	12	27	43	91	-	-	68	22	5	0	10	40	31	5	21	25	40
	12.1	11.6	12.2	11.1	16.7	11.5	16.2	11.2	11.9	12.1			12.3	11.9	6.5	1.3	6.8	13.3	17.5	6.5	8.9	16.1	14.4
					d													Pq	OPQ			Tu	tu
Hardware stores	62	19	42	36	6	3	10	18	30	62	-	-	44	15	3	-	13	31	13	3	24	10	22
	8.2	9.4	7.7	8.1	6.0	4.0	14.5	7.3	8.4	8.2			8.0	8.0	4.8		9.5	10.3	7.5	4.8	10.1	6.5	8.0
							Fhi		f														
Supermarket, food store	35	8	28	21	7	4	2	9	20	35	-	-	24	11	4	-	9	15	6	4	12	7	13
	4.7	3.9	5.0	4.7	6.4	5.3	3.0	3.7	5.6	4.7			4.4	5.7	5.1		6.1	5.0	3.1	5.1	4.8	4.7	4.7
Drug store	24	2	22	19	4	0	0	8	15	24	-	-	21	2	-	2	4	9	6	-	8	4	12
	3.2	0.8	4.1	4.3	3.4	0.5	0.5	3.3	4.2	3.2			3.8	1.2		8.0	3.2	3.1	3.1		3.2	2.4	4.4
			B	B	b			fg	FG				n										
Lighting supply store/ lighting showroom	5	1	5	4	1	1	0	1	4	5	-	-	3	2	0	-	2	1	1	0	2	1	3
	0.7	0.3	0.9	0.9	1.0	0.8	0.5	0.3	1.0	0.7			0.6	1.2	0.5		1.3	0.2	0.4	0.5	0.8	0.4	1.0
Mail order catalog	1	1	1	-	1	1	-	-	1	1	-	-	1	1	-	-	1	1	-	-	1	-	1
	0.2	0.3	0.1		0.7	0.8			0.2	0.2			0.1	0.3			0.5	0.2			0.3		0.2

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Internet	2	1	2	2	-	1	-	-	2	2	-	-	2	-	-	-	-	2	-	-	2	-	1
	0.3	0.3	0.3	0.4		0.8			0.5	0.3			0.3					0.6			0.8		0.2
Home Energy Show	5	3	2	2	-	1	1	-	4	5	-	-	5	-	-	1	1	3	-	-	3	-	2
	0.6	1.4	0.3	0.4		0.8	0.8		1.0	0.6			0.9			5.2	0.4	0.9			1.2		0.7
Other	37	9	28	21	7	4	3	11	19	37	-	-	27	9	5	2	8	8	12	5	12	5	15
	4.9	4.5	5.0	4.7	6.4	5.1	4.8	4.5	5.1	4.9			4.9	4.8	7.1	6.7	6.0	2.8	6.9	7.1	4.9	3.3	5.4
Don't know	31	9	22	17	5	4	5	13	9	31	-	-	15	14	9	1	5	11	-	9	9	8	4
	4.1	4.3	3.9	3.8	4.3	4.8	7.1	5.3	2.4	4.1			2.7	7.7	12.5	5.2	3.6	3.6		12.5	4.0	5.0	1.4
							i							M	qr					uW			

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
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NEEA Consumer Lighting Survey (#5752)

M6A. How often would you say you shop at big box stores like Home Depot or Wal_Mart?
BASE: Purchased CFLs

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	753	204	549	441	108	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	3	1	2	2	-	1	1	2	-	3	-	-	2	1	-	-	-	3	-	-	1	2	-
Total answering	749	202	547	439	108	75	71	241	362	749	-	-	553	187	70	28	141	295	178	70	237	153	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
At lease once a week	194	50	144	104	40	23	21	49	101	194	-	-	145	47	14	7	34	80	45	14	58	48	67
	25.8	24.7	26.3	23.6	37.1	30.2	29.3	20.3	27.9	25.8			26.2	25.0	19.6	26.7	23.9	27.0	25.3	19.6	24.3	31.2	24.5
					BCD	H	h		h														
At lease once a month	350	103	247	200	47	40	35	113	163	350	-	-	254	92	37	8	56	149	90	37	104	69	138
	46.8	51.1	45.2	45.5	43.8	52.7	49.0	47.0	44.9	46.8			45.9	49.2	52.5	28.2	39.4	50.5	50.8	52.5	43.7	45.4	50.4
															p			Pq	Pq				
At lease once a year	161	36	124	109	15	10	11	65	75	161	-	-	123	35	14	11	43	49	36	14	62	26	56
	21.5	18.0	22.7	24.9	14.0	12.9	15.4	27.2	20.6	21.5			22.3	18.9	20.3	38.7	30.3	16.6	20.4	20.3	26.0	16.8	20.5
			E	bE				FG	F							r	Rs				v		
Less than once a year	25	5	19	17	3	2	2	7	14	25	-	-	14	10	3	-	4	9	3	3	6	6	7
	3.3	2.6	3.6	3.9	2.3	2.4	2.7	2.9	3.8	3.3			2.6	5.4	4.4		3.1	3.2	1.8	4.4	2.7	4.1	2.5
Never	20	7	12	9	3	1	3	6	10	20	-	-	16	3	2	2	5	8	3	2	8	4	6
	2.6	3.7	2.3	2.1	2.7	1.8	3.6	2.6	2.7	2.6			3.0	1.5	3.1	6.4	3.3	2.6	1.7	3.1	3.2	2.5	2.1

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M6A. How often would you say you shop at big box stores like Home Depot or Wal_Mart?
BASE: Purchased CFLs

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	753	204	549	441	108	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
At lease once a week	194	50	144	104	40	23	21	49	101	194	-	-	145	47	14	7	34	80	45	14	58	48	67
	25.7	24.5	26.2	23.5	37.1	29.9	29.0	20.2	27.9	25.7			26.1	24.9	19.6	26.7	23.9	26.7	25.3	19.6	24.2	30.7	24.5
					BCD	h	h		h														
At lease once a month	350	103	247	200	47	40	35	113	163	350	-	-	254	92	37	8	56	149	90	37	104	69	138
	46.5	50.7	45.0	45.3	43.8	52.3	48.4	46.6	44.9	46.5			45.7	49.0	52.5	28.2	39.4	50.0	50.8	52.5	43.6	44.6	50.4
															p			Pq	Pq				
At lease once a year	161	36	124	109	15	10	11	65	75	161	-	-	123	35	14	11	43	49	36	14	62	26	56
	21.4	17.9	22.7	24.8	14.0	12.8	15.2	27.0	20.6	21.4			22.2	18.8	20.3	38.7	30.3	16.5	20.4	20.3	25.9	16.5	20.5
			E	bE				FG	F							r	Rs				v		
Less than once a year	25	5	19	17	3	2	2	7	14	25	-	-	14	10	3	-	4	9	3	3	6	6	7
	3.3	2.5	3.6	3.8	2.3	2.4	2.7	2.9	3.8	3.3			2.6	5.4	4.4		3.1	3.2	1.8	4.4	2.7	4.0	2.5
Never	20	7	12	9	3	1	3	6	10	20	-	-	16	3	2	2	5	8	3	2	8	4	6
	2.6	3.7	2.2	2.1	2.7	1.8	3.5	2.6	2.7	2.6			3.0	1.5	3.1	6.4	3.3	2.6	1.7	3.1	3.2	2.4	2.1
Don't know	3	1	2	2	-	-	1	2	-	3	-	-	2	1	-	-	-	3	-	-	1	2	-
	0.4	0.4	0.3	0.4			1.2	0.8		0.4			0.3	0.4				0.9			0.4	1.2	
Refused	1	1	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-	1	-	-	-	1	-
	0.1	0.3				0.8				0.1			0.1					0.2				0.4	

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	753	204	549	441	108	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	101	17	83	68	16	6	11	24	59	101	-	-	54	43	22	6	15	41	15	22	35	18	26
Total answering	652	186	466	373	93	69	62	218	303	652	-	-	502	146	48	23	126	257	164	48	203	138	249
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	180	48	132	107	24	16	18	54	91	180	-	-	138	39	6	6	28	70	54	6	51	35	81
	27.5	25.7	28.3	28.8	26.2	23.4	29.6	24.9	30.0	27.5			27.6	26.7	12.8	26.9	22.5	27.2	33.2	12.8	25.0	25.3	32.5
																		O	Oq		t	t	T
No	472	138	334	266	68	53	43	164	212	472	-	-	363	107	42	16	97	187	109	42	152	103	168
	72.5	74.3	71.7	71.2	73.8	76.6	70.4	75.1	70.0	72.5			72.4	73.3	87.2	73.1	77.5	72.8	66.8	87.2	75.0	74.7	67.5
															RS		s			uvW			

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	753	204	549	441	108	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	180	48	132	107	24	16	18	54	91	180	-	-	138	39	6	6	28	70	54	6	51	35	81
	23.9	23.5	24.0	24.4	22.4	21.4	25.2	22.4	25.1	23.9			24.9	20.7	8.9	21.5	20.0	23.5	30.5	8.9	21.3	22.5	29.4
																	O	O	Oq		T	T	Tu
No	472	138	334	266	68	53	43	164	212	472	-	-	363	107	42	16	97	187	109	42	152	103	168
	62.8	67.9	60.8	60.3	63.2	70.1	60.0	67.6	58.6	62.8			65.4	56.7	60.3	58.6	69.0	62.7	61.3	60.3	63.9	66.3	61.0
		cd				gI		i					n										
Don't know	100	17	83	68	15	6	10	24	59	100	-	-	54	43	22	6	15	41	15	22	35	18	26
	13.3	8.5	15.1	15.4	14.0	8.5	14.4	10.1	16.4	13.3			9.6	22.7	30.8	19.8	10.7	13.8	8.2	30.8	14.7	11.3	9.6
			B	B	b				Fh					M	QRS			s		UVW			
Refused	0	-	0	-	0	-	0	-	-	0	-	-	0	-	-	-	0	-	-	-	0	-	-
	*		0.1		0.3		0.5			*			0.1				0.3				0.2		

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

M8. Thinking about your most recent purchase, did you buy CFLs packaged individually, in multi-packs or both?
BASE: Purchased CFLs

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	753	204	549	441	108	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	32	11	21	19	2	2	4	14	12	32	-	-	16	12	6	3	4	14	3	6	14	6	6
Total answering	721	192	528	422	106	74	68	228	350	721	-	-	540	177	64	25	137	285	175	64	224	150	269
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Bought individually packaged CFLs only	173	49	124	94	30	21	13	56	83	173	-	-	119	53	26	16	50	45	25	26	72	31	40
	24.0	25.4	23.5	22.3	28.2	28.9	19.2	24.5	23.6	24.0			22.1	29.8	40.6	64.5	36.3	15.8	14.1	40.6	32.0	20.4	14.7
						g								m	RS	oQRS	RS			VW	VW		
Bought CFL multi-packs only	505	128	377	305	72	48	51	165	242	505	-	-	394	110	37	9	82	226	131	37	136	114	210
	70.1	66.7	71.4	72.3	67.7	64.5	74.9	72.3	69.0	70.1			72.9	62.1	58.1	35.5	59.8	79.2	74.9	58.1	60.7	76.2	77.9
							f						N		p		p	OPQ	OPQ			TU	TU
Bought both	42	15	27	23	4	5	4	7	26	42	-	-	27	14	1	-	5	14	19	1	16	5	20
	5.8	7.9	5.1	5.4	4.1	6.6	5.9	3.2	7.4	5.8			5.0	8.1	1.3		3.9	5.0	10.9	1.3	7.3	3.4	7.4
		e							h										OQr		T		T

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

M8. Thinking about your most recent purchase, did you buy CFLs packaged individually, in multi-packs or both?
BASE: Purchased CFLs

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	753	204	549	441	108	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Bought individually packaged CFLs only	173	49	124	94	30	21	13	56	83	173	-	-	119	53	26	16	50	45	25	26	72	31	40
	23.0	24.0	22.6	21.4	27.8	28.2	18.1	23.1	22.8	23.0			21.5	28.0	37.0	58.2	35.2	15.1	13.9	37.0	30.1	19.6	14.4
						G									RS	qRS	RS			VW	VW		
Bought CFL multi-packs only	505	128	377	305	72	48	51	165	242	505	-	-	394	110	37	9	82	226	131	37	136	114	210
	67.1	62.9	68.7	69.2	66.6	63.1	70.8	68.0	66.7	67.1			70.8	58.2	52.9	32.1	58.0	75.6	73.5	52.9	57.1	73.4	76.2
													N				P	OPQ	OPQ			TU	TU
Bought both	42	15	27	23	4	5	4	7	26	42	-	-	27	14	1	-	5	14	19	1	16	5	20
	5.6	7.4	4.9	5.1	4.0	6.4	5.6	3.0	7.2	5.6			4.9	7.6	1.2		3.8	4.8	10.7	1.2	6.9	3.3	7.2
									h									o	OQr		T		T
Don't know	30	11	19	17	2	2	3	13	12	30	-	-	16	10	6	3	4	12	3	6	12	6	6
	3.9	5.3	3.4	3.8	1.7	2.2	4.7	5.2	3.3	3.9			2.8	5.2	8.0	9.7	3.0	3.9	1.9	8.0	5.1	3.7	2.2
		E																					
Refused	2	1	2	2	-	-	1	2	-	2	-	-	-	2	1	-	-	2	-	1	2	-	-
	0.3	0.3	0.3	0.4			0.8	0.8		0.3				1.0	0.9			0.6		0.9	0.8		

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

M9A1. For the CFLS packaged individually, how much did you pay PER BULB for your CFLs during your most recent purchase?
BASE: Purchased CFLs individually packaged and in multi-packs

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	42	15	27	23	4	5	4	7	26	42	-	-	27	14	1	-	5	14	19	1	16	5	20
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	25	9	15	13	2	2	3	3	17	25	-	-	18	7	1	-	5	8	10	1	9	5	10
Total answering	17	6	12	9	2	3	1	4	9	17	-	-	10	7	-	-	1	7	9	-	7	0	10
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0			100.0	100.0	100.0		100.0	100.0	100.0
Free	1	1	-	-	-	-	1	-	-	1	-	-	1	-	-	-	-	1	-	-	-	-	1
	3.5	10.5					50.0			3.5			6.4					9.3					6.3
Less than $1	2	-	2	2	0	0	-	-	2	2	-	-	0	2	-	-	-	2	0	-	2	0	-
	12.9		19.4	20.0	16.6	13.5			20.9	12.9			3.8	26.1				28.8	3.8		25.7	100.0 U	
$2-$2.99	4	1	3	2	1	0	1	1	2	4	-	-	2	2	-	-	-	3	1	-	2	-	2
	20.6	10.5	25.6	20.0	50.2	13.5	50.0	16.2	20.9	20.6			17.8	26.1				43.6	7.7		25.7		17.5
$3-$3.99	1	1	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-	1	-	-	-	1
	3.5	10.5				23.0				3.5			6.4						6.5				6.3
$4-$4.99	3	1	3	2	1	1	-	2	1	3	-	-	2	2	-	-	-	0	3	-	2	-	2
	19.8	14.5	22.5	20.0	33.2	27.0		41.9	9.3	19.8			19.7	21.6				5.5	32.8		25.7		16.1
$5-$5.99	3	1	2	2	-	-	-	2	1	3	-	-	1	2	-	-	-	1	2	-	1	-	2
	15.7	14.5	16.3	20.0				41.9	9.3	15.7			8.8	26.1				12.8	20.1		11.4		19.4
$6	1	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1
	3.5	10.5				23.0				3.5													6.3
$7	1	1	-	-	-	-	-	-	1	1	-	-	1	-	-	-	-	-	1	-	-	-	1
	4.8	14.5							9.3	4.8			8.8						8.9				8.6

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

M9A1. For the CFLS packaged individually, how much did you pay PER BULB for your CFLs during your most recent purchase?
BASE: Purchased CFLs individually packaged and in multi-packs

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
$10	2	-	2	2	-	-	-	-	2	2	-	-	2	-	-	-	-	-	2	-	-	-	2
	10.8		16.3	20.0					20.9	10.8			19.7						20.1				19.4
$12	1	1	-	-	-	-	-	-	1	1	-	-	1	-	-	-	1	-	-	-	1	-	-
	4.8	14.5							9.3	4.8			8.8				100.0				11.4		
Mean	4.52	5.36	4.09	4.44	2.58	3.71	1.25	4.59	5.16	4.52	-	-	5.76	2.75	-	-	12.00	1.84	5.62	-	3.79	0.50	5.21
Standard Deviation	3.36	3.68	3.28	3.52	1.64	2.20	2.93	1.04	4.36	3.36	-	-	3.76	2.02	-	-	0.00	1.78	2.69	-	3.79	0.00	3.03
Standard Error	0.93	1.32	1.23	1.58	0.77	0.93	2.07	0.64	1.78	0.93			1.31	0.95			0.00	0.81	1.04		1.79	0.00	1.03

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

M9A1. For the CFLS packaged individually, how much did you pay PER BULB for your CFLs during your most recent purchase?
BASE: Purchased CFLs individually packaged and in multi-packs

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	42	15	27	23	4	5	4	7	26	42	-	-	27	14	1	-	5	14	19	1	16	5	20
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
Free	1	1	-	-	-	-	1	-	-	1	-	-	1	-	-	-	-	1	-	-	-	-	1
	27.2									27.2			170.1					32.4					
Less than $1	2	-	2	2	0	0	-	-	2	2	-	-	0	2	-	-	-	2	0	-	2	0	-
	5.3		8.3	8.3	8.3	7.4			7.3	5.3			1.3	13.2				13.2	1.9		11.5	7.1	
$2-$2.99	4	1	3	2	1	0	1	1	2	4	-	-	2	2	-	-	-	3	1	-	2	-	2
	8.5	4.0	11.0	8.3	25.0	7.4	15.2	10.1	7.3	8.5			6.2	13.2				20.0	3.8		11.5		8.6
$3-$3.99	1	1	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-	1	-	-	-	1
	1.5	4.0				12.6				1.5			2.2						3.2				3.1
$4-$4.99	3	1	3	2	1	1	-	2	1	3	-	-	2	2	-	-	-	0	3	-	2	-	2
	8.2	5.5	9.7	8.3	16.6	14.8		26.1	3.2	8.2			6.9	10.9				2.5	16.1		11.5		7.9
$5-$5.99	3	1	2	2	-	-	-	2	1	3	-	-	1	2	-	-	-	1	2	-	1	-	2
	6.5	5.5	7.0	8.3				26.1	3.2	6.5			3.1	13.2				5.9	9.9		5.1		9.5
$6	1	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1
	1.5	4.0				12.6				1.5													3.1
$7	1	1	-	-	-	-	-	-	1	1	-	-	1	-	-	-	-	-	1	-	-	-	1
	2.0	5.5							3.2	2.0			3.1						4.4				4.2
$10	2	-	2	2	-	-	-	-	2	2	-	-	2	-	-	-	-	-	2	-	-	-	2
	4.5		7.0	8.3					7.3	4.5			6.9						9.9				9.5
$12	1	1	-	-	-	-	-	-	1	1	-	-	1	-	-	-	1	-	-	-	1	-	-
	2.0	5.5							3.2	2.0			3.1				15.6				5.1		

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

M9A1. For the CFLS packaged individually, how much did you pay PER BULB for your CFLs during your most recent purchase?
BASE: Purchased CFLs individually packaged and in multi-packs

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Don't know	25	9	15	13	2	2	3	3	17	25	-	-	18	7	1	-	5	8	10	1	9	5	10
	58.7	61.6	57.0	58.3	50.1	45.2	69.6	37.7	65.3	58.7			64.8	49.4	100.0		84.4	54.1	50.9	100.0	55.2	92.9	51.0
															RS					UW		UW	
Mean	4.52	5.36	4.09	4.44	2.58	3.71	1.25	4.59	5.16	4.52	-	-	5.76	2.75	-	-	12.00	1.84	5.62	-	3.79	0.50	5.21
Standard Deviation	3.36	3.68	3.28	3.52	1.64	2.20	2.93	1.04	4.36	3.36	-	-	3.76	2.02	-	-	0.00	1.78	2.69	-	3.79	0.00	3.03
Standard Error	0.93	1.32	1.23	1.58	0.77	0.93	2.07	0.64	1.78	0.93			1.31	0.95			0.00	0.81	1.04		1.79	0.00	1.03

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

M9A2. How much did you pay PER BULB for your CFLs during your most recent purchase?
BASE: Purchased CFLs individually packaged, don't know, refused

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	205	60	145	113	32	23	17	70	95	205	-	-	135	64	32	19	54	59	28	32	86	36	45
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	147	36	111	89	22	15	14	53	65	147	-	-	93	48	29	11	41	41	16	29	56	26	33
Total answering	58	25	34	25	9	8	3	18	30	58	-	-	42	16	3	8	13	18	12	3	30	11	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	100.0	100.0	100.0	100.0	100.0
Free	10	3	7	6	1	1	-	3	6	10	-	-	6	4	3	1	1	2	2	3	4	1	-
	16.4	10.2	20.9	23.1	15.4	8.7		15.3	20.9	16.4			13.7	24.6	79.1 PQRS	10.1	5.7	8.6	16.0	79.1 UV	14.5	6.8	
Less than $1	5	2	2	2	0	0	1	1	3	5	-	-	5	-	-	0	3	-	1	-	1	1	3
	7.8	9.3	6.6	7.7	3.8	4.4	21.0	4.7	9.2	7.8			10.9			4.3	21.3		12.3		4.1	5.8	22.3
$1-$1.99	4	1	3	2	1	1	-	-	3	4	-	-	4	-	-	2	-	0	1	-	-	2	2
	6.9	5.9	7.7	7.7	7.7	16.2			9.2	6.9			9.7			22.7		2.0	10.1			23.7	12.7
$2-$2.99	7	4	3	2	1	2	-	4	2	7	-	-	2	5	-	-	2	5	1	-	5	1	1
	12.5	16.1	9.8	7.7	15.3	24.9 i		20.0	5.7	12.5			4.9	32.9 M			15.9	25.5	5.2		16.1	11.4	10.9
$3-$3.99	5	2	3	2	1	1	0	1	3	5	-	-	5	0	0	2	-	2	1	0	3	-	1
	9.0	9.3	8.8	7.7	11.6	7.4	12.3	4.7	11.7	9.0			11.8	2.3	10.4	22.7		8.6	5.2	10.4	11.7		5.0
$4-$4.99	3	1	2	-	2	1	1	-	2	3	-	-	3	-	-	1	1	1	1	-	1	-	2
	5.8	5.0	6.4		23.2 b	7.4	21.0		7.4	5.8			8.2			7.4	5.7	8.0	5.2		4.5		16.9
$5-$5.99	9	3	6	6	0	0	-	4	5	9	-	-	8	2	-	-	4	3	3	-	5	2	3
	16.0	13.7	17.7	23.1	3.8	4.4		20.0	18.5	16.0			18.5	10.5			27.8	17.0	23.1		16.1	17.9	22.3

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

M9A2. How much did you pay PER BULB for your CFLs during your most recent purchase?
BASE: Purchased CFLs individually packaged, don't know, refused

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
$6-$6.99	2	2	0	-	0	0	-	1	1	2	-	-	0	2	-	1	1	0	-	-	2	0	-
	3.5	6.8	1.1		3.8	4.4		4.7	2.8	3.5			0.9	10.5		10.1	6.6	2.0			5.7	3.4	
$7-$7.99	5	3	1	-	1	1	1	2	2	5	-	-	3	0	0	-	2	3	-	0	2	2	-
	7.8	12.7	4.3		15.4	7.4	24.7	9.4	5.3	7.8			8.1	2.3	10.4		12.2	14.6		10.4	8.1	17.2	
$8	3	1	2	2	-	-	-	2	1	3	-	-	2	1	-	-	-	-	3	-	2	1	-
	4.7	3.4	5.6	7.7				10.6	2.8	4.7			4.5	5.3					23.1		6.4	8.0	
$10	2	1	2	2	-	1	-	-	2	2	-	-	1	2	-	2	-	-	-	-	2	-	1
	4.3	2.5	5.6	7.7		7.4			6.4	4.3			1.5	11.8		22.7					6.4		5.0
$15	2	1	2	2	-	-	1	2	-	2	-	-	2	-	-	-	-	2	-	-	2	-	1
	4.3	2.5	5.6	7.7			21.0	10.6		4.3			6.0					13.7			6.4		5.0
$20	1	1	-	-	-	1	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	1	-
	1.0	2.5				7.4				1.0			1.5				4.8					5.8	
Mean	4.27	4.44	4.14	4.49	3.23	4.51	6.36	5.23	3.41	4.27	-	-	4.41	3.73	1.10	4.34	4.35	5.43	3.86	1.10	4.86	4.90	3.88
Standard Deviation	4.02	4.11	4.01	4.46	2.43	5.52	6.05	4.40	3.02	4.02	-	-	4.28	3.38	2.71	3.77	4.44	4.46	3.18	2.71	3.90	4.99	3.68
Standard Error	0.58	0.73	0.85	1.24	0.58	1.35	2.55	1.23	0.65	0.58			0.74	0.90	1.67	1.61	1.30	1.07	1.05	1.67	0.81	1.60	1.07

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
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BASE: Purchased CFLs individually packaged, don't know, refused

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	205	60	145	113	32	23	17	70	95	205	-	-	135	64	32	19	54	59	28	32	86	36	45
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Free	10	3	7	6	1	1	-	3	6	10	-	-	6	4	3	1	1	2	2	3	4	1	-
	212.1	109.9	316.4	300.0	402.3	200.0		324.8	226.7	212.1			125.6			233.3	26.7		130.0		358.0	117.6	
Less than $1	5	2	2	2	0	0	1	1	3	5	-	-	5	-	-	0	3	-	1	-	1	1	3
	2.2	3.8	1.5	1.7	1.1	1.6	3.6	1.2	2.9	2.2			3.4			1.9	5.0		5.2		1.4	1.7	6.0
$1-$1.99	4	1	3	2	1	1	-	-	3	4	-	-	4	-	-	2	-	0	1	-	-	2	2
	2.0	2.4	1.8	1.7	2.3	5.8			2.9	2.0			3.0			9.9		0.6	4.3			6.9	3.4
$2-$2.99	7	4	3	2	1	2	-	4	2	7	-	-	2	5	-	-	2	5	1	-	5	1	1
	3.6	6.6	2.3	1.7	4.5	8.9		5.1	1.8	3.6			1.5	8.2			3.8	7.9	2.2		5.6	3.3	2.9
$3-$3.99	5	2	3	2	1	1	0	1	3	5	-	-	5	0	0	2	-	2	1	0	3	-	1
	2.6	3.8	2.1	1.7	3.4	2.7	2.1	1.2	3.6	2.6			3.6	0.6	1.1	9.9		2.7	2.2	1.1	4.0		1.3
$4-$4.99	3	1	2	-	2	1	1	-	2	3	-	-	3	-	-	1	1	1	1	-	1	-	2
	1.7	2.0	1.5		6.9	2.7	3.6		2.3	1.7			2.5			3.2	1.3	2.5	2.2		1.6		4.5
$5-$5.99	9	3	6	6	0	0	-	4	5	9	-	-	8	2	-	-	4	3	3	-	5	2	3
	4.6	5.6	4.2	5.0	1.1	1.6		5.1	5.8	4.6			5.7	2.6			6.6	5.3	9.7		5.6	5.2	6.0
$6-$6.99	2	2	0	-	0	0	-	1	1	2	-	-	0	2	-	1	1	0	-	-	2	0	-
	1.0	2.8	0.2		1.1	1.6		1.2	0.9	1.0			0.3	2.6		4.4	1.6	0.6			2.0	1.0	
$7-$7.99	5	3	1	-	1	1	1	2	2	5	-	-	3	0	0	-	2	3	-	0	2	2	-
	2.2	5.2	1.0		4.5	2.7	4.2	2.4	1.7	2.2			2.5	0.6	1.1		2.9	4.5		1.1	2.8	5.0	
$8	3	1	2	2	-	-	-	2	1	3	-	-	2	1	-	-	-	-	3	-	2	1	-
	1.3	1.4	1.3	1.7				2.7	0.9	1.3			1.4	1.3					9.7		2.2	2.3	

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M9A2. How much did you pay PER BULB for your CFLs during your most recent purchase?
BASE: Purchased CFLs individually packaged, don't know, refused

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
$10	2	1	2	2	-	1	-	-	2	2	-	-	1	2	-	2	-	-	-	-	2	-	1
	1.2	1.0	1.3	1.7		2.7			2.0	1.2			0.5	2.9		9.9					2.2		1.3
$15	2	1	2	2	-	-	1	2	-	2	-	-	2	-	-	-	-	2	-	-	2	-	1
	1.2	1.0	1.3	1.7			3.6	2.7		1.2			1.9					4.3			2.2		1.3
$20	1	1	-	-	-	1	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	1	-
	0.3	1.0				2.7				0.3			0.5				1.1					1.7	
Don't know	144	35	109	87	22	15	14	53	63	144	-	-	93	47	26	11	41	41	16	26	56	26	33
	70.3	58.3	75.3	76.7	70.5	64.2	79.4	74.7	66.8	70.3			69.1	72.3	81.5	56.5	76.3	69.1	57.9	81.5	65.5	71.0	73.1
			B	B											s								
Refused	2	1	2	2	-	-	1	-	2	2	-	-	-	2	2	-	-	-	-	2	-	-	-
	1.2	1.0	1.3	1.7			3.6		2.0	1.2				2.9	7.8					7.8			
Mean	4.27	4.44	4.14	4.49	3.23	4.51	6.36	5.23	3.41	4.27	-	-	4.41	3.73	1.10	4.34	4.35	5.43	3.86	1.10	4.86	4.90	3.88
Standard Deviation	4.02	4.11	4.01	4.46	2.43	5.52	6.05	4.40	3.02	4.02	-	-	4.28	3.38	2.71	3.77	4.44	4.46	3.18	2.71	3.90	4.99	3.68
Standard Error	0.58	0.73	0.85	1.24	0.58	1.35	2.55	1.23	0.65	0.58			0.74	0.90	1.67	1.61	1.30	1.07	1.05	1.67	0.81	1.60	1.07

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

M9B. How many CFLs were in each of the multi-packs you purchased most recently?
BASE: Purchased multi-packs

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	548	143	404	328	76	53	55	172	268	548	-	-	421	124	38	9	87	240	150	38	152	119	229
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	20	9	11	6	6	4	4	2	10	20	-	-	16	5	3	-	1	8	6	3	3	4	9
Total answering	527	134	393	322	70	49	51	170	257	527	-	-	405	119	35	9	87	232	144	35	149	115	221
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	5	2	3	2	1	1	1	2	1	5	-	-	4	0	-	-	-	2	2	-	1	0	4
	0.9	1.4	0.8	0.6	1.5	2.0	2.4	1.1	0.3	0.9			1.1	0.3				1.0	1.7		0.4	0.3	1.7
2	161	40	121	106	16	13	11	65	72	161	-	-	125	34	14	4	40	71	25	14	51	42	53
	30.5	29.6	30.8	32.7	22.1	27.5	22.1	38.0	27.8	30.5			31.0	28.1	39.0	41.0	45.8	30.5	17.1	39.0	33.9	36.4	24.1
			e	E				Gi							S		RS	S			w	w	
3	66	16	50	41	9	2	8	24	31	66	-	-	57	9	4	1	15	27	19	4	27	12	23
	12.5	11.9	12.8	12.9	12.3	4.9	15.5	14.4	12.2	12.5			14.0	7.5	11.3	9.3	17.4	11.8	13.1	11.3	18.1	10.2	10.6
							F	F	F				n										
4	175	41	134	106	28	19	15	47	94	175	-	-	133	42	10	4	26	68	57	10	43	33	83
	33.2	30.7	34.0	32.7	40.0	38.1	29.3	27.7	36.7	33.2			32.9	35.1	29.1	45.8	29.8	29.4	39.5	29.1	28.9	28.9	37.5
					b														r				
5	19	6	13	11	2	2	2	7	8	19	-	-	14	5	-	-	1	11	8	-	5	4	11
	3.7	4.3	3.4	3.5	3.1	3.2	4.5	4.3	3.1	3.7			3.5	4.4			0.7	4.6	5.4		3.3	3.2	4.8
																		Q	q				
6	57	18	38	28	10	7	10	13	27	57	-	-	40	17	7	0	4	23	21	7	11	14	24
	10.7	13.6	9.8	8.8	14.3	15.3	18.7	7.5	10.4	10.7			9.8	14.3	20.6	4.0	4.6	9.9	14.8	20.6	7.5	12.4	10.8
						h	Hi								q				Q				

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

M9B. How many CFLs were in each of the multi-packs you purchased most recently?
BASE: Purchased multi-packs

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
7-10	26	9	17	15	2	3	2	10	11	26	-	-	21	4	-	-	1	17	8	-	5	7	13
	4.9	6.5	4.4	4.7	3.1	6.7	3.8	5.9	4.1	4.9			5.2	3.7			1.0	7.2	5.5		3.5	6.3	6.1
																		Q	q				
More than 10	17	1	16	13	3	1	1	2	13	17	-	-	9	8	-	-	1	13	3	-	7	2	9
	3.3	1.1	4.0	4.1	3.6	2.2	2.6	1.1	5.0	3.3			2.3	6.6			0.8	5.6	2.4		4.5	1.6	3.9
			B	b					h									Q					
Other	1	1	-	-	-	-	1	-	1	1	-	-	1	-	-	-	-	-	1	-	-	1	1
	0.3	1.1					1.2		0.3	0.3			0.4						0.6			0.5	0.4
Mean	4.01	3.95	4.02	3.99	4.16	4.18	4.12	3.62	4.20	4.01	-	-	3.90	4.35	3.52	3.17	3.12	4.31	4.30	3.52	3.94	3.87	4.21
Standard Deviation	2.40	2.06	2.51	2.57	2.22	2.25	2.14	2.02	2.69	2.40	-	-	2.35	2.54	1.53	1.16	1.46	2.89	2.15	1.53	2.84	2.15	2.35
Standard Error	0.12	0.15	0.16	0.20	0.19	0.23	0.22	0.20	0.21	0.12			0.14	0.28	0.31	0.46	0.19	0.23	0.21	0.31	0.28	0.24	0.19

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

M9B. How many CFLs were in each of the multi-packs you purchased most recently?
BASE: Purchased multi-packs

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	548	143	404	328	76	53	55	172	268	548	-	-	421	124	38	9	87	240	150	38	152	119	229
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	5	2	3	2	1	1	1	2	1	5	-	-	4	0	-	-	-	2	2	-	1	0	4
	0.9	1.3	0.7	0.6	1.4	1.8	2.2	1.1	0.3	0.9			1.1	0.3				1.0	1.7		0.4	0.3	1.7
2	161	40	121	106	16	13	11	65	72	161	-	-	125	34	14	4	40	71	25	14	51	42	53
	29.4	27.7	30.0	32.2	20.4	25.6	20.5	37.5	26.8	29.4			29.8	27.1	36.1	41.0	45.4	29.5	16.4	36.1	33.3	35.1	23.2
			E	E				fGi							S		RS	S			w	w	
3	66	16	50	41	9	2	8	24	31	66	-	-	57	9	4	1	15	27	19	4	27	12	23
	12.1	11.1	12.4	12.6	11.4	4.6	14.3	14.2	11.7	12.1			13.5	7.2	10.4	9.3	17.2	11.4	12.5	10.4	17.7	9.8	10.2
							F	F	F				n								w		
4	175	41	134	106	28	19	15	47	94	175	-	-	133	42	10	4	26	68	57	10	43	33	83
	32.0	28.8	33.1	32.2	36.9	35.4	27.2	27.3	35.3	32.0			31.6	33.8	26.9	45.8	29.5	28.4	37.9	26.9	28.3	27.9	36.1
5	19	6	13	11	2	2	2	7	8	19	-	-	14	5	-	-	1	11	8	-	5	4	11
	3.5	4.0	3.3	3.4	2.8	3.0	4.2	4.3	3.0	3.5			3.3	4.2			0.7	4.4	5.1		3.2	3.1	4.7
																		q	q				
6	57	18	38	28	10	7	10	13	27	57	-	-	40	17	7	0	4	23	21	7	11	14	24
	10.3	12.7	9.5	8.6	13.2	14.3	17.3	7.4	10.0	10.3			9.4	13.8	19.1	4.0	4.6	9.6	14.2	19.1	7.4	12.0	10.4
							H								q				Q				
7-10	26	9	17	15	2	3	2	10	11	26	-	-	21	4	-	-	1	17	8	-	5	7	13
	4.7	6.1	4.3	4.6	2.8	6.3	3.5	5.8	4.0	4.7			5.0	3.5			1.0	6.9	5.2		3.4	6.1	5.9
																		Q	q				
More than 10	17	1	16	13	3	1	1	2	13	17	-	-	9	8	-	-	1	13	3	-	7	2	9
	3.1	1.0	3.9	4.0	3.3	2.1	2.4	1.1	4.8	3.1			2.2	6.3			0.8	5.4	2.3		4.4	1.6	3.7
			B	b					h									Q					

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

M9B. How many CFLs were in each of the multi-packs you purchased most recently?
BASE: Purchased multi-packs

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Other	1	1	-	-	-	-	1	-	1	1	-	-	1	-	-	-	-	-	1	-	-	1	1
	0.3	1.0					1.1		0.3	0.3			0.3						0.6			0.5	0.4
Don't know	20	9	11	6	6	4	4	2	10	20	-	-	16	5	3	-	1	8	6	3	3	4	9
	3.7	6.2	2.8	1.7	7.6	6.9	7.3	1.3	3.9	3.7			3.7	3.7	7.5		0.7	3.4	4.1	7.5	1.8	3.6	3.7
		cD			cD	H	H																
Mean	4.01	3.95	4.02	3.99	4.16	4.18	4.12	3.62	4.20	4.01	-	-	3.90	4.35	3.52	3.17	3.12	4.31	4.30	3.52	3.94	3.87	4.21
Standard Deviation	2.40	2.06	2.51	2.57	2.22	2.25	2.14	2.02	2.69	2.40	-	-	2.35	2.54	1.53	1.16	1.46	2.89	2.15	1.53	2.84	2.15	2.35
Standard Error	0.12	0.15	0.16	0.20	0.19	0.23	0.22	0.20	0.21	0.12			0.14	0.28	0.31	0.46	0.19	0.23	0.21	0.31	0.28	0.24	0.19

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

M9C1. How much did you pay for each multi-pack?
BASE: Purchased multi-packs

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	548	143	404	328	76	53	55	172	268	548	-	-	421	124	38	9	87	240	150	38	152	119	229
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	409	103	307	247	60	41	38	133	198	409	-	-	307	100	33	6	71	183	96	33	118	93	156
Total answering	138	40	98	81	17	12	17	39	70	138	-	-	114	24	4	3	17	57	54	4	34	26	73
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Free	3	-	3	2	1	-	1	2	-	3	-	-	2	0	-	-	0	2	0	-	2	-	0
	1.9		2.7	2.3	4.3		4.3	4.8		1.9			2.0	1.5			2.2	3.3	0.7		6.6		0.5
Less than $1	2	-	2	2	-	-	-	2	-	2	-	-	2	-	-	-	-	2	-	-	2	-	-
	1.4		1.9	2.3				4.8		1.4			1.7					3.3			5.6		
$1-$1.99	6	-	6	6	0	0	-	-	6	6	-	-	4	2	-	-	-	6	0	-	4	0	2
	4.4		6.2	7.0	2.2	3.0			8.1	4.4			3.6	7.9				10.0 s	0.7		11.1	1.4	2.6
$2-$2.99	8	2	6	6	-	-	1	3	4	8	-	-	8	-	-	-	2	5	1	-	2	4	2
	5.8	5.7	5.8	7.0			8.6	6.9	5.4	5.8			7.0				11.4	9.2	1.5		5.6	13.8	3.4
$3-$3.99	11	1	10	8	2	1	1	6	2	11	-	-	11	-	0	-	2	3	5	0	3	-	8
	8.1	3.6	9.9	9.3	13.0	12.0	7.9	16.5 i	2.7	8.1			9.8		8.1		11.4	6.1	10.0	8.1	7.7		11.2
$4-$4.99	9	1	8	6	2	1	1	-	7	9	-	-	9	-	-	-	3	3	2	-	4	1	3
	6.6	3.0	8.0	7.0	13.1	11.1	3.6		10.2	6.6			8.0				15.8	6.1	4.1		13.3	5.2	4.4
$5-$5.99	19	6	13	11	2	3	2	5	9	19	-	-	14	5	1	0	3	7	8	1	4	5	10
	14.0	15.3	13.4	14.0	10.9	26.4	9.4	13.8	13.0	14.0			12.6	20.9	27.6	11.7	15.8	11.7	14.4	27.6	10.6	18.5	13.3

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

M9C1. How much did you pay for each multi-pack?
BASE: Purchased multi-packs

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
$6-$6.99	11	3	8	6	3	0	1	5	6	11	-	-	8	3	2	-	1	2	6	2	1	2	6
	8.2	7.7	8.4	7.0	15.3	3.0	3.6	11.7	8.2	8.2			6.9	14.4	56.2 QRs		4.4	4.2	10.4	56.2 Uvw	2.1	6.5	8.8
$7-$7.99	8	5	3	2	1	3	2	-	3	8	-	-	6	1	-	-	-	4	3	-	1	2	5
	5.8	13.2 CD	2.7	2.3	4.4	22.3 i	10.9		4.9	5.8			5.4	5.1				6.5	5.3		1.8	8.0	6.2
$8-$8.99	11	3	8	8	0	0	1	4	6	11	-	-	9	2	-	-	1	7	4	-	3	5	3
	8.0	7.7	8.1	9.3	2.2	3.0	3.6	11.2	8.1	8.0			7.7	9.4			3.7	12.1	6.5		9.8	17.9	4.2
$9-$9.99	5	3	3	2	1	0	1	2	2	5	-	-	4	1	-	1	-	1	3	-	3	0	2
	3.7	6.2	2.7	2.3	4.3	3.0	7.1	4.8	2.4	3.7			3.8	3.5		27.2		1.5	6.3		8.0	1.4	2.8
$10	21	5	15	13	2	0	2	5	13	21	-	-	16	5	0	-	4	8	8	0	3	4	12
	14.9	12.9	15.7	16.3	13.1	3.0	13.0	13.8	18.0 F	14.9			13.7	21.0	8.1		24.5	14.2	14.8	8.1	9.8	17.4	16.9
More than $10.00	24	10	14	11	3	2	5	5	13	24	-	-	20	4	-	2	2	7	14	-	3	3	19
	17.5	24.6	14.5	14.0	17.4	13.2	28.1	11.7	18.9	17.5			17.8	16.2		61.1	10.9	11.8	25.2		8.0	9.9	25.8 Uv
Mean	7.68	9.13	7.08	6.98	7.54	6.91	9.05	6.39	8.20	7.68	-	-	7.66	7.76	6.07	15.26	6.53	6.16	9.40	6.07	5.92	7.19	8.77
Standard Deviation	5.27	5.31	5.16	4.81	6.75	4.09	7.21	3.82	5.53	5.27	-	-	5.55	3.81	1.72	7.37	3.91	4.05	6.13	1.72	5.04	3.68	5.78
Standard Error	0.53	0.72	0.67	0.73	1.21	0.85	1.34	0.78	0.83	0.53			0.62	0.88	0.86	5.00	1.12	0.66	0.96	0.86	1.08	0.80	0.80

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NEEA Consumer Lighting Survey (#5752)

M9C1. How much did you pay for each multi-pack?
BASE: Purchased multi-packs

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	548	143	404	328	76	53	55	172	268	548	-	-	421	124	38	9	87	240	150	38	152	119	229
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Free	3	-	3	2	1	-	1	2	-	3	-	-	2	0	-	-	0	2	0	-	2	-	0
	0.5		0.6	0.6	0.9		1.3	1.1		0.5			0.5	0.3			0.4	0.8	0.2		1.5		0.2
Less than $1	2	-	2	2	-	-	-	2	-	2	-	-	2	-	-	-	-	2	-	-	2	-	-
	0.3		0.5	0.6				1.1		0.3			0.4					0.8			1.2		
$1-$1.99	6	-	6	6	0	0	-	-	6	6	-	-	4	2	-	-	-	6	0	-	4	0	2
	1.1		1.5	1.7	0.5	0.7			2.1	1.1			1.0	1.5				2.4 s	0.2		2.5	0.3	0.8
$2-$2.99	8	2	6	6	-	-	1	3	4	8	-	-	8	-	-	-	2	5	1	-	2	4	2
	1.5	1.6	1.4	1.7			2.6	1.6	1.4	1.5			1.9				2.2	2.2	0.6		1.2	3.0	1.1
$3-$3.99	11	1	10	8	2	1	1	6	2	11	-	-	11	-	0	-	2	3	5	0	3	-	8
	2.0	1.0	2.4	2.3	2.8	2.7	2.4	3.8	0.7	2.0			2.6		0.9		2.2	1.4	3.6	0.9	1.7		3.6
$4-$4.99	9	1	8	6	2	1	1	-	7	9	-	-	9	-	-	-	3	3	2	-	4	1	3
	1.7	0.9	1.9	1.7	2.8	2.5	1.1		2.7	1.7			2.2				3.0	1.4	1.5		3.0	1.1	1.4
$5-$5.99	19	6	13	11	2	3	2	5	9	19	-	-	14	5	1	0	3	7	8	1	4	5	10
	3.5	4.3	3.2	3.4	2.4	6.0	2.9	3.2	3.4	3.5			3.4	4.0	3.2	4.0	3.0	2.8	5.2	3.2	2.4	4.0	4.2
$6-$6.99	11	3	8	6	3	0	1	5	6	11	-	-	8	3	2	-	1	2	6	2	1	2	6
	2.1	2.2	2.0	1.7	3.3	0.7	1.1	2.7	2.1	2.1			1.9	2.8	6.6		0.8	1.0	3.8	6.6	0.5	1.4	2.8
$7-$7.99	8	5	3	2	1	3	2	-	3	8	-	-	6	1	-	-	-	4	3	-	1	2	5
	1.5	3.7 CDe	0.6	0.6	1.0	5.1	3.3		1.3	1.5			1.5	1.0				1.6	1.9		0.4	1.7	2.0

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

M9C1. How much did you pay for each multi-pack?
BASE: Purchased multi-packs

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
$8-$8.99	11	3	8	8	0	0	1	4	6	11	-	-	9	2	-	-	1	7	4	-	3	5	3
	2.0	2.2	2.0	2.3	0.5	0.7	1.1	2.6	2.1	2.0			2.1	1.8			0.7	2.9	2.4		2.2	3.9	1.3
$9-$9.99	5	3	3	2	1	0	1	2	2	5	-	-	4	1	-	1	-	1	3	-	3	0	2
	0.9	1.8	0.6	0.6	0.9	0.7	2.2	1.1	0.6	0.9			1.0	0.7		9.3		0.3	2.3		1.8	0.3	0.9
$10	21	5	15	13	2	0	2	5	13	21	-	-	16	5	0	-	4	8	8	0	3	4	12
	3.8	3.6	3.8	4.0	2.8	0.7	4.0	3.2	4.7	3.8			3.7	4.1	0.9		4.7	3.4	5.4	0.9	2.2	3.8	5.4
									F														t
More than $10.00	24	10	14	11	3	2	5	5	13	24	-	-	20	4	-	2	2	7	14	-	3	3	19
	4.4	6.9	3.5	3.4	3.8	3.0	8.6	2.7	4.9	4.4			4.8	3.1		20.9	2.1	2.8	9.2		1.8	2.1	8.2
							fh												QR				UV
Don't know	408	103	305	247	58	41	38	132	197	408	-	-	306	100	33	6	71	183	94	33	118	93	155
	74.5	71.8	75.5	75.3	76.3	77.2	69.4	76.7	73.6	74.5			72.7	80.7	88.3	65.8	81.0	76.3	62.7	88.3	77.7	78.3	67.5
															rS		S	S		W	w	w	
Refused	1	-	1	-	1	-	-	1	1	1	-	-	1	-	-	-	-	-	1	-	-	-	1
	0.3		0.4		1.9			0.4	0.3	0.3			0.3						1.0				0.6
Mean	7.68	9.13	7.08	6.98	7.54	6.91	9.05	6.39	8.20	7.68	-	-	7.66	7.76	6.07	15.26	6.53	6.16	9.40	6.07	5.92	7.19	8.77
Standard Deviation	5.27	5.31	5.16	4.81	6.75	4.09	7.21	3.82	5.53	5.27	-	-	5.55	3.81	1.72	7.37	3.91	4.05	6.13	1.72	5.04	3.68	5.78
Standard Error	0.53	0.72	0.67	0.73	1.21	0.85	1.34	0.78	0.83	0.53			0.62	0.88	0.86	5.00	1.12	0.66	0.96	0.86	1.08	0.80	0.80

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S1. Thinking about all of the CFls you recently purchased, how satisfied are you with them?
BASE: Purchased CFLs

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	753	204	549	441	108	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	11	3	8	6	3	0	4	5	3	11	-	-	1	8	7	-	0	3	0	7	0	2	1
Total answering	741	201	541	435	106	75	69	238	359	741	-	-	554	181	63	28	141	295	178	63	237	153	274
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	53	14	39	34	5	7	5	20	22	53	-	-	22	31	32	0	7	10	2	32	14	5	1
	7.2	7.0	7.3	7.8	5.1	8.7	6.9	8.4	6.1	7.2			4.0	17.4	49.7	1.3	4.8	3.3	1.4	49.7	5.8	3.3	0.2
														M	PQRS					UVW	W	w	
2	18	3	15	13	2	2	2	8	6	18	-	-	13	5	4	4	2	7	1	4	11	1	3
	2.5	1.6	2.8	3.0	1.7	2.6	2.3	3.5	1.8	2.5			2.4	2.9	5.9	14.7	1.5	2.3	0.8	5.9	4.5	0.4	1.2
																s					Vw		
3	28	2	26	25	2	1	3	11	13	28	-	-	20	8	7	4	7	10	-	7	15	4	2
	3.8	0.9	4.9	5.6	1.7	1.4	3.7	4.7	3.7	3.8			3.5	4.4	11.0	13.4	5.1	3.3		11.0	6.2	2.9	0.7
			BE	BE				f												vW	W		
4	21	6	15	13	1	3	2	9	8	21	-	-	11	10	3	-	6	8	4	3	10	3	5
	2.8	3.2	2.7	3.0	1.4	3.9	2.3	3.8	2.1	2.8			2.0	5.6	4.5		4.5	2.5	2.5	4.5	4.0	2.2	1.9
														m									
5	50	11	39	28	11	6	8	14	22	50	-	-	36	14	2	4	9	18	11	2	25	9	14
	6.8	5.6	7.2	6.5	10.3	7.6	11.1	6.1	6.3	6.8			6.5	7.5	3.2	15.3	6.1	6.2	6.3	3.2	10.5	6.1	5.1
					b																Tw		
6	42	10	33	26	6	5	3	18	17	42	-	-	39	4	2	2	7	19	7	2	16	10	12
	5.7	4.9	6.0	6.1	5.8	6.5	3.7	7.7	4.6	5.7			7.0	2.1	3.3	6.7	4.7	6.5	4.2	3.3	6.8	6.6	4.3
													N										

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S1. Thinking about all of the CFls you recently purchased, how satisfied are you with them?
BASE: Purchased CFLs

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
7	76	14	62	51	12	4	4	28	41	76	-	-	64	12	2	2	21	34	15	2	30	25	19
	10.3	6.8	11.6	11.7	11.0	5.0	6.3	11.6	11.3	10.3			11.6	6.5	3.0	8.0	15.1	11.6	8.6	3.0	12.7	16.3	6.9
			B	b				F	F				n				O	O			Tw	TW	
8	125	41	84	64	20	12	11	45	56	125	-	-	109	13	2	2	29	56	33	2	50	25	46
	16.8	20.4	15.5	14.7	18.5	15.6	15.9	19.0	15.7	16.8			19.7	7.0	3.6	6.0	20.5	19.1	18.3	3.6	20.9	16.3	17.0
		d											N				OP	OP	Op		T	T	T
9	70	19	51	40	12	11	8	14	37	70	-	-	51	19	2	2	9	29	25	2	10	15	43
	9.5	9.3	9.5	9.1	11.3	14.1	11.6	6.1	10.3	9.5			9.2	10.6	3.5	6.7	6.1	9.9	14.3	3.5	4.4	9.6	15.6
						H												o	OQ				TU
10-Very satisfied	257	81	176	141	35	26	25	69	137	257	-	-	190	65	8	8	44	104	78	8	57	55	129
	34.7	40.2	32.6	32.5	33.2	34.6	36.1	29.1	38.1	34.7			34.2	35.9	12.2	28.0	31.5	35.1	43.7	12.2	24.2	36.2	47.1
		cd							h								O	O	Oq		T	TU	TUv
Mean	7.41	7.80	7.27	7.18	7.64	7.44	7.47	7.00	7.67	7.41	-	-	7.65	6.66	3.52	6.31	7.40	7.73	8.42	3.52	6.80	7.85	8.59
Standard Deviation	2.81	2.69	2.85	2.91	2.53	2.91	2.85	2.90	2.70	2.81	-	-	2.51	3.49	3.33	3.11	2.61	2.47	1.98	3.33	2.76	2.32	1.85
Standard Error	0.12	0.16	0.16	0.19	0.18	0.24	0.25	0.24	0.18	0.12			0.13	0.30	0.49	0.71	0.26	0.17	0.17	0.49	0.21	0.22	0.13

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S1. Thinking about all of the CFLs you recently purchased, how satisfied are you with them?
BASE: Purchased CFLs

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	753	204	549	441	108	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	53	14	39	34	5	7	5	20	22	53	-	-	22	31	32	0	7	10	2	32	14	5	1
	7.1	6.9	7.2	7.7	5.0	8.7	6.6	8.3	6.1	7.1			3.9	16.7	45.0	1.3	4.8	3.3	1.4	45.0	5.8	3.2	0.2
														M	PQRS					UVW	W	w	
2	18	3	15	13	2	2	2	8	6	18	-	-	13	5	4	4	2	7	1	4	11	1	3
	2.4	1.6	2.7	3.0	1.7	2.6	2.2	3.4	1.8	2.4			2.4	2.8	5.4	14.7	1.5	2.3	0.8	5.4	4.5	0.4	1.2
																s					Vw		
3	28	2	26	25	2	1	3	11	13	28	-	-	20	8	7	4	7	10	-	7	15	4	2
	3.7	0.9	4.8	5.6	1.7	1.4	3.5	4.7	3.6	3.7			3.5	4.2	10.0	13.4	5.1	3.3		10.0	6.2	2.9	0.7
			BE	BE																W	W		
4	21	6	15	13	1	3	2	9	8	21	-	-	11	10	3	-	6	8	4	3	10	3	5
	2.8	3.1	2.7	3.0	1.3	3.9	2.2	3.7	2.1	2.8			2.0	5.3	4.1		4.4	2.5	2.5	4.1	4.0	2.2	1.9
														m									
5	50	11	39	28	11	6	8	14	22	50	-	-	36	14	2	4	9	18	11	2	25	9	14
	6.7	5.5	7.1	6.4	10.0	7.5	10.5	5.9	6.2	6.7			6.5	7.2	2.9	15.3	6.1	6.2	6.3	2.9	10.4	6.0	5.1
					b																Tw		
6	42	10	33	26	6	5	3	18	17	42	-	-	39	4	2	2	7	19	7	2	16	10	12
	5.6	4.9	5.9	6.0	5.7	6.4	3.5	7.6	4.6	5.6			7.0	2.0	2.9	6.7	4.7	6.5	4.1	2.9	6.7	6.6	4.2
													N										
7	76	14	62	51	12	4	4	28	41	76	-	-	64	12	2	2	21	34	15	2	30	25	19
	10.1	6.7	11.4	11.5	10.7	4.9	6.0	11.3	11.2	10.1			11.6	6.3	2.7	8.0	15.1	11.5	8.5	2.7	12.7	16.0	6.8
			B	b				F	Fg				N				O	O	o		Tw	TW	

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S1. Thinking about all of the CFLs you recently purchased, how satisfied are you with them?
BASE: Purchased CFLs

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
8	125	41	84	64	20	12	11	45	56	125	-	-	109	13	2	2	29	56	33	2	50	25	46
	16.5	20.1	15.2	14.5	18.1	15.6	15.1	18.7	15.6	16.5			19.6	6.7	3.3	6.0	20.5	18.9	18.3	3.3	20.9	16.1	16.9
		d											N				OP	OP	Op		T	T	T
9	70	19	51	40	12	11	8	14	37	70	-	-	51	19	2	2	9	29	25	2	10	15	43
	9.3	9.1	9.4	9.0	11.0	14.1	11.1	6.0	10.2	9.3			9.2	10.2	3.2	6.7	6.1	9.8	14.3	3.2	4.4	9.5	15.6
						H												O	OQ			t	TU
10-Very satisfied	257	81	176	141	35	26	25	69	137	257	-	-	190	65	8	8	44	104	78	8	57	55	129
	34.2	39.6	32.1	32.1	32.5	34.5	34.3	28.5	37.8	34.2			34.1	34.5	11.1	28.0	31.4	34.7	43.6	11.1	24.2	35.7	46.9
		cd							h								O	O	Oq		T	TU	TUV
Don't know	11	3	8	6	3	0	4	5	3	11	-	-	1	8	7	-	0	3	0	7	0	2	1
	1.5	1.5	1.5	1.3	2.3	0.5	5.0	1.9	0.8	1.5			0.3	4.0	9.5		0.3	1.0	0.2	9.5	0.2	1.4	0.4
							FI							M	QRS					UvW			
Mean	7.41	7.80	7.27	7.18	7.64	7.44	7.47	7.00	7.67	7.41	-	-	7.65	6.66	3.52	6.31	7.40	7.73	8.42	3.52	6.80	7.85	8.59
Standard Deviation	2.81	2.69	2.85	2.91	2.53	2.91	2.85	2.90	2.70	2.81	-	-	2.51	3.49	3.33	3.11	2.61	2.47	1.98	3.33	2.76	2.32	1.85
Standard Error	0.12	0.16	0.16	0.19	0.18	0.24	0.25	0.24	0.18	0.12			0.13	0.30	0.49	0.71	0.26	0.17	0.17	0.49	0.21	0.22	0.13

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S2A. How would you rate the compact fluorescent bulbs you have recently purchased in terms of ... The color of the light they provide.
BASE: Purchased CFLs and were asked this question

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	361	96	265	215	51	42	36	118	166	361	-	-	269	86	32	11	76	147	80	32	116	86	119
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	13	1	11	9	2	1	1	4	6	13	-	-	6	6	5	0	0	4	3	5	0	2	4
Total answering	349	95	254	205	49	41	34	114	159	349	-	-	263	80	27	10	76	143	77	27	115	84	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	100.0	100.0
1-Not at all satisfied	28	7	21	17	4	4	3	6	14	28	-	-	14	13	12	-	5	4	5	12	8	5	1
	8.0	7.2	8.2	8.3	8.1	8.8	9.3	5.7	9.1	8.0			5.2	16.1	43.7		6.5	2.5	6.6	43.7	6.8	5.7	1.2
														M	QRS					UVW	w		
2	20	4	16	13	3	2	2	9	7	20	-	-	15	6	4	-	5	10	2	4	10	4	2
	5.9	4.6	6.3	6.4	5.9	4.1	6.8	8.1	4.5	5.9			5.5	7.3	16.1		6.1	6.7	2.0	16.1	8.7	4.7	1.5
															s					w	W		
3	57	17	40	36	4	6	4	21	26	57	-	-	43	12	3	-	11	29	11	3	30	11	11
	16.3	17.8	15.8	17.4	8.9	14.1	11.1	18.5	16.4	16.3			16.5	14.5	10.5		14.9	20.4	13.7	10.5	26.2	13.7	9.2
		E	e	e																	tvW		
4	96	18	78	64	14	10	11	31	44	96	-	-	84	10	6	7	22	41	16	6	29	26	33
	27.6	19.0	30.7	31.2	28.9	24.9	31.6	27.5	27.4	27.6			32.0	12.6	20.5	69.7	29.3	28.8	21.1	20.5	24.9	31.1	29.1
			B	B	b								N			OQRS							
5-Very satisfied	148	49	99	75	24	20	14	46	68	148	-	-	107	39	3	3	33	59	44	3	38	38	68
	42.3	51.5	38.9	36.7	48.2	48.1	41.3	40.2	42.5	42.3			40.8	49.4	9.3	30.3	43.3	41.6	56.6	9.3	33.4	44.8	59.1
		CD			d												O	O	Or		T	T	TUv
Mean	3.90	4.03	3.86	3.82	4.03	4.00	3.89	3.89	3.90	3.90	-	-	3.98	3.72	2.36	4.30	3.97	4.00	4.19	2.36	3.69	4.05	4.43
Standard Deviation	1.24	1.24	1.24	1.23	1.25	1.27	1.29	1.19	1.26	1.24	-	-	1.13	1.53	1.47	0.48	1.19	1.06	1.17	1.47	1.22	1.14	0.82
Standard Error	0.08	0.11	0.10	0.12	0.13	0.14	0.17	0.14	0.13	0.08			0.08	0.20	0.33	0.19	0.16	0.11	0.15	0.33	0.13	0.15	0.09

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S2A. How would you rate the compact fluorescent bulbs you have recently purchased in terms of ... The color of the light they provide.
BASE: Purchased CFLs and were asked this question

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	361	96	265	215	51	42	36	118	166	361	-	-	269	86	32	11	76	147	80	32	116	86	119
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	28	7	21	17	4	4	3	6	14	28	-	-	14	13	12	-	5	4	5	12	8	5	1
	7.7	7.1	7.9	7.9	7.9	8.6	8.9	5.5	8.7	7.7			5.1	14.9	36.8		6.4	2.4	6.4	36.8	6.8	5.5	1.1
														M	QRS					UVW	w		
2	20	4	16	13	3	2	2	9	7	20	-	-	15	6	4	-	5	10	2	4	10	4	2
	5.7	4.5	6.1	6.1	5.7	4.0	6.5	7.8	4.4	5.7			5.4	6.8	13.5		6.1	6.5	1.9	13.5	8.7	4.6	1.4
																				w	W		
3	57	17	40	36	4	6	4	21	26	57	-	-	43	12	3	-	11	29	11	3	30	11	11
	15.8	17.5	15.1	16.7	8.6	13.8	10.6	17.9	15.8	15.8			16.1	13.5	8.8		14.8	19.9	13.2	8.8	26.1	13.4	8.9
		E	e	e																	TvW		
4	96	18	78	64	14	10	11	31	44	96	-	-	84	10	6	7	22	41	16	6	29	26	33
	26.6	18.7	29.4	29.8	27.8	24.3	30.3	26.6	26.3	26.6			31.2	11.7	17.2	67.4	29.2	28.0	20.4	17.2	24.8	30.3	28.1
			B	B									N			OQRS							
5-Very satisfied	148	49	99	75	24	20	14	46	68	148	-	-	107	39	3	3	33	59	44	3	38	38	68
	40.8	50.7	37.3	35.1	46.5	47.0	39.6	39.0	40.9	40.8			39.8	45.8	7.8	29.2	43.1	40.6	54.7	7.8	33.3	43.6	57.0
		CD			d												O	O	Or		T	T	TU
Don't know	13	1	11	9	2	1	1	4	6	13	-	-	6	6	5	0	0	4	3	5	0	2	4
	3.5	1.5	4.2	4.4	3.6	2.3	4.0	3.2	3.9	3.5			2.4	7.3	15.8	3.4	0.5	2.6	3.4	15.8	0.3	2.6	3.5
															Qr					Uv			
Mean	3.90	4.03	3.86	3.82	4.03	4.00	3.89	3.89	3.90	3.90	-	-	3.98	3.72	2.36	4.30	3.97	4.00	4.19	2.36	3.69	4.05	4.43
Standard Deviation	1.24	1.24	1.24	1.23	1.25	1.27	1.29	1.19	1.26	1.24	-	-	1.13	1.53	1.47	0.48	1.19	1.06	1.17	1.47	1.22	1.14	0.82
Standard Error	0.08	0.11	0.10	0.12	0.13	0.14	0.17	0.14	0.13	0.08			0.08	0.20	0.33	0.19	0.16	0.11	0.15	0.33	0.13	0.15	0.09

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S2B. How would you rate the compact fluorescent bulbs you have recently purchased in terms of ... The brightness of the light they provide.
BASE: Purchased CFLs and were asked this question

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	390	113	277	217	60	45	42	129	174	390	-	-	297	92	28	19	79	148	103	28	131	80	145
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	9	3	6	6	1	2	0	4	4	9	-	-	3	6	4	-	1	2	1	4	-	-	3
Total answering	381	110	271	211	60	43	42	125	170	381	-	-	294	86	24	19	78	146	101	24	131	80	142
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	26	8	17	15	2	4	4	8	8	26	-	-	10	15	11	2	5	6	2	11	11	2	2
	6.7	7.6	6.4	7.1	3.6	10.4	10.4	6.7	4.9	6.7			3.5	17.0	44.4	13.4	5.8	3.8	2.5	44.4	8.2	2.3	1.8
														M	PQRS					UVW	vW		
2	24	8	16	11	5	4	5	7	8	24	-	-	20	5	2	3	8	6	5	2	14	3	6
	6.4	7.3	6.0	5.4	8.5	8.4	13.0	5.9	4.7	6.4			6.7	5.5	7.1	17.2	10.6	3.9	4.8	7.1	10.4	3.7	4.3
							i														vw		
3	76	18	59	43	15	6	8	31	31	76	-	-	62	14	2	2	16	43	12	2	34	24	16
	20.0	16.2	21.6	20.5	25.4	13.3	19.5	24.7	18.5	20.0			21.2	16.0	6.6	12.0	20.5	29.1	12.1	6.6	25.9	30.7	11.1
					b			f									o	OpS			TW	TW	
4	98	34	65	51	14	11	13	36	39	98	-	-	82	16	3	5	20	40	28	3	32	19	43
	25.8	30.6	23.9	24.1	23.1	25.1	30.3	28.9	22.6	25.8			27.9	18.9	13.6	29.2	25.4	27.6	27.6	13.6	24.7	23.9	30.1
																							t
5-Very satisfied	156	42	114	90	23	19	11	42	84	156	-	-	119	37	7	5	29	52	54	7	40	31	75
	41.0	38.3	42.1	42.9	39.4	42.8	26.7	33.9	49.3	41.0			40.6	42.7	28.3	28.2	37.7	35.5	53.1	28.3	30.8	39.4	52.8
						G			GH										OpqR				TUv
Mean	3.88	3.85	3.89	3.90	3.86	3.82	3.50	3.77	4.07	3.88	-	-	3.95	3.65	2.74	3.42	3.79	3.87	4.24	2.74	3.59	3.94	4.28
Standard Deviation	1.21	1.23	1.20	1.22	1.15	1.36	1.31	1.18	1.14	1.21	-	-	1.10	1.50	1.78	1.44	1.23	1.07	1.01	1.78	1.25	1.03	0.95
Standard Error	0.07	0.10	0.09	0.12	0.11	0.15	0.15	0.13	0.11	0.07			0.07	0.18	0.39	0.39	0.16	0.10	0.12	0.39	0.13	0.13	0.09

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S2B. How would you rate the compact fluorescent bulbs you have recently purchased in terms of ... The brightness of the light they provide.
BASE: Purchased CFLs and were asked this question

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	390	113	277	217	60	45	42	129	174	390	-	-	297	92	28	19	79	148	103	28	131	80	145
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	26	8	17	15	2	4	4	8	8	26	-	-	10	15	11	2	5	6	2	11	11	2	2
	6.6	7.4	6.2	7.0	3.6	10.0	10.3	6.5	4.8	6.6			3.5	15.8	37.3	13.4	5.8	3.8	2.4	37.3	8.2	2.3	1.7
														M	pQRS					UVW	vW		
2	24	8	16	11	5	4	5	7	8	24	-	-	20	5	2	3	8	6	5	2	14	3	6
	6.2	7.1	5.9	5.2	8.4	8.1	12.9	5.7	4.6	6.2			6.6	5.1	6.0	17.2	10.5	3.9	4.7	6.0	10.4	3.7	4.2
							i														vw		
3	76	18	59	43	15	6	8	31	31	76	-	-	62	14	2	2	16	43	12	2	34	24	16
	19.6	15.8	21.1	20.0	25.1	12.9	19.4	24.0	18.1	19.6			21.0	14.9	5.6	12.0	20.3	28.7	12.0	5.6	25.9	30.7	10.8
					b			f									O	OpS			TW	TW	
4	98	34	65	51	14	11	13	36	39	98	-	-	82	16	3	5	20	40	28	3	32	19	43
	25.2	29.8	23.3	23.5	22.8	24.3	30.1	28.0	22.2	25.2			27.6	17.7	11.4	29.2	25.2	27.3	27.2	11.4	24.7	23.9	29.4
													n					O	o		t		T
5-Very satisfied	156	42	114	90	23	19	11	42	84	156	-	-	119	37	7	5	29	52	54	7	40	31	75
	40.0	37.4	41.1	41.7	38.9	41.3	26.5	32.9	48.3	40.0			40.2	39.8	23.8	28.2	37.4	35.1	52.3	23.8	30.8	39.4	51.7
						G			GH										OpqR				TU
Don't know	9	3	6	6	1	2	0	4	4	9	-	-	3	6	4	-	1	2	1	4	-	-	3
	2.4	2.6	2.3	2.6	1.2	3.5	0.8	2.9	2.0	2.4			1.0	6.7	15.9		0.8	1.3	1.4	15.9			2.1
														m	Qrs					w			
Mean	3.88	3.85	3.89	3.90	3.86	3.82	3.50	3.77	4.07	3.88	-	-	3.95	3.65	2.74	3.42	3.79	3.87	4.24	2.74	3.59	3.94	4.28
Standard Deviation	1.21	1.23	1.20	1.22	1.15	1.36	1.31	1.18	1.14	1.21	-	-	1.10	1.50	1.78	1.44	1.23	1.07	1.01	1.78	1.25	1.03	0.95
Standard Error	0.07	0.10	0.09	0.12	0.11	0.15	0.15	0.13	0.11	0.07			0.07	0.18	0.39	0.39	0.16	0.10	0.12	0.39	0.13	0.13	0.09

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S2C. How would you rate the compact fluorescent bulbs you have recently purchased in terms of ... The amount of time they take to light up.
BASE: Purchased CFLs and were asked this question

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	358	96	262	215	47	31	31	120	176	358	-	-	264	88	36	15	57	150	82	36	118	68	132
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	11	5	6	4	2	2	1	4	4	11	-	-	4	6	5	2	1	2	0	5	4	-	1
Total answering	348	92	256	211	45	29	30	117	172	348	-	-	260	82	31	13	57	147	82	31	115	68	130
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	35	7	28	25	4	4	3	13	15	35	-	-	25	9	11	3	3	15	4	11	13	8	4
	10.1	7.4	11.1	11.6	8.8	14.9	10.5	11.1	8.6	10.1			9.8	11.3	34.3 QRS	19.7	5.7	10.2	4.6	34.3 UvW	11.1 W	12.1 w	2.9
2	39	9	30	26	3	3	4	12	20	39	-	-	30	9	4	0	4	18	9	4	19	4	11
	11.1	9.9	11.6	12.5	7.2	10.8	11.7	10.2	11.7	11.1			11.6	10.4	14.3	2.7	7.7	12.0	10.8	14.3	16.5 vw	6.0	8.2
3	76	22	53	45	8	3	9	27	36	76	-	-	56	17	8	1	7	38	22	8	29	15	25
	21.7	24.5	20.7	21.4	17.6	10.3	31.5 F	23.2 F	21.0 f	21.7			21.7	21.0	24.4	9.1	12.5	25.7 q	26.9 q	24.4	25.3	21.5	18.8
4	86	23	63	51	12	9	6	26	45	86	-	-	59	25	8	2	22	32	15	8	29	20	27
	24.8	25.4	24.7	24.1	27.2	31.0	19.0	22.6	26.3	24.8			22.6	30.4	27.1	17.0	39.0 RS	21.4	17.9	27.1	25.6	29.5	20.5
5-Very satisfied	112	30	82	64	18	10	8	38	56	112	-	-	89	22	-	7	20	45	32	-	25	21	65
	32.2	32.8	31.9	30.4	39.3	33.1	27.2	32.8	32.4	32.2			34.3	26.8		51.4	35.0	30.7	39.8		21.6	30.9	49.6 UV
Mean	3.58	3.66	3.55	3.49	3.81	3.57	3.41	3.56	3.62	3.58	-	-	3.60	3.51	2.44	3.78	3.90	3.51	3.77	2.44	3.30	3.61	4.06
Standard Deviation	1.31	1.24	1.34	1.35	1.28	1.44	1.31	1.34	1.28	1.31	-	-	1.32	1.30	1.23	1.63	1.14	1.31	1.22	1.23	1.28	1.31	1.13
Standard Error	0.08	0.11	0.11	0.13	0.14	0.19	0.18	0.16	0.12	0.08			0.10	0.17	0.28	0.52	0.18	0.13	0.16	0.28	0.14	0.19	0.12

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S2C. How would you rate the compact fluorescent bulbs you have recently purchased in terms of ... The amount of time they take to light up.
BASE: Purchased CFLs and were asked this question

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	358	96	262	215	47	31	31	120	176	358	-	-	264	88	36	15	57	150	82	36	118	68	132
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	35	7	28	25	4	4	3	13	15	35	-	-	25	9	11	3	3	15	4	11	13	8	4
	9.8	7.1	10.9	11.4	8.4	13.9	10.1	10.8	8.4	9.8			9.6	10.5	29.3	17.3	5.6	10.0	4.6	29.3	10.7	12.1	2.9
															QRS					uvW	W	w	
2	39	9	30	26	3	3	4	12	20	39	-	-	30	9	4	0	4	18	9	4	19	4	11
	10.8	9.4	11.3	12.3	6.9	10.1	11.2	9.9	11.4	10.8			11.4	9.7	12.2	2.4	7.7	11.8	10.7	12.2	16.0	6.0	8.1
																		p			v		
3	76	22	53	45	8	3	9	27	36	76	-	-	56	17	8	1	7	38	22	8	29	15	25
	21.1	23.3	20.3	21.1	16.8	9.6	30.2	22.5	20.6	21.1			21.4	19.6	20.8	7.9	12.4	25.3	26.8	20.8	24.5	21.5	18.7
							F	F	F									pq	pq				
4	86	23	63	51	12	9	6	26	45	86	-	-	59	25	8	2	22	32	15	8	29	20	27
	24.1	24.2	24.1	23.7	26.0	28.9	18.2	22.0	25.8	24.1			22.3	28.4	23.1	14.9	38.6	21.1	17.8	23.1	24.8	29.5	20.3
																	pRS						
5-Very satisfied	112	30	82	64	18	10	8	38	56	112	-	-	89	22	-	7	20	45	32	-	25	21	65
	31.2	31.2	31.2	29.8	37.5	30.9	26.0	31.8	31.8	31.2			33.8	25.0		45.0	34.7	30.3	39.7		20.9	30.9	49.2
																							UV
Don't know	11	5	6	4	2	2	1	4	4	11	-	-	4	6	5	2	1	2	0	5	4	-	1
	2.9	4.8	2.3	1.8	4.6	6.5	4.2	3.0	2.0	2.9			1.4	6.7	14.5	12.5	1.1	1.6	0.4	14.5	3.1		0.9
														m	qrs					w			
Mean	3.58	3.66	3.55	3.49	3.81	3.57	3.41	3.56	3.62	3.58	-	-	3.60	3.51	2.44	3.78	3.90	3.51	3.77	2.44	3.30	3.61	4.06
Standard Deviation	1.31	1.24	1.34	1.35	1.28	1.44	1.31	1.34	1.28	1.31	-	-	1.32	1.30	1.23	1.63	1.14	1.31	1.22	1.23	1.28	1.31	1.13
Standard Error	0.08	0.11	0.11	0.13	0.14	0.19	0.18	0.16	0.12	0.08			0.10	0.17	0.28	0.52	0.18	0.13	0.16	0.28	0.14	0.19	0.12

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S2D. How would you rate the compact fluorescent bulbs you have recently purchased in terms of ... The way they fit into light fixtures.
BASE: Purchased CFLs and were asked this question

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	370	105	266	211	55	37	38	113	182	370	-	-	269	95	34	8	82	137	90	34	119	78	135
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	5	3	3	-	3	1	3	1	1	5	-	-	3	1	3	-	1	1	0	3	1	2	-
Total answering	365	102	263	211	52	36	36	112	181	365	-	-	265	94	31	8	81	136	90	31	119	77	135
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	13	4	9	6	3	1	4	3	4	13	-	-	5	7	7	0	3	0	2	7	4	2	-
	3.5	3.8	3.4	2.7	6.2	4.0	11.5	2.4	2.5	3.5			1.9	7.0	22.1	4.3	4.1	0.3	2.1	22.1	3.4	2.5	
							HI								QRS					UV			
2	15	3	12	9	3	2	1	5	6	15	-	-	11	4	1	1	3	6	5	1	5	6	3
	4.0	2.6	4.5	4.5	4.8	6.4	3.7	4.1	3.5	4.0			4.0	4.2	2.7	7.2	3.2	4.3	5.3	2.7	4.3	7.4	2.2
3	49	18	31	26	4	4	3	22	19	49	-	-	36	10	7	2	12	15	7	7	24	5	12
	13.4	17.7	11.7	12.5	8.3	12.1	9.5	19.4	10.6	13.4			13.5	10.8	22.9	29.6	15.4	11.1	8.2	22.9	20.6	6.5	9.1
		E						g												v	VW		
4	63	20	43	32	11	8	9	15	32	63	-	-	43	20	5	-	9	22	22	5	16	13	30
	17.3	19.4	16.4	15.2	21.5	22.4	23.8	13.0	17.6	17.3			16.3	21.2	16.0		11.7	16.4	24.0	16.0	13.2	16.6	22.0
																			q				
5-Very satisfied	226	58	168	138	31	20	18	69	119	226	-	-	171	53	11	5	53	92	54	11	69	51	90
	61.9	56.4	64.0	65.2	59.1	55.1	51.4	61.1	65.8	61.9			64.3	56.9	36.3	58.9	65.5	68.0	60.4	36.3	58.5	67.0	66.7
									g								O	O	O		T	T	T
Mean	4.30	4.22	4.33	4.36	4.22	4.18	4.00	4.26	4.41	4.30	-	-	4.37	4.17	3.42	4.02	4.31	4.48	4.35	3.42	4.19	4.38	4.53
Standard Deviation	1.07	1.07	1.07	1.04	1.19	1.13	1.36	1.06	0.98	1.07	-	-	0.99	1.21	1.56	1.33	1.11	0.87	0.99	1.56	1.12	1.06	0.75
Standard Error	0.07	0.09	0.08	0.10	0.12	0.14	0.17	0.13	0.09	0.07			0.07	0.14	0.31	0.55	0.15	0.09	0.12	0.31	0.12	0.14	0.08

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S2D. How would you rate the compact fluorescent bulbs you have recently purchased in terms of ... The way they fit into light fixtures.
BASE: Purchased CFLs and were asked this question

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	370	105	266	211	55	37	38	113	182	370	-	-	269	95	34	8	82	137	90	34	119	78	135
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	13	4	9	6	3	1	4	3	4	13	-	-	5	7	7	0	3	0	2	7	4	2	-
	3.5	3.7	3.3	2.7	5.9	3.9	10.7	2.4	2.5	3.5			1.9	6.9	20.3	4.3	4.1	0.3	2.1	20.3	3.4	2.4	
							HI								QRS					UV			
2	15	3	12	9	3	2	1	5	6	15	-	-	11	4	1	1	3	6	5	1	5	6	3
	3.9	2.6	4.5	4.5	4.6	6.2	3.5	4.1	3.5	3.9			4.0	4.1	2.5	7.2	3.2	4.3	5.3	2.5	4.3	7.3	2.2
3	49	18	31	26	4	4	3	22	19	49	-	-	36	10	7	2	12	15	7	7	24	5	12
	13.2	17.3	11.6	12.5	8.0	11.8	8.9	19.2	10.6	13.2			13.4	10.7	21.0	29.6	15.3	11.0	8.1	21.0	20.5	6.3	9.1
		E						g												v	VW		
4	63	20	43	32	11	8	9	15	32	63	-	-	43	20	5	-	9	22	22	5	16	13	30
	17.0	18.9	16.3	15.2	20.5	21.8	22.1	12.9	17.5	17.0			16.1	21.0	14.7		11.6	16.3	23.9	14.7	13.1	16.2	22.0
																			q				
5-Very satisfied	226	58	168	138	31	20	18	69	119	226	-	-	171	53	11	5	53	92	54	11	69	51	90
	61.0	55.0	63.4	65.2	56.3	53.7	47.9	60.6	65.5	61.0			63.5	56.3	33.3	58.9	64.9	67.6	60.2	33.3	58.1	65.6	66.7
				b					G								O	O	O		T	T	T
Don't know	5	3	3	-	3	1	3	1	1	5	-	-	3	1	3	-	1	1	0	3	1	2	-
	1.4	2.6	1.0		4.6	2.6	6.9	0.7	0.4	1.4			1.3	1.0	8.2		0.9	0.5	0.4	8.2	0.6	2.2	
							hI																
Mean	4.30	4.22	4.33	4.36	4.22	4.18	4.00	4.26	4.41	4.30	-	-	4.37	4.17	3.42	4.02	4.31	4.48	4.35	3.42	4.19	4.38	4.53
Standard Deviation	1.07	1.07	1.07	1.04	1.19	1.13	1.36	1.06	0.98	1.07	-	-	0.99	1.21	1.56	1.33	1.11	0.87	0.99	1.56	1.12	1.06	0.75
Standard Error	0.07	0.09	0.08	0.10	0.12	0.14	0.17	0.13	0.09	0.07			0.07	0.14	0.31	0.55	0.15	0.09	0.12	0.31	0.12	0.14	0.08

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S2E. How would you rate the compact fluorescent bulbs you have recently purchased in terms of ... The way they look in light fixtures.
BASE: Purchased CFLs and were asked this question

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	391	99	292	234	58	38	36	126	190	391	-	-	286	102	40	18	69	166	80	40	119	87	136
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	30	6	24	21	3	3	3	5	19	30	-	-	21	8	-	5	0	17	6	-	8	10	11
Total answering	361	93	268	213	55	36	33	121	171	361	-	-	265	94	40	14	69	148	74	40	112	77	125
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1-Not at all satisfied	40	11	28	23	6	7	3	13	17	40	-	-	20	19	16	-	7	11	5	16	10	4	8
	11.0	12.0	10.6	10.6	10.5	18.3	9.6	10.6	10.0	11.0			7.6	20.7 M	39.0 QRS		10.0	7.1	6.2	39.0 UVW	8.9	5.8	6.0
2	31	4	27	21	6	3	3	12	13	31	-	-	24	6	1	-	6	16	6	1	12	6	10
	8.5	4.4	9.9 b	9.7	10.5 b	7.4	10.2	9.8	7.5	8.5			9.2	6.3	3.3		9.0	10.8 o	8.5	3.3	10.9	8.2	8.0
3	75	18	57	51	6	7	8	30	31	75	-	-	57	18	12	2	9	30	18	12	21	19	21
	20.8	19.3 e	21.3 E	23.9 E	11.1	18.3	23.1	24.4	18.3	20.8			21.6	19.0	29.3 q	13.8	12.8	20.4	24.2	29.3	18.8	25.2	16.8
4	70	18	53	40	13	6	8	15	42	70	-	-	60	9	1	6	18	28	15	1	24	20	25
	19.5	19.0	19.6	18.6	23.7	16.1	22.7	12.7	24.4 H	19.5			22.6 N	9.1	2.7	43.4 O	25.8 O	18.8 O	20.1 O	2.7	21.0 T	26.0 T	20.3 T
5-Very satisfied	146	42	103	79	24	14	11	51	68	146	-	-	103	42	10	6	29	64	30	10	45	27	61
	40.3	45.2	38.6	37.2	44.1	40.0	34.5	42.5	39.9	40.3			39.0	44.9	25.7	42.8	42.4	42.8 o	41.0	25.7	40.4	34.7	48.9 Tv
Mean	3.70	3.81	3.66	3.62	3.80	3.52	3.62	3.67	3.77	3.70	-	-	3.76	3.51	2.73	4.29	3.82	3.79	3.81	2.73	3.73	3.76	3.98
Standard Deviation	1.36	1.37	1.36	1.35	1.38	1.54	1.32	1.39	1.32	1.36	-	-	1.27	1.59	1.62	0.72	1.34	1.29	1.24	1.62	1.33	1.19	1.24
Standard Error	0.08	0.12	0.11	0.13	0.14	0.18	0.17	0.16	0.13	0.08			0.09	0.19	0.30	0.23	0.19	0.13	0.16	0.30	0.15	0.16	0.13

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S2E. How would you rate the compact fluorescent bulbs you have recently purchased in terms of ... The way they look in light fixtures.
BASE: Purchased CFLs and were asked this question

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	391	99	292	234	58	38	36	126	190	391	-	-	286	102	40	18	69	166	80	40	119	87	136
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1-Not at all satisfied	40	11	28	23	6	7	3	13	17	40	-	-	20	19	16	-	7	11	5	16	10	4	8
	10.1	11.2	9.7	9.7	10.0	17.0	8.9	10.1	9.0	10.1			7.0	19.0 M	39.0 QRS		9.9	6.4	5.7	39.0 UVW	8.4	5.1	5.5
2	31	4	27	21	6	3	3	12	13	31	-	-	24	6	1	-	6	16	6	1	12	6	10
	7.8	4.2	9.1 b	8.9	10.0 b	6.9	9.5	9.4	6.7	7.8			8.5	5.8	3.3		9.0	9.7	7.9	3.3	10.2	7.3	7.4
3	75	18	57	51	6	7	8	30	31	75	-	-	57	18	12	2	9	30	18	12	21	19	21
	19.2	18.1 e	19.6 E	21.8 E	10.6	17.0	21.4	23.4	16.4	19.2			20.0	17.5	29.3 q	10.3	12.7	18.3	22.3	29.3	17.6	22.3	15.4
4	70	18	53	40	13	6	8	15	42	70	-	-	60	9	1	6	18	28	15	1	24	20	25
	18.0	17.8	18.0	16.9	22.5	15.0	21.1	12.1	21.9 h	18.0			20.9 N	8.4	2.7	32.5 O	25.6 O	16.9 O	18.6 O	2.7	19.7 T	23.0 T	18.6 T
5-Very satisfied	146	42	103	79	24	14	11	51	68	146	-	-	103	42	10	6	29	64	30	10	45	27	61
	37.2	42.4	35.5	33.9	41.9	37.3	32.0	40.7	35.9	37.2			36.2	41.4	25.7	32.0	42.2	38.3	37.9	25.7	37.8	30.7	44.8 Tv
Don't know	29	6	24	21	3	2	3	5	19	29	-	-	21	8	-	5	0	17	5	-	8	10	11
	7.5	5.6	8.1	8.9	5.0	5.1	7.2	4.3	10.1	7.5			7.2	7.9		25.2 Q	0.5	10.5 Q	6.8 q		6.3	11.7	7.8
Refused	1	1	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-	1	-	-	-	1
	0.2	0.6				1.6				0.2			0.2						0.8				0.4
Mean	3.70	3.81	3.66	3.62	3.80	3.52	3.62	3.67	3.77	3.70	-	-	3.76	3.51	2.73	4.29	3.82	3.79	3.81	2.73	3.73	3.76	3.98

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S2E. How would you rate the compact fluorescent bulbs you have recently purchased in terms of ... The way they look in light fixtures.
BASE: Purchased CFLs and were asked this question

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Purchaser	Aware Non-Purchaser	Unaware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Standard Deviation	1.36	1.37	1.36	1.35	1.38	1.54	1.32	1.39	1.32	1.36	-	-	1.27	1.59	1.62	0.72	1.34	1.29	1.24	1.62	1.33	1.19	1.24
Standard Error	0.08	0.12	0.11	0.13	0.14	0.18	0.17	0.16	0.13	0.08			0.09	0.19	0.30	0.23	0.19	0.13	0.16	0.30	0.15	0.16	0.13

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S2F. How would you rate the compact fluorescent bulbs you have recently purchased in terms of ... How long they last before burning out.
BASE: Purchased CFLs and were asked this question

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	387	102	285	232	54	33	33	122	199	387	-	-	282	101	39	13	61	148	99	39	109	68	157
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	53	10	43	36	8	4	4	16	29	53	-	-	35	18	15	3	14	14	2	15	21	3	11
Total answering	334	92	242	196	46	28	29	106	171	334	-	-	248	83	25	10	48	134	97	25	88	65	147
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	25	6	19	17	2	3	2	9	11	25	-	-	15	8	4	2	5	6	6	4	10	1	7
	7.4	6.3	7.8	8.7	3.9	9.4	5.5	8.7	6.5	7.4			6.1	9.1	16.3	18.6	9.7	4.6	5.7	16.3 v	11.9 V	1.1	5.1
2	12	4	8	8	0	1	0	6	4	12	-	-	8	4	2	-	1	7	2	2	2	3	5
	3.6	4.3 e	3.3	3.8	0.8	2.2	1.2	6.1	2.6	3.6			3.3	4.5	7.6		3.1	5.0	1.9	7.6	2.8	4.4	3.1
3	34	10	24	19	5	4	4	16	10	34	-	-	26	7	5	-	2	12	15	5	8	7	13
	10.1	10.6	9.9	9.6	11.0	13.6	13.0	15.2 i	5.8	10.1			10.6	8.5	19.1		4.1	8.7	15.5 Q	19.1	9.3	11.5	8.8
4	47	11	36	28	8	3	5	12	26	47	-	-	39	7	5	2	9	17	12	5	13	7	22
	14.0	11.8	14.8	14.4	16.5	12.3	18.3	11.1	15.3	14.0			15.8	8.7	20.0	18.6	17.9	12.7	12.1	20.0	14.4	10.7	15.1
5-Very satisfied	217	61	156	124	31	18	18	62	119	217	-	-	159	58	9	6	31	93	63	9	54	47	100
	65.0	66.9	64.3	63.5	67.8	62.6	62.0	58.9	69.7	65.0			64.3	69.1	37.1	62.8	65.3 O	69.0 O	64.7 O	37.1	61.6 t	72.3 T	67.9 T
Mean	4.26	4.29	4.25	4.20	4.43	4.17	4.30	4.05	4.39	4.26	-	-	4.29	4.24	3.54	4.07	4.26	4.37	4.28	3.54	4.11	4.49	4.38
Standard Deviation	1.22	1.20	1.23	1.28	1.00	1.31	1.11	1.34	1.14	1.22	-	-	1.16	1.32	1.49	1.60	1.29	1.13	1.15	1.49	1.38	0.95	1.10
Standard Error	0.08	0.11	0.10	0.13	0.11	0.18	0.15	0.16	0.11	0.08			0.09	0.17	0.35	0.67	0.22	0.11	0.14	0.35	0.18	0.13	0.11

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S2F. How would you rate the compact fluorescent bulbs you have recently purchased in terms of ... How long they last before burning out.
BASE: Purchased CFLs and were asked this question

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	387	102	285	232	54	33	33	122	199	387	-	-	282	101	39	13	61	148	99	39	109	68	157
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	25	6	19	17	2	3	2	9	11	25	-	-	15	8	4	2	5	6	6	4	10	1	7
	6.3	5.7	6.6	7.3	3.4	8.1	4.7	7.6	5.6	6.3			5.3	7.5	10.3	14.1	7.5	4.2	5.6	10.3	9.5 V	1.1	4.7
2	12	4	8	8	0	1	0	6	4	12	-	-	8	4	2	-	1	7	2	2	2	3	5
	3.1	3.9 e	2.8	3.3	0.7	1.9	1.1	5.3	2.2	3.1			2.9	3.7	4.8		2.4	4.5	1.9	4.8	2.3	4.2	2.9
3	34	10	24	19	5	4	4	16	10	34	-	-	26	7	5	-	2	12	15	5	8	7	13
	8.7	9.6	8.4	8.1	9.5	11.8	11.2	13.3 i	5.0	8.7			9.3	7.0	12.0		3.1	7.8	15.1 Q	12.0	7.5	10.9	8.2
4	47	11	36	28	8	3	5	12	26	47	-	-	39	7	5	2	9	17	12	5	13	7	22
	12.1	10.7	12.6	12.2	14.2	10.7	15.9	9.6	13.1	12.1			13.8 n	7.2	12.6	14.1	13.8	11.5	11.9	12.6	11.6	10.1	14.1
5-Very satisfied	217	61	156	124	31	18	18	62	119	217	-	-	159	58	9	6	31	93	63	9	54	47	100
	56.1	60.6	54.5	53.7	58.1	54.5	53.7	51.3	59.7	56.1			56.5	57.0	23.4	47.7	50.5 O	62.4 O	63.2 O	23.4	49.5 T	68.6 TU	63.3 Tu
Don't know	53	10	43	36	8	4	4	16	29	53	-	-	35	18	15	3	14	14	2	15	21	3	11
	13.7	9.5	15.2	15.4	14.2	13.0	13.4	12.9	14.4	13.7			12.2	17.6	36.9 RS	24.1	22.7 rS	9.7 S	2.3	36.9 uVW	19.6 VW	5.1	6.8
Mean	4.26	4.29	4.25	4.20	4.43	4.17	4.30	4.05	4.39	4.26	-	-	4.29	4.24	3.54	4.07	4.26	4.37	4.28	3.54	4.11	4.49	4.38
Standard Deviation	1.22	1.20	1.23	1.28	1.00	1.31	1.11	1.34	1.14	1.22	-	-	1.16	1.32	1.49	1.60	1.29	1.13	1.15	1.49	1.38	0.95	1.10
Standard Error	0.08	0.11	0.10	0.13	0.11	0.18	0.15	0.16	0.11	0.08			0.09	0.17	0.35	0.67	0.22	0.11	0.14	0.35	0.18	0.13	0.11

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S2B1. Are they too bright or not bright enough?
BASE: Rated brightness less than 3

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	50	16	34	26	7	8	10	16	16	50	-	-	30	19	12	6	13	11	7	12	24	5	9
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Too bright	3	1	2	2	0	-	1	-	2	3	-	-	2	0	2	-	-	-	1	2	-	-	1
	5.7	3.7	6.7	7.1	5.0		9.9		11.5	5.7			8.3	1.9	18.4				8.3	18.4			7.1
Not bright enough	46	15	31	25	6	8	8	16	14	46	-	-	27	19	9	6	13	11	7	9	24	5	8
	92.3	92.6	92.2	92.9	90.0	100.0 G	80.3	100.0 G	88.5	92.3			90.5	98.1	76.6	100.0 o	100.0 o	96.8	91.7	76.6	98.5 t	100.0 t	92.9
Don't know	1	1	0	-	0	-	1	-	-	1	-	-	0	-	1	-	-	0	-	1	0	-	-
	1.9	3.7	1.1		5.0		9.9			1.9			1.2		5.0			3.2		5.0	1.5		

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
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Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S3A. How would you rate your level of disagreement or agreement with the statement ... I would use a CFL in a reading lamp
BASE: Purchased CFLs and were asked this question

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	440	122	318	251	67	43	45	145	208	440	-	-	313	122	42	16	85	166	107	42	148	90	149
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	4	1	3	-	3	0	1	-	2	4	-	-	1	3	1	-	2	0	-	1	2	-	-
Total answering	436	121	315	251	65	43	43	145	205	436	-	-	311	120	42	16	83	166	107	42	146	90	149
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	99	21	78	66	12	8	11	33	46	99	-	-	56	39	29	5	16	32	13	29	33	21	13
	22.7	17.6	24.7	26.3	18.4	19.0	26.4	22.9	22.6	22.7			18.1	32.8	70.2	29.5	19.1	19.2	12.2	70.2	22.8	23.5	8.9
			b	b										M	PQRS					UVW	W	W	
2	35	6	29	25	5	3	3	16	13	35	-	-	30	5	1	-	8	18	5	1	19	9	6
	8.0	4.6	9.3	9.8	7.3	6.0	7.3	11.0	6.4	8.0			9.5	4.3	1.7		10.0	11.1	5.0	1.7	13.2	10.2	3.7
			b	b									n				o	O			TW	t	
3	56	17	39	32	7	6	4	20	26	56	-	-	45	10	1	2	20	21	9	1	30	10	13
	12.8	13.9	12.3	12.8	10.6	13.4	10.2	13.7	12.5	12.8			14.5	8.5	3.5	11.7	24.4	12.7	8.5	3.5	20.5	11.4	8.6
																	OrS	O			TW		
4	52	12	39	28	11	7	6	15	23	52	-	-	40	12	2	1	12	16	20	2	15	6	29
	11.8	10.1	12.5	11.3	17.3	15.9	14.8	10.5	11.4	11.8			12.9	9.6	5.4	5.2	14.5	9.4	18.5	5.4	10.0	6.5	19.5
					b														Or				TUV
5-Very satisfied	195	65	130	100	30	20	18	61	97	195	-	-	140	54	8	9	27	79	60	8	49	44	88
	44.7	53.8	41.2	39.8	46.4	45.8	41.3	42.0	47.1	44.7			44.9	44.8	19.2	53.6	32.0	47.5	55.8	19.2	33.5	48.4	59.3
		CD														O		OQ	OQ		t	Tu	TU
Mean	3.48	3.78	3.36	3.29	3.66	3.64	3.37	3.38	3.54	3.48	-	-	3.57	3.29	2.02	3.53	3.30	3.55	4.01	2.02	3.18	3.46	4.17
Standard Deviation	1.63	1.55	1.65	1.67	1.56	1.57	1.69	1.64	1.64	1.63	-	-	1.56	1.78	1.66	1.81	1.49	1.61	1.40	1.66	1.57	1.69	1.27
Standard Error	0.09	0.12	0.12	0.14	0.14	0.17	0.19	0.17	0.14	0.09			0.10	0.19	0.31	0.58	0.19	0.15	0.16	0.31	0.16	0.20	0.12

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S3A. How would you rate your level of disagreement or agreement with the statement ... I would use a CFL in a reading lamp
BASE: Purchased CFLs and were asked this question

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	440	122	318	251	67	43	45	145	208	440	-	-	313	122	42	16	85	166	107	42	148	90	149
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	99	21	78	66	12	8	11	33	46	99	-	-	56	39	29	5	16	32	13	29	33	21	13
	22.5	17.4	24.5	26.3	17.7	18.8	25.6	22.9	22.3	22.5			18.0	32.2	69.0	29.5	18.6	19.2	12.2	69.0	22.4	23.5	8.9
			b	be										M	PQRS					UVW	W	W	
2	35	6	29	25	5	3	3	16	13	35	-	-	30	5	1	-	8	18	5	1	19	9	6
	7.9	4.6	9.2	9.8	7.0	5.9	7.1	11.0	6.3	7.9			9.5	4.2	1.7		9.7	11.1	5.0	1.7	13.0	10.2	3.7
			b	b									n				o	O			TW	t	
3	56	17	39	32	7	6	4	20	26	56	-	-	45	10	1	2	20	21	9	1	30	10	13
	12.6	13.7	12.2	12.8	10.2	13.2	9.9	13.7	12.4	12.6			14.5	8.3	3.4	11.7	23.8	12.7	8.5	3.4	20.1	11.4	8.6
													n				OrS	O			TW		
4	52	12	39	28	11	7	6	15	23	52	-	-	40	12	2	1	12	16	20	2	15	6	29
	11.7	10.0	12.4	11.3	16.6	15.7	14.4	10.5	11.2	11.7			12.8	9.4	5.3	5.2	14.2	9.4	18.5	5.3	9.8	6.5	19.5
																			Or				TUV
5-Very satisfied	195	65	130	100	30	20	18	61	97	195	-	-	140	54	8	9	27	79	60	8	49	44	88
	44.3	53.2	40.9	39.8	44.7	45.4	40.1	42.0	46.6	44.3			44.7	43.8	18.9	53.6	31.2	47.4	55.8	18.9	33.0	48.4	59.3
		CD														O		OQ	OQ		t	TU	TU
Don't know	4	1	3	-	3	0	1	-	2	4	-	-	1	3	1	-	2	0	-	1	2	-	-
	0.9	1.2	0.8		3.8	0.8	3.0		1.1	0.9			0.5	2.1	1.7		2.4	0.2		1.7	1.6		
Mean	3.48	3.78	3.36	3.29	3.66	3.64	3.37	3.38	3.54	3.48	-	-	3.57	3.29	2.02	3.53	3.30	3.55	4.01	2.02	3.18	3.46	4.17
Standard Deviation	1.63	1.55	1.65	1.67	1.56	1.57	1.69	1.64	1.64	1.63	-	-	1.56	1.78	1.66	1.81	1.49	1.61	1.40	1.66	1.57	1.69	1.27
Standard Error	0.09	0.12	0.12	0.14	0.14	0.17	0.19	0.17	0.14	0.09			0.10	0.19	0.31	0.58	0.19	0.15	0.16	0.31	0.16	0.20	0.12

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S3B. How would you rate your level of disagreement or agreement with the statement ... CFLs are worth the up-front cost
BASE: Purchased CFLs and were asked this question

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	433	123	310	245	65	47	46	128	212	433	-	-	324	105	31	12	79	189	101	31	136	95	164
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	18	6	12	9	3	3	2	5	8	18	-	-	11	7	4	0	5	4	2	4	4	5	2
Total answering	415	117	298	236	63	45	44	122	204	415	-	-	313	98	27	11	74	185	98	27	132	90	162
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	42	15	27	21	6	6	6	16	13	42	-	-	22	19	17	2	7	15	0	17	19	3	2
	10.1	12.7	9.1	8.8	10.4	13.8 i	14.2 i	13.4	6.6	10.1			7.0	18.9 M	61.2 PQRS	16.6	9.9 S	8.0 S	0.4	61.2 UVW	14.8 VW	3.2	1.4
2	20	6	14	11	3	3	2	2	14	20	-	-	15	5	2	-	4	6	6	2	12	1	5
	4.9	5.5	4.6	4.8	4.0	6.5 h	4.5	1.4	6.7 H	4.9			4.9	5.1	9.1		5.0	3.5	5.8	9.1	9.2 Vw	0.8	3.0
3	57	13	44	36	8	6	7	21	23	57	-	-	46	10	1	2	6	30	15	1	16	20	18
	13.8	11.5	14.7	15.2	12.7	13.5	16.7	17.2	11.2	13.8			14.8	10.6	5.3	21.9	7.6	16.1 oq	14.8	5.3	12.4	22.7 Tuw	11.3
4	93	23	70	58	12	10	7	35	41	93	-	-	71	21	2	3	19	51	15	2	34	22	34
	22.5	19.7	23.6	24.8	19.1	22.4	16.4	29.0 g	19.9	22.5			22.8	21.9	8.2	23.9	26.3 O	27.3 OS	14.7	8.2	25.4 T	24.9 T	21.0 t
5-Very satisfied	202	59	143	109	34	20	21	48	114	202	-	-	158	42	4	4	38	84	63	4	51	43	102
	48.7	50.6	48.0	46.4	53.9	43.8	48.2	39.0	55.6 fH	48.7			50.5	43.4	16.3	37.6	51.3 O	45.2 O	64.3 OR	16.3	38.3 T	48.3 T	63.2 TUV
Mean	3.95	3.90	3.97	3.95	4.02	3.76	3.80	3.79	4.11	3.95	-	-	4.05	3.66	2.09	3.66	4.04	3.98	4.37	2.09	3.63	4.14	4.42
Standard Deviation	1.32	1.41	1.28	1.27	1.34	1.44	1.45	1.34	1.23	1.32	-	-	1.22	1.53	1.59	1.47	1.30	1.22	0.96	1.59	1.44	1.01	0.91
Standard Error	0.08	0.11	0.09	0.11	0.12	0.15	0.16	0.15	0.11	0.08			0.08	0.18	0.34	0.53	0.18	0.11	0.11	0.34	0.15	0.12	0.08

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S3B. How would you rate your level of disagreement or agreement with the statement ... CFLs are worth the up-front cost
BASE: Purchased CFLs and were asked this question

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	433	123	310	245	65	47	46	128	212	433	-	-	324	105	31	12	79	189	101	31	136	95	164
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	42	15	27	21	6	6	6	16	13	42	-	-	22	19	17	2	7	15	0	17	19	3	2
	9.7	12.1	8.8	8.5	10.0	13.1 i	13.5 i	12.8	6.3	9.7			6.7	17.7 M	53.3 PQRS	16.0	9.3 S	7.8 S	0.4	53.3 UVW	14.4 VW	3.1	1.4
2	20	6	14	11	3	3	2	2	14	20	-	-	15	5	2	-	4	6	6	2	12	1	5
	4.7	5.2	4.5	4.6	3.9	6.2 h	4.2	1.3	6.5 H	4.7			4.7	4.8	7.9		4.7	3.4	5.7	7.9	8.9 Vw	0.8	3.0
3	57	13	44	36	8	6	7	21	23	57	-	-	46	10	1	2	6	30	15	1	16	20	18
	13.2	10.9	14.1	14.6	12.2	12.8	15.9	16.5	10.7	13.2			14.4	9.9	4.6	21.3	7.2	15.7 Oq	14.4 o	4.6	12.0	21.5 Tw	11.1
4	93	23	70	58	12	10	7	35	41	93	-	-	71	21	2	3	19	51	15	2	34	22	34
	21.6	18.7	22.7	23.8	18.3	21.2	15.6	27.8 g	19.2	21.6			22.0	20.5	7.1	23.2	24.8 O	26.7 OS	14.4	7.1	24.7 T	23.5 T	20.7 T
5-Very satisfied	202	59	143	109	34	20	21	48	114	202	-	-	158	42	4	4	38	84	63	4	51	43	102
	46.6	47.9	46.1	44.6	51.8	41.4	45.8	37.4	53.5 fH	46.6			48.9	40.6	14.2	36.4	48.3 O	44.2 O	62.7 OqR	14.2	37.2 T	45.6 T	62.2 TUV
Don't know	18	6	12	9	3	3	2	5	8	18	-	-	11	7	4	0	5	4	2	4	4	5	2
	4.2	5.2	3.9	3.8	3.9	5.4	5.0	4.3	3.8	4.2			3.3	6.5	12.9	3.1	5.8	2.2	2.5	12.9 w	2.7	5.6	1.5
Mean	3.95	3.90	3.97	3.95	4.02	3.76	3.80	3.79	4.11	3.95	-	-	4.05	3.66	2.09	3.66	4.04	3.98	4.37	2.09	3.63	4.14	4.42
Standard Deviation	1.32	1.41	1.28	1.27	1.34	1.44	1.45	1.34	1.23	1.32	-	-	1.22	1.53	1.59	1.47	1.30	1.22	0.96	1.59	1.44	1.01	0.91
Standard Error	0.08	0.11	0.09	0.11	0.12	0.15	0.16	0.15	0.11	0.08			0.08	0.18	0.34	0.53	0.18	0.11	0.11	0.34	0.15	0.12	0.08

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S3C. How would you rate your level of disagreement or agreement with the statement ... I have some lamps or fixtures where I would not use a CFL
BASE: Purchased CFLs and were asked this question

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	447	119	328	262	67	47	42	151	208	447	-	-	323	117	50	21	72	168	113	50	131	87	169
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	13	4	9	6	3	2	3	3	6	13	-	-	10	3	3	-	3	6	1	3	2	4	4
Total answering	434	115	320	256	63	45	39	148	202	434	-	-	314	114	47	21	69	162	112	47	129	83	165
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	110	27	84	64	20	14	8	29	60	110	-	-	72	36	9	1	14	39	35	9	22	12	62
	25.4	23.4	26.2	25.0	30.9	30.3	20.2	19.5	29.7	25.4			23.0	31.8	19.9	5.3	19.6	24.1	31.1	19.9	16.9	14.1	37.7
						h			h								p	P	P				TUV
2	16	3	13	11	1	2	0	6	6	16	-	-	9	5	-	-	3	3	7	-	3	3	10
	3.6	2.5	4.0	4.4	2.3	5.1	0.9	4.4	3.2	3.6			2.7	4.6			4.5	2.0	6.7		2.4	3.4	5.9
3	56	16	40	32	8	6	9	19	23	56	-	-	43	13	4	1	9	25	14	4	10	14	27
	13.0	14.4	12.5	12.5	12.6	13.1	22.8	12.9	11.2	13.0			13.8	11.2	9.5	7.0	13.2	15.2	12.7	9.5	8.1	16.2	16.7
							I																u
4	54	13	41	34	7	6	5	17	27	54	-	-	44	10	3	2	10	22	17	3	20	15	15
	12.5	11.7	12.8	13.2	10.8	12.8	12.5	11.3	13.3	12.5			14.0	9.0	6.6	9.1	13.9	13.3	15.6	6.6	15.8	18.1	9.3
																						t	
5-Very satisfied	197	55	142	115	27	18	17	77	86	197	-	-	146	49	30	16	34	74	38	30	73	40	50
	45.5	48.0	44.6	44.9	43.5	38.7	43.6	51.9	42.6	45.5			46.4	43.4	64.0	78.6	48.8	45.4	33.9	64.0	56.8	48.1	30.5
								f							rS	QRS	s			W	W	W	
Mean	3.49	3.58	3.46	3.49	3.34	3.25	3.58	3.72	3.36	3.49	-	-	3.58	3.28	3.95	4.56	3.68	3.54	3.14	3.95	3.93	3.83	2.89
Standard Deviation	1.66	1.64	1.67	1.66	1.74	1.72	1.55	1.59	1.72	1.66	-	-	1.62	1.76	1.60	1.03	1.58	1.63	1.68	1.60	1.51	1.43	1.70
Standard Error	0.09	0.13	0.12	0.14	0.16	0.18	0.19	0.17	0.15	0.09			0.11	0.19	0.28	0.27	0.22	0.15	0.19	0.28	0.16	0.18	0.16

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S3C. How would you rate your level of disagreement or agreement with the statement ... I have some lamps or fixtures where I would not use a CFL
BASE: Purchased CFLs and were asked this question

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	447	119	328	262	67	47	42	151	208	447	-	-	323	117	50	21	72	168	113	50	131	87	169
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	110	27	84	64	20	14	8	29	60	110	-	-	72	36	9	1	14	39	35	9	22	12	62
	24.7	22.6	25.4	24.5	29.3	29.3	19.0	19.1	28.8	24.7			22.3	30.9	18.7	5.3	18.8	23.3	30.8	18.7	16.6	13.5	36.8
									h								p	P	P				TUV
2	16	3	13	11	1	2	0	6	6	16	-	-	9	5	-	-	3	3	7	-	3	3	10
	3.5	2.4	3.9	4.3	2.2	4.9	0.9	4.3	3.1	3.5			2.6	4.5			4.3	1.9	6.6		2.3	3.3	5.8
3	56	16	40	32	8	6	9	19	23	56	-	-	43	13	4	1	9	25	14	4	10	14	27
	12.6	13.9	12.2	12.2	11.9	12.6	21.4	12.6	10.9	12.6			13.4	10.9	8.9	7.0	12.7	14.6	12.6	8.9	8.0	15.5	16.3
							i																u
4	54	13	41	34	7	6	5	17	27	54	-	-	44	10	3	2	10	22	17	3	20	15	15
	12.1	11.3	12.4	12.9	10.3	12.4	11.7	11.1	12.9	12.1			13.6	8.7	6.3	9.1	13.4	12.9	15.4	6.3	15.5	17.3	9.1
																					t	t	
5-Very satisfied	197	55	142	115	27	18	17	77	86	197	-	-	146	49	30	16	34	74	38	30	73	40	50
	44.2	46.4	43.4	43.9	41.3	37.4	40.9	51.0	41.4	44.2			45.1	42.2	60.3	78.6	46.7	43.9	33.5	60.3	55.8	46.0	29.8
								f							rS	QRS				W	W	W	
Don't know	13	4	9	6	3	2	3	3	6	13	-	-	10	3	3	-	3	6	1	3	2	4	4
	2.9	3.3	2.7	2.2	4.9	3.4	6.2	1.8	2.9	2.9			3.0	2.8	5.8		4.2	3.4	1.1	5.8	1.7	4.4	2.3
Mean	3.49	3.58	3.46	3.49	3.34	3.25	3.58	3.72	3.36	3.49	-	-	3.58	3.28	3.95	4.56	3.68	3.54	3.14	3.95	3.93	3.83	2.89
Standard Deviation	1.66	1.64	1.67	1.66	1.74	1.72	1.55	1.59	1.72	1.66	-	-	1.62	1.76	1.60	1.03	1.58	1.63	1.68	1.60	1.51	1.43	1.70
Standard Error	0.09	0.13	0.12	0.14	0.16	0.18	0.19	0.17	0.15	0.09			0.11	0.19	0.28	0.27	0.22	0.15	0.19	0.28	0.16	0.18	0.16

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S3D. How would you rate your level of disagreement or agreement with the statement ... CFLs can be used in every room in my home
BASE: Purchased CFLs and were asked this question

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	467	126	340	285	56	45	43	152	227	467	-	-	350	113	44	19	93	175	117	44	149	93	172
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	9	2	7	6	1	-	2	5	2	9	-	-	5	3	3	1	1	2	2	3	1	2	2
Total answering	458	124	334	279	55	45	41	147	225	458	-	-	344	111	41	18	92	173	115	41	148	91	170
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	83	15	68	58	9	6	5	23	48	83	-	-	53	28	23	3	13	27	13	23	34	12	10
	18.0	11.8	20.3	20.9	17.2	14.1	12.1	15.6	21.5	18.0			15.5	25.6	56.7	18.8	13.9	15.3	11.2	56.7	23.2	12.7	5.7
			B	B					g					m	PQRS					UVW	vW		
2	34	8	26	25	1	1	0	13	20	34	-	-	29	6	4	2	13	13	0	4	17	9	5
	7.5	6.7	7.8	8.8	2.6	2.4	0.9	8.7	8.9	7.5			8.3	5.2	9.3	12.3	14.1	7.6	0.3	9.3	11.5	9.8	2.7
			E	E				fG	FG								S	S			W	w	
3	73	19	54	47	7	6	6	27	34	73	-	-	47	24	4	5	22	29	12	4	34	22	13
	15.9	15.0	16.2	16.9	12.6	13.0	14.2	18.5	15.0	15.9			13.7	21.3	10.1	25.2	24.3	16.6	10.4	10.1	22.8	23.8	7.8
																	oS				tW	tW	
4	70	18	52	43	8	6	9	28	27	70	-	-	59	11	2	1	13	26	24	2	16	19	32
	15.3	14.6	15.5	15.5	15.2	13.5	22.6	18.8	12.0	15.3			17.2	9.7	6.0	7.9	14.6	14.8	20.6	6.0	10.7	21.1	18.9
							i						n						O			Tu	Tu
5-Very satisfied	198	64	134	106	29	25	21	57	96	198	-	-	156	42	7	7	30	79	66	7	47	30	110
	43.4	51.8	40.2	37.8	52.4	57.0	50.2	38.5	42.6	43.4			45.4	38.1	17.9	35.7	33.1	45.7	57.4	17.9	31.7	32.7	64.9
		CD			CD	HI												Oq	OQr				TUV
Mean	3.58	3.88	3.47	3.41	3.83	3.97	3.98	3.56	3.45	3.58	-	-	3.69	3.29	2.19	3.29	3.39	3.68	4.13	2.19	3.16	3.51	4.35
Standard Deviation	1.53	1.42	1.56	1.56	1.52	1.45	1.35	1.46	1.61	1.53	-	-	1.49	1.62	1.60	1.56	1.43	1.49	1.30	1.60	1.55	1.37	1.11
Standard Error	0.09	0.11	0.11	0.13	0.15	0.16	0.16	0.15	0.14	0.09			0.10	0.18	0.30	0.44	0.18	0.13	0.14	0.30	0.15	0.17	0.10

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S3D. How would you rate your level of disagreement or agreement with the statement ... CFLs can be used in every room in my home
BASE: Purchased CFLs and were asked this question

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	467	126	340	285	56	45	43	152	227	467	-	-	350	113	44	19	93	175	117	44	149	93	172
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	83	15	68	58	9	6	5	23	48	83	-	-	53	28	23	3	13	27	13	23	34	12	10
	17.7	11.7	19.9	20.5	16.9	14.1	11.5	15.2	21.3	17.7			15.2	25.0	52.3	18.2	13.8	15.1	11.1	52.3	23.1	12.4	5.7
			B	B					G					m	PQRS					UVW	vW		
2	34	8	26	25	1	1	0	13	20	34	-	-	29	6	4	2	13	13	0	4	17	9	5
	7.4	6.6	7.6	8.6	2.6	2.4	0.8	8.4	8.9	7.4			8.2	5.1	8.5	11.9	14.0	7.5	0.3	8.5	11.4	9.5	2.7
			E	E				fG	FG								S	S			W	w	
3	73	19	54	47	7	6	6	27	34	73	-	-	47	24	4	5	22	29	12	4	34	22	13
	15.6	14.8	15.9	16.6	12.3	13.0	13.4	17.9	14.9	15.6			13.5	20.8	9.3	24.4	24.2	16.3	10.3	9.3	22.6	23.2	7.7
																	OS				TW	tW	
4	70	18	52	43	8	6	9	28	27	70	-	-	59	11	2	1	13	26	24	2	16	19	32
	15.0	14.4	15.2	15.2	14.9	13.5	21.4	18.2	11.9	15.0			16.9	9.5	5.5	7.7	14.6	14.6	20.2	5.5	10.6	20.6	18.7
							i						n					o	O			Tu	Tu
5-Very satisfied	198	64	134	106	29	25	21	57	96	198	-	-	156	42	7	7	30	79	66	7	47	30	110
	42.5	50.9	39.4	37.1	51.4	57.0	47.5	37.3	42.2	42.5			44.7	37.3	16.5	34.6	32.9	45.1	56.5	16.5	31.5	31.9	64.2
		CD			CD	HI											o	Oq	OQ		t	t	TUV
Don't know	9	2	7	6	1	-	2	5	2	9	-	-	5	3	3	1	1	2	2	3	1	2	2
	1.9	1.6	2.0	2.0	1.9		5.3	3.0	0.8	1.9			1.5	2.3	7.8	3.2	0.7	1.3	1.6	7.8	0.8	2.4	1.1
							i																
Mean	3.58	3.88	3.47	3.41	3.83	3.97	3.98	3.56	3.45	3.58	-	-	3.69	3.29	2.19	3.29	3.39	3.68	4.13	2.19	3.16	3.51	4.35
Standard Deviation	1.53	1.42	1.56	1.56	1.52	1.45	1.35	1.46	1.61	1.53	-	-	1.49	1.62	1.60	1.56	1.43	1.49	1.30	1.60	1.55	1.37	1.11
Standard Error	0.09	0.11	0.11	0.13	0.15	0.16	0.16	0.15	0.14	0.09			0.10	0.18	0.30	0.44	0.18	0.13	0.14	0.30	0.15	0.17	0.10

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S3E. How would you rate your level of disagreement or agreement with the statement ... When installing CFLs it makes sense
BASE: Purchased CFLs and were asked this question

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	471	120	351	281	70	45	42	152	232	471	-	-	358	107	43	17	95	197	96	43	149	101	171
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	19	9	10	8	2	2	2	5	9	19	-	-	16	2	1	1	6	4	3	1	6	4	7
Total answering	452	111	341	273	68	42	40	147	223	452	-	-	342	105	42	16	89	193	93	42	143	97	165
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	45	16	29	23	7	5	8	21	12	45	-	-	23	21	19	0	9	11	4	19	15	5	5
	10.0	14.1	8.6	8.3	10.1	11.7	19.6	14.1	5.2	10.0			6.7	20.4	45.3	2.2	9.7	5.9	4.4	45.3	10.2	5.2	2.9
							I	I						M	PQRS					UVW	W		
2	17	2	15	13	2	2	1	8	6	17	-	-	14	3	0	0	5	11	-	0	12	3	2
	3.8	1.8	4.4	4.8	2.7	4.8	2.4	5.1	2.9	3.8			4.2	2.5	0.9	2.2	5.7	5.8		0.9	8.2	2.8	1.4
																		o			TW		
3	59	10	49	43	5	3	2	17	36	59	-	-	44	11	8	4	17	21	8	8	30	13	6
	12.9	8.8	14.3	15.9	8.0	8.0	5.5	11.7	16.0	12.9			12.9	10.1	19.0	23.3	19.5	10.7	8.7	19.0	21.4	13.7	3.7
			be	bE					fG								s			W	W	W	
4	71	13	58	49	9	6	4	26	34	71	-	-	55	16	5	5	19	30	8	5	27	22	17
	15.6	11.4	17.0	17.9	13.3	14.6	10.6	17.7	15.4	15.6			16.0	15.1	12.8	32.3	21.8	15.5	9.1	12.8	19.1	22.3	10.1
																	S				w	W	
5-Very satisfied	261	71	190	145	45	26	25	76	135	261	-	-	206	55	9	6	39	120	72	9	59	54	135
	57.7	63.9	55.6	53.1	65.9	60.9	61.8	51.4	60.5	57.7			60.2	52.0	22.0	39.9	43.3	62.1	77.8	22.0	41.1	56.0	81.9
		d			cD												O	OQ	OPQR		T	Tu	TUV
Mean	4.07	4.09	4.07	4.03	4.22	4.08	3.93	3.87	4.23	4.07	-	-	4.19	3.76	2.65	4.05	3.83	4.22	4.56	2.65	3.73	4.21	4.67
Standard Deviation	1.32	1.44	1.29	1.28	1.32	1.41	1.61	1.45	1.14	1.32	-	-	1.21	1.59	1.67	0.99	1.31	1.20	0.98	1.67	1.35	1.12	0.86
Standard Error	0.07	0.12	0.09	0.11	0.12	0.15	0.19	0.15	0.10	0.07			0.08	0.18	0.30	0.30	0.16	0.10	0.12	0.30	0.13	0.14	0.08

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S3E. How would you rate your level of disagreement or agreement with the statement ...When installing CFLs it makes sense
BASE: Purchased CFLs and were asked this question

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	471	120	351	281	70	45	42	152	232	471	-	-	358	107	43	17	95	197	96	43	149	101	171
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	45	16	29	23	7	5	8	21	12	45	-	-	23	21	19	0	9	11	4	19	15	5	5
	9.6	13.1	8.4	8.1	9.8	11.1	18.6	13.6	5.0	9.6			6.4	20.0	44.4	2.1	9.1	5.7	4.2	44.4	9.8	5.0	2.8
							I	I						M	PQRS					UVW	W		
2	17	2	15	13	2	2	1	8	6	17	-	-	14	3	0	0	5	11	-	0	12	3	2
	3.6	1.7	4.3	4.7	2.6	4.6	2.3	5.0	2.8	3.6			4.0	2.4	0.8	2.1	5.4	5.7		0.8	7.9	2.7	1.3
																		o			TW		
3	59	10	49	43	5	3	2	17	36	59	-	-	44	11	8	4	17	21	8	8	30	13	6
	12.4	8.1	13.9	15.4	7.8	7.6	5.2	11.3	15.4	12.4			12.3	9.9	18.6	22.2	18.2	10.5	8.4	18.6	20.5	13.2	3.6
			be	BE					fG								s			W	W	W	
4	71	13	58	49	9	6	4	26	34	71	-	-	55	16	5	5	19	30	8	5	27	22	17
	15.0	10.5	16.5	17.4	12.9	13.8	10.1	17.1	14.8	15.0			15.3	14.8	12.6	30.7	20.4	15.2	8.8	12.6	18.3	21.4	9.7
			b	b													S				w	W	
5-Very satisfied	261	71	190	145	45	26	25	76	135	261	-	-	206	55	9	6	39	120	72	9	59	54	135
	55.4	59.2	54.1	51.7	63.8	57.8	58.6	49.6	58.2	55.4			57.6	51.0	21.6	37.9	40.4	60.9	75.0	21.6	39.4	53.8	78.8
					cD												O	OQ	OPQR		T	Tu	TUV
Don't know	18	9	9	8	1	2	2	5	9	18	-	-	15	2	1	1	6	4	3	1	6	4	6
	3.8	7.4	2.6	2.7	2.1	4.3	4.4	3.4	3.8	3.8			4.2	1.9	2.0	4.9	6.2	2.0	3.2	2.0	3.9	3.9	3.6
		CdE																					
Refused	1	-	1	-	1	0	0	-	-	1	-	-	1	-	-	-	0	-	0	-	0	-	0
	0.2		0.2		1.0	0.8	0.9			0.2			0.2				0.4		0.4		0.2		0.2
Mean	4.07	4.09	4.07	4.03	4.22	4.08	3.93	3.87	4.23	4.07	-	-	4.19	3.76	2.65	4.05	3.83	4.22	4.56	2.65	3.73	4.21	4.67

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S3E. How would you rate your level of disagreement or agreement with the statement ...When installing CFLs it makes sense
BASE: Purchased CFLs and were asked this question

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Standard Deviation	1.32	1.44	1.29	1.28	1.32	1.41	1.61	1.45	1.14	1.32	-	-	1.21	1.59	1.67	0.99	1.31	1.20	0.98	1.67	1.35	1.12	0.86
Standard Error	0.07	0.12	0.09	0.11	0.12	0.15	0.19	0.15	0.10	0.07			0.08	0.18	0.30	0.30	0.16	0.10	0.12	0.30	0.13	0.14	0.08

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
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Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S4. In general, what are the best features of CFLs?
BASE: Purchased CFLs

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	753	204	549	441	108	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	71	21	50	38	13	12	8	26	25	71	-	-	40	30	27	3	14	18	6	27	22	11	11
Total answering	681	183	499	403	95	64	64	216	337	681	-	-	516	158	43	26	127	280	172	43	216	144	264
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Lasts longer before burning out	343	110	233	185	48	34	32	114	163	343	-	-	264	78	17	17	77	127	89	17	105	63	146
	50.4	60.2	46.8	45.8	50.8	53.2	50.5	52.7	48.3	50.4			51.1	49.3	39.9	66.9	60.5	45.1	51.6	39.9	48.7	43.6	55.5
		CDe														or	OR						V
Saves money/Reduces electricity bill	223	54	169	134	35	17	21	69	116	223	-	-	168	52	12	11	32	94	64	12	55	50	104
	32.7	29.6	33.9	33.2	36.8	26.0	33.2	32.0	34.4	32.7			32.6	32.8	28.8	41.4	24.9	33.4	37.3	28.8	25.7	34.6	39.5
																			Q				U
Saves/conserves energy/ electricity	310	75	235	200	35	22	29	99	159	310	-	-	245	63	21	6	46	138	83	21	95	68	123
	45.5	41.2	47.1	49.5	36.7	34.7	46.1	46.0	47.1	45.5			47.4	39.7	49.6	22.8	36.0	49.3	48.5	49.6	44.0	47.2	46.5
			E	bE			f	f	F						P			PQ	Pq				
Resource conservation benefits/better for environment/green	98	18	80	68	12	5	6	31	56	98	-	-	75	20	2	3	17	46	27	2	29	20	45
	14.4	9.7	16.1	16.8	12.9	7.4	8.8	14.4	16.7	14.4			14.6	12.8	5.8	10.7	13.0	16.4	15.8	5.8	13.6	14.2	16.9
			B	B				f	FG									O	o				T
It works better/Higher quality	67	21	46	36	10	7	8	16	36	67	-	-	49	17	1	4	15	30	16	1	23	15	28
	9.9	11.5	9.3	8.9	11.0	11.4	11.8	7.6	10.7	9.9			9.5	10.9	2.8	17.2	11.5	10.6	9.4	2.8	10.7	10.1	10.7
																	o	O	o		T	t	T
Other	48	12	36	30	6	5	4	18	21	48	-	-	29	19	3	1	10	22	9	3	16	9	18
	7.1	6.6	7.3	7.5	6.4	8.0	6.6	8.5	6.1	7.1			5.7	11.9	7.4	4.7	7.8	7.9	5.0	7.4	7.6	6.4	6.9
														m									

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S4. In general, what are the best features of CFLs?
BASE: Purchased CFLs

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	753	204	549	441	108	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Lasts longer before burning out	343	110	233	185	48	34	32	114	163	343	-	-	264	78	17	17	77	127	89	17	105	63	146
	45.6	54.0	42.5	41.9	44.9	44.9	44.7	46.9	45.0	45.6			47.5	41.5	24.6	60.7	54.5	42.4	49.9	24.6	44.2	40.5	53.3
		CDE														O	OR	O	O		T	T	TuV
Saves money/Reduces electricity bill	223	54	169	134	35	17	21	69	116	223	-	-	168	52	12	11	32	94	64	12	55	50	104
	29.6	26.6	30.8	30.3	32.5	21.9	29.4	28.6	32.0	29.6			30.3	27.6	17.7	37.5	22.4	31.4	36.1	17.7	23.3	32.2	37.9
									F									Oq	OQ			T	TU
Saves/conserves energy/ electricity	310	75	235	200	35	22	29	99	159	310	-	-	245	63	21	6	46	138	83	21	95	68	123
	41.2	36.9	42.8	45.3	32.4	29.3	40.8	41.0	43.9	41.2			44.0	33.4	30.6	20.6	32.4	46.3	46.9	30.6	39.9	43.8	44.6
			E	bE			F	F	F				N					OPQ	OPQ			t	t
Resource conservation benefits/better for environment/green	98	18	80	68	12	5	6	31	56	98	-	-	75	20	2	3	17	46	27	2	29	20	45
	13.0	8.7	14.6	15.4	11.4	6.2	7.8	12.9	15.5	13.0			13.6	10.7	3.6	9.7	11.7	15.4	15.2	3.6	12.3	13.2	16.2
			B	B				F	FG								O	O	O		T	T	T
It works better/Higher quality	67	21	46	36	10	7	8	16	36	67	-	-	49	17	1	4	15	30	16	1	23	15	28
	8.9	10.3	8.4	8.1	9.7	9.6	10.4	6.7	10.0	8.9			8.8	9.1	1.7	15.6	10.4	9.9	9.1	1.7	9.7	9.4	10.3
																	O	O	O		T	T	T
Other	48	12	36	30	6	5	4	18	21	48	-	-	29	19	3	1	10	22	9	3	16	9	18
	6.4	5.9	6.6	6.8	5.7	6.8	5.9	7.6	5.7	6.4			5.3	10.0	4.6	4.3	7.0	7.4	4.8	4.6	6.9	5.9	6.6
														m									
Don't know	63	17	46	34	12	11	7	22	23	63	-	-	34	27	22	3	13	15	6	22	21	11	9
	8.3	8.2	8.3	7.7	11.0	14.2	9.4	9.1	6.4	8.3			6.1	14.3	31.3	9.3	9.1	5.1	3.3	31.3	8.7	7.1	3.1
						I								M	PQRS		s			UVW	W		

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S4. In general, what are the best features of CFLs?
BASE: Purchased CFLs

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Refused	9	4	4	4	1	1	2	4	2	9	-	-	6	3	5	-	1	3	-	5	1	-	3
	1.2	2.1	0.8	0.9	0.7	1.3	2.2	1.8	0.5	1.2			1.1	1.5	7.0 qr		0.8	0.9		7.0 uw	0.5		1.0

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
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Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S5. In general, what are the worst features of CFLs?
BASE: Purchased CFLs

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	753	204	549	441	108	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	90	34	56	38	18	13	8	29	40	90	-	-	65	23	7	4	16	46	10	7	31	13	38
Total answering	663	169	493	403	90	63	64	214	322	663	-	-	491	166	64	24	126	252	168	64	207	143	237
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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/Too expensive	104	26	78	60	18	14	8	38	45	104	-	-	71	31	10	9	20	37	23	10	41	20	30
	15.6	15.1	15.8	15.0	19.7	21.8	11.8	17.6	13.9	15.6			14.5	19.0	15.4	38.0	16.0	14.5	13.5	15.4	19.7	14.1	12.5
						Gi										oqrS					w		
Too bright	28	6	22	19	4	2	3	12	11	28	-	-	18	8	3	-	3	16	5	3	12	6	7
	4.2	3.3	4.6	4.7	4.0	3.1	5.1	5.7	3.3	4.2			3.7	4.8	4.7		2.8	6.4	2.8	4.7	5.6	4.3	2.8
Not bright enough	163	38	125	100	25	16	20	52	74	163	-	-	113	50	21	7	36	64	27	21	58	36	42
	24.6	22.2	25.4	24.8	28.1	25.2	31.6	24.5	23.1	24.6			23.1	30.0	33.7	30.9	28.5	25.4	15.9	33.7	27.9	25.4	17.9
															S		S	S		W	W		
Color of light	78	12	66	58	8	6	2	30	41	78	-	-	58	20	17	-	17	28	15	17	31	15	14
	11.8	7.1	13.4	14.5	8.4	9.0	3.0	13.8	12.7	11.8			11.9	12.0	27.5		13.8	11.1	9.2	27.5	14.7	10.8	5.9
			Be	Be		G		G	G						qRS					uVW	W		
How they fit in fixtures	57	17	41	36	5	7	3	22	25	57	-	-	40	18	2	2	17	17	17	2	19	16	20
	8.7	9.8	8.3	8.9	5.6	11.7	5.5	10.2	7.7	8.7			8.1	10.6	3.5	7.6	13.4	6.6	10.4	3.5	9.0	11.5	8.6
						g											Or		o			t	
How they look in fixtures	89	25	64	53	11	9	9	26	46	89	-	-	69	20	13	1	27	29	17	13	25	14	35
	13.4	15.1	12.9	13.1	12.0	13.6	14.1	11.9	14.3	13.4			14.0	12.3	20.4	3.0	21.4	11.3	10.0	20.4	12.1	9.6	15.0
															P		PRS	p					

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
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Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S5. In general, what are the worst features of CFLs?
BASE: Purchased CFLs

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Mercury/Hazardous contents	103	18	85	72	13	8	8	29	58	103	-	-	82	20	15	4	12	33	34	15	32	13	42
	15.5	10.9	17.2	17.8	14.5	12.3	12.4	13.5	18.1	15.5			16.8	11.9	23.4	15.9	9.7	13.2	20.4	23.4	15.6	9.3	17.7
			B	B											q				Q	V			V
Take too long to light up	152	36	116	102	14	13	18	49	72	152	-	-	121	30	15	1	22	62	45	15	50	30	56
	22.9	21.1	23.5	25.2	15.6	20.2	27.7	22.8	22.5	22.9			24.8	17.8	23.2	4.5	17.6	24.6	27.0	23.2	24.3	21.3	23.7
			E	E									n		P		P	P	Pq				
Don't last long enough	46	11	36	30	5	4	4	13	25	46	-	-	31	14	10	4	4	15	12	10	13	12	10
	7.0	6.2	7.2	7.5	6.0	5.6	7.0	5.9	7.9	7.0			6.3	8.2	15.3	15.9	3.3	5.9	7.0	15.3	6.3	8.4	4.4
															Qr					w			
Disposal is difficult	79	14	65	57	9	5	7	28	40	79	-	-	63	16	7	1	14	30	27	7	16	22	34
	12.0	8.4	13.2	14.0	9.6	7.5	11.2	13.0	12.4	12.0			12.8	9.7	11.0	3.5	11.3	12.1	16.1	11.0	7.9	15.5	14.4
			b	b														p	P			u	u
Other	79	20	59	49	10	7	7	28	37	79	-	-	54	25	9	2	13	37	19	9	27	17	26
	11.9	12.0	11.9	12.1	10.8	10.6	10.3	13.3	11.6	11.9			11.0	15.0	13.5	6.6	10.3	14.6	11.0	13.5	13.2	11.8	11.1

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
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S5. In general, what are the worst features of CFLs?
BASE: Purchased CFLs

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	753	204	549	441	108	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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/Too expensive	104	26	78	60	18	14	8	38	45	104	-	-	71	31	10	9	20	37	23	10	41	20	30
	13.8	12.6	14.2	13.7	16.4	18.1	10.4	15.5	12.4	13.8			12.8	16.7	13.9	32.1	14.2	12.3	12.7	13.9	17.2	13.0	10.7
						g										rs					w		
Too bright	28	6	22	19	4	2	3	12	11	28	-	-	18	8	3	-	3	16	5	3	12	6	7
	3.7	2.7	4.1	4.3	3.3	2.6	4.5	5.0	2.9	3.7			3.3	4.3	4.2		2.5	5.4	2.7	4.2	4.9	4.0	2.4
Not bright enough	163	38	125	100	25	16	20	52	74	163	-	-	113	50	21	7	36	64	27	21	58	36	42
	21.6	18.4	22.8	22.6	23.4	21.0	27.9	21.6	20.5	21.6			20.4	26.4	30.6	26.1	25.3	21.4	15.0	30.6	24.3	23.3	15.4
															S		s			W	W	w	
Color of light	78	12	66	58	8	6	2	30	41	78	-	-	58	20	17	-	17	28	15	17	31	15	14
	10.4	5.9	12.0	13.2	7.0	7.5	2.7	12.2	11.3	10.4			10.5	10.6	24.9		12.3	9.3	8.7	24.9	12.8	9.9	5.1
			BE	BE		g		G	G						qRS					uVW	W		
How they fit in fixtures	57	17	41	36	5	7	3	22	25	57	-	-	40	18	2	2	17	17	17	2	19	16	20
	7.6	8.2	7.4	8.1	4.7	9.8	4.8	9.0	6.9	7.6			7.2	9.3	3.2	6.4	12.0	5.6	9.8	3.2	7.8	10.6	7.4
																	Or		o			t	
How they look in fixtures	89	25	64	53	11	9	9	26	46	89	-	-	69	20	13	1	27	29	17	13	25	14	35
	11.8	12.5	11.6	12.0	10.0	11.4	12.4	10.5	12.7	11.8			12.4	10.8	18.5	2.6	19.1	9.6	9.4	18.5	10.5	8.8	12.9
															P		PRS	p					
Mercury/Hazardous contents	103	18	85	72	13	8	8	29	58	103	-	-	82	20	15	4	12	33	34	15	32	13	42
	13.7	9.0	15.4	16.2	12.0	10.2	10.9	11.9	16.1	13.7			14.8	10.5	21.2	13.4	8.7	11.2	19.2	21.2	13.6	8.5	15.2
			B	B					f						Q				QR	V			v
Take too long to light up	152	36	116	102	14	13	18	49	72	152	-	-	121	30	15	1	22	62	45	15	50	30	56
	20.1	17.5	21.1	23.1	13.0	16.9	24.5	20.1	20.0	20.1			21.9	15.7	21.0	3.8	15.6	20.8	25.5	21.0	21.1	19.6	20.4
			E	E									n		P		P	P	Pq				

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
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S5. In general, what are the worst features of CFLs?
BASE: Purchased CFLs

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Don't last long enough	46	11	36	30	5	4	4	13	25	46	-	-	31	14	10	4	4	15	12	10	13	12	10
	6.1	5.2	6.5	6.8	5.0	4.7	6.2	5.2	7.0	6.1			5.5	7.2	13.9	13.4	2.9	5.0	6.6	13.9	5.5	7.7	3.7
															Qr					W			
Disposal is difficult	79	14	65	57	9	5	7	28	40	79	-	-	63	16	7	1	14	30	27	7	16	22	34
	10.6	7.0	11.9	12.8	8.0	6.2	9.9	11.5	11.0	10.6			11.3	8.5	10.0	3.0	10.1	10.2	15.2	10.0	6.9	14.3	12.4
			B	Be					f										P			u	u
Other	79	20	59	49	10	7	7	28	37	79	-	-	54	25	9	2	13	37	19	9	27	17	26
	10.5	10.0	10.7	11.1	9.0	8.8	9.1	11.7	10.3	10.5			9.7	13.2	12.2	5.5	9.2	12.3	10.4	12.2	11.5	10.8	9.6
Don't know	82	32	50	32	18	11	8	23	40	82	-	-	59	21	7	4	16	44	8	7	28	13	33
	10.9	15.7	9.1	7.3	16.4	14.3	11.7	9.5	10.9	10.9			10.6	11.0	9.4	15.6	11.0	14.7	4.7	9.4	11.7	8.2	11.9
		CD			CD												s	S					
Refused	8	2	6	6	0	2	-	6	1	8	-	-	6	2	-	-	-	3	2	-	3	-	6
	1.1	1.1	1.1	1.3	0.3	2.4		2.3	0.2	1.1			1.2	1.0				0.9	1.0		1.1		2.0
						i		i															

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S6. Does the way you use a particular light fixture affect whether you'd use a CFL in that fixture?
BASE: Purchased CFLs

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	753	204	549	441	108	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	19	7	12	9	2	1	4	9	4	19	-	-	8	10	5	0	4	5	1	5	7	2	3
Total answering	734	197	538	432	106	74	68	234	358	734	-	-	548	178	65	28	137	294	177	65	231	153	272
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	323	78	246	205	40	29	28	119	147	323	-	-	238	82	39	13	66	131	60	39	124	78	77
	44.0	39.5	45.7	47.6	37.9	39.7	40.2	50.9	41.1	44.0			43.4	46.0	59.5	48.3	48.0	44.7	33.9	59.5	53.7	50.6	28.4
			e	bE				fgi							rS		S	S		W	W	W	
No	411	119	292	226	66	45	41	115	211	411	-	-	310	96	26	14	71	162	117	26	107	76	194
	56.0	60.5	54.3	52.4	62.1	60.3	59.8	49.1	58.9	56.0			56.6	54.0	40.5	51.7	52.0	55.3	66.1	40.5	46.3	49.4	71.6
		d			cD	h	h		h									o	OQR				TUV

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S6. Does the way you use a particular light fixture affect whether you'd use a CFL in that fixture?
BASE: Purchased CFLs

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	753	204	549	441	108	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	323	78	246	205	40	29	28	119	147	323	-	-	238	82	39	13	66	131	60	39	124	78	77
	42.9	38.1	44.7	46.6	37.1	39.0	38.0	49.0	40.7	42.9			42.8	43.5	55.1	47.7	46.6	44.0	33.6	55.1	52.2	50.0	28.1
			be	bE				fg							S		S	s		W	W	W	
No	411	119	292	226	66	45	41	115	211	411	-	-	310	96	26	14	71	162	117	26	107	76	194
	54.6	58.4	53.2	51.3	60.9	59.3	56.6	47.2	58.2	54.6			55.8	51.0	37.4	51.1	50.5	54.4	65.6	37.4	45.0	48.8	70.7
					cD	H			H									O	OQR				TUV
Don't know	19	7	12	9	2	1	4	9	4	19	-	-	8	10	5	0	4	5	1	5	7	2	3
	2.5	3.4	2.1	2.1	2.0	1.8	5.4	3.8	1.2	2.5			1.4	5.4	7.4	1.3	2.9	1.6	0.8	7.4	2.8	1.3	1.2
							I							M	s					w			

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S6A. For which purposes do you prefer not to use CFLs?
BASE: The way you use a fixture affect whether you use CFL

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	323	78	246	205	40	29	28	119	147	323	-	-	238	82	39	13	66	131	60	39	124	78	77
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	36	10	26	21	5	3	3	8	21	36	-	-	30	5	3	2	3	18	7	3	6	13	13
Total answering	288	68	220	185	35	26	25	111	126	288	-	-	208	77	36	12	63	114	52	36	118	65	64
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Reading	179	43	136	113	23	15	16	70	78	179	-	-	133	44	25	8	46	68	27	25	68	49	34
	62.3	63.7	61.8	61.2	65.0	58.9	62.4	63.6	61.8	62.3			63.9	57.4	70.1	73.2	72.5	59.8	51.1	70.1	58.0	76.0	53.0
																	S					UW	
Sewing/close work	33	8	25	21	5	4	3	11	16	33	-	-	15	18	6	4	4	15	2	6	10	8	9
	11.6	11.6	11.6	11.2	13.4	13.9	10.3	10.0	12.7	11.6			7.2	23.6	18.2	32.7	6.3	13.2	4.1	18.2	8.8	11.9	13.6
														M		s		s					
Recessed can lighting	18	4	15	13	1	1	1	6	9	18	-	-	10	8	9	-	4	2	4	9	6	1	3
	6.4	5.5	6.7	7.1	4.1	5.1	5.8	5.9	7.2	6.4			5.0	10.2	25.2		6.0	1.7	7.0	25.2	4.8	1.3	4.4
															QRs					UVW			
Bedroom	22	3	19	17	2	1	-	4	17	22	-	-	11	11	6	5	9	-	2	6	14	2	-
	7.7	4.6	8.7	9.2	6.2	5.1		3.2	13.8	7.7			5.2	14.7	18.2	40.0	14.7		3.6	18.2	11.5	3.5	
									fH					m	s	S	s			v	v		
Bathroom	53	14	39	34	5	4	3	17	29	53	-	-	31	22	11	6	15	12	9	11	21	14	7
	18.5	20.2	17.9	18.4	15.5	17.2	10.2	15.4	23.0	18.5			14.9	27.9	31.6	48.4	22.9	10.3	17.1	31.6	17.6	21.4	11.0
									g					m	R	Rs	r			w			
Living room	25	4	21	21	1	-	1	3	21	25	-	-	15	10	6	4	5	7	3	6	17	1	-
	8.8	5.8	9.8	11.2	2.1		5.8	2.5	16.9	8.8			7.3	13.2	18.2	32.7	8.4	6.3	5.2	18.2	14.8	2.2	
			E	E					GH											v	V		

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S6A. For which purposes do you prefer not to use CFLs?
BASE: The way you use a fixture affect whether you use CFL

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Kitchen	46	4	42	38	4	2	1	10	32	46	-	-	27	19	7	4	6	25	3	7	26	9	4
	15.9	5.5	19.1	20.4	12.4	8.8	4.3	9.0	25.8	15.9			12.9	24.5	20.2	38.0	10.0	21.9	5.6	20.2	22.1	13.5	5.7
			B	B					FGH					m		s		qS			W		
Other	86	18	68	60	8	8	8	30	41	86	-	-	64	22	15	2	11	35	19	15	32	8	28
	30.0	26.5	31.1	32.7	22.6	30.0	33.7	26.7	32.2	30.0			30.9	28.4	42.8	16.4	16.9	30.6	37.2	42.8	27.4	11.9	44.2
															Q			q	Q	V	V		uV

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S6A. For which purposes do you prefer not to use CFLs?
BASE: The way you use a fixture affect whether you use CFL

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	323	78	246	205	40	29	28	119	147	323	-	-	238	82	39	13	66	131	60	39	124	78	77
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Reading	179	43	136	113	23	15	16	70	78	179	-	-	133	44	25	8	46	68	27	25	68	49	34
	55.4	55.7	55.3	55.0	56.8	52.4	56.4	59.2	52.8	55.4			55.9	54.0	64.9	62.9	69.6	51.8	44.8	64.9	55.1	63.5	44.2
															s		RS			w		W	
Sewing/close work	33	8	25	21	5	4	3	11	16	33	-	-	15	18	6	4	4	15	2	6	10	8	9
	10.3	10.1	10.4	10.1	11.7	12.3	9.3	9.3	10.9	10.3			6.3	22.2	16.8	28.1	6.1	11.4	3.6	16.8	8.3	9.9	11.3
														M	s			s					
Recessed can lighting	18	4	15	13	1	1	1	6	9	18	-	-	10	8	9	-	4	2	4	9	6	1	3
	5.7	4.8	6.0	6.4	3.6	4.5	5.3	5.5	6.2	5.7			4.4	9.6	23.3		5.8	1.4	6.2	23.3	4.6	1.1	3.7
															QRs					UVW			
Bedroom	22	3	19	17	2	1	-	4	17	22	-	-	11	11	6	5	9	-	2	6	14	2	-
	6.9	4.0	7.8	8.3	5.4	4.5		3.0	11.8	6.9			4.6	13.8	16.8	34.4	14.1		3.2	16.8	10.9	2.9	
									fH					m	s	s	s			v	v		
Bathroom	53	14	39	34	5	4	3	17	29	53	-	-	31	22	11	6	15	12	9	11	21	14	7
	16.4	17.7	16.0	16.5	13.5	15.3	9.2	14.3	19.7	16.4			13.0	26.3	29.2	41.6	22.0	9.0	15.0	29.2	16.8	17.9	9.2
									g					M	R	r	r			W			
Living room	25	4	21	21	1	-	1	3	21	25	-	-	15	10	6	4	5	7	3	6	17	1	-
	7.9	5.1	8.7	10.1	1.8		5.3	2.3	14.4	7.9			6.4	12.4	16.8	28.1	8.1	5.4	4.6	16.8	14.1	1.9	
			E	E					gH											V	V		
Kitchen	46	4	42	38	4	2	1	10	32	46	-	-	27	19	7	4	6	25	3	7	26	9	4
	14.2	4.8	17.1	18.3	10.8	7.8	3.9	8.4	22.0	14.2			11.3	23.0	18.7	32.7	9.6	19.0	5.0	18.7	21.0	11.2	4.8
			B	B					FGH					m	s	s		S		w	W		

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
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Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S6A. For which purposes do you prefer not to use CFLs?
BASE: The way you use a fixture affect whether you use CFL

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Other	86	18	68	60	8	8	8	30	41	86	-	-	64	22	15	2	11	35	19	15	32	8	28
	26.7	23.2	27.8	29.4	19.8	26.6	30.4	24.8	27.5	26.7			27.0	26.7	39.6	14.1	16.2	26.5	32.6	39.6	26.0	9.9	36.9
															pQ				q	V	V		V
Don't know	34	8	26	21	5	3	2	8	21	34	-	-	28	5	3	2	2	17	7	3	5	12	13
	10.6	10.7	10.5	10.1	12.6	11.1	7.4	6.9	14.0	10.6			12.0	6.0	7.5	14.1	3.1	12.7	12.3	7.5	4.3	15.7	16.6
																		Q	q			U	U
Refused	1	1	-	-	-	-	1	-	1	1	-	-	1	-	-	-	1	1	-	-	1	1	-
	0.4	1.9					2.2		0.6	0.4			0.6				0.9	0.6			0.7	0.8	

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
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Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S6B1. Why do you prefer not to use CFLs for reading?
BASE: Would not use CFLs for reading

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	179	43	136	113	23	15	16	70	78	179	-	-	133	44	25	8	46	68	27	25	68	49	34
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	3	1	3	2	1	-	-	1	3	3	-	-	2	2	1	-	-	-	3	1	-	-	3
Total answering	176	42	133	111	22	15	16	70	75	176	-	-	131	43	24	8	46	68	24	24	68	49	31
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Too bright	17	4	12	11	1	1	1	10	4	17	-	-	13	2	2	-	4	6	3	2	8	1	4
	9.5	10.3	9.3	10.2	4.9	6.3	7.9	14.4	6.0	9.5			10.1	3.7	7.7		8.9	8.2	11.3	7.7	11.4	2.9	11.8
Not bright enough	115	26	89	72	17	11	10	40	53	115	-	-	81	34	13	8	28	48	16	13	47	32	22
	65.4	61.0	66.8	64.4	78.7	72.5	63.8	58.1	71.0	65.4			62.0	78.7	52.3	100.0	60.2	71.3	65.2	52.3	68.8	65.4	71.4
					b									m		OQRS							
Color of light	39	7	32	28	4	2	2	16	18	39	-	-	32	7	10	-	7	15	7	10	6	16	8
	22.1	15.6	24.2	25.4	18.0	13.3	14.1	23.6	24.2	22.1			24.2	16.6	40.0		16.0	21.8	29.2	40.0	8.3	32.0	24.6
															q					U		U	u
How they fit in fixtures	8	1	8	8	-	-	1	4	4	8	-	-	6	2	4	-	2	-	2	4	-	2	2
	4.6	1.4	5.7	6.8			3.9	5.4	5.0	4.6			4.8	4.4	15.5		4.1		10.4	15.5		3.8	8.0
How they look in fixtures	1	1	-	-	-	-	1	-	-	1	-	-	1	-	-	-	1	-	-	-	1	-	-
	0.3	1.4					3.9			0.3			0.5				1.3				0.9		
Other	22	8	14	13	1	2	2	11	7	22	-	-	19	3	1	-	11	7	4	1	15	3	3
	12.7	19.1	10.7	11.9	4.9	12.6	14.1	15.6	9.8	12.7			14.6	7.6	2.5		23.1	10.1	15.4	2.5	22.4	6.2	10.6
		E															O				TV		

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S6B1. Why do you prefer not to use CFLs for reading?
BASE: Would not use CFLs for reading

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	179	43	136	113	23	15	16	70	78	179	-	-	133	44	25	8	46	68	27	25	68	49	34
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Too bright	17	4	12	11	1	1	1	10	4	17	-	-	13	2	2	-	4	6	3	2	8	1	4
	9.3	10.1	9.1	10.0	4.8	6.3	7.9	14.3	5.8	9.3			10.0	3.6	7.5		8.9	8.2	10.2	7.5	11.4	2.9	10.8
Not bright enough	115	26	89	72	17	11	10	40	53	115	-	-	81	34	13	8	28	48	16	13	47	32	22
	64.1	59.8	65.5	63.3	76.2	72.5	63.8	57.4	68.6	64.1			61.1	75.9	50.8	100.0	60.2	71.3	58.6	50.8	68.8	65.4	65.7
					b											OQRS							
Color of light	39	7	32	28	4	2	2	16	18	39	-	-	32	7	10	-	7	15	7	10	6	16	8
	21.7	15.3	23.7	25.0	17.5	13.3	14.1	23.3	23.4	21.7			23.9	16.0	38.8		16.0	21.8	26.2	38.8	8.3	32.0	22.6
															q					U		U	
How they fit in fixtures	8	1	8	8	-	-	1	4	4	8	-	-	6	2	4	-	2	-	2	4	-	2	2
	4.5	1.4	5.5	6.7			3.9	5.3	4.9	4.5			4.7	4.3	15.0		4.1		9.3	15.0		3.8	7.3
How they look in fixtures	1	1	-	-	-	-	1	-	-	1	-	-	1	-	-	-	1	-	-	-	1	-	-
	0.3	1.4					3.9			0.3			0.5				1.3				0.9		
Other	22	8	14	13	1	2	2	11	7	22	-	-	19	3	1	-	11	7	4	1	15	3	3
	12.5	18.7	10.5	11.7	4.7	12.6	14.1	15.5	9.4	12.5			14.4	7.4	2.4		23.1	10.1	13.8	2.4	22.4	6.2	9.8
		E															O				TV		
Don't know	3	1	3	2	1	-	-	1	3	3	-	-	2	2	1	-	-	-	3	1	-	-	3
	1.9	1.9	1.9	1.7	3.2			1.2	3.4	1.9			1.4	3.5	2.9				10.2	2.9			8.0

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S6B2. Why do you prefer not to use CFLs for sewing/close work?
BASE: Would not use CFLs for sewing/close work

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	33	8	25	21	5	4	3	11	16	33	-	-	15	18	6	4	4	15	2	6	10	8	9
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	0	-	0	-	0	0	-	-	-	0	-	-	-	0	-	-	0	-	-	-	0	-	-
Total answering	33	8	25	21	4	3	3	11	16	33	-	-	15	18	6	4	4	15	2	6	10	8	9
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Too bright	1	1	-	-	-	1	1	-	-	1	-	-	1	-	-	-	-	1	-	-	-	1	1
	3.7	15.6				18.7	23.9			3.7			8.1					8.2				7.9	7.0
Not bright enough	27	6	21	17	4	3	2	9	13	27	-	-	13	14	4	4	4	12	2	4	10	5	8
	82.3	73.8	85.0	81.8	100.0 b	81.3	76.1	83.0	83.0	82.3			86.3	78.9	58.1	100.0	100.0	83.3	71.8	58.1	100.0	67.6	93.0
Color of light	4	1	2	2	0	0	1	-	3	4	-	-	1	2	3	-	-	0	1	3	-	0	1
	11.2	18.4	9.0	9.1	8.3	11.0	23.9		17.0	11.2			9.6	12.6	41.9			2.4	28.2	41.9		4.7	7.0
How they fit in fixtures	2	-	2	2	-	-	-	-	2	2	-	-	-	2	2	-	-	-	-	2	-	-	-
	5.7		7.5	9.1					11.8	5.7				10.6	29.0					29.0			
Other	2	-	2	2	-	-	-	2	-	2	-	-	-	2	-	-	-	2	-	-	-	2	-
	5.7		7.5	9.1				17.0		5.7				10.6				12.6				24.5	

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S6B2. Why do you prefer not to use CFLs for sewing/close work?
BASE: Would not use CFLs for sewing/close work

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	33	8	25	21	5	4	3	11	16	33	-	-	15	18	6	4	4	15	2	6	10	8	9
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Too bright	1	1	-	-	-	1	1	-	-	1	-	-	1	-	-	-	-	1	-	-	-	1	1
	3.7	15.6				16.8	23.9			3.7			8.1					8.2				7.9	7.0
Not bright enough	27	6	21	17	4	3	2	9	13	27	-	-	13	14	4	4	4	12	2	4	10	5	8
	81.4	73.8	83.8	81.8	92.3	73.3	76.1	83.0	83.0	81.4			86.3	77.3	58.1	100.0	91.0	83.3	71.8	58.1	96.5	67.6	93.0
Color of light	4	1	2	2	0	0	1	-	3	4	-	-	1	2	3	-	-	0	1	3	-	0	1
	11.1	18.4	8.8	9.1	7.7	9.9	23.9		17.0	11.1			9.6	12.3	41.9			2.4	28.2	41.9		4.7	7.0
How they fit in fixtures	2	-	2	2	-	-	-	-	2	2	-	-	-	2	2	-	-	-	-	2	-	-	-
	5.7		7.4	9.1					11.8	5.7				10.3	29.0					29.0			
Other	2	-	2	2	-	-	-	2	-	2	-	-	-	2	-	-	-	2	-	-	-	2	-
	5.7		7.4	9.1				17.0		5.7				10.3				12.6				24.5	
Don't know	0	-	0	-	0	0	-	-	-	0	-	-	-	0	-	-	0	-	-	-	0	-	-
	1.1		1.4		7.7	9.9				1.1				2.0			9.0				3.5		

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S6B3. Why do you prefer not to use CFLs for recessed can lighting?
BASE: Would not use CFLs for recessed can lighting

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	18	4	15	13	1	1	1	6	9	18	-	-	10	8	9	-	4	2	4	9	6	1	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	100.0	100.0	100.0	100.0
Don't know/Refused	1	-	1	-	1	1	-	-	-	1	-	-	0	0	-	-	0	-	0	-	0	-	0
Total answering	18	4	14	13	1	1	1	6	9	18	-	-	10	8	9	-	3	2	3	9	5	1	2
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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 bright enough	7	1	6	6	1	1	-	4	3	7	-	-	5	2	2	-	3	-	2	2	3	-	2
	39.6	16.4	45.8	42.9	100.0 BCD	100.0 I		58.1	28.7	39.6			50.5	25.0	27.8		75.7		56.5	27.8	49.0		75.5
Color of light	6	2	4	4	-	1	1	-	5	6	-	-	2	4	5	-	-	-	1	5	-	1	-
	34.3	61.2	27.1	28.6		100.0 I	57.8		50.6	34.3			22.6	50.0	58.1				25.1	58.1		100.0 t	
How they fit in fixtures	3	1	2	2	-	-	-	1	2	3	-	-	1	2	2	-	1	-	-	2	1	-	-
	15.4	22.4	13.5	14.3				12.9	20.7	15.4			8.3	25.0	21.0		24.3			21.0	15.7		
How they look in fixtures	2	-	2	2	-	-	-	-	2	2	-	-	-	2	2	-	-	-	-	2	-	-	-
	10.7		13.5	14.3					20.7	10.7				25.0	21.0					21.0			
Other	2	1	2	2	-	-	1	2	-	2	-	-	2	-	-	-	-	2	1	-	2	-	1
	14.1	16.4	13.5	14.3			42.2	29.0		14.1			24.7					100.0 S	18.3		35.3		24.5

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S6B3. Why do you prefer not to use CFLs for recessed can lighting?
BASE: Would not use CFLs for recessed can lighting

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	18	4	15	13	1	1	1	6	9	18	-	-	10	8	9	-	4	2	4	9	6	1	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	100.0	100.0	100.0	100.0
Not bright enough	7	1	6	6	1	1	-	4	3	7	-	-	5	2	2	-	3	-	2	2	3	-	2
	38.1	16.4	43.6	42.9	50.3	46.0		58.1	28.7	38.1			48.7	23.9	27.8		68.6		51.0	27.8	45.9		66.0
Color of light	6	2	4	4	-	1	1	-	5	6	-	-	2	4	5	-	-	-	1	5	-	1	-
	33.0	61.2	25.7	28.6		46.0	57.8		50.6	33.0			21.8	47.7	58.1				22.7	58.1		100.0 t	
How they fit in fixtures	3	1	2	2	-	-	-	1	2	3	-	-	1	2	2	-	1	-	-	2	1	-	-
	14.8	22.4	12.9	14.3				12.9	20.7	14.8			8.0	23.9	21.0		22.0			21.0	14.7		
How they look in fixtures	2	-	2	2	-	-	-	-	2	2	-	-	-	2	2	-	-	-	-	2	-	-	-
	10.3		12.9	14.3					20.7	10.3				23.9	21.0					21.0			
Other	2	1	2	2	-	-	1	2	-	2	-	-	2	-	-	-	-	2	1	-	2	-	1
	13.6	16.4	12.9	14.3			42.2	29.0		13.6			23.8					100.0 S	16.6		33.1		21.4
Don't know	1	-	1	-	1	1	-	-	-	1	-	-	0	0	-	-	0	-	0	-	0	-	0
	3.9		4.9		49.7	54.0				3.9			3.4	4.6			9.4		9.7		6.3		12.6

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S6B4. Why do you prefer not to use CFLs for bedroom?
BASE: Would not use CFLs for bedroom

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	22	3	19	17	2	1	-	4	17	22	-	-	11	11	6	5	9	-	2	6	14	2	-
	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	
Don't know/Refused	0	-	0	-	0	0	-	-	-	0	-	-	-	0	-	-	0	-	-	-	0	-	-
Total answering	22	3	19	17	2	1	-	4	17	22	-	-	11	11	6	5	9	-	2	6	13	2	-
	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	
Too bright	3	1	3	2	1	-	-	3	1	3	-	-	3	1	-	1	3	-	-	-	3	-	-
	15.8	26.8	13.9	11.1	40.1			76.5	4.2	15.8			23.9	7.6		18.2	29.3				26.2		
								I															
Not bright enough	8	-	8	8	-	-	-	-	8	8	-	-	4	4	2	4	2	-	-	2	6	-	-
	34.4		40.2	44.4					43.4	34.4			34.5	34.3	29.0	81.8	21.1			29.0	42.9		
																Q							
Color of light	6	1	6	6	-	-	-	-	6	6	-	-	3	4	5	-	2	-	-	5	2	-	-
	29.6	26.8	30.1	33.3					37.4	29.6			25.0	34.3	71.0		21.1			71.0	14.3		
															q					U			
How they fit in fixtures	2	-	2	2	-	-	-	-	2	2	-	-	-	2	-	-	-	-	2	-	-	2	-
	8.6		10.0	11.1					10.8	8.6				17.2					100.0			84.0	
How they look in fixtures	3	-	3	2	1	-	-	-	3	3	-	-	-	3	2	-	1	-	-	2	1	-	-
	11.9		13.9	11.1	40.1				15.0	11.9				23.8	29.0		8.2			29.0	5.5		
Other	2	1	0	-	0	1	-	1	-	2	-	-	2	-	-	-	2	-	-	-	1	0	-
	8.3	46.4	1.9		19.8	100.0		23.5		8.3			16.6				20.3				11.0	16.0	
		c				H																	

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S6B4. Why do you prefer not to use CFLs for bedroom?
BASE: Would not use CFLs for bedroom

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	22	3	19	17	2	1	-	4	17	22	-	-	11	11	6	5	9	-	2	6	14	2	-
	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	
Too bright	3	1	3	2	1	-	-	3	1	3	-	-	3	1	-	1	3	-	-	-	3	-	-
	15.5	26.8	13.6	11.1	33.5			76.5 I	4.2	15.5			23.9	7.4		18.2	28.2				25.5		
Not bright enough	8	-	8	8	-	-	-	-	8	8	-	-	4	4	2	4	2	-	-	2	6	-	-
	33.9		39.4	44.4					43.4	33.9			34.5	33.2	29.0	81.8 Q	20.3			29.0	41.8		
Color of light	6	1	6	6	-	-	-	-	6	6	-	-	3	4	5	-	2	-	-	5	2	-	-
	29.2	26.8	29.5	33.3					37.4	29.2			25.0	33.2	71.0 q		20.3			71.0 U	13.9		
How they fit in fixtures	2	-	2	2	-	-	-	-	2	2	-	-	-	2	-	-	-	-	2	-	-	2	-
	8.5		9.8	11.1					10.8	8.5				16.6					100.0			84.0	
How they look in fixtures	3	-	3	2	1	-	-	-	3	3	-	-	-	3	2	-	1	-	-	2	1	-	-
	11.7		13.6	11.1	33.5				15.0	11.7				23.0	29.0		7.8			29.0	5.4		
Other	2	1	0	-	0	1	-	1	-	2	-	-	2	-	-	-	2	-	-	-	1	0	-
	8.1	46.4 c	1.9		16.5	73.0		23.5		8.1			16.6				19.5				10.7	16.0	
Don't know	0	-	0	-	0	0	-	-	-	0	-	-	-	0	-	-	0	-	-	-	0	-	-
	1.6		1.9		16.5	27.0				1.6				3.2			3.9				2.7		

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S6B5. Why do you prefer not to use CFLs for bathroom?
BASE: Would not use CFLs for bathroom

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	53	14	39	34	5	4	3	17	29	53	-	-	31	22	11	6	15	12	9	11	21	14	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	100.0	100.0	100.0	100.0
Don't know/Refused	1	-	1	-	1	0	-	-	1	1	-	-	-	1	1	-	0	-	-	1	0	-	-
Total answering	52	14	38	34	4	4	3	17	28	52	-	-	31	20	11	6	14	12	9	11	20	14	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	100.0	100.0	100.0	100.0
Too bright	1	1	-	-	-	-	-	1	-	1	-	-	-	1	-	1	-	-	-	-	1	-	-
	1.6	6.1						4.9		1.6				4.1		15.0					4.1		
Not bright enough	22	6	16	15	1	2	1	3	17	22	-	-	15	7	6	5	5	6	1	6	9	6	1
	43.1	45.5	42.2	44.4	25.0	38.3	33.2	14.7	61.9	43.1			48.3	36.5	56.3	85.0	32.6	53.5	9.3	56.3	45.7	45.3	11.8
									H						S	QS		S		w	w		
Color of light	15	3	12	11	1	-	1	7	6	15	-	-	11	4	5	-	3	2	5	5	3	3	4
	29.1	22.8	31.4	33.3	16.6		52.6	43.0	23.0	29.1			36.8	18.4	43.7		21.8	19.1	58.1	43.7	16.8	24.0	53.1
How they fit in fixtures	7	2	5	4	1	1	0	-	6	7	-	-	3	5	2	-	3	1	2	2	2	3	-
	13.7	16.7	12.7	11.1	25.0	14.8	14.2		21.8	13.7			8.2	22.5	17.9		19.5	5.2	21.0	17.9	11.8	20.6	
How they look in fixtures	8	1	7	6	2	1	-	4	3	8	-	-	2	6	2	-	3	1	2	2	2	2	2
	15.5	4.5	19.5	16.7	41.8	23.5		26.3	9.2	15.5			5.9	27.7	17.9		21.0	6.2	21.0	17.9	8.9	13.6	35.1
					B																		
Other	6	2	4	4	0	1	-	3	3	6	-	-	5	2	-	-	4	2	-	-	6	0	-
	12.3	16.7	10.8	11.1	8.3	23.5		16.0	9.6	12.3			14.7	9.2			29.5	16.0			29.6	2.6	
																					V		

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S6B5. Why do you prefer not to use CFLs for bathroom?
BASE: Would not use CFLs for bathroom

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	53	14	39	34	5	4	3	17	29	53	-	-	31	22	11	6	15	12	9	11	21	14	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	100.0	100.0	100.0	100.0
Too bright	1	1	-	-	-	-	-	1	-	1	-	-	-	1	-	1	-	-	-	-	1	-	-
	1.6	6.1						4.9		1.6				3.9		15.0					4.0		
Not bright enough	22	6	16	15	1	2	1	3	17	22	-	-	15	7	6	5	5	6	1	6	9	6	1
	42.2	45.5	41.1	44.4	20.0	35.2	33.2	14.7	60.3	42.2			48.3	34.7	52.7	85.0	31.8	53.5	9.3	52.7	44.9	45.3	11.8
									H						s	QS		S		w	w		
Color of light	15	3	12	11	1	-	1	7	6	15	-	-	11	4	5	-	3	2	5	5	3	3	4
	28.5	22.8	30.6	33.3	13.3		52.6	43.0	22.4	28.5			36.8	17.5	40.8		21.2	19.1	58.1	40.8	16.5	24.0	53.1
How they fit in fixtures	7	2	5	4	1	1	0	-	6	7	-	-	3	5	2	-	3	1	2	2	2	3	-
	13.5	16.7	12.3	11.1	20.0	13.6	14.2		21.3	13.5			8.2	21.4	16.7		19.0	5.2	21.0	16.7	11.6	20.6	
How they look in fixtures	8	1	7	6	2	1	-	4	3	8	-	-	2	6	2	-	3	1	2	2	2	2	2
	15.2	4.5	19.0	16.7	33.4	21.6		26.3	9.0	15.2			5.9	26.3	16.7		20.5	6.2	21.0	16.7	8.7	13.6	35.1
					b																		
Other	6	2	4	4	0	1	-	3	3	6	-	-	5	2	-	-	4	2	-	-	6	0	-
	12.1	16.7	10.5	11.1	6.6	21.6		16.0	9.4	12.1			14.7	8.8			28.8	16.0			29.1	2.6	
																					V		
Don't know	1	-	1	-	1	0	-	-	1	1	-	-	-	1	1	-	0	-	-	1	0	-	-
	2.0		2.8		20.0	8.0			2.5	2.0				5.0	6.4		2.5			6.4	1.7		

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S6B6. Why do you prefer not to use CFLs for living room?
BASE: Would not use CFLs for living room

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	25	4	21	21	1	-	1	3	21	25	-	-	15	10	6	4	5	7	3	6	17	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	100.0	100.0	100.0	
Don't know/Refused	3	-	3	2	1	-	-	-	3	3	-	-	2	1	-	-	1	2	-	-	3	-	-
Total answering	23	4	19	19	-	-	1	3	19	23	-	-	13	9	6	4	5	5	3	6	15	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	100.0	100.0	
Not bright enough	8	1	8	8	-	-	1	-	8	8	-	-	3	6	2	4	-	2	1	2	6	1	-
	36.7	21.1	40.0	40.0			57.8		40.4	36.7			20.3	60.0	29.0	100.0		36.1	30.8	29.0	38.0	57.8	
																ORS							
Color of light	7	2	6	6	-	-	-	-	7	7	-	-	4	4	5	-	-	3	-	5	3	-	-
	32.1	42.3	30.0	30.0					39.3	32.1			26.6	40.0	71.0			52.2		71.0	18.3		
																				u			
How they fit in fixtures	1	1	-	-	-	-	1	-	-	1	-	-	1	-	-	-	-	-	1	-	-	1	-
	3.7	21.1					57.8			3.7			6.3						30.8			57.8	
How they look in fixtures	4	-	4	4	-	-	-	-	4	4	-	-	2	2	2	-	2	-	-	2	2	-	-
	16.5		20.0	20.0					20.2	16.5			14.1	20.0	29.0		40.9			29.0	12.7		
Other	7	1	6	6	-	-	1	3	4	7	-	-	7	-	-	-	3	2	2	-	6	1	-
	31.1	36.6	30.0	30.0			42.2	100.0	20.2	31.1			53.1				59.1	47.8	69.2		43.7	42.2	
								I															

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S6B6. Why do you prefer not to use CFLs for living room?
BASE: Would not use CFLs for living room

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	25	4	21	21	1	-	1	3	21	25	-	-	15	10	6	4	5	7	3	6	17	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	100.0	100.0	100.0	
Not bright enough	8	1	8	8	-	-	1	-	8	8	-	-	3	6	2	4	-	2	1	2	6	1	-
	32.9	21.1	35.1	36.4			57.8		35.5	32.9			17.8	55.7	29.0	100.0 ORS		26.5	30.8	29.0	32.3	57.8	
Color of light	7	2	6	6	-	-	-	-	7	7	-	-	4	4	5	-	-	3	-	5	3	-	-
	28.8	42.3	26.3	27.3					34.5	28.8			23.3	37.1	71.0			38.3		71.0 U	15.6		
How they fit in fixtures	1	1	-	-	-	-	1	-	-	1	-	-	1	-	-	-	-	-	1	-	-	1	-
	3.3	21.1					57.8			3.3			5.5						30.8			57.8	
How they look in fixtures	4	-	4	4	-	-	-	-	4	4	-	-	2	2	2	-	2	-	-	2	2	-	-
	14.8		17.6	18.2					17.7	14.8			12.3	18.6	29.0		35.3			29.0	10.8		
Other	7	1	6	6	-	-	1	3	4	7	-	-	7	-	-	-	3	2	2	-	6	1	-
	27.9	36.6	26.3	27.3			42.2	100.0 I	17.7	27.9			46.5				51.0	35.1	69.2		37.1	42.2	
Don't know	3	-	3	2	1	-	-	-	3	3	-	-	2	1	-	-	1	2	-	-	3	-	-
	10.3		12.2	9.1	100.0 CD				12.3	10.3			12.3	7.2			13.6	26.5			14.9		

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S6B7. Why do you prefer not to use CFLs for kitchen?
BASE: Would not use CFLs for kitchen

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	46	4	42	38	4	2	1	10	32	46	-	-	27	19	7	4	6	25	3	7	26	9	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	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	4	-	4	4	0	0	-	2	2	4	-	-	2	2	-	-	0	4	-	-	4	-	-
Total answering	42	4	38	34	4	2	1	8	31	42	-	-	25	17	7	4	6	21	3	7	22	9	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	100.0	100.0	100.0	100.0	100.0	100.0
Too bright	4	-	4	4	-	-	-	-	4	4	-	-	2	2	2	-	-	2	-	2	2	-	-
	9.1		9.9	11.1					12.3	9.1			7.5	11.3	26.1			8.9		26.1	8.6		
Not bright enough	21	1	20	19	1	1	1	4	16	21	-	-	13	8	1	4	2	14	0	1	12	6	2
	50.2	16.4	53.5	55.6	36.3	31.5	66.7	46.8	51.7	50.2			52.0	47.5	10.1	100.0	31.7	64.1	12.1	10.1	55.8	64.7	60.8
			b	b												OQRS		OS			T	T	
Color of light	12	1	11	11	-	-	-	2	10	12	-	-	6	6	5	-	2	4	2	5	4	4	-
	29.2	22.4	29.8	33.3				23.4	33.6	29.2			26.0	34.0	63.8		31.7	17.8	63.6	63.8	17.1	43.1	
															r					u			
How they fit in fixtures	2	-	2	2	0	-	0	-	2	2	-	-	-	2	-	-	-	2	-	-	2	0	-
	5.4		5.9	5.6	9.0		33.3		6.2	5.4				13.5				10.6			8.6	4.1	
How they look in fixtures	4	-	4	4	-	-	-	-	4	4	-	-	2	2	2	-	2	-	-	2	2	-	-
	9.1		9.9	11.1					12.3	9.1			7.5	11.3	26.1		31.7			26.1	8.6		
Other	8	2	6	4	2	1	-	4	3	8	-	-	7	1	-	-	2	3	3	-	4	3	1
	19.8	61.2	15.7	11.1	54.6	68.5		53.2	8.5	19.8			29.6	5.0			36.6	16.3	87.9		18.5	31.2	39.2
		cD			cD	I		i					n						R				

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S6B7. Why do you prefer not to use CFLs for kitchen?
BASE: Would not use CFLs for kitchen

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	46	4	42	38	4	2	1	10	32	46	-	-	27	19	7	4	6	25	3	7	26	9	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	100.0	100.0	100.0	100.0	100.0	100.0
Too bright	4	-	4	4	-	-	-	-	4	4	-	-	2	2	2	-	-	2	-	2	2	-	-
	8.2		9.0	10.0					11.6	8.2			7.0	10.0	26.1			7.6		26.1	7.2		
Not bright enough	21	1	20	19	1	1	1	4	16	21	-	-	13	8	1	4	2	14	0	1	12	6	2
	45.7	16.4	48.3	50.0	33.3	26.6	66.7	37.9	48.7	45.7			48.4	41.8	10.1	100.0	29.9	54.4	12.1	10.1	47.0	64.7	60.8
				b												OQRS		Os			t	T	
Color of light	12	1	11	11	-	-	-	2	10	12	-	-	6	6	5	-	2	4	2	5	4	4	-
	26.5	22.4	26.9	30.0				19.0	31.6	26.5			24.1	29.9	63.8		29.9	15.1	63.6	63.8	14.4	43.1	
															r					U			
How they fit in fixtures	2	-	2	2	0	-	0	-	2	2	-	-	-	2	-	-	-	2	-	-	2	0	-
	4.9		5.3	5.0	8.3		33.3		5.8	4.9				11.9				9.0			7.2	4.1	
How they look in fixtures	4	-	4	4	-	-	-	-	4	4	-	-	2	2	2	-	2	-	-	2	2	-	-
	8.2		9.0	10.0					11.6	8.2			7.0	10.0	26.1		29.9			26.1	7.2		
Other	8	2	6	4	2	1	-	4	3	8	-	-	7	1	-	-	2	3	3	-	4	3	1
	18.0	61.2	14.1	10.0	50.1	57.8		43.1	8.0	18.0			27.5	4.4			34.5	13.9	87.9		15.5	31.2	39.2
		CD			cD	I		i					n						qR				
Don't know	4	-	4	4	0	0	-	2	2	4	-	-	2	2	-	-	0	4	-	-	4	-	-
	9.0		9.8	10.0	8.3	15.6		19.0	5.8	9.0			7.0	11.9			5.7	15.1			15.8		

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S6B8. Why do you prefer not to use CFLs for Other?
BASE: Would not use CFLs for other

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	86	18	68	60	8	8	8	30	41	86	-	-	64	22	15	2	11	35	19	15	32	8	28
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	5	2	3	2	1	1	2	3	-	5	-	-	4	1	-	-	-	4	1	-	1	2	2
Total answering	81	16	65	58	7	7	7	27	41	81	-	-	60	21	15	2	11	31	19	15	31	6	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	100.0	100.0	100.0	100.0
Too bright	10	1	9	9	-	-	-	2	8	10	-	-	9	1	2	-	-	4	5	2	4	-	5
	12.7	5.3	14.4	16.1				7.0	20.7	12.7			15.7	4.0	12.3			12.1	24.5	12.3	12.1		17.6
Not bright enough	23	5	18	15	3	3	3	9	8	23	-	-	16	7	7	-	3	10	2	7	5	3	7
	28.3	31.6	27.5	25.8	42.1	35.5	44.4	34.4	20.4	28.3			25.9	35.1	48.8 s		28.9	32.1	12.9	48.8 u	15.9	56.6 u	27.4
Color of light	10	2	8	8	1	0	0	2	8	10	-	-	4	6	3	-	5	0	2	3	5	0	2
	12.3	10.7	12.6	12.9	10.5	5.0	5.5	6.3	18.6	12.3			6.3	29.3 m	20.2		43.2 R	1.2	10.0	20.2	14.8	6.1	7.2
How they fit in fixtures	4	1	2	2	0	0	1	1	2	4	-	-	3	0	-	-	-	3	-	-	2	-	2
	4.6	9.2	3.4	3.2	5.2	5.0	9.3	3.1	4.7	4.6			5.6	1.7				9.2			6.0		6.9
How they look in fixtures	9	1	8	8	1	1	1	-	8	9	-	-	5	4	4	2	0	1	2	4	2	-	2
	10.9	3.9	12.6	12.9	10.5	10.1	9.3		18.6	10.9			7.9	19.6	27.0 r	100.0 OQRS	3.4	2.0	10.0	27.0	7.2		9.5
Other	34	8	26	23	3	4	3	14	13	34	-	-	26	8	3	-	3	14	10	3	15	3	11
	41.4	48.6	39.6	38.7	47.4	54.5	46.2	52.3	31.0	41.4			42.8	37.3	21.1		32.5	46.6	52.5 o	21.1	46.6	43.4	40.9

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S6B8. Why do you prefer not to use CFLs for other?
BASE: Would not use CFLs for other

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	86	18	68	60	8	8	8	30	41	86	-	-	64	22	15	2	11	35	19	15	32	8	28
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Too bright	10	1	9	9	-	-	-	2	8	10	-	-	9	1	2	-	-	4	5	2	4	-	5
	11.9	4.7	13.8	15.6				6.4	20.7	11.9			14.6	3.8	12.3			10.9	23.6	12.3	11.6		16.2
Not bright enough	23	5	18	15	3	3	3	9	8	23	-	-	16	7	7	-	3	10	2	7	5	3	7
	26.6	27.5	26.3	25.0	36.4	32.2	34.8	31.2	20.4	26.6			24.1	33.8	48.8 S		28.9	28.7	12.4	48.8 u	15.4	43.3	25.2
Color of light	10	2	8	8	1	0	0	2	8	10	-	-	4	6	3	-	5	0	2	3	5	0	2
	11.5	9.3	12.1	12.5	9.1	4.6	4.3	5.7	18.6	11.5			5.9	28.2 m	20.2		43.2 Rs	1.0	9.7	20.2	14.2	4.7	6.6
How they fit in fixtures	4	1	2	2	0	0	1	1	2	4	-	-	3	0	-	-	-	3	-	-	2	-	2
	4.3	8.1	3.3	3.1	4.5	4.6	7.3	2.8	4.7	4.3			5.2	1.6				8.2			5.8		6.4
How they look in fixtures	9	1	8	8	1	1	1	-	8	9	-	-	5	4	4	2	0	1	2	4	2	-	2
	10.3	3.4	12.1	12.5	9.1	9.2	7.3		18.6	10.3			7.4	18.9	27.0 r	100.0 OQRS	3.4	1.8	9.7	27.0	6.9		8.8
Other	34	8	26	23	3	4	3	14	13	34	-	-	26	8	3	-	3	14	10	3	15	3	11
	38.8	42.4	37.9	37.5	41.0	49.5	36.2	47.5	31.0	38.8			39.9	35.9	21.1		32.5	41.6	50.6	21.1	44.9	33.2	37.7
Don't know	5	2	3	2	1	1	1	3	-	5	-	-	4	1	-	-	-	3	1	-	1	2	2
	5.7	12.7	3.8	3.1	9.1	9.2	17.3	9.2		5.7			6.3	3.8				9.6	3.7		2.6	23.5	7.9
Refused	0	-	0	-	0	-	0	-	-	0	-	-	0	-	-	-	-	0	-	-	0	-	-
	0.4		0.5		4.5		4.3			0.4			0.6					1.0			1.1		

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S7. Does the type of lamp or fixture affect whether you'd use a CFL?
BASE: Purchased CFLs

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	753	204	549	441	108	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	37	9	29	26	2	2	4	9	22	37	-	-	25	11	4	4	9	16	3	4	10	13	9
Total answering	716	195	521	415	106	74	68	234	340	716	-	-	531	177	66	24	132	282	175	66	228	143	266
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	235	66	169	136	33	25	24	83	103	235	-	-	173	59	25	6	60	94	36	25	87	65	52
	32.9	34.1	32.5	32.7	31.4	33.9	35.5	35.7	30.3	32.9			32.7	33.6	38.3	26.4	45.2	33.2	20.6	38.3	38.0	45.8	19.6
															S		RS	S		W	W	W	
No	480	129	352	279	73	49	44	150	237	480	-	-	357	117	41	18	72	188	139	41	141	77	214
	67.1	65.9	67.5	67.3	68.6	66.1	64.5	64.3	69.7	67.1			67.3	66.4	61.7	73.6	54.8	66.8	79.4	61.7	62.0	54.2	80.4
																		Q	OQR				TUV

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S7. Does the type of lamp or fixture affect whether you'd use a CFL?
BASE: Purchased CFLs

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	753	204	549	441	108	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	235	66	169	136	33	25	24	83	103	235	-	-	173	59	25	6	60	94	36	25	87	65	52
	31.3	32.6	30.8	30.8	30.8	33.0	33.5	34.3	28.4	31.3			31.2	31.6	36.1	22.5	42.3	31.4	20.2	36.1	36.4	42.1	18.9
															S		prS	S		W	W	W	
No	480	129	352	279	73	49	44	150	237	480	-	-	357	117	41	18	72	188	139	41	141	77	214
	63.8	63.1	64.0	63.2	67.2	64.4	61.1	61.9	65.5	63.8			64.3	62.3	58.3	62.8	51.3	63.2	78.2	58.3	59.4	49.8	77.7
																		Q	OQR				TUV
Don't know	37	9	29	26	2	2	4	9	22	37	-	-	25	11	4	4	9	16	3	4	10	13	9
	4.9	4.3	5.2	6.0	2.0	2.6	5.4	3.8	6.1	4.9			4.5	6.1	5.6	14.7	6.5	5.5	1.6	5.6	4.3	8.1	3.4
			E	E					f								s	S				w	

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S7A. In which types of fixtures do you prefer not to use CFLs?
BASE: Type of fixture affect use of CFLs

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	235	66	169	136	33	25	24	83	103	235	-	-	173	59	25	6	60	94	36	25	87	65	52
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	13	5	7	6	2	2	3	4	4	13	-	-	7	6	3	-	5	3	1	3	3	5	2
Total answering	223	61	161	130	31	23	21	80	98	223	-	-	166	54	22	6	54	90	35	22	84	60	50
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Table lamp	90	22	67	55	13	9	10	34	36	90	-	-	61	27	8	5	20	37	16	8	34	27	19
	40.3	36.6	41.7	42.0	40.2	37.8	48.0	43.2	36.8	40.3			36.6	50.0	35.2	84.6	37.5	40.9	45.4	35.2	40.1	45.1	37.2
																OQRS							
Ceiling fixture	68	16	53	45	8	5	6	21	36	68	-	-	46	22	11	1	17	22	11	11	30	13	13
	30.7	25.5	32.7	34.8	24.1	20.5	29.4	26.8	36.6	30.7			27.7	41.6	50.6	9.7	31.6	24.4	32.5	50.6	35.2	21.3	25.8
									f						Pr					Vw			
Recessed can fixture	23	2	20	19	1	1	2	4	16	23	-	-	13	9	6	1	9	6	1	6	9	6	1
	10.2	4.0	12.6	14.5	4.6	4.2	10.2	4.7	16.1	10.2			8.0	17.5	28.2	9.7	17.0	6.6	1.8	28.2	11.0	10.0	1.2
			Be	BE					FH						rS		S			W	W	w	
Chandelier	32	5	27	21	6	4	3	12	14	32	-	-	21	10	4	0	5	10	11	4	7	8	12
	14.2	7.7	16.6	15.9	19.5	15.8	12.4	14.7	13.8	14.2			12.8	19.3	19.7	5.7	9.6	11.1	31.5	19.7	8.4	13.2	24.5
			b		B														pQR				U
Wall sconce	8	1	7	6	2	-	0	3	5	8	-	-	3	6	2	-	1	1	4	2	2	2	3
	3.7	1.4	4.6	4.3	5.8		1.7	4.2	4.7	3.7			1.6	10.5	8.5		2.0	0.8	10.9	8.5	2.2	3.1	5.4
														m					r				
Floor lamp	11	4	7	6	1	1	1	3	5	11	-	-	7	4	2	-	3	4	0	2	3	2	4
	4.9	6.1	4.4	4.3	4.6	2.7	6.2	4.3	5.5	4.9			4.3	7.0	8.5		5.5	4.6	1.0	8.5	3.5	3.1	8.2

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S7A. In which types of fixtures do you prefer not to use CFLs?
BASE: Type of fixture affect use of CFLs

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Lamp with exposed/ visible light bulbs	31	5	26	23	3	4	1	9	16	31	-	-	22	8	2	-	8	13	7	2	14	9	5
	13.9	8.7	15.8	17.4	9.2	19.1 g	6.7	11.4	16.2	13.9			13.4	14.7	11.2		15.0	13.9	20.1	11.2	16.9	14.4	10.9
Other	39	14	25	17	8	5	4	19	11	39	-	-	29	9	7	-	6	18	5	7	12	10	8
	17.4	22.7	15.4	13.0	25.3 d	20.0	21.0	23.6 i	11.1	17.4			17.7	17.4	30.0		10.1	19.6	14.4	30.0	14.3	16.3	16.9

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S7A. In which types of fixtures do you prefer not to use CFLs?
BASE: Type of fixture affect use of CFLs

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	235	66	169	136	33	25	24	83	103	235	-	-	173	59	25	6	60	94	36	25	87	65	52
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Table lamp	90	22	67	55	13	9	10	34	36	90	-	-	61	27	8	5	20	37	16	8	34	27	19
	38.1	33.6	39.8	40.3	38.0	34.9	42.4	41.3	35.2	38.1			35.1	45.3	30.9	84.6 OQRS	34.2	39.5	43.7	30.9	38.9	41.5	35.8
Ceiling fixture	68	16	53	45	8	5	6	21	36	68	-	-	46	22	11	1	17	22	11	11	30	13	13
	29.0	23.4	31.3	33.3	22.8	18.9	26.0	25.6	35.0 F	29.0			26.5	37.7	44.4 p	9.7	28.8	23.6	31.3	44.4 v	34.2 v	19.6	24.8
Recessed can fixture	23	2	20	19	1	1	2	4	16	23	-	-	13	9	6	1	9	6	1	6	9	6	1
	9.7	3.7	12.0 Be	13.9 BE	4.4	3.9	9.0	4.5	15.4 FH	9.7			7.7	15.8	24.7 rS	9.7	15.5 S	6.4	1.7	24.7 W	10.7 W	9.2 w	1.2
Chandelier	32	5	27	21	6	4	3	12	14	32	-	-	21	10	4	0	5	10	11	4	7	8	12
	13.4	7.1	15.9 b	15.3	18.5 B	14.5	11.0	14.1	13.2	13.4			12.2	17.5	17.3	5.7	8.8	10.8	30.3 pQR	17.3	8.1	12.1	23.6 U
Wall sconce	8	1	7	6	2	-	0	3	5	8	-	-	3	6	2	-	1	1	4	2	2	2	3
	3.5	1.3	4.4	4.2	5.5		1.5	4.0	4.5	3.5			1.5	9.5 m	7.4		1.8	0.8	10.5 r	7.4	2.1	2.9	5.2
Floor lamp	11	4	7	6	1	1	1	3	5	11	-	-	7	4	2	-	3	4	0	2	3	2	4
	4.6	5.6	4.2	4.2	4.4	2.4	5.5	4.1	5.3	4.6			4.1	6.3	7.4		5.0	4.5	1.0	7.4	3.4	2.9	7.9
Lamp with exposed/ visible light bulbs	31	5	26	23	3	4	1	9	16	31	-	-	22	8	2	-	8	13	7	2	14	9	5
	13.1	8.0	15.1	16.7	8.7	17.6 g	5.9	10.9	15.5 g	13.1			12.9	13.3	9.9		13.7	13.4	19.4	9.9	16.4	13.3	10.5
Other	39	14	25	17	8	5	4	19	11	39	-	-	29	9	7	-	6	18	5	7	12	10	8
	16.5	20.9	14.8	12.5	23.9 d	18.4	18.5	22.6 i	10.6	16.5			17.0	15.7	26.3		9.2	18.9	13.9	26.3	13.8	15.0	16.3

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S7A. In which types of fixtures do you prefer not to use CFLs?
BASE: Type of fixture affect use of CFLs

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Don't know	12	5	7	6	2	2	3	3	4	12	-	-	6	6	3	-	4	3	1	3	2	5	2
	5.1	6.8	4.4	4.2	5.4	7.8	11.6	3.3	4.4	5.1			3.7	9.4	12.3		7.3	3.4	3.7	12.3	2.0	8.0	3.7
Refused	1	1	-	-	-	-	-	1	-	1	-	-	1	-	-	-	1	-	-	-	1	-	-
	0.4	1.3						1.0		0.4			0.5				1.4				1.0		

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S7B1. Why do you prefer not to use CFLs for a table lamp?
BASE: Don't use CFLs in a table lamp

	BANNER 1																						
		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	90	22	67	55	13	9	10	34	36	90	-	-	61	27	8	5	20	37	16	8	34	27	19
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	5	1	4	4	-	1	1	-	4	5	-	-	4	1	-	-	2	3	-	-	1	4	-
Total answering	84	21	64	51	13	8	9	34	32	84	-	-	56	26	8	5	18	34	16	8	32	23	19
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Too bright	15	1	13	13	-	-	1	10	4	15	-	-	6	6	2	-	2	8	1	2	6	3	2
	17.3	6.9	20.8	25.9			6.5	29.8	11.6	17.3			11.5	24.0	24.1		10.5	22.0	5.3	24.1	17.6	14.3	10.1
			b	b				G															
Not bright enough	45	8	37	28	9	5	5	14	21	45	-	-	24	19	8	5	8	15	9	8	20	9	8
	52.8	36.5	58.1	55.6	68.6	62.7	53.6	40.1	63.5	52.8			42.7	71.3	100.0	100.0	43.9	43.7	54.2	100.0	61.6	38.2	43.0
			b		B									M	QRS	QRS				UVW			
Color of light	8	2	6	6	1	1	1	5	2	8	-	-	8	0	-	-	1	4	4	-	-	8	-
	10.0	9.9	10.0	11.1	5.7	8.9	12.9	13.4	5.8	10.0			14.3	1.4			3.4	12.1	23.5			36.2	
													N										
How they fit in fixtures	8	3	5	4	1	0	1	2	4	8	-	-	8	-	-	-	3	2	2	-	3	-	5
	9.2	13.9	7.6	7.4	8.6	4.4	12.9	7.0	11.6	9.2			13.7				14.6	6.5	13.1		9.2		25.7
How they look in fixtures	7	1	6	6	0	1	-	-	6	7	-	-	5	2	2	-	2	2	1	2	5	-	-
	7.8	2.9	9.5	11.1	2.8	12.0			17.4	7.8			8.4	7.2	24.1		10.5	6.5	3.9	24.1	14.7		
Other	18	7	12	9	2	1	2	7	8	18	-	-	12	7	2	2	7	5	3	2	7	5	5
	21.9	32.8	18.2	18.5	17.1	16.4	20.5	20.7	24.9	21.9			21.1	25.0	24.1	35.2	38.1	14.6	18.1	24.1	20.3	21.0	24.4

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S7B1. Why do you prefer not to use CFLs for a table lamp?
BASE: Don't use CFLs in a table lamp

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	90	22	67	55	13	9	10	34	36	90	-	-	61	27	8	5	20	37	16	8	34	27	19
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Too bright	15	1	13	13	-	-	1	10	4	15	-	-	6	6	2	-	2	8	1	2	6	3	2
	16.3	6.5	19.6	24.1			5.9	29.8	10.4	16.3			10.7	23.2	24.1		9.2	20.4	5.3	24.1	16.8	12.3	10.1
			b	b				G															
Not bright enough	45	8	37	28	9	5	5	14	21	45	-	-	24	19	8	5	8	15	9	8	20	9	8
	49.7	34.1	54.9	51.7	68.6	58.3	49.2	40.1	56.9	49.7			39.6	69.1	100.0	100.0	38.6	40.5	54.2	100.0	59.0	32.9	43.0
			b		B									M	QRS	QRS				UVW	v		
Color of light	8	2	6	6	1	1	1	5	2	8	-	-	8	0	-	-	1	4	4	-	-	8	-
	9.4	9.2	9.5	10.3	5.7	8.3	11.9	13.4	5.2	9.4			13.3	1.3			3.0	11.2	23.5			31.1	
													N										
How they fit in fixtures	8	3	5	4	1	0	1	2	4	8	-	-	8	-	-	-	3	2	2	-	3	-	5
	8.7	13.0	7.2	6.9	8.6	4.1	11.9	7.0	10.4	8.7			12.8				12.8	6.1	13.1		8.8		25.7
How they look in fixtures	7	1	6	6	0	1	-	-	6	7	-	-	5	2	2	-	2	2	1	2	5	-	-
	7.4	2.7	8.9	10.3	2.8	11.1			15.6	7.4			7.8	7.0	24.1		9.2	6.1	3.9	24.1	14.1		
Other	18	7	12	9	2	1	2	7	8	18	-	-	12	7	2	2	7	5	3	2	7	5	5
	20.6	30.7	17.2	17.2	17.1	15.3	18.9	20.7	22.3	20.6			19.6	24.2	24.1	35.2	33.4	13.5	18.1	24.1	19.4	18.1	24.4
Don't know	5	1	4	4	-	1	1	-	4	5	-	-	4	1	-	-	2	3	-	-	1	4	-
	5.8	6.5	5.6	6.9		7.0	8.1		10.4	5.8			7.2	3.1			12.2	7.4			4.3	13.9	

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S7B2. Why do you prefer not to use CFLs for a ceiling fixture?
BASE: Don't use CFLs in a ceiling fixture

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	68	16	53	45	8	5	6	21	36	68	-	-	46	22	11	1	17	22	11	11	30	13	13
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	4	-	4	4	0	-	0	-	4	4	-	-	4	0	0	-	2	-	-	0	2	-	-
Total answering	64	16	49	41	7	5	6	21	32	64	-	-	42	22	11	1	15	22	11	11	28	13	13
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Too bright	7	2	6	6	-	-	-	2	5	7	-	-	5	2	5	-	2	-	1	5	2	-	1
	11.4	10.8	11.6	13.6				8.8	16.9	11.4			12.9	8.5	42.4		12.3		7.4	42.4 uw	6.8		6.5
Not bright enough	22	4	19	17	2	1	2	5	15	22	-	-	9	13	6	-	1	10	5	6	9	4	4
	34.7	22.6	38.5	40.9	25.0	20.6	32.7	21.6	45.8	34.7			21.7	59.5 M	52.0 Q		8.7	45.6 Q	46.3 q	52.0	30.7	34.5	28.7
Color of light	1	1	0	-	0	-	0	-	1	1	-	-	1	-	-	-	0	-	1	-	0	-	1
	1.9	5.4	0.7		5.0		6.0		2.6	1.9			2.8				2.3		7.4		1.3		6.5
How they fit in fixtures	16	6	10	8	2	1	1	3	11	16	-	-	11	5	2	-	3	6	1	2	4	8	2
	25.2	41.6 cd	19.9	18.2	30.1	20.6	20.2	12.7	35.1	25.2			26.6	22.5	17.3		22.5	27.0	7.4	17.3	16.2	60.7 TUW	15.8
How they look in fixtures	9	2	7	6	1	1	1	5	2	9	-	-	4	4	-	-	5	1	2	-	5	-	4
	13.7	13.2	13.8	13.6	14.9	22.9	20.6	21.6	5.8	13.7			10.5	19.9			32.4 r	6.0	22.1		17.9		29.7
Other	15	4	11	9	2	2	1	8	3	15	-	-	12	2	2	1	4	6	2	2	7	2	2
	22.9	22.6	23.1	22.7	25.0	35.9	20.6	39.2 i	10.7	22.9			29.5	10.5	23.0	100.0 OQRS	27.2	25.2	16.7	23.0	27.0	17.8	19.4

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S7B2. Why do you prefer not to use CFLs for a ceiling fixture?
BASE: Don't use CFLs in a ceiling fixture

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	68	16	53	45	8	5	6	21	36	68	-	-	46	22	11	1	17	22	11	11	30	13	13
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Too bright	7	2	6	6	-	-	-	2	5	7	-	-	5	2	5	-	2	-	1	5	2	-	1
	10.7	10.8	10.7	12.5				8.8	15.1	10.7			11.8	8.4	41.0		11.0		7.4	41.0 uw	6.4		6.5
Not bright enough	22	4	19	17	2	1	2	5	15	22	-	-	9	13	6	-	1	10	5	6	9	4	4
	32.6	22.6	35.5	37.5	23.8	20.6	30.8	21.6	41.0	32.6			19.9	58.5 M	50.3 Q		7.7	45.6 Q	46.3 q	50.3	28.8	34.5	28.7
Color of light	1	1	0	-	0	-	0	-	1	1	-	-	1	-	-	-	0	-	1	-	0	-	1
	1.8	5.4	0.7		4.7		5.7		2.3	1.8			2.6				2.1		7.4		1.2		6.5
How they fit in fixtures	16	6	10	8	2	1	1	3	11	16	-	-	11	5	2	-	3	6	1	2	4	8	2
	23.7	41.6 cd	18.4	16.7	28.7	20.6	19.0	12.7	31.4	23.7			24.4	22.2	16.8		20.1	27.0	7.4	16.8	15.2	60.7 TUW	15.8
How they look in fixtures	9	2	7	6	1	1	1	5	2	9	-	-	4	4	-	-	5	1	2	-	5	-	4
	12.9	13.2	12.7	12.5	14.2	22.9	19.4	21.6	5.2	12.9			9.6	19.5			28.9	6.0	22.1		16.8		29.7
Other	15	4	11	9	2	2	1	8	3	15	-	-	12	2	2	1	4	6	2	2	7	2	2
	21.6	22.6	21.3	20.8	23.8	35.9	19.4	39.2 i	9.6	21.6			27.0	10.3	22.2	100.0 OQRS	24.2	25.2	16.7	22.2	25.2	17.8	19.4
Don't know	4	-	4	4	0	-	0	-	4	4	-	-	4	0	0	-	2	-	-	0	2	-	-
	6.0		7.8	8.3	4.7		5.7		10.5	6.0			8.2	1.6	3.2		11.0			3.2	6.4		

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S7B3. Why do you prefer not to use CFLs for a recessed can fixture?
BASE: Don't use CFLs in a recessed can fixture

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	23	2	20	19	1	1	2	4	16	23	-	-	13	9	6	1	9	6	1	6	9	6	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	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	2	-	2	2	-	-	-	-	2	2	-	-	-	2	-	-	-	2	-	-	2	-	-
Total answering	21	2	18	17	1	1	2	4	14	21	-	-	13	8	6	1	9	4	1	6	7	6	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	100.0	100.0	100.0	100.0	100.0
Too bright	4	-	4	4	-	-	-	-	4	4	-	-	2	2	2	-	-	2	-	2	-	2	-
	18.1		20.5	22.2					27.1	18.1			14.2	25.0	30.1			45.6		30.1		31.3	
Not bright enough	4	2	2	2	-	1	1	-	2	4	-	-	2	2	2	-	1	-	1	2	-	-	1
	17.8	75.0	10.2	11.1		63.0	55.7		13.5	17.8			13.8	25.0	39.8		6.6		100.0	39.8			100.0
		CD																	OQ				T
Color of light	2	1	2	2	-	1	-	-	2	2	-	-	2	-	1	-	-	2	-	1	-	2	-
	12.0	25.0	10.2	11.1		63.0			13.5	12.0			18.7		9.8			45.6		9.8		31.3	
How they fit in fixtures	4	1	3	2	1	0	1	-	3	4	-	-	2	2	2	1	1	0	-	2	1	0	-
	17.2	25.0	16.1	11.1	75.1	37.0	27.9		18.8	17.2			12.8	25.0	30.1	100.0	7.9	8.7		30.1	18.2	6.0	
					CD											OQR							
How they look in fixtures	7	1	6	6	0	1	0	-	6	7	-	-	5	2	2	-	4	-	-	2	4	-	-
	31.8	25.0	32.7	33.3	24.9	63.0	16.4		40.6	31.8			35.6	25.0	39.8		44.7			39.8	56.2		
Other	8	-	8	8	-	-	-	4	4	8	-	-	4	4	2	-	4	2	-	2	2	4	-
	36.2		41.0	44.4				100.0	27.1	36.2			28.3	50.0	30.1		40.8	45.6		30.1	25.6	62.7	
								I															

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S7B3. Why do you prefer not to use CFLs for a recessed can fixture?
BASE: Don't use CFLs in a recessed can fixture

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	23	2	20	19	1	1	2	4	16	23	-	-	13	9	6	1	9	6	1	6	9	6	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	100.0	100.0	100.0	100.0	100.0
Too bright	4	-	4	4	-	-	-	-	4	4	-	-	2	2	2	-	-	2	-	2	-	2	-
	16.6		18.6	20.0					23.8	16.6			14.2	20.0	30.1			31.3		30.1		31.3	
Not bright enough	4	2	2	2	-	1	1	-	2	4	-	-	2	2	2	-	1	-	1	2	-	-	1
	16.4	75.0	9.3	10.0		63.0	55.7		11.9	16.4			13.8	20.0	39.8		6.6		100.0	39.8			100.0
		CD																	OQ				T
Color of light	2	1	2	2	-	1	-	-	2	2	-	-	2	-	1	-	-	2	-	1	-	2	-
	11.0	25.0	9.3	10.0		63.0			11.9	11.0			18.7		9.8			31.3		9.8		31.3	
How they fit in fixtures	4	1	3	2	1	0	1	-	3	4	-	-	2	2	2	1	1	0	-	2	1	0	-
	15.8	25.0	14.6	10.0	75.1	37.0	27.9		16.5	15.8			12.8	20.0	30.1	100.0	7.9	6.0		30.1	14.5	6.0	
					CD											OQR							
How they look in fixtures	7	1	6	6	0	1	0	-	6	7	-	-	5	2	2	-	4	-	-	2	4	-	-
	29.1	25.0	29.6	30.0	24.9	63.0	16.4		35.8	29.1			35.6	20.0	39.8		44.7			39.8	44.7		
Other	8	-	8	8	-	-	-	4	4	8	-	-	4	4	2	-	4	2	-	2	2	4	-
	33.2		37.1	40.0				100.0	23.8	33.2			28.3	40.0	30.1		40.8	31.3		30.1	20.4	62.7	
								I															
Don't know	2	-	2	2	-	-	-	-	2	2	-	-	-	2	-	-	-	2	-	-	2	-	-
	8.3		9.3	10.0					11.9	8.3				20.0				31.3			20.4		

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S7B4. Why do you prefer not to use CFLs for a chandelier?
BASE: Don't use CFLs in a chandelier

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	32	5	27	21	6	4	3	12	14	32	-	-	21	10	4	0	5	10	11	4	7	8	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	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	2	-	2	2	0	-	0	-	2	2	-	-	0	2	-	-	0	2	-	-	2	-	-
Total answering	29	5	25	19	6	4	2	12	12	29	-	-	21	9	4	0	5	8	11	4	5	8	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	100.0	100.0	100.0	100.0	100.0
Too bright	2	-	2	2	-	-	-	-	2	2	-	-	-	2	2	-	-	-	-	2	-	-	-
	6.4		7.7	10.0					16.1	6.4				22.1	43.0					43.0			
Not bright enough	4	1	4	4	-	1	-	-	4	4	-	-	1	4	2	-	-	-	2	2	-	2	-
	14.9	12.9	15.3	20.0		16.8			32.2	14.9			2.9	44.3 m	57.0				17.2	57.0		23.8	
Color of light	1	1	-	-	-	1	-	-	-	1	-	-	1	-	1	-	-	-	-	1	-	-	-
	2.1	12.9				16.8				2.1			2.9		14.0					14.0			
How they fit in fixtures	8	1	6	4	3	0	2	2	3	8	-	-	3	4	-	0	0	1	5	-	0	3	5
	25.6	25.8	25.6	20.0	43.8	9.9	84.4 FHI	16.1	28.5	25.6			15.1	51.5		100.0 QRS	7.4	13.3	46.7 q		7.5	32.8	37.2
How they look in fixtures	13	2	11	9	1	2	0	5	6	13	-	-	11	2	2	-	3	8	1	2	3	3	5
	44.0	43.5	44.1	50.0	25.0	43.6	15.6	39.3	54.5	44.0			51.2	26.4	43.0		53.3 s	95.6 qS	5.6	43.0	59.7	38.9	41.6
Other	7	1	6	4	3	1	-	5	1	7	-	-	7	-	-	-	2	-	5	-	2	2	3
	24.3	17.7	25.6	20.0	43.8	29.7		44.6 i	7.2	24.3			34.2				39.4		47.7		32.8	28.3	27.1

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S7B4. Why do you prefer not to use CFLs for a chandelier?
BASE: Don't use CFLs in a chandelier

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	32	5	27	21	6	4	3	12	14	32	-	-	21	10	4	0	5	10	11	4	7	8	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	100.0	100.0	100.0	100.0	100.0
Too bright	2	-	2	2	-	-	-	-	2	2	-	-	-	2	2	-	-	-	-	2	-	-	-
	6.0		7.0	9.1					13.9	6.0				18.1	43.0					43.0			
Not bright enough	4	1	4	4	-	1	-	-	4	4	-	-	1	4	2	-	-	-	2	2	-	2	-
	13.9	12.9	14.0	18.2		16.8			27.7	13.9			2.9	36.3 m	57.0				17.2	57.0		23.8	
Color of light	1	1	-	-	-	1	-	-	-	1	-	-	1	-	1	-	-	-	-	1	-	-	-
	1.9	12.9				16.8				1.9			2.9		14.0					14.0			
How they fit in fixtures	8	1	6	4	3	0	2	2	3	8	-	-	3	4	-	0	0	1	5	-	0	3	5
	23.8	25.8	23.4	18.2	41.2	9.9	73.0 FHI	16.1	24.6	23.8			14.8	42.1		100.0 QRS	6.8	10.8	46.7 q		5.1	32.8	37.2 u
How they look in fixtures	13	2	11	9	1	2	0	5	6	13	-	-	11	2	2	-	3	8	1	2	3	3	5
	40.9	43.5	40.4	45.5	23.5	43.6	13.5	39.3	46.9	40.9			50.4	21.6	43.0		49.6 s	77.7 S	5.6	43.0	40.6	38.9	41.6
Other	7	1	6	4	3	1	-	5	1	7	-	-	7	-	-	-	2	-	5	-	2	2	3
	22.6	17.7	23.4	18.2	41.2	29.7		44.6 i	6.2	22.6			33.7				36.7		47.7		22.3	28.3	27.1
Don't know	2	-	2	2	0	-	0	-	2	2	-	-	0	2	-	-	0	2	-	-	2	-	-
	7.1		8.4	9.1	5.9		13.5		13.9	7.1			1.7	18.1			6.8	18.7			31.9		

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S7B5. Why do you prefer not to use CFLs for a wall sconce?
BASE: Don't use CFLs in wall sconce

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	8	1	7	6	2	-	0	3	5	8	-	-	3	6	2	-	1	1	4	2	2	2	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	100.0	100.0	100.0
Don't know/Refused	2	1	1	-	1	-	-	1	1	2	-	-	2	-	-	-	1	-	-	-	1	-	1
Total answering	7	-	7	6	1	-	0	3	4	7	-	-	1	6	2	-	0	1	4	2	1	2	2
	100.0		100.0	100.0	100.0		100.0	100.0	100.0	100.0			100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
Too bright	2	-	2	2	-	-	-	-	2	2	-	-	-	2	2	-	-	-	-	2	-	-	-
	28.0		28.0	33.3					50.0	28.0				33.3	100.0					100.0			
Not bright enough	4	-	4	4	-	-	-	-	4	4	-	-	-	4	2	-	-	-	2	2	-	2	-
	55.9		55.9	66.7					100.0	55.9				66.7	100.0				50.0	100.0		100.0	
How they fit in fixtures	2	-	2	2	0	-	0	-	2	2	-	-	0	2	-	-	0	-	2	-	0	2	-
	33.3		33.3	33.3	33.1		100.0		50.0	33.3			33.1	33.3			100.0		50.0		33.1	100.0 u	
How they look in fixtures	3	-	3	2	1	-	-	3	-	3	-	-	1	2	-	-	-	1	2	-	1	-	2
	38.7		38.7	33.3	66.9			100.0		38.7			66.9	33.3				100.0	50.0		66.9		100.0

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S7B5. Why do you prefer not to use CFLs for a wall sconce?
BASE: Don't use CFLs in wall sconce

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	8	1	7	6	2	-	0	3	5	8	-	-	3	6	2	-	1	1	4	2	2	2	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	100.0	100.0	100.0
Too bright	2	-	2	2	-	-	-	-	2	2	-	-	-	2	2	-	-	-	-	2	-	-	-
	22.7		25.2	33.3					40.9	22.7				33.3	100.0					100.0			
Not bright enough	4	-	4	4	-	-	-	-	4	4	-	-	-	4	2	-	-	-	2	2	-	2	-
	45.4		50.5	66.7					81.8	45.4				66.7	100.0				50.0	100.0		100.0	
How they fit in fixtures	2	-	2	2	0	-	0	-	2	2	-	-	0	2	-	-	0	-	2	-	0	2	-
	27.0		30.0	33.3	19.8		100.0 I		40.9	27.0			13.6	33.3			33.1		50.0		19.8	100.0 U	
How they look in fixtures	3	-	3	2	1	-	-	3	-	3	-	-	1	2	-	-	-	1	2	-	1	-	2
	31.4		35.0	33.3	40.1			78.2		31.4			27.4	33.3				100.0	50.0		40.1		69.2
Don't know	2	1	1	-	1	-	-	1	1	2	-	-	2	-	-	-	1	-	-	-	1	-	1
	18.8	100.0 CE	9.7		40.1			21.8	18.2	18.8			59.0				66.9				40.1		30.8

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S7B6. Why do you prefer not to use CFLs for a floor lamp?
BASE: Don't use CFLs in a floor lamp

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	11	4	7	6	1	1	1	3	5	11	-	-	7	4	2	-	3	4	0	2	3	2	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	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	0	-	0	-	0	-	0	-	-	0	-	-	0	-	-	-	-	-	0	-	-	-	0
Total answering	10	4	7	6	1	1	1	3	5	10	-	-	7	4	2	-	3	4	-	2	3	2	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		100.0	100.0	100.0	100.0
Too bright	4	-	4	4	-	-	-	2	2	4	-	-	-	4	2	-	2	-	-	2	-	2	-
	36.0		55.9	66.7				54.6	34.6	36.0				100.0	100.0		63.4			100.0		100.0	
Not bright enough	2	1	2	2	-	-	1	-	2	2	-	-	1	2	2	-	-	1	-	2	-	-	1
	23.8	16.4	28.0	33.3			63.0		34.6	23.8			9.1	50.0	100.0			14.7		100.0			16.4
															R					W			
Color of light	1	1	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	1
	5.8	16.4				100.0				5.8			9.1										16.4
How they fit in fixtures	2	1	1	-	1	-	-	2	-	2	-	-	2	-	-	-	1	1	-	-	1	-	1
	14.9	22.4	10.8		66.9			45.4		14.9			23.3				24.5	20.1			24.5		22.4
How they look in fixtures	3	1	2	2	0	-	0	-	3	3	-	-	3	-	-	-	0	3	-	-	2	-	1
	29.4	22.4	33.3	33.3	33.1		37.0		50.0	29.4			45.9				12.1	65.3			75.5		22.4
Other	1	1	-	-	-	-	-	-	1	1	-	-	1	-	-	-	-	-	-	-	-	-	1
	8.0	22.4							15.4	8.0			12.5										22.4

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S7B6. Why do you prefer not to use CFLs for a floor lamp?
BASE: Don't use CFLs in a floor lamp

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	11	4	7	6	1	1	1	3	5	11	-	-	7	4	2	-	3	4	0	2	3	2	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	100.0	100.0	100.0	100.0	100.0
Too bright	4	-	4	4	-	-	-	2	2	4	-	-	-	4	2	-	2	-	-	2	-	2	-
	34.8		53.1	66.7				54.6	34.6	34.8				100.0	100.0		63.4			100.0		100.0	
Not bright enough	2	1	2	2	-	-	1	-	2	2	-	-	1	2	2	-	-	1	-	2	-	-	1
	23.0	16.4	26.5	33.3			46.0		34.6	23.0			8.6	50.0	100.0			14.7		100.0			14.9
															R					W			
Color of light	1	1	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	1
	5.6	16.4				100.0				5.6			8.6										14.9
How they fit in fixtures	2	1	1	-	1	-	-	2	-	2	-	-	2	-	-	-	1	1	-	-	1	-	1
	14.4	22.4	10.2		50.3			45.4		14.4			22.1				24.5	20.1			24.5		20.5
How they look in fixtures	3	1	2	2	0	-	0	-	3	3	-	-	3	-	-	-	0	3	-	-	2	-	1
	28.4	22.4	31.6	33.3	24.9		27.0		50.0	28.4			43.6				12.1	65.3			75.5		20.5
Other	1	1	-	-	-	-	-	-	1	1	-	-	1	-	-	-	-	-	-	-	-	-	1
	7.7	22.4							15.4	7.7			11.9										20.5
Don't know	0	-	0	-	0	-	0	-	-	0	-	-	0	-	-	-	-	-	0	-	-	-	0
	3.3		5.1		24.9		27.0			3.3			5.1						100.0				8.8

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S7B7. Why do you prefer not to use CFLs for a lamp with exposed/visible light bulb?
BASE: Don't use CFLs in a lamp with exposed/visible light bulb

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	31	5	26	23	3	4	1	9	16	31	-	-	22	8	2	-	8	13	7	2	14	9	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	100.0	100.0	100.0	100.0
Don't know/Refused	3	-	3	2	1	0	0	-	2	3	-	-	3	-	-	-	-	2	1	-	-	2	1
Total answering	28	5	23	21	2	4	1	9	14	28	-	-	20	8	2	-	8	11	6	2	14	7	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	100.0	100.0	100.0	100.0
Too bright	6	-	6	6	-	-	-	2	4	6	-	-	2	4	2	-	-	4	-	2	2	-	2
	20.0		24.7	27.3				20.7	26.9	20.0			9.6	47.7	75.5			35.3		75.5 u	13.3		39.8
Not bright enough	4	1	4	4	-	1	-	-	4	4	-	-	1	4	2	-	-	-	2	2	-	2	-
	15.5	11.4	16.5	18.2		15.2			26.9	15.5			3.1	47.7 m	100.0 S				30.1	100.0 V		27.7	
Color of light	3	-	3	2	1	-	0	1	2	3	-	-	3	-	-	-	3	-	-	-	3	-	-
	10.5		13.0	9.1	50.2		33.3	8.0	13.4	10.5			15.1				36.3				20.9		
How they fit in fixtures	2	1	0	-	0	1	0	1	-	2	-	-	1	0	-	-	1	0	-	-	1	1	-
	6.4	27.1	1.6		16.6	15.2	33.3	9.2		6.4			7.3	4.6			17.7	3.4			5.9	14.3	
How they look in fixtures	15	3	12	11	0	2	0	4	8	15	-	-	11	4	-	-	4	6	4	-	9	4	2
	52.9	61.4 e	51.0	54.5	16.6	60.7	33.3	41.4	59.7	52.9			53.6	47.7			46.0	58.0	69.9		59.9	58.0	52.7
Other	3	-	3	2	1	0	-	3	-	3	-	-	3	-	-	-	1	0	2	-	1	2	0
	10.5		13.0	9.1	50.2	8.9		28.7		10.5			15.1				8.9	3.4	30.1		5.1	27.7	7.6

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S7B7. Why do you prefer not to use CFLs for a lamp with exposed/visible light bulb?
BASE: Don't use CFLs in a lamp with exposed/visible light bulb

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	31	5	26	23	3	4	1	9	16	31	-	-	22	8	2	-	8	13	7	2	14	9	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	100.0	100.0	100.0	100.0
Too bright	6	-	6	6	-	-	-	2	4	6	-	-	2	4	2	-	-	4	-	2	2	-	2
	18.3		22.2	25.0				20.7	23.7	18.3			8.4	47.7	75.5			30.0		75.5 u	13.3		34.5
Not bright enough	4	1	4	4	-	1	-	-	4	4	-	-	1	4	2	-	-	-	2	2	-	2	-
	14.2	11.4	14.8	16.7		13.9			23.7	14.2			2.7	47.7 m	100.0 S				27.0	100.0 V		21.7	
Color of light	3	-	3	2	1	-	0	1	2	3	-	-	3	-	-	-	3	-	-	-	3	-	-
	9.6		11.7	8.3	37.7		25.0	8.0	11.8	9.6			13.3				36.3				20.9		
How they fit in fixtures	2	1	0	-	0	1	0	1	-	2	-	-	1	0	-	-	1	0	-	-	1	1	-
	5.9	27.1	1.4		12.5	13.9	25.0	9.2		5.9			6.5	4.6			17.7	2.9			5.9	11.2	
How they look in fixtures	15	3	12	11	0	2	0	4	8	15	-	-	11	4	-	-	4	6	4	-	9	4	2
	48.5	61.4 E	45.8 e	50.0 e	12.5	55.7	25.0	41.4	52.6	48.5			47.3	47.7			46.0	49.3	62.7		59.9	45.4	45.7
Other	3	-	3	2	1	0	-	3	-	3	-	-	3	-	-	-	1	0	2	-	1	2	0
	9.6		11.7	8.3	37.7	8.2		28.7		9.6			13.3				8.9	2.9	27.0		5.1	21.7	6.6
Don't know	3	-	3	2	1	0	0	-	2	3	-	-	3	-	-	-	-	2	1	-	-	2	1
	8.4		10.2	8.3	24.9	8.2	25.0		11.8	8.4			11.7					15.0	10.3			21.7	13.2

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S7B8. Why do you prefer not to use CFLs for other fixture?
BASE: Don't use CFLs in other fixtures

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	39	14	25	17	8	5	4	19	11	39	-	-	29	9	7	-	6	18	5	7	12	10	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	100.0	100.0	100.0	100.0
Total answering	39	14	25	17	8	5	4	19	11	39	-	-	29	9	7	-	6	18	5	7	12	10	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	100.0	100.0	100.0	100.0
Too bright	5	1	4	4	0	0	-	2	3	5	-	-	4	1	2	-	-	0	1	2	-	-	1
	12.8	6.0	16.6	22.2	4.5	7.8		10.0	25.1	12.8			14.0	9.0	28.3			2.0	16.7	28.3			14.1
Not bright enough	6	4	3	-	3	1	2	3	1	6	-	-	4	2	1	-	0	4	0	1	2	2	2
	16.2	26.9	10.2		31.8	15.6	35.2	17.2	6.7	16.2			14.4	21.8	18.0		6.5	19.9	7.2	18.0	13.1	19.6	18.7
Color of light	7	1	6	6	0	0	1	4	3	7	-	-	7	0	2	-	-	5	-	2	1	2	2
	19.2	10.4	24.1	33.3	4.5	7.8	13.6	20.0	25.1	19.2			24.1	3.8	33.7			29.5		33.7	7.0	19.2	29.5
			e	e									n										
How they fit in fixtures	8	5	3	2	1	1	-	4	4	8	-	-	6	2	-	-	2	6	-	-	3	5	-
	21.0	34.6	13.4	11.1	18.3	13.3		18.9	36.5	21.0			19.5	25.7			30.5	31.8			27.1	49.9	
How they look in fixtures	3	1	3	-	3	1	-	1	1	3	-	-	3	0	0	-	1	1	1	0	1	1	1
	8.7	6.0	10.2		31.8	23.4		7.7	7.7	8.7			10.2	3.8	5.4		21.8	6.1	14.5	5.4	10.0	7.4	12.8
					b																		
Other	19	6	13	11	2	3	3	9	4	19	-	-	15	5	5	-	3	7	3	5	7	4	3
	50.1	42.9	54.1	66.7	27.2	61.0	64.8	48.9	41.4	50.1			49.3	52.5	82.0		56.5	37.0	61.6	82.0	56.8	45.2	32.1
				E											R					W			

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S7B8. Why do you prefer not to use CFLs for other fixture?
BASE: Don't use CFLs in other fixture

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	39	14	25	17	8	5	4	19	11	39	-	-	29	9	7	-	6	18	5	7	12	10	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	100.0	100.0	100.0	100.0
Too bright	5	1	4	4	0	0	-	2	3	5	-	-	4	1	2	-	-	0	1	2	-	-	1
	12.8	6.0	16.6	22.2	4.5	7.8		10.0	25.1	12.8			14.0	9.0	28.3			2.0	16.7	28.3			14.1
Not bright enough	6	4	3	-	3	1	2	3	1	6	-	-	4	2	1	-	0	4	0	1	2	2	2
	16.2	26.9	10.2		31.8	15.6	35.2	17.2	6.7	16.2			14.4	21.8	18.0		6.5	19.9	7.2	18.0	13.1	19.6	18.7
Color of light	7	1	6	6	0	0	1	4	3	7	-	-	7	0	2	-	-	5	-	2	1	2	2
	19.2	10.4	24.1	33.3	4.5	7.8	13.6	20.0	25.1	19.2			24.1	3.8	33.7			29.5		33.7	7.0	19.2	29.5
			e	e									n										
How they fit in fixtures	8	5	3	2	1	1	-	4	4	8	-	-	6	2	-	-	2	6	-	-	3	5	-
	21.0	34.6	13.4	11.1	18.3	13.3		18.9	36.5	21.0			19.5	25.7			30.5	31.8			27.1	49.9	
How they look in fixtures	3	1	3	-	3	1	-	1	1	3	-	-	3	0	0	-	1	1	1	0	1	1	1
	8.7	6.0	10.2		31.8	23.4		7.7	7.7	8.7			10.2	3.8	5.4		21.8	6.1	14.5	5.4	10.0	7.4	12.8
					b																		
Other	19	6	13	11	2	3	3	9	4	19	-	-	15	5	5	-	3	7	3	5	7	4	3
	50.1	42.9	54.1	66.7	27.2	61.0	64.8	48.9	41.4	50.1			49.3	52.5	82.0		56.5	37.0	61.6	82.0	56.8	45.2	32.1
				E											R					W			

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S8. Is there anything else that affect whether you'd use a CFL in a particular fixture?
BASE: Purchased CFLs

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	753	204	549	441	108	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	13	3	10	6	4	1	2	1	9	13	-	-	7	4	3	-	1	8	1	3	6	1	4
Total answering	740	201	539	435	104	74	70	242	353	740	-	-	549	184	68	28	141	291	177	68	232	155	271
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	136	37	99	81	18	12	12	45	66	136	-	-	112	23	11	4	27	54	37	11	45	25	52
	18.3	18.4	18.3	18.6	17.1	15.9	17.2	18.8	18.8	18.3			20.4	12.3	16.2	13.4	18.9	18.7	20.9	16.2	19.4	16.2	19.3
													N										
No	604	164	440	354	86	62	58	196	287	604	-	-	437	161	57	24	114	236	140	57	187	130	219
	81.7	81.6	81.7	81.4	82.9	84.1	82.8	81.2	81.2	81.7			79.6	87.7	83.8	86.6	81.1	81.3	79.1	83.8	80.6	83.8	80.7
														M									

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S8. Is there anything else that affect whether you'd use a CFL in a particular fixture?
BASE: Purchased CFLs

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	753	204	549	441	108	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	136	37	99	81	18	12	12	45	66	136	-	-	112	23	11	4	27	54	37	11	45	25	52
	18.0	18.1	18.0	18.4	16.4	15.6	16.8	18.7	18.3	18.0			20.1 N	12.0	15.6	13.4	18.8	18.2	20.8	15.6	18.9	16.2	19.0
No	604	164	440	354	86	62	58	196	287	604	-	-	437	161	57	24	114	236	140	57	187	130	219
	80.3	80.4	80.2	80.3	79.6	82.5	80.6	80.9	79.3	80.3			78.6	85.6 m	80.8	86.6	80.7	79.1	78.6	80.8	78.7	83.4	79.5
Don't know	13	3	10	6	4	1	2	1	9	13	-	-	7	4	2	-	1	8	1	2	6	1	4
	1.7	1.4	1.8	1.3	3.7	1.4	2.7	0.3	2.4 h	1.7			1.2	2.3	3.1		0.5	2.7	0.6	3.1	2.4	0.4	1.5
Refused	0	-	0	-	0	0	-	-	-	0	-	-	0	-	0	-	-	-	-	0	-	-	-
	*		0.1		0.3	0.5				*			0.1		0.5					0.5			

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S8A. What else affects whether you'd use a CFL in a particular fixture?
BASE: Other things affect CFL use

	BANNER 1																						
		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	136	37	99	81	18	12	12	45	66	136	-	-	112	23	11	4	27	54	37	11	45	25	52
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	8	2	6	4	2	1	1	3	3	8	-	-	3	5	2	-	1	4	0	2	4	2	0
Total answering	128	35	93	77	16	11	11	43	63	128	-	-	109	18	9	4	25	51	37	9	41	23	52
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
If I have a CFL on hand	3	1	2	2	-	1	-	3	-	3	-	-	3	1	1	-	-	1	-	1	-	-	1
	2.6	4.2	2.0	2.4		5.7		6.4		2.6			2.5	3.4	6.8			1.7		6.8			1.6
CFL price	6	1	5	4	1	1	2	4	-	6	-	-	5	1	-	-	1	4	1	-	1	0	5
	4.7	3.5	5.2	4.9	6.8	6.7	13.9	8.8		4.7			5.0	3.4			4.3	7.4	3.3		1.8	1.5	9.6
How they fit	36	13	23	19	4	3	3	13	17	36	-	-	28	9	0	2	7	6	22	0	11	4	21
	28.4	37.9	24.9	24.4	27.2	28.0	25.6	31.4	27.0	28.4			25.4	48.1	4.0	50.0	26.9	11.2	58.7	4.0	26.2	17.0	40.9
																	o		OQR		T		Tv
How they look	15	5	10	8	3	2	2	5	6	15	-	-	13	2	2	-	4	6	2	2	6	2	5
	11.8	14.3	10.8	9.8	15.9	14.7	17.0	12.5	9.8	11.8			11.5	13.8	27.6		16.9	12.0	5.9	27.6	13.9	7.7	9.7
Lamp with exposed/ visible light bulb	15	3	12	11	1	-	1	3	11	15	-	-	11	4	2	-	2	6	5	2	5	3	4
	11.9	9.0	12.9	14.6	4.6		5.4	8.1	17.6	11.9			10.5	20.9	20.8		9.0	12.6	12.5	20.8	13.3	14.7	7.3
Other	58	12	46	38	8	5	5	16	32	58	-	-	53	4	4	2	13	28	11	4	20	15	20
	45.4	35.9	49.0	48.8	50.0	45.0	44.5	36.8	51.6	45.4			48.9	20.8	40.8	50.0	51.0	55.1	30.8	40.8	47.8	64.2	38.1
													N					S				w	

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S8A. What else affects whether you'd use a CFL in a particular fixture?
BASE: Other things affect CFL use

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Purchaser	Aware Non-Purchaser	Unaware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	136	37	99	81	18	12	12	45	66	136	-	-	112	23	11	4	27	54	37	11	45	25	52
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
If I have a CFL on hand	3	1	2	2	-	1	-	3	-	3	-	-	3	1	1	-	-	1	-	1	-	-	1
	2.5	3.9	1.9	2.3		5.2		6.0		2.5			2.4	2.7	5.6			1.5		5.6			1.6
CFL price	6	1	5	4	1	1	2	4	-	6	-	-	5	1	-	-	1	4	1	-	1	0	5
	4.5	3.3	4.9	4.7	6.1	6.1	13.1	8.3		4.5			4.9	2.7			4.1	6.9	3.3		1.6	1.4	9.6
How they fit	36	13	23	19	4	3	3	13	17	36	-	-	28	9	0	2	7	6	22	0	11	4	21
	26.8	35.5	23.5	23.3	24.5	25.7	24.0	29.5	25.6	26.8			24.7	38.3	3.3	50.0	25.7	10.5	58.1	3.3	23.9	15.8	40.7
																	o		OQR		T		TV
How they look	15	5	10	8	3	2	2	5	6	15	-	-	13	2	2	-	4	6	2	2	6	2	5
	11.1	13.4	10.2	9.3	14.3	13.5	16.0	11.7	9.3	11.1			11.2	11.0	22.8		16.1	11.2	5.9	22.8	12.7	7.2	9.6
Lamp with exposed/ visible light bulb	15	3	12	11	1	-	1	3	11	15	-	-	11	4	2	-	2	6	5	2	5	3	4
	11.2	8.5	12.2	14.0	4.1		5.0	7.6	16.7	11.2			10.2	16.6	17.2		8.6	11.7	12.4	17.2	12.1	13.7	7.2
Other	58	12	46	38	8	5	5	16	32	58	-	-	53	4	4	2	13	28	11	4	20	15	20
	42.8	33.7	46.2	46.5	44.9	41.3	41.8	34.6	48.9	42.8			47.5	16.6	33.8	50.0	48.7	51.3	30.5	33.8	43.6	59.8	37.8
													N					s					
Don't know	6	1	6	4	2	1	1	2	3	6	-	-	2	4	2	-	0	3	0	2	2	2	0
	4.6	1.7	5.6	4.7	10.2	8.3	5.9	4.1	3.9	4.6			2.2	16.6	17.2		1.4	5.2	1.0	17.2	5.0	6.8	0.7
Refused	2	2	-	-	-	-	-	1	1	2	-	-	1	1	-	-	1	1	-	-	2	-	-
	1.2	4.5						1.8	1.3	1.2			0.7	3.7			3.2	1.5			3.7		

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S9. When the installed burns out, how likely are you to replace it with another CFL?
BASE: Have CFLs installed

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	646	174	472	379	94	64	60	211	311	646	-	-	505	135	-	28	141	298	178	-	233	151	257
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0		100.0	100.0	100.0
Don't know/Refused	6	2	4	4	0	1	2	-	4	6	-	-	5	1	-	-	1	3	2	-	3	0	2
Total answering	640	171	468	375	93	63	58	211	307	640	-	-	499	135	-	28	140	295	176	-	231	151	254
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	44	13	31	25	7	8	4	11	21	44	-	-	30	12	-	9	18	11	6	-	33	6	5
	6.8	7.4	6.6	6.5	7.0	12.1	7.7	5.2	6.7	6.8			5.9	9.0		30.6	13.1	3.7	3.2		14.3	4.1	1.8
						H										RS	RS				VW		
2	28	9	19	17	2	1	3	12	13	28	-	-	21	8	-	3	9	11	5	-	24	1	2
	4.4	5.3	4.1	4.5	2.3	1.7	4.8	5.6	4.1	4.4			4.1	5.7		11.9	6.1	3.8	3.0		10.5	1.0	1.0
								f													VW		
3	42	4	38	32	6	4	1	25	11	42	-	-	34	8	-	2	14	24	2	-	21	17	4
	6.5	2.0	8.2	8.5	6.6	7.1	2.3	11.8	3.6	6.5			6.7	5.7		8.0	9.7	8.0	1.3		8.9	11.2	1.6
			B	B	B	g		GI									S	S			W	W	
4	73	14	59	51	8	8	4	29	31	73	-	-	56	16	-	2	15	42	14	-	28	25	20
	11.4	7.9	12.6	13.6	8.9	12.8	6.8	13.9	10.2	11.4			11.3	12.2		6.7	10.5	14.1	8.1		12.0	16.6	7.7
			b	b				g										s				W	
5-very likely	453	133	321	251	70	42	46	134	232	453	-	-	359	91	-	12	85	208	149	-	125	101	223
	70.9	77.3	68.5	66.8	75.2	66.3	78.4	63.6	75.4	70.9			71.9	67.4		42.8	60.5	70.4	84.4		54.2	67.1	87.8
		CD			d		FH		fH									Pq	PQR			U	UV
Mean	4.35	4.42	4.32	4.30	4.43	4.19	4.43	4.25	4.43	4.35	-	-	4.39	4.23	-	3.19	3.99	4.44	4.67	-	3.81	4.42	4.79
Standard Deviation	1.20	1.23	1.19	1.20	1.17	1.37	1.24	1.18	1.17	1.20	-	-	1.16	1.32	-	1.79	1.46	1.04	0.90	-	1.52	1.01	0.69
Standard Error	0.06	0.08	0.07	0.09	0.09	0.12	0.12	0.10	0.08	0.06			0.06	0.13		0.41	0.15	0.07	0.08		0.12	0.10	0.05

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S9. When the installed burns out, how likely are you to replace it with another CFL?
BASE: Have CFLs installed

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	646	174	472	379	94	64	60	211	311	646	-	-	505	135	-	28	141	298	178	-	233	151	257
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	44	13	31	25	7	8	4	11	21	44	-	-	30	12	-	9	18	11	6	-	33	6	5
	6.8	7.3	6.6	6.5	6.9	12.0	7.5	5.2	6.7	6.8			5.9	9.0		30.6	13.1	3.7	3.2		14.1	4.1	1.8
						h										RS	RS				VW		
2	28	9	19	17	2	1	3	12	13	28	-	-	21	8	-	3	9	11	5	-	24	1	2
	4.4	5.3	4.0	4.5	2.3	1.7	4.7	5.6	4.1	4.4			4.1	5.6		11.9	6.1	3.7	2.9		10.4	1.0	1.0
								f													VW		
3	42	4	38	32	6	4	1	25	11	42	-	-	34	8	-	2	14	24	2	-	21	17	4
	6.5	2.0	8.1	8.5	6.6	7.0	2.2	11.8	3.5	6.5			6.7	5.7		8.0	9.6	7.9	1.3		8.8	11.2	1.6
			B	B	B	g		GI									S	S			W	W	
4	73	14	59	51	8	8	4	29	31	73	-	-	56	16	-	2	15	42	14	-	28	25	20
	11.3	7.8	12.5	13.4	8.9	12.6	6.6	13.9	10.1	11.3			11.1	12.1		6.7	10.5	14.0	8.1		11.9	16.5	7.6
			b	b				g										s				W	
5-very likely	453	133	321	251	70	42	46	134	232	453	-	-	359	91	-	12	85	208	149	-	125	101	223
	70.2	76.4	67.9	66.2	74.9	65.5	76.3	63.6	74.5	70.2			71.1	67.0		42.8	60.1	69.6	83.5		53.6	67.0	87.0
		CD			d		fH		fH									Pq	PQR			U	UV
Don't know	6	2	4	4	0	1	2	-	4	6	-	-	5	1	-	-	1	3	2	-	3	0	2
	1.0	1.2	0.9	1.0	0.4	1.3	2.6		1.2	1.0			1.1	0.6			0.7	1.1	1.1		1.2	0.2	1.0
Mean	4.35	4.42	4.32	4.30	4.43	4.19	4.43	4.25	4.43	4.35	-	-	4.39	4.23	-	3.19	3.99	4.44	4.67	-	3.81	4.42	4.79
Standard Deviation	1.20	1.23	1.19	1.20	1.17	1.37	1.24	1.18	1.17	1.20	-	-	1.16	1.32	-	1.79	1.46	1.04	0.90	-	1.52	1.01	0.69
Standard Error	0.06	0.08	0.07	0.09	0.09	0.12	0.12	0.10	0.08	0.06			0.06	0.13		0.41	0.15	0.07	0.08		0.12	0.10	0.05

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

E1. When one of the incandescent bulbs you have installed now burns out, would you say you ...
BASE: Aware of CFLs

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	924	271	653	518	135	103	96	292	433	753	172	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	32	11	21	15	5	4	4	10	13	17	15	-	8	7	1	-	3	6	3	1	8	1	6
Total answering	893	260	633	503	130	99	92	283	419	736	157	-	548	181	69	28	139	292	175	69	230	154	269
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Will definitely replace it with a CFL	289	89	200	155	46	30	28	73	157	265	24	-	205	60	9	9	37	102	98	9	58	42	148
	32.4	34.1	31.7	30.7	35.4	30.4	30.9	26.0	37.5	36.0	15.3		37.3	32.8	13.5	30.4	26.4	35.0	56.0	13.5	25.3	27.5	54.9
									H	K							o	O	OPQR		T	T	TUV
Will possibly replace it with a CFL	346	103	243	196	47	41	31	121	153	271	75	-	218	53	15	10	66	129	41	15	107	84	59
	38.8	39.7	38.4	39.0	36.2	41.1	34.2	42.9	36.5	36.9	47.7		39.8	29.3	22.3	33.8	47.5	44.1	23.2	22.3	46.4	54.5	21.9
								g			J		N				OS	OS			TW	TW	
Will definitely not replace it with a CFL	228	61	167	138	30	25	28	83	91	172	56	-	109	59	44	9	36	52	24	44	65	28	36
	25.5	23.3	26.4	27.3	22.8	25.6	30.1	29.5	21.8	23.4	35.4		19.8	32.6	64.1	33.6	26.1	17.9	13.7	64.1	28.0	18.0	13.3
							i	i			J			M	PQRS	s	S			UVW	VW		
No incandescent bulbs installed in home	30	7	22	15	7	3	4	5	18	27	2	-	17	10	-	1	-	9	12	-	1	-	27
	3.3	2.9	3.5	3.0	5.6	2.8	4.8	1.6	4.3	3.7	1.6		3.1	5.3		2.2		3.0	7.1		0.3		9.9
									h														U

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

E1. When one of the incandescent bulbs you have installed now burns out, would you say you ...
BASE: Aware of CFLs

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	924	271	653	518	135	103	96	292	433	753	172	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Will definitely replace it with a CFL	289	89	200	155	46	30	28	73	157	265	24	-	205	60	9	9	37	102	98	9	58	42	148
	31.3	32.7	30.7	29.8	34.0	29.1	29.5	25.1	36.3	35.2	14.0		36.8	31.7	13.3	30.4	25.9	34.2	55.1	13.3	24.5	27.3	53.8
									H	K							O	O	OPQR		t	T	TUV
Will possibly replace it with a CFL	346	103	243	196	47	41	31	121	153	271	75	-	218	53	15	10	66	129	41	15	107	84	59
	37.5	38.1	37.2	37.8	34.8	39.4	32.6	41.5	35.3	36.0	43.7		39.3	28.2	21.9	33.8	46.6	43.2	22.8	21.9	45.0	54.0	21.5
								g					N				OS	OS			TW	TW	
Will definitely not replace it with a CFL	228	61	167	138	30	25	28	83	91	172	56	-	109	59	44	9	36	52	24	44	65	28	36
	24.6	22.3	25.6	26.5	21.9	24.6	28.8	28.5	21.1	22.9	32.4		19.6	31.4	62.9	33.6	25.6	17.5	13.5	62.9	27.1	17.8	13.0
							i	i			J			M	PQRS	s	S			UVW	vW		
No incandescent bulbs installed in home	30	7	22	15	7	3	4	5	18	27	2	-	17	10	-	1	-	9	12	-	1	-	27
	3.2	2.7	3.4	2.9	5.4	2.7	4.5	1.6	4.2	3.6	1.5		3.0	5.1		2.2		2.9	7.0		0.3		9.7
									h	k													U
Don't know	27	11	17	11	5	4	4	6	13	13	15	-	6	6	1	-	3	4	3	1	6	1	4
	2.9	3.9	2.6	2.2	4.0	3.5	4.6	2.0	3.1	1.7	8.5		1.0	3.3	1.0		1.9	1.5	1.7	1.0	2.4	0.9	1.3
											J												
Refused	4	1	4	4	-	1	-	4	-	4	-	-	2	1	1	-	-	2	-	1	2	-	2
	0.5	0.2	0.6	0.7		0.6		1.3		0.6			0.3	0.3	0.9			0.6		0.9	0.8		0.7

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
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Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

E3A. What is the main factor preventing you from increasing the number of CFLs you currently have installed in your home?
BASE: Don't have incandescent bulbs installed aware of CFLs

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	895	263	631	503	128	100	92	288	415	726	169	-	539	179	70	28	141	290	166	70	237	155	248
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	149	48	101	77	24	15	16	41	76	103	46	-	86	17	5	3	13	44	32	5	10	22	61
Total answering	746	216	530	426	104	85	76	246	339	622	124	-	453	162	65	24	128	246	134	65	227	133	187
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	164	50	114	81	33	25	14	50	75	140	24	-	112	27	7	3	26	55	41	7	43	32	55
	22.0	23.2	21.4	19.0	31.3	28.9	19.0	20.2	22.1	22.5	19.2		24.8	16.7	10.6	12.3	20.3	22.5	30.8	10.6	18.9	24.0	29.6
					bCD	Gh							n					O	OPq			T	TU
Storing incandescent bulbs	30	9	21	19	2	1	2	14	13	23	6	-	12	12	3	2	1	11	3	3	9	4	5
	4.0	4.0	4.0	4.4	2.1	1.6	2.6	5.5	3.8	3.8	4.9		2.6	7.1	4.2	9.2	0.7	4.6	1.9	4.2	4.1	3.3	2.7
								f						m				Q					
Operating hours-don't use the other bulbs/ lamps enough	13	7	6	6	-	2	1	7	3	12	1	-	3	7	1	2	1	4	3	1	6	1	3
	1.7	3.4	1.1	1.3		2.2	1.6	2.9	0.8	1.9	1.0		0.6	4.3	2.2	7.7	1.1	1.5	2.3	2.2	2.9	0.5	1.7
		c												m									
CFLs are too expensive/ cost too much	80	36	44	30	14	17	12	25	26	55	25	-	42	13	5	4	10	24	9	5	20	20	10
	10.7	16.7	8.3	7.1	13.2	19.7	15.9	10.2	7.7	8.8	20.1		9.3	8.1	8.4	18.1	8.1	9.9	6.7	8.4	8.6	15.1	5.3
		CD			cD	HI	I				J											W	
Need dimmable bulbs/ can't get dimmable CFLs	49	14	34	26	8	4	7	8	29	48	1	-	41	6	-	2	10	21	12	-	21	9	17
	6.5	6.6	6.5	6.2	7.7	5.3	9.0	3.4	8.6	7.7	0.8		9.1	3.5		7.7	7.6	8.6	9.2		9.1	6.9	9.0
							h		H	K			N										
Need 3-way bulb/Can't get 3-way CFLs	22	7	15	11	3	1	6	4	11	22	-	-	17	4	1	2	2	10	5	1	7	3	9
	2.9	3.3	2.7	2.7	3.1	1.1	8.4	1.4	3.2	3.5			3.7	2.7	2.2	7.7	1.5	4.3	4.0	2.2	3.1	2.4	5.1
							FHi																

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

E3A. What is the main factor preventing you from increasing the number of CFLs you currently have installed in your home?
BASE: Don't have incandescent bulbs installed aware of CFLs

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Don't like the way CFLs look in fixtures	49 6.6	11 5.2	38 7.2	32 7.5	6 5.9	5 5.7	4 4.8	16 6.6	25 7.3	44 7.2	5 4.0	-	26 5.6	19 11.7 m	6 9.6	2 7.7	12 9.5	14 5.8	6 4.7	6 9.6	23 10.2 Vw	4 2.8	10 5.1
Don't like the way CFLs fit in fixtures	31 4.2	12 5.7 E	19 3.5	17 4.0	2 1.7	3 3.0	2 2.1	13 5.4	14 4.1	29 4.6 k	2 1.9	-	24 5.3	4 2.5	2 2.6	-	9 6.9	15 5.9	4 2.8	2 2.6	9 3.9	8 6.3	10 5.3
CFLs aren't bright enough	66 8.8	13 6.2	52 9.9 b	45 10.6 b	7 6.9	6 7.6	5 7.0	22 8.9	32 9.5	54 8.7	12 9.6	-	35 7.7	19 11.5	10 15.9 s	2 9.2	12 9.5	22 8.9	7 5.4	10 15.9 W	28 12.2 W	11 7.9 w	5 2.8
CFL light color isn't what I want/isn't right	32 4.3	6 2.6	26 4.9	23 5.3	4 3.5	4 4.7	2 2.6	9 3.8	16 4.9	24 3.9	7 6.0	-	16 3.5	7 4.1	9 13.8 QrS	-	4 2.9	10 4.2 S	0 0.3	9 13.8 uvW	9 3.8 W	6 4.6 w	1 0.4
CFLs take to long to light up	15 2.0	3 1.3	12 2.3	11 2.7	1 0.7	1 0.7	1 0.8	6 2.6	7 2.1	11 1.8	3 2.8	-	11 2.4 N	1 0.4	1 0.9	-	3 2.1	6 2.5	2 1.4	1 0.9	3 1.5	4 2.8	4 2.0
Other	196 26.3	47 21.8	149 28.2 b	124 29.2 b	25 23.9	17 19.7	20 26.2	72 29.1 f	88 26.0	160 25.7	37 29.7	-	114 25.2	45 27.5	19 29.5	5 20.3	38 29.8	52 21.2	41 30.5 r	19 29.5	50 21.9	31 23.5	58 30.9 u

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
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NEEA Consumer Lighting Survey (#5752)

E3A. What is the main factor preventing you from increasing the number of CFLs you currently have installed in your home?
BASE: Don't have incandescent bulbs installed aware of CFLs

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	895	263	631	503	128	100	92	288	415	726	169	-	539	179	70	28	141	290	166	70	237	155	248
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	164	50	114	81	33	25	14	50	75	140	24	-	112	27	7	3	26	55	41	7	43	32	55
	18.3	19.0	18.0	16.1	25.5	24.6	15.6	17.3	18.1	19.3	14.0		20.9	15.1	9.9	10.9	18.4	19.1	24.9	9.9	18.1	20.6	22.3
					bCD	Gh												o	Op			t	T
Storing incandescent bulbs	30	9	21	19	2	1	2	14	13	23	6	-	12	12	3	2	1	11	3	3	9	4	5
	3.3	3.2	3.3	3.7	1.7	1.3	2.1	4.7	3.1	3.2	3.6		2.2	6.4	3.9	8.2	0.6	3.9	1.6	3.9	3.9	2.8	2.1
								f						m				Q					
Operating hours-don't use the other bulbs/ lamps enough	13	7	6	6	-	2	1	7	3	12	1	-	3	7	1	2	1	4	3	1	6	1	3
	1.4	2.8	0.9	1.1		1.8	1.3	2.5	0.7	1.6	0.7		0.5	3.9	2.1	6.9	1.0	1.3	1.9	2.1	2.7	0.4	1.3
		c												m							v		
CFLs are too expensive/ cost too much	80	36	44	30	14	17	12	25	26	55	25	-	42	13	5	4	10	24	9	5	20	20	10
	8.9	13.6	7.0	6.0	10.7	16.7	13.1	8.7	6.3	7.6	14.7		7.8	7.3	7.8	16.1	7.3	8.4	5.5	7.8	8.2	12.9	4.0
		CD			d	HI	I				J										w	W	
Need dimmable bulbs/ can't get dimmable CFLs	49	14	34	26	8	4	7	8	29	48	1	-	41	6	-	2	10	21	12	-	21	9	17
	5.4	5.4	5.4	5.2	6.2	4.5	7.4	2.9	7.0	6.6	0.6		7.7	3.1		6.9	6.9	7.3	7.4		8.8	5.9	6.8
							h		H	K			N										
Need 3-way bulb/Can't get 3-way CFLs	22	7	15	11	3	1	6	4	11	22	-	-	17	4	1	2	2	10	5	1	7	3	9
	2.4	2.7	2.3	2.2	2.5	1.0	6.9	1.2	2.6	3.0			3.1	2.5	2.1	6.9	1.4	3.6	3.2	2.1	2.9	2.1	3.8
							FHi																
Don't like the way CFLs look in fixtures	49	11	38	32	6	5	4	16	25	44	5	-	26	19	6	2	12	14	6	6	23	4	10
	5.5	4.3	6.0	6.4	4.8	4.8	4.0	5.6	6.0	6.1	2.9		4.7	10.6	8.9	6.9	8.6	4.9	3.8	8.9	9.7	2.4	3.8
										k				M							VW		

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

E3A. What is the main factor preventing you from increasing the number of CFLs you currently have installed in your home?
BASE: Don't have incandescent bulbs installed aware of CFLs

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Don't like the way CFLs fit in fixtures	31 3.5	12 4.7 E	19 3.0	17 3.4	2 1.4	3 2.5	2 1.7	13 4.6	14 3.3	29 4.0 K	2 1.4	-	24 4.4	4 2.2	2 2.4	-	9 6.2	15 5.0	4 2.3	2 2.4	9 3.7	8 5.4	10 4.0
CFLs aren't bright enough	66 7.4	13 5.1	52 8.3 b	45 9.0 b	7 5.6	6 6.4	5 5.8	22 7.6	32 7.7	54 7.4	12 7.0	-	35 6.4	19 10.5	10 14.8 S	2 8.2	12 8.6	22 7.6	7 4.4	10 14.8 W	28 11.7 W	11 6.8 w	5 2.1
CFL light color isn't what I want/isn't right	32 3.6	6 2.1	26 4.2	23 4.5	4 2.8	4 4.0	2 2.1	9 3.3	16 4.0	24 3.4	7 4.4	-	16 2.9	7 3.7	9 12.8 QrS	-	4 2.6	10 3.6 S	0 0.2	9 12.8 uvW	9 3.6 W	6 3.9 w	1 0.3
CFLs take to long to light up	15 1.7	3 1.1	12 1.9	11 2.2	1 0.6	1 0.6	1 0.7	6 2.3	7 1.7	11 1.6	3 2.0	-	11 2.0 n	1 0.3	1 0.9	-	3 1.9	6 2.2	2 1.1	1 0.9	3 1.4	4 2.4	4 1.5
Other	196 21.9	47 17.8	149 23.7 B	124 24.7 B	25 19.5	17 16.8	20 21.6	72 24.9 f	88 21.2	160 22.0	37 21.7	-	114 21.2	45 24.9	19 27.4	5 18.1	38 27.0 r	52 18.0	41 24.7	19 27.4	50 21.0	31 20.1	58 23.3
Don't know	141 15.7	46 17.4	95 15.0	74 14.6	21 16.7	12 12.3	15 16.6	39 13.7	74 17.8	95 13.1	46 26.9 J	-	79 14.6 n	16 9.0	5 7.0	3 11.2	13 9.0	42 14.5 o	28 16.7 Oq	5 7.0	10 4.1	22 13.8 U	54 21.6 TUv
Refused	8 0.9	2 0.7	6 1.0	4 0.7	3 2.0	3 2.7	1 1.1	2 0.7	3 0.6	8 1.1	-	-	7 1.4	1 0.4	-	-	1 0.4	2 0.6	4 2.4	-	-	1 0.4	8 3.0 v

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

E3A./E3B. All factors preventing you from increasing the number of CFLs you currently have installed in your home?
BASE: Don't have incandescent bulbs installed aware of CFLs

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	895	263	631	503	128	100	92	288	415	726	169	-	539	179	70	28	141	290	166	70	237	155	248
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	149	48	101	77	24	15	16	41	76	103	46	-	86	17	5	3	13	44	32	5	10	22	61
Total answering	746	216	530	426	104	85	76	246	339	622	124	-	453	162	65	24	128	246	134	65	227	133	187
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	202	63	139	100	39	28	19	65	90	170	32	-	135	32	7	6	30	70	44	7	60	38	59
	27.1	29.2	26.3	23.5	37.9	33.3	25.4	26.4	26.5	27.3	26.1		29.9	19.9	11.2	23.0	23.7	28.5	33.1	11.2	26.4	28.1	31.8
					BCD								N				O	O	O		T	T	T
Storing incandescent bulbs	62	19	43	32	11	7	4	21	30	50	12	-	31	19	8	3	6	24	7	8	21	10	11
	8.4	8.9	8.2	7.5	10.8	8.1	5.5	8.7	8.9	8.1	9.7		6.9	11.8	12.0	10.7	4.4	9.7	5.1	12.0	9.1	7.2	5.6
																		q					
Operating hours-don't use the other bulbs/ lamps enough	20	9	11	9	1	2	2	10	5	18	2	-	9	7	1	2	2	9	3	1	7	6	3
	2.6	4.0	2.1	2.2	1.4	2.6	2.9	4.0	1.6	2.9	1.3		2.0	4.3	2.2	7.7	1.7	3.8	2.3	2.2	3.2	4.6	1.7
		e																					
CFLs are too expensive/ cost too much	99	39	60	45	15	18	14	32	35	68	31	-	47	21	11	8	10	27	9	11	26	20	10
	13.3	17.9	11.4	10.6	14.6	21.2	18.5	12.8	10.5	10.9	25.4		10.4	12.7	17.1	33.5	8.1	10.8	7.0	17.1	11.2	15.3	5.6
		CD				HI	I				J				s	QrS				W	w	W	
Need dimmable bulbs/ can't get dimmable CFLs	72	19	53	41	12	8	10	13	42	69	4	-	54	14	2	3	10	31	20	2	24	16	23
	9.7	8.7	10.1	9.7	11.5	9.1	12.8	5.3	12.3	11.0	2.9		11.8	8.6	3.4	12.6	7.6	12.5	14.7	3.4	10.8	12.1	12.3
							H		H	K								O	O		T	T	T
Need 3-way bulb/Can't get 3-way CFLs	38	12	26	21	5	3	8	8	19	37	2	-	27	6	3	4	2	17	8	3	13	6	13
	5.1	5.6	4.9	4.9	5.2	3.8	10.5	3.3	5.6	5.9	1.4		5.9	3.9	4.4	15.4	1.8	6.7	6.1	4.4	5.6	4.3	6.8
							FH			K								Q					

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

E3A./E3B. All factors preventing you from increasing the number of CFLs you currently have installed in your home?
BASE: Don't have incandescent bulbs installed aware of CFLs

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Don't like the way CFLs look in fixtures	59 8.0	16 7.5	43 8.2	36 8.4	8 7.3	8 9.0	6 8.5	16 6.6	29 8.6	53 8.6	6 5.0	-	32 7.1	21 13.2 m	7 11.5	2 7.7	16 12.2	16 6.4	9 6.6	7 11.5	28 12.3 VW	7 4.9	10 5.1
Don't like the way CFLs fit in fixtures	41 5.4	17 7.7 E	24 4.5	21 4.9	3 3.1	4 4.6	3 3.7	15 6.0	19 5.6	38 6.2 K	2 1.9	-	30 6.6	8 4.7	2 3.5	-	13 10.5 o	15 6.2	7 5.4	2 3.5	14 6.0	11 8.2	12 6.2
CFLs aren't bright enough	90 12.1	22 10.0	68 12.9	57 13.3	12 11.5	9 11.0	9 12.0	30 12.2	42 12.3	75 12.0	15 12.5	-	45 10.0	29 17.7 M	12 18.9 S	5 20.9	14 10.8	35 14.2 S	9 6.4	12 18.9 W	38 16.5 W	16 12.2 W	9 4.6
CFL light color isn't what I want/isn't right	57 7.7	9 4.4	48 9.1 BE	43 10.2 BE	5 4.5	5 6.2	5 6.3	18 7.2	30 8.8	47 7.6	10 8.4	-	34 7.4	12 7.2	13 20.7 QRS	-	8 6.3	18 7.3	7 5.1	13 20.7 UVW	19 8.2 w	9 7.1	6 3.1
CFLs take to long to light up	28 3.7	6 2.7	22 4.2	19 4.4	3 3.1	2 2.3	2 2.1	9 3.7	15 4.5	24 3.8	4 3.3	-	23 5.1 N	1 0.4	1 0.9	-	5 3.9	14 5.7 O	3 2.5	1 0.9	9 3.8	6 4.5	9 4.6
Other	233 31.2	54 25.0	179 33.7 B	149 35.0 B	30 28.5	21 24.6	22 28.9	80 32.5	110 32.4 f	188 30.2	45 36.2	-	139 30.8	48 29.5	21 32.4	6 24.8	42 32.8	66 26.8	47 35.3	21 32.4	67 29.3	33 25.1	65 34.9

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

E3A./E3B. All factors preventing you from increasing the number of CFLs you currently have installed in your home?
BASE: Don't have incandescent bulbs installed aware of CFLs

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	895	263	631	503	128	100	92	288	415	726	169	-	539	179	70	28	141	290	166	70	237	155	248
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	202	63	139	100	39	28	19	65	90	170	32	-	135	32	7	6	30	70	44	7	60	38	59
	22.6	23.9	22.1	19.9	30.8	28.3	20.9	22.6	21.6	23.5	19.0		25.1	18.1	10.4	20.4	21.5	24.2	26.7	10.4	25.3	24.1	23.9
					bCD								n				o	O	O		T	T	T
Storing incandescent bulbs	62	19	43	32	11	7	4	21	30	50	12	-	31	19	8	3	6	24	7	8	21	10	11
	7.0	7.3	6.9	6.4	8.8	6.9	4.5	7.4	7.2	6.9	7.1		5.8	10.7	11.2	9.5	4.0	8.2	4.1	11.2	8.7	6.1	4.2
														m							w		
Operating hours-don't use the other bulbs/ lamps enough	20	9	11	9	1	2	2	10	5	18	2	-	9	7	1	2	2	9	3	1	7	6	3
	2.2	3.3	1.7	1.9	1.1	2.2	2.4	3.4	1.3	2.5	0.9		1.7	3.9	2.1	6.9	1.5	3.2	1.9	2.1	3.0	4.0	1.3
		e																					
CFLs are too expensive/ cost too much	99	39	60	45	15	18	14	32	35	68	31	-	47	21	11	8	10	27	9	11	26	20	10
	11.1	14.7	9.6	9.0	11.9	18.0	15.2	11.0	8.5	9.3	18.6		8.7	11.5	15.9	29.8	7.3	9.2	5.7	15.9	10.8	13.1	4.2
		CD				hI	I				J				s	QrS				W	W	W	
Need dimmable bulbs/ can't get dimmable CFLs	72	19	53	41	12	8	10	13	42	69	4	-	54	14	2	3	10	31	20	2	24	16	23
	8.1	7.1	8.5	8.2	9.3	7.7	10.6	4.5	10.1	9.4	2.2		10.0	7.8	3.2	11.2	6.9	10.6	11.9	3.2	10.3	10.4	9.3
							H		H	K								O	O		T	t	t
Need 3-way bulb/Can't get 3-way CFLs	38	12	26	21	5	3	8	8	19	37	2	-	27	6	3	4	2	17	8	3	13	6	13
	4.3	4.6	4.1	4.1	4.2	3.3	8.6	2.8	4.6	5.0	1.0		4.9	3.5	4.1	13.7	1.6	5.7	5.0	4.1	5.4	3.7	5.1
							FH			K								Q					
Don't like the way CFLs look in fixtures	59	16	43	36	8	8	6	16	29	53	6	-	32	21	7	2	16	16	9	7	28	7	10
	6.7	6.1	6.9	7.1	5.9	7.6	7.0	5.6	7.0	7.4	3.6		5.9	12.0	10.7	6.9	11.0	5.5	5.3	10.7	11.8	4.2	3.8
										k				M							VW		

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

E3A./E3B. All factors preventing you from increasing the number of CFLs you currently have installed in your home?
BASE: Don't have incandescent bulbs installed aware of CFLs

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Don't like the way CFLs fit in fixtures	41 4.5	17 6.3 E	24 3.8	21 4.1	3 2.5	4 3.9	3 3.1	15 5.2	19 4.6	38 5.3 K	2 1.4	-	30 5.6	8 4.2	2 3.3	-	13 9.5	15 5.3	7 4.4	2 3.3	14 5.7	11 7.0	12 4.7
CFLs aren't bright enough	90 10.1	22 8.2	68 10.8	57 11.2	12 9.3	9 9.3	9 9.9	30 10.4	42 10.0	75 10.3	15 9.1	-	45 8.4	29 16.0 M	12 17.6 S	5 18.5	14 9.8	35 12.0 S	9 5.2	12 17.6 W	38 15.8 W	16 10.4 W	9 3.5
CFL light color isn't what I want/isn't right	57 6.4	9 3.6	48 7.6 BE	43 8.6 BE	5 3.7	5 5.3	5 5.2	18 6.2	30 7.1	47 6.5	10 6.1	-	34 6.2	12 6.6	13 19.2 QRS	-	8 5.7	18 6.2	7 4.1	13 19.2 uVW	19 7.8 W	9 6.1	6 2.3
CFLs take to long to light up	28 3.1	6 2.2	22 3.5	19 3.7	3 2.5	2 1.9	2 1.7	9 3.2	15 3.7	24 3.3	4 2.4	-	23 4.3 N	1 0.3	1 0.9	-	5 3.5	14 4.9 O	3 2.0	1 0.9	9 3.6	6 3.9	9 3.5
Other	233 372.7	54 282.2	179 412.8	149 464.7	30 264.4	21 304.8	22 528.4	80 375.1	110 365.2	188 372.6	45 373.2	-	139 445.2	48 249.6	21 270.1	6 232.5	42 746.0	66 277.7	47 695.7	21 270.1	67 322.9	33 351.1	65 619.9
Don't know	141 15.7	46 17.4	95 15.0	74 14.6	21 16.7	12 12.3	15 16.6	39 13.7	74 17.8	95 13.1	46 26.9 J	-	79 14.6 n	16 9.0	5 7.0	3 11.2	13 9.0	42 14.5 o	28 16.7 Oq	5 7.0	10 4.1	22 13.8 U	54 21.6 TUv
Refused	8 0.9	2 0.7	6 1.0	4 0.7	3 2.0	3 2.7	1 1.1	2 0.7	3 0.6	8 1.1	-	-	7 1.4	1 0.4	-	-	1 0.4	2 0.6	4 2.4	-	-	1 0.4	8 3.0 v

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

F1. How likely are you to purchase any CFLs in the next year?
BASE: Aware of CFLs

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	924	271	653	518	135	103	96	292	433	753	172	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	34	9	25	23	3	5	2	17	10	24	10	-	17	6	2	1	6	7	4	2	4	4	14
Total answering	890	262	628	496	133	98	94	276	423	729	161	-	538	183	68	27	136	291	174	68	233	151	261
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	211	71	140	111	29	29	29	62	91	154	58	-	84	66	43	10	27	42	25	43	56	21	31
	23.7	27.0	22.4	22.4	22.0	30.0	30.6	22.6	21.5	21.1	35.6		15.6	36.1	62.6	35.1	20.1	14.4	14.6	62.6	23.9	14.0	11.9
						I	hI				J			M	PQRS	rs				UVW	VW		
2	69	15	54	49	5	5	7	23	35	49	21	-	30	18	5	4	11	21	2	5	17	15	12
	7.8	5.7	8.7	9.9	4.1	4.9	7.0	8.3	8.3	6.7	12.8		5.6	9.8	7.1	13.8	8.0	7.2	1.4	7.1	7.3	9.8	4.5
			E	bE							J						S	S				w	
3	128	37	91	70	22	16	15	40	58	94	34	-	66	26	7	5	25	37	14	7	44	15	23
	14.4	14.0	14.5	14.1	16.3	16.0	16.0	14.4	13.6	12.9	21.1		12.3	14.0	9.9	19.1	18.8	12.7	8.1	9.9	19.0	10.2	8.6
											J						S				tVW		
4	107	19	88	74	15	8	4	51	44	88	19	-	65	23	4	2	21	45	13	4	31	25	27
	12.0	7.2	14.1	14.8	11.2	8.6	4.1	18.3	10.5	12.0	12.0		12.1	12.6	6.5	6.1	15.4	15.4	7.7	6.5	13.2	16.8	10.3
			B	B		g		FGI	G								os	OS				T	
5-Very likely	375	121	254	192	61	40	40	100	195	345	30	-	294	50	9	7	51	146	119	9	85	74	169
	42.1	46.1	40.4	38.8	46.4	40.5	42.2	36.3	46.1	47.3	18.5		54.5	27.6	13.8	25.8	37.8	50.2	68.2	13.8	36.5	49.1	64.7
		d			d				H	K			N				O	OPQ	OPQR		T	TU	TUV
Mean	3.41	3.40	3.41	3.38	3.56	3.25	3.20	3.37	3.52	3.58	2.65	-	3.84	2.86	2.02	2.74	3.43	3.80	4.13	2.02	3.31	3.77	4.11
Standard Deviation	1.63	1.71	1.60	1.60	1.61	1.71	1.74	1.58	1.62	1.61	1.52	-	1.51	1.66	1.50	1.63	1.54	1.48	1.46	1.50	1.59	1.49	1.41
Standard Error	0.06	0.09	0.08	0.10	0.10	0.13	0.13	0.12	0.10	0.07	0.13		0.08	0.14	0.21	0.38	0.16	0.10	0.13	0.21	0.12	0.14	0.10

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

F1. How likely are you to purchase any CFLs in the next year?
BASE: Aware of CFLs

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	924	271	653	518	135	103	96	292	433	753	172	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	211	71	140	111	29	29	29	62	91	154	58	-	84	66	43	10	27	42	25	43	56	21	31
	22.9	26.2	21.5	21.5	21.6	28.5	29.9	21.3	21.0	20.4	33.5		15.1	35.0	60.9	34.1	19.3	14.0	14.3	60.9	23.5	13.7	11.3
						i	hI				J			M	PQRS	rs				UVW	VW		
2	69	15	54	49	5	5	7	23	35	49	21	-	30	18	5	4	11	21	2	5	17	15	12
	7.5	5.5	8.3	9.5	4.0	4.7	6.8	7.8	8.1	6.5	12.0		5.4	9.5	6.9	13.4	7.6	7.1	1.4	6.9	7.2	9.6	4.3
			E	bE							j						S	S				w	
3	128	37	91	70	22	16	15	40	58	94	34	-	66	26	7	5	25	37	14	7	44	15	23
	13.9	13.5	14.0	13.5	16.0	15.2	15.7	13.6	13.3	12.5	19.9		11.9	13.6	9.7	18.6	18.0	12.4	7.9	9.7	18.7	9.9	8.2
											J						S				tVW		
4	107	19	88	74	15	8	4	51	44	88	19	-	65	23	4	2	21	45	13	4	31	25	27
	11.6	7.0	13.5	14.2	11.0	8.2	4.0	17.3	10.2	11.7	11.3		11.7	12.2	6.4	6.0	14.7	15.1	7.5	6.4	12.9	16.4	9.7
			B	B	b	g		FGI	G								os	OS				T	
5-Very likely	375	121	254	192	61	40	40	100	195	345	30	-	294	50	9	7	51	146	119	9	85	74	169
	40.5	44.6	38.8	37.1	45.5	38.6	41.3	34.3	45.1	45.8	17.4		52.8	26.7	13.4	25.0	36.3	49.0	66.6	13.4	35.9	47.9	61.5
		d			cd				H	K			N				O	OPQ	OPQR		T	TU	TUV
Don't know	33	8	25	23	3	5	2	17	10	24	9	-	17	6	2	1	6	7	4	2	4	4	14
	3.6	3.0	3.8	4.4	1.9	4.8	1.6	5.7	2.3	3.2	5.5		3.1	3.0	2.7	3.0	4.0	2.4	2.3	2.7	1.9	2.5	4.9
				e		g		Gi															u
Refused	1	1	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-
	0.1	0.2					0.6				0.4												
Mean	3.41	3.40	3.41	3.38	3.56	3.25	3.20	3.37	3.52	3.58	2.65	-	3.84	2.86	2.02	2.74	3.43	3.80	4.13	2.02	3.31	3.77	4.11

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

F1. How likely are you to purchase any CFLs in the next year?
BASE: Aware of CFLs

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Standard Deviation	1.63	1.71	1.60	1.60	1.61	1.71	1.74	1.58	1.62	1.61	1.52	-	1.51	1.66	1.50	1.63	1.54	1.48	1.46	1.50	1.59	1.49	1.41
Standard Error	0.06	0.09	0.08	0.10	0.10	0.13	0.13	0.12	0.10	0.07	0.13		0.08	0.14	0.21	0.38	0.16	0.10	0.13	0.21	0.12	0.14	0.10

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

F2A. Why are you unlikely to purchase CFLs in the next year?
BASE: Not likely to purchase CFLs

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	409	122	286	230	56	50	50	125	183	296	112	-	180	109	54	19	64	100	42	54	117	52	66
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	56	17	39	32	7	8	8	18	22	32	25	-	17	12	10	2	9	6	2	10	16	3	-
Total answering	352	105	247	198	49	42	43	107	161	265	88	-	163	97	44	17	55	94	40	44	102	48	66
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
I am storing a bunch/ brought a multi-pack so I don't need any more	124	33	91	74	17	12	15	35	62	111	12	-	73	36	6	7	17	48	25	6	29	26	47
	35.1	31.3	36.7	37.1	35.0	27.7	35.8	32.5	38.6	42.1	14.1		44.7	36.6	12.6	39.7	31.6	51.4	63.5	12.6	28.8	53.0	71.7
										K						o	O	OQ	OQ		T	TU	TUv
Other	229	72	157	124	32	30	27	72	99	153	75	-	90	62	39	10	38	46	15	39	72	23	19
	64.9	68.7	63.3	62.9	65.0	72.3	64.2	67.5	61.4	57.9	85.9		55.3	63.4	87.4	60.3	68.4	48.6	36.5	87.4	71.2	47.0	28.3
											J				pQRS		RS			UVW	VW	w	

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

F2A. Why are you unlikely to purchase CFLs in the next year?
BASE: Not likely to purchase CFLs

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	409	122	286	230	56	50	50	125	183	296	112	-	180	109	54	19	64	100	42	54	117	52	66
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
I am storing a bunch/ brought a multi-pack so I don't need any more	124	33	91	74	17	12	15	35	62	111	12	-	73	36	6	7	17	48	25	6	29	26	47
	30.3	26.9	31.7	32.0	30.8	23.3	30.3	27.7	33.9	37.6	11.0		40.4	32.6	10.3	35.7	27.4	48.1	60.6	10.3	25.0	49.7	71.7
									f	K						o	O	OQ	OQ		T	TU	TUV
Other	229	72	157	124	32	30	27	72	99	153	75	-	90	62	39	10	38	46	15	39	72	23	19
	56.0	59.0	54.7	54.1	57.1	60.7	54.5	57.7	53.9	51.7	67.2		50.0	56.5	71.5	54.2	59.2	45.5	34.9	71.5	61.8	44.1	28.3
											J				RS		S			VW	vW		
Don't know	56	17	39	32	7	7	8	18	22	32	24	-	17	12	10	2	9	6	2	10	16	3	-
	13.6	13.7	13.6	13.9	12.2	14.7	15.2	14.6	12.2	10.7	21.3		9.6	10.9	18.2	10.1	13.5	6.4	4.5	18.2	13.2	6.2	
											J				rs								
Refused	1	1	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-
	0.1	0.5				1.2					0.5												

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

F2A./F2B. Why are you unlikely to purchase CFLs in the next year?
BASE: Not likely to purchase CFLs

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	409	122	286	230	56	50	50	125	183	296	112	-	180	109	54	19	64	100	42	54	117	52	66
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	56	17	39	32	7	8	8	18	22	32	25	-	17	12	10	2	9	6	2	10	16	3	-
Total answering	352	105	247	198	49	42	43	107	161	265	88	-	163	97	44	17	55	94	40	44	102	48	66
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
I am storing a bunch/ brought a multi-pack so I don't need any more	124	33	91	74	17	12	15	35	62	111	12	-	73	36	6	7	17	48	25	6	29	26	47
	35.1	31.3	36.7	37.1	35.0	27.7	35.8	32.5	38.6	42.1	14.1		44.7	36.6	12.6	39.7	31.6	51.4	63.5	12.6	28.8	53.0	71.7
										K						o	O	OQ	OQ		T	TU	TUv
Other	229	72	157	124	32	30	27	72	99	153	75	-	90	62	39	10	38	46	15	39	72	23	19
	64.9	68.7	63.3	62.9	65.0	72.3	64.2	67.5	61.4	57.9	85.9		55.3	63.4	87.4	60.3	68.4	48.6	36.5	87.4	71.2	47.0	28.3
											J				pQRS		RS			UVW	VW	w	

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

F2A./F2B. Why are you unlikely to purchase CFLs in the next year?
BASE: Not likely to purchase CFLs

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	409	122	286	230	56	50	50	125	183	296	112	-	180	109	54	19	64	100	42	54	117	52	66
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
I am storing a bunch/ brought a multi-pack so I don't need any more	124	33	91	74	17	12	15	35	62	111	12	-	73	36	6	7	17	48	25	6	29	26	47
	30.3	26.9	31.7	32.0	30.8	23.3	30.3	27.7	33.9	37.6	11.0		40.4	32.6	10.3	35.7	27.4	48.1	60.6	10.3	25.0	49.7	71.7
									f	K						o	O	OQ	OQ		T	TU	TUV
Other	229	72	157	124	32	30	27	72	99	153	75	-	90	62	39	10	38	46	15	39	72	23	19
	56.0	59.0	54.7	54.1	57.1	60.7	54.5	57.7	53.9	51.7	67.2		50.0	56.5	71.5	54.2	59.2	45.5	34.9	71.5	61.8	44.1	28.3
											J				RS		S			VW	vW		
Don't know	56	17	39	32	7	7	8	18	22	32	24	-	17	12	10	2	9	6	2	10	16	3	-
	13.6	13.7	13.6	13.9	12.2	14.7	15.2	14.6	12.2	10.7	21.3		9.6	10.9	18.2	10.1	13.5	6.4	4.5	18.2	13.2	6.2	
											J				rs								
Refused	1	1	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-
	0.1	0.5				1.2					0.5												

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

F3. Now that you've heard my description, would you say that ...
BASE: Aware of CFLs

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	924	271	653	518	135	103	96	292	433	753	172	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	103	23	80	68	13	11	8	34	51	88	15	-	67	19	2	3	18	36	21	2	39	14	30
Total answering	821	248	573	450	123	92	88	259	382	664	156	-	489	169	68	25	124	263	157	68	199	142	244
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
You are now more likely to purchase CFLs than before you heard the description	428	136	293	224	68	48	47	125	209	339	90	-	244	93	25	13	55	143	86	25	87	72	145
	52.2	54.7	51.1	49.8	55.8	51.8	53.2	48.3	54.7	50.9	57.4		49.8	54.9	37.4	51.0	44.3	54.3	54.7	37.4	43.6	50.9	59.2
																		O	O				TU
You are not more likely to purchase CFLs than before you heard the description	393	112	280	226	54	44	41	134	173	326	67	-	245	76	42	12	69	120	71	42	112	70	100
	47.8	45.3	48.9	50.2	44.2	48.2	46.8	51.7	45.3	49.1	42.6		50.2	45.1	62.6	49.0	55.7	45.7	45.3	62.6	56.4	49.1	40.8
															RS					W	W		

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
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Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

F3. Now that you've heard my description, would you say that ...
BASE: Aware of CFLs

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	924	271	653	518	135	103	96	292	433	753	172	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
You are now more likely to purchase CFLs than before you heard the description	428	136	293	224	68	48	47	125	209	339	90	-	244	93	25	13	55	143	86	25	87	72	145
	46.3	50.1	44.8	43.3	50.6	46.2	48.9	42.7	48.3	45.0	52.3		43.8	49.3	36.2	46.1	38.8	47.8	48.2	36.2	36.5	46.5	52.6
		d			d																	u	TU
You are not more likely to purchase CFLs than before you heard the description	393	112	280	226	54	44	41	134	173	326	67	-	245	76	42	12	69	120	71	42	112	70	100
	42.5	41.4	42.9	43.6	40.1	43.0	43.0	45.8	40.0	43.3	38.9		44.1	40.5	60.6	44.3	48.8	40.2	39.9	60.6	47.2	44.8	36.3
															RS					uvW	W		
Don't know	90	22	69	57	12	10	8	25	47	78	13	-	65	13	2	3	18	28	18	2	33	12	27
	9.8	7.9	10.5	10.9	9.1	9.9	8.1	8.7	10.9	10.3	7.4		11.6	6.8	3.2	9.7	12.4	9.5	10.1	3.2	14.0	7.5	10.0
													n				O	O	o		Tv		T
Refused	13	1	12	11	0	1	-	8	4	11	2	-	2	6	-	-	-	8	3	-	6	2	3
	1.4	0.5	1.8	2.2	0.3	0.9		2.9	0.9	1.4	1.5		0.4	3.4				2.5	1.7		2.4	1.2	1.1
			bE	bE										m									

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

F4. Now that you've heard my description, how likely will you be to purchase CFLs in the next year?
BASE: Unaware of CFLs and read description

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	76	19	57	47	9	5	4	21	45	-	-	76	-	-	-	-	-	-	-	-	-	-	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0											
Don't know/Refused	7	2	4	4	1	1	2	-	4	-	-	7	-	-	-	-	-	-	-	-	-	-	-
Total answering	69	17	52	43	9	4	3	21	42	-	-	69	-	-	-	-	-	-	-	-	-	-	-
	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	15	3	13	9	3	0	2	-	13	-	-	15	-	-	-	-	-	-	-	-	-	-	-
	22.2	15.6	24.4	21.7	37.6	9.6	65.4		31.6			22.2											
							F																
2	0	-	0	-	0	0	-	-	-	-	-	0	-	-	-	-	-	-	-	-	-	-	-
	0.5		0.7		4.1	9.6						0.5											
3	8	3	5	4	1	0	-	3	5	-	-	8	-	-	-	-	-	-	-	-	-	-	-
	11.9	19.6	9.3	8.7	12.5	9.6		13.0	12.3			11.9											
4	13	4	9	9	-	-	1	4	9	-	-	13	-	-	-	-	-	-	-	-	-	-	-
	19.4	23.2	18.1	21.7			21.8	18.0	21.6			19.4											
5-Very likely	32	7	25	21	4	3	0	14	14	-	-	32	-	-	-	-	-	-	-	-	-	-	-
	46.0	41.5	47.5	47.8	45.8	71.2	12.8	69.0	34.4			46.0											
						GI		GI															
Mean	3.66	3.75	3.64	3.74	3.12	4.13	2.17	4.56	3.27	-	-	3.66	-	-	-	-	-	-	-	-	-	-	-
Standard Deviation	1.59	1.44	1.65	1.58	1.95	1.67	2.03	0.73	1.69	-	-	1.59	-	-	-	-	-	-	-	-	-	-	-
Standard Error	0.23	0.31	0.30	0.33	0.51	0.57	0.92	0.20	0.32			0.23											

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

F4. Now that you've heard my description, how likely will you be to purchase CFLs in the next year?
BASE: Unaware of CFLs and read description

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	76	19	57	47	9	5	4	21	45	-	-	76	-	-	-	-	-	-	-	-	-	-	-
	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	15	3	13	9	3	0	2	-	13	-	-	15	-	-	-	-	-	-	-	-	-	-	-
	20.3	14.0	22.5	20.0	34.7	7.3	41.8		29.0			20.3											
							f		f														
2	0	-	0	-	0	0	-	-	-	-	-	0	-	-	-	-	-	-	-	-	-	-	-
	0.5		0.6		3.8	7.3						0.5											
3	8	3	5	4	1	0	-	3	5	-	-	8	-	-	-	-	-	-	-	-	-	-	-
	10.8	17.5	8.6	8.0	11.5	7.3		13.0	11.3			10.8											
4	13	4	9	9	-	-	1	4	9	-	-	13	-	-	-	-	-	-	-	-	-	-	-
	17.7	20.7	16.7	20.0			13.9	18.0	19.8			17.7											
5-Very likely	32	7	25	21	4	3	0	14	14	-	-	32	-	-	-	-	-	-	-	-	-	-	-
	42.0	37.0	43.7	44.0	42.3	53.9	8.2	69.0	31.6			42.0											
						G		GI	g														
Don't know	7	2	4	4	1	1	2	-	4	-	-	7	-	-	-	-	-	-	-	-	-	-	-
	8.7	10.8	7.9	8.0	7.6	24.3	36.1		8.3			8.7											
Mean	3.66	3.75	3.64	3.74	3.12	4.13	2.17	4.56	3.27	-	-	3.66	-	-	-	-	-	-	-	-	-	-	-
Standard Deviation	1.59	1.44	1.65	1.58	1.95	1.67	2.03	0.73	1.69	-	-	1.59	-	-	-	-	-	-	-	-	-	-	-
Standard Error	0.23	0.31	0.30	0.33	0.51	0.57	0.92	0.20	0.32			0.23											

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

F4A. Why do you say that?
BASE: Not likely to purchase CFLs

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	16	3	13	9	4	1	2	-	13	-	-	16	-	-	-	-	-	-	-	-	-	-	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0			100.0											
UNWEIGHTED BASE	15	4	11	5	6	2	3	-	10	-	-	15	-	-	-	-	-	-	-	-	-	-	-
Other	15	2	13	9	3	0	1	-	13	-	-	15	-	-	-	-	-	-	-	-	-	-	-
	93.8	77.1	97.2	100.0	90.1	50.0	66.7		100.0			93.8											
Don't know	1	1	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
	3.9	22.9					33.3					3.9											
Refused	0	-	0	-	0	0	-	-	-	-	-	0	-	-	-	-	-	-	-	-	-	-	-
	2.3		2.8		9.9	50.0						2.3											

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

F5. What changed your mind to make you say you're now likely to buy a CFLs in the next year?
BASE: Will now purchase CFLs

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	428	136	293	224	68	48	47	125	209	339	90	-	244	93	25	13	55	143	86	25	87	72	145
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	167	57	110	81	29	18	20	43	85	147	20	-	116	30	3	2	19	63	46	3	36	26	73
Total answering	262	79	183	143	39	30	27	82	124	191	70	-	128	63	22	11	36	79	40	22	51	47	72
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Other	262	79	183	143	39	30	27	82	124	191	70	-	128	63	22	11	36	79	40	22	51	47	72
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

F5. What changed your mind to make you say you're now likely to buy a CFLs in the next year?
BASE: Will now purchase CFLs

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	428	136	293	224	68	48	47	125	209	339	90	-	244	93	25	13	55	143	86	25	87	72	145
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Other	262	79	183	143	39	30	27	82	124	191	70	-	128	63	22	11	36	79	40	22	51	47	72
	61.1	58.2	62.4	63.9	57.6	62.5	56.6	65.4	59.2	56.5	78.2		52.5	67.7	86.3	84.3	64.9	55.7	46.2	86.3	58.8	64.4	49.7
											J			M	QRS	RS	S			UVW		w	
Don't know	159	56	103	75	28	17	20	43	78	141	18	-	110	30	3	2	18	63	42	3	33	26	70
	37.1	41.4	35.2	33.6	40.2	36.2	43.4	34.6	37.4	41.8	19.7		45.1	32.3	13.7	15.7	32.6	44.3	48.6	13.7	37.5	35.6	48.5
										K			n				o	OP	OPq		T	T	T
Refused	8	1	7	6	1	1	-	-	7	6	2	-	6	-	-	-	1	-	4	-	3	-	3
	1.8	0.5	2.4	2.5	2.1	1.3			3.4	1.7	2.1		2.4				2.4		5.2		3.7		1.8

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

X1. Have you heard of compact fluorescent fixtures?

	BANNER 1																						
		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1000	290	710	565	145	108	101	313	478	753	172	76	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	30	8	22	17	5	5	2	16	7	23	5	1	16	6	6	-	9	8	1	6	12	2	3
Total answering	970	282	688	548	140	103	99	298	471	729	167	74	539	182	65	28	133	290	177	65	226	153	272
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	375	105	269	213	56	40	39	110	186	311	54	10	238	69	20	7	47	122	96	20	86	56	143
	38.6	37.3	39.2	38.8	40.4	38.8	39.8	36.8	39.5	42.7	32.3	12.9	44.1	37.8	30.8	26.1	35.6	42.2	54.0	30.8	38.2	36.9	52.7
										KL	L								OPQR				TUV
No	596	177	419	335	83	63	59	188	285	418	113	65	301	113	45	21	85	168	82	45	140	97	129
	61.4	62.7	60.8	61.2	59.6	61.2	60.2	63.2	60.5	57.3	67.7	87.1	55.9	62.2	69.2	73.9	64.4	57.8	46.0	69.2	61.8	63.1	47.3
											J	JK			S	S	S	S		W	W	W	

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

X1. Have you heard of compact fluorescent fixtures?

	BANNER 1																						
		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1000	290	710	565	145	108	101	313	478	753	172	76	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	375	105	269	213	56	40	39	110	186	311	54	10	238	69	20	7	47	122	96	20	86	56	143
	37.5	36.3	37.9	37.7	39.0	36.9	39.0	35.0	38.9	41.4	31.4	12.7	42.8	36.6	28.4	26.1	33.5	41.0	53.7	28.4	36.3	36.3	52.2
										KL	L							o	OPQR				TUV
No	596	177	419	335	83	63	59	188	285	418	113	65	301	113	45	21	85	168	82	45	140	97	129
	59.6	61.0	59.0	59.3	57.5	58.3	59.0	60.0	59.7	55.6	65.7	85.5	54.2	60.3	63.7	73.9	60.5	56.2	45.8	63.7	58.8	62.1	46.8
											J	JK			S	rS	S	s		W	W	W	
Don't know	29	7	22	17	5	5	2	16	6	23	4	1	16	6	6	-	9	8	1	6	12	2	3
	2.9	2.3	3.1	3.0	3.5	4.8	1.9	5.0	1.2	3.1	2.4	1.8	2.9	3.2	8.0		6.0	2.8	0.5	8.0	4.9	1.5	1.0
						I		gI							s		S	s		w	vW		
Refused	1	1	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-
	0.1	0.3							0.2		0.5												

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

X3. Have you ever purchased one of the fixtures?
BASE: Aware of compact fluorescent fixtures

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	375	105	269	213	56	40	39	110	186	311	54	10	238	69	20	7	47	122	96	20	86	56	143
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	12	3	9	8	1	2	2	3	6	11	0	-	9	2	-	-	2	6	4	-	2	3	6
Total answering	363	103	260	205	55	38	38	107	180	300	53	10	229	67	20	7	45	117	92	20	85	53	137
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	141	41	100	79	21	15	13	46	67	122	15	4	89	30	3	3	17	41	46	3	27	25	62
	38.8	39.8	38.5	38.5	38.1	38.1	34.2	43.3	37.3	40.7	27.2	45.7	39.0	44.3	12.7	38.9	38.2	35.2	49.6	12.7	32.4	47.2	45.1
										k							O	O	Or		t	T	T
No	222	62	160	126	34	24	25	61	113	178	39	5	139	37	17	4	28	76	46	17	57	28	75
	61.2	60.2	61.5	61.5	61.9	61.9	65.8	56.7	62.7	59.3	72.8	54.3	61.0	55.7	87.3	61.1	61.8	64.8	50.4	87.3	67.6	52.8	54.9
											j				QRS			s		uVW			

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

X3. Have you ever purchased one of the fixtures?
BASE: Aware of compact fluorescent fixtures

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	375	105	269	213	56	40	39	110	186	311	54	10	238	69	20	7	47	122	96	20	86	56	143
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	141	41	100	79	21	15	13	46	67	122	15	4	89	30	3	3	17	41	46	3	27	25	62
	37.6	38.8	37.2	37.2	37.2	36.5	32.8	42.2	36.2	39.2	27.0	45.7	37.4	43.1	12.7	38.9	36.6	33.6	47.7	12.7	31.8	44.4	43.1
										k							O	O	Or		t	T	T
No	222	62	160	126	34	24	25	61	113	178	39	5	139	37	17	4	28	76	46	17	57	28	75
	59.3	58.7	59.5	59.3	60.3	59.3	63.1	55.3	60.8	57.2	72.3	54.3	58.6	54.1	87.3	61.1	59.3	61.9	48.4	87.3	66.2	49.7	52.5
											J				QRS			s		UVW	vw		
Don't know	12	3	9	8	1	2	2	3	6	11	0	-	9	2	-	-	2	6	4	-	2	3	6
	3.1	2.5	3.3	3.5	2.5	4.2	4.0	2.5	3.0	3.6	0.7		3.9	2.8			4.1	4.6	3.9		2.0	5.9	4.4
										k													

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

X4. Thinking about your most recent compact fluorescent fixture purchase, why did you choose it over a regular fixtures that uses screw-based bulbs?
BASE: Purchased compact fluorescent fixtures

	BANNER 1																						
		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	141	41	100	79	21	15	13	46	67	122	15	4	89	30	3	3	17	41	46	3	27	25	62
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	17	2	15	13	1	1	1	2	13	15	2	-	10	5	-	-	-	10	5	-	1	4	10
Total answering	124	39	85	66	20	14	12	44	54	107	13	4	79	24	3	3	17	31	40	3	27	21	51
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Reduce electricity bill	26	6	20	17	3	2	2	9	12	24	1	-	19	3	-	2	4	6	8	-	4	4	15
	20.7	16.0	22.8	25.7	13.0	16.2	15.7	20.8	22.9	22.7	11.5		23.3	13.3		66.0	21.8	17.9	19.5		14.2	17.7	28.8
Save/conserve energy	27	9	18	15	3	1	1	7	18	21	5	2	16	3	1	2	-	4	10	1	3	1	14
	21.9	22.8	21.4	22.9	16.7	7.2	11.4	15.3	33.1	19.3	36.4	42.8	20.7	11.3	33.2	66.0		11.9	25.0	33.2	10.2	5.6	27.2
									FGh														uV
Remodeling room(s)/ remodeling the home	19	6	13	9	4	3	1	5	9	16	2	1	13	3	-	1	6	3	4	-	2	7	7
	15.0	14.5	15.3	14.3	18.6	18.8	10.5	12.3	17.3	14.8	15.4	19.1	15.9	13.3		21.4	36.2	10.7	10.6		7.3	33.9	13.0
																						u	
Extra cost for compact fluorescent fixture was minimal	2	1	1	-	1	-	-	1	1	2	-	-	2	-	-	-	-	-	2	-	-	-	2
	1.3	2.2	0.9		3.7			1.9	1.3	1.5			2.0						3.9				3.0
Energy savings worth the extra up-front cost/ acceptable payback	5	2	3	2	1	0	1	1	3	4	1	-	2	2	-	-	-	0	2	-	2	-	3
	4.2	5.9	3.5	2.9	5.6	2.7	5.2	1.9	6.3	4.1	6.6		2.7	9.3				1.2	5.4		7.1		4.9
Cost savings worth the extra up-front cost/ acceptable payback	3	1	2	-	2	0	-	1	1	3	-	-	3	-	-	-	-	0	2	-	0	-	2
	2.1	2.2	2.1		9.3	2.7		1.9	2.7	2.5			3.3					1.2	3.9		1.4		3.0

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

X4. Thinking about your most recent compact fluorescent fixture purchase, why did you choose it over a regular fixtures that uses screw-based bulbs?
BASE: Purchased compact fluorescent fixtures

	BANNER 1																						
		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
It is the "right thing to do"/environmental/ resource conservation benefits	2 1.6	1 2.2	1 1.3	-	1 5.6	0 2.7	-	-	2 2.9	2 1.8	-	-	2 2.4	-	-	-	-	-	2 4.8	-	-	-	2 3.7
Product works better/ higher quality	5 3.9	2 5.9	3 3.0	-	3 13.0	1 4.5	0 3.1	1 1.9	3 5.6	5 4.5	-	-	4 5.0	1 3.5	-	-	1 4.2	1 4.7	3 6.5	-	1 2.7	2 8.5	2 4.5
Like to have new, high-tech products	6 4.9	2 5.3	4 4.8	2 2.9	2 11.2	-	1 10.5	2 4.2	3 5.6	5 4.9	1 6.6	-	5 5.9	1 2.5	-	-	-	1 4.3	3 8.2	-	1 5.0	2 11.7	1 2.8
Salesperson convinced me it was the best choice	1 0.6	-	1 0.9	-	1 3.7	-	-	-	1 1.3	1 0.7	-	-	1 0.9	-	-	-	-	-	1 1.8	-	-	-	1 1.4
Friends/family suggested I purchase compact fluorescent fixtures	1 1.2	1 3.8	-	-	-	-	1 5.2	-	1 1.5	1 0.6	-	1 19.1	1 0.8	-	-	-	-	1 2.0	-	-	-	1 2.9	-
To try them out	9 7.3	2 5.9	7 7.9	6 8.6	1 5.5	1 8.0	1 5.2	5 10.4	3 5.0	8 7.3	1 9.5	-	5 6.3	3 11.8	0 14.2	-	-	4 12.1	3 7.6	0 14.2	3 12.5	2 8.9	2 4.4
It was on sale	2 2.0	1 1.6	2 2.2	2 2.9	-	1 4.5	-	2 4.2	-	2 2.3	-	-	1 0.8	2 7.8	-	-	-	2 6.1	1 1.5	-	2 7.1	-	1 1.2
Other	44 35.7	10 26.7	34 39.7	26 40.0	8 38.8	6 41.9	5 43.7	16 35.1	18 32.9	40 37.6	3 25.5	1 19.1	30 37.6	10 42.8	1 52.6	2 78.6	10 59.6	11 34.1	15 37.8	1 52.6	12 46.6	6 28.5	20 38.5

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
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Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

X4. Thinking about your most recent compact fluorescent fixture purchase, why did you choose it over a regular fixtures that uses screw-based bulbs?
BASE: Purchased compact fluorescent fixtures

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	141	41	100	79	21	15	13	46	67	122	15	4	89	30	3	3	17	41	46	3	27	25	62
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Reduce electricity bill	26	6	20	17	3	2	2	9	12	24	1	-	19	3	-	2	4	6	8	-	4	4	15
	18.2	15.1	19.5	21.4	12.1	15.1	14.2	19.9	18.5	19.9	10.0		20.8	10.9		66.0	21.8	13.6	17.3		13.7	15.0	23.9
Save/conserve energy	27	9	18	15	3	1	1	7	18	21	5	2	16	3	1	2	-	4	10	1	3	1	14
	19.2	21.5	18.3	19.0	15.5	6.7	10.3	14.7	26.8	16.9	31.7	42.8	18.5	9.2	33.2	66.0		9.0	22.2	33.2	9.9	4.8	22.6
									Fg							r							V
Remodeling room(s)/ remodeling the home	19	6	13	9	4	3	1	5	9	16	2	1	13	3	-	1	6	3	4	-	2	7	7
	13.2	13.7	13.0	11.9	17.3	17.6	9.5	11.8	14.0	13.0	13.4	19.1	14.2	10.9		21.4	36.2	8.1	9.4		7.1	28.8	10.8
																	rs					u	
Extra cost for compact fluorescent fixture was minimal	2	1	1	-	1	-	-	1	1	2	-	-	2	-	-	-	-	-	2	-	-	-	2
	1.1	2.1	0.7		3.5			1.8	1.1	1.3			1.8						3.4				2.5
Energy savings worth the extra up-front cost/ acceptable payback	5	2	3	2	1	0	1	1	3	4	1	-	2	2	-	-	-	0	2	-	2	-	3
	3.7	5.6	3.0	2.4	5.2	2.5	4.7	1.8	5.1	3.6	5.8		2.4	7.6				0.9	4.8		6.9		4.1
Cost savings worth the extra up-front cost/ acceptable payback	3	1	2	-	2	0	-	1	1	3	-	-	3	-	-	-	-	0	2	-	0	-	2
	1.9	2.1	1.8		8.6	2.5		1.8	2.2	2.2			3.0					0.9	3.4		1.3		2.5
It is the "right thing to do"/environmental/ resource conservation benefits	2	1	1	-	1	0	-	-	2	2	-	-	2	-	-	-	-	-	2	-	-	-	2
	1.4	2.1	1.1		5.2	2.5			2.3	1.6			2.2						4.2				3.1

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

X4. Thinking about your most recent compact fluorescent fixture purchase, why did you choose it over a regular fixtures that uses screw-based bulbs?
BASE: Purchased compact fluorescent fixtures

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Product works better/ higher quality	5 3.4	2 5.6	3 2.5	-	3 12.1 c	1 4.2	0 2.8	1 1.8	3 4.5	5 4.0	-	-	4 4.5	1 2.8	-	-	1 4.2	1 3.5	3 5.8	-	1 2.6	2 7.2	2 3.7
Like to have new, high-tech products	6 4.3	2 5.0	4 4.1	2 2.4	2 10.4	-	1 9.5	2 4.1	3 4.5	5 4.3	1 5.8	-	5 5.3	1 2.1	-	-	-	1 3.3	3 7.3	-	1 4.9	2 10.0	1 2.4
Salesperson convinced me it was the best choice	1 0.5	-	1 0.7	-	1 3.5	-	-	-	1 1.1	1 0.6	-	-	1 0.8	-	-	-	-	-	1 1.6	-	-	-	1 1.2
Friends/family suggested I purchase compact fluorescent fixtures	1 1.0	1 3.6	-	-	-	-	1 4.7	-	1 1.2	1 0.5	-	1 19.1	1 0.7	-	-	-	-	1 1.5	-	-	-	1 2.4	-
To try them out	9 6.4	2 5.6	7 6.7	6 7.1	1 5.1	1 7.4	1 4.7	5 10.0	3 4.0	8 6.4	1 8.2	-	5 5.6	3 9.6	0 14.2	-	-	4 9.2	3 6.8	0 14.2	3 12.1	2 7.5	2 3.6
It was on sale	2 1.8	1 1.5	2 1.9	2 2.4	-	1 4.2	-	2 4.1	-	2 2.0	-	-	1 0.7	2 6.4	-	-	-	2 4.6	1 1.3	-	2 6.9	-	1 1.0
Other	44 31.4	10 25.2	34 33.9	26 33.3	8 36.1	6 39.1	5 39.6	16 33.7	18 26.6	40 33.0	3 22.2	1 19.1	30 33.5	10 34.9	1 52.6	2 78.6 r	10 59.6 R	11 25.9	15 33.6	1 52.6	12 45.2	6 24.2	20 32.0
Don't know	17 12.0	2 5.6	15 14.6 b	13 16.7 b	1 6.9	1 6.7	1 9.3	2 4.1	13 19.1 fH	15 12.3	2 13.0	-	10 10.8	5 18.4	-	-	-	10 24.2	5 11.2	-	1 3.1	4 15.0	10 16.9 U

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

X7. How satisfied are you with the fixture(s)?
BASE: Purchased compact fluorescent fixtures

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	141	41	100	79	21	15	13	46	67	122	15	4	89	30	3	3	17	41	46	3	27	25	62
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	3	1	1	-	1	1	0	-	2	3	-	-	2	1	-	-	-	1	1	-	-	1	2
Total answering	138	39	99	79	20	14	13	46	66	119	15	4	87	29	3	3	17	40	44	3	27	24	60
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1-Not at all satisfied	10	3	7	6	1	2	2	4	3	6	4	-	2	2	1	-	-	5	0	1	4	1	1
	7.1	6.8	7.2	7.1	7.2	12.1	12.6	8.1	4.1	5.1	25.4		2.2	7.8	38.4			11.9 s	0.8	38.4	13.7	2.5	1.2
2	3	1	2	2	0	0	-	2	1	2	-	1	2	-	-	-	-	-	0	-	-	-	0
	2.2	2.1	2.3	2.4	1.8	2.6		4.1	1.3	1.9		19.1	2.6						0.8				0.6
3	5	1	4	4	0	-	0	-	5	5	-	-	2	3	-	-	2	-	3	-	-	4	1
	3.6	2.1	4.2	4.8	1.8		2.9		7.0	4.2			2.6	9.4			10.9		6.9			16.9	1.4
4	1	1	1	-	1	-	1	-	1	1	-	-	-	1	-	-	-	-	1	-	-	-	1
	1.0	1.6	0.7		3.7		4.9		1.1	1.1				4.6					3.0				2.2
5	10	4	6	6	0	1	1	5	4	9	-	1	8	1	-	-	1	5	2	-	4	0	4
	7.0	9.5 e	6.1	7.1	1.8	7.0	4.9	10.0	5.4	7.5		19.1	9.3	2.9			8.4	11.6	5.6		13.0	1.5	7.3
6	5	1	4	4	-	-	1	2	2	3	2	-	3	-	-	-	-	3	-	-	1	2	-
	3.6	3.1	3.8	4.8			9.8	4.1	2.9	2.6	13.0		3.6					7.8			2.2	10.2	
7	1	1	-	-	-	1	-	1	-	1	-	-	1	-	-	-	-	1	1	-	-	-	1
	1.0	3.7				4.4		1.8		1.2			1.7					2.1	1.4				2.4

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

X7. How satisfied are you with the fixture(s)?
BASE: Purchased compact fluorescent fixtures

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
8	26	9	16	13	3	2	2	8	14	23	2	-	18	5	-	1	4	7	10	-	5	5	14
	18.5	23.2	16.6	16.7	16.4	11.4	16.5	17.2	21.3	19.6	15.0		20.9	18.0		21.4	23.8	17.4	23.6		16.5	21.8	22.6
9	7	1	6	4	2	1	1	4	1	7	-	-	5	2	0	0	-	1	3	0	0	2	2
	4.9	3.1	5.6	4.8	9.1	7.0	10.6	8.1	1.1	5.7			6.0	5.5	14.2	12.6		1.5	6.7	14.2	1.3	10.2	2.8
10-Very satisfied	71	18	53	41	12	8	5	22	37	61	7	3	45	15	1	2	10	19	23	1	15	9	36
	51.0	44.8	53.5	52.4	58.2	55.6	37.9	46.6	55.7	51.2	46.6	61.9	51.3	51.8	47.4	66.0	56.9	47.7	51.2	47.4	53.3	36.9	59.4
Mean	7.93	7.77	7.99	7.90	8.35	7.92	7.30	7.80	8.14	8.07	6.89	7.52	8.28	7.81	6.40	9.45	8.34	7.61	8.33	6.40	7.68	7.57	8.69
Standard Deviation	2.87	2.80	2.91	2.94	2.85	3.26	3.24	2.94	2.71	2.71	3.82	3.74	2.40	3.09	5.50	1.02	2.45	3.04	2.36	5.50	3.23	2.77	2.05
Standard Error	0.29	0.39	0.37	0.45	0.47	0.61	0.69	0.55	0.42	0.29	1.15	2.02	0.30	0.67	2.63	0.72	0.74	0.56	0.41	2.63	0.73	0.69	0.30

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

X7. How satisfied are you with the fixture(s)?
BASE: Purchased compact fluorescent fixtures

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	141	41	100	79	21	15	13	46	67	122	15	4	89	30	3	3	17	41	46	3	27	25	62
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	10	3	7	6	1	2	2	4	3	6	4	-	2	2	1	-	-	5	0	1	4	1	1
	6.9	6.5	7.1	7.1	6.9	11.6	12.3	8.1	4.0	5.0	25.4		2.2	7.6	38.4			11.5 s	0.8	38.4	13.7	2.4	1.2
2	3	1	2	2	0	0	-	2	1	2	-	1	2	-	-	-	-	-	0	-	-	-	0
	2.2	2.1	2.2	2.4	1.7	2.5		4.1	1.2	1.8		19.1	2.5						0.8				0.6
3	5	1	4	4	0	-	0	-	5	5	-	-	2	3	-	-	2	-	3	-	-	4	1
	3.5	2.1	4.1	4.8	1.7		2.8		6.9	4.1			2.5	9.2			10.9		6.8			16.5 w	1.4
4	1	1	1	-	1	-	1	-	1	1	-	-	-	1	-	-	-	-	1	-	-	-	1
	0.9	1.5	0.7		3.5		4.7		1.1	1.1				4.5					2.9				2.2
5	10	4	6	6	0	1	1	5	4	9	-	1	8	1	-	-	1	5	2	-	4	0	4
	6.9	9.2 e	6.0	7.1	1.7	6.7	4.7	10.0	5.3	7.3		19.1	9.1	2.8			8.4	11.2	5.5		13.0	1.4	7.1
6	5	1	4	4	-	-	1	2	2	3	2	-	3	-	-	-	-	3	-	-	1	2	-
	3.5	3.0	3.8	4.8			9.5	4.1	2.8	2.5	13.0		3.5					7.6			2.2	10.0	
7	1	1	-	-	-	1	-	1	-	1	-	-	1	-	-	-	-	1	1	-	-	-	1
	1.0	3.6				4.2		1.8		1.2			1.6					2.0	1.3				2.3
8	26	9	16	13	3	2	2	8	14	23	2	-	18	5	-	1	4	7	10	-	5	5	14
	18.2	22.4	16.4	16.7	15.6	10.9	16.0	17.2	20.8	19.2	15.0		20.5	17.6		21.4	23.8	16.8	22.9		16.5	21.3	21.9
9	7	1	6	4	2	1	1	4	1	7	-	-	5	2	0	0	-	1	3	0	0	2	2
	4.8	3.0	5.6	4.8	8.6	6.7	10.3	8.1	1.1	5.6			5.9	5.3	14.2	12.6		1.5	6.5	14.2	1.3	10.0	2.7

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

X7. How satisfied are you with the fixture(s)?
BASE: Purchased compact fluorescent fixtures

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
10-Very satisfied	71	18	53	41	12	8	5	22	37	61	7	3	45	15	1	2	10	19	23	1	15	9	36
	50.1	43.2	53.0	52.4	55.2	53.2	36.8	46.6	54.4	50.1	46.6	61.9	50.2	50.5	47.4	66.0	56.9	46.1	49.8	47.4	53.3	36.0	57.5
Don't know	2	1	1	-	1	1	-	-	2	2	-	-	1	1	-	-	-	1	1	-	-	1	2
	1.5	3.6	0.7		3.5	4.2			2.3	1.8			1.6	2.5				3.3	1.8			2.4	2.5
Refused	0	-	0	-	0	-	0	-	-	0	-	-	0	-	-	-	-	-	0	-	-	-	0
	0.3		0.4		1.7		2.8			0.3			0.4						0.8				0.6
Mean	7.93	7.77	7.99	7.90	8.35	7.92	7.30	7.80	8.14	8.07	6.89	7.52	8.28	7.81	6.40	9.45	8.34	7.61	8.33	6.40	7.68	7.57	8.69
Standard Deviation	2.87	2.80	2.91	2.94	2.85	3.26	3.24	2.94	2.71	2.71	3.82	3.74	2.40	3.09	5.50	1.02	2.45	3.04	2.36	5.50	3.23	2.77	2.05
Standard Error	0.29	0.39	0.37	0.45	0.47	0.61	0.69	0.55	0.42	0.29	1.15	2.02	0.30	0.67	2.63	0.72	0.74	0.56	0.41	2.63	0.73	0.69	0.30

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1000	290	710	565	145	108	101	313	478	753	172	76	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	16	1	15	11	3	1	1	6	8	9	5	2	7	2	1	-	4	4	-	1	2	3	3
Total answering	984	289	695	554	141	107	99	308	470	744	167	74	548	187	69	28	137	294	178	69	236	153	272
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	258	80	178	134	44	27	30	83	118	216	35	6	173	40	23	5	35	89	54	23	64	52	75
	26.2	27.9	25.5	24.1	30.9	25.6	29.9	27.1	25.0	29.1	21.3	8.8	31.6	21.7	33.1	17.7	25.4	30.1	30.2	33.1	27.2	34.2	27.5
					d					kL	L		N										
No	726	208	518	420	98	80	70	224	353	528	131	67	375	146	46	23	103	206	124	46	172	101	197
	73.8	72.1	74.5	75.9	69.1	74.4	70.1	72.9	75.0	70.9	78.7	91.2	68.4	78.3	66.9	82.3	74.6	69.9	69.8	66.9	72.8	65.8	72.5
				e							j	JK		M									

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1000	290	710	565	145	108	101	313	478	753	172	76	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	258	80	178	134	44	27	30	83	118	216	35	6	173	40	23	5	35	89	54	23	64	52	75
	25.8	27.7	25.0	23.7	30.2	25.4	29.5	26.6	24.6	28.7	20.7	8.6	31.2	21.5	32.5	17.7	24.8	29.7	30.2	32.5	27.0	33.7	27.1
					d					KL	L		N										
No	726	208	518	420	98	80	70	224	353	528	131	67	375	146	46	23	103	206	124	46	172	101	197
	72.6	71.8	72.9	74.3	67.5	73.7	69.2	71.6	73.8	70.1	76.6	89.0	67.5	77.6	65.6	82.3	72.6	68.9	69.8	65.6	72.2	64.7	71.7
				e								JK		M									
Don't know	15	1	15	11	3	1	1	6	8	9	4	2	7	2	1	-	4	4	-	1	2	3	3
	1.5	0.2	2.1	2.0	2.3	0.9	0.7	1.8	1.6	1.2	2.4	2.5	1.3	0.9	1.9		2.7	1.4		1.9	0.8	1.7	1.2
			B	B	B																		
Refused	1	1	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-
	0.1	0.2					0.6				0.4												

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

	BANNER 1																						
		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1000	290	710	565	145	108	101	313	478	753	172	76	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	7	2	5	4	1	2	1	2	3	4	1	2	2	0	-	-	1	3	-	-	3	-	1
Total answering	993	288	705	562	143	106	100	311	476	749	170	74	554	188	70	28	141	295	178	70	235	155	274
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	327	93	234	179	55	37	34	108	148	265	50	12	205	57	28	6	44	108	68	28	76	57	102
	32.9	32.5	33.1	31.9	38.1	35.2	33.7	34.7	31.1	35.4	29.3	16.2	37.0	30.5	39.6	21.1	31.1	36.5	38.3	39.6	32.3	36.4	37.1
										L	L								p				
No	666	194	471	383	89	69	66	203	328	483	120	62	349	131	42	22	97	187	110	42	159	99	172
	67.1	67.5	66.9	68.1	61.9	64.8	66.3	65.3	68.9	64.6	70.7	83.8	63.0	69.5	60.4	78.9	68.9	63.5	61.7	60.4	67.7	63.6	62.9
												JK				s							

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

	BANNER 1																						
		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1000	290	710	565	145	108	101	313	478	753	172	76	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	327	93	234	179	55	37	34	108	148	265	50	12	205	57	28	6	44	108	68	28	76	57	102
	32.7	32.2	32.9	31.7	37.7	34.7	33.3	34.5	31.0	35.2 L	29.1 L	15.8	36.9	30.4	39.6	21.1	30.9	36.1	38.3 p	39.6	31.9	36.4	37.0
No	666	194	471	383	89	69	66	203	328	483	120	62	349	131	42	22	97	187	110	42	159	99	172
	66.6	67.1	66.4	67.7	61.3	63.7	65.7	64.9	68.5	64.2	70.2	81.8 Jk	62.8	69.4	60.4	78.9 s	68.6	62.7	61.7	60.4	66.8	63.6	62.7
Don't know	7	2	5	4	1	2	1	2	3	4	1	2	2	0	-	-	1	3	-	-	3	-	1
	0.7	0.7	0.7	0.7	1.0	1.7	1.0	0.6	0.5	0.6	0.7	2.5	0.4	0.2			0.5	1.2			1.4		0.4

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

V3. 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?

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1000	290	710	565	145	108	101	313	478	753	172	76	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	5	2	3	2	1	1	1	3	1	4	-	1	1	3	1	-	-	2	-	1	-	1	2
Total answering	995	288	707	564	144	107	100	311	477	749	172	75	554	186	69	28	141	296	178	69	238	155	272
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	183	61	121	89	33	23	22	66	71	154	21	8	124	29	12	8	26	61	37	12	61	27	49
	18.3	21.2	17.2	15.7	22.9	21.3	22.3	21.4	14.9	20.5	12.4	10.2	22.3	15.4	17.9	27.8	18.6	20.8	20.7	17.9	25.7	17.7	18.1
		d			cD	i	I	i		KL			n								w		
No	813	227	586	475	111	84	78	244	406	595	150	67	431	157	57	20	115	235	141	57	177	127	223
	81.7	78.8	82.8	84.3	77.1	78.7	77.7	78.6	85.1	79.5	87.6	89.8	77.7	84.6	82.1	72.2	81.4	79.2	79.3	82.1	74.3	82.3	81.9
			e	bE					fGh		J	J		m									u

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

V3. 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?

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1000	290	710	565	145	108	101	313	478	753	172	76	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	183	61	121	89	33	23	22	66	71	154	21	8	124	29	12	8	26	61	37	12	61	27	49
	18.3	21.1	17.1	15.7	22.7	21.2	22.2	21.2	14.9	20.4	12.4	10.1	22.2	15.2	17.7	27.8	18.6	20.6	20.7	17.7	25.7	17.6	17.9
		d			cD	i	I	i		KL			n								vw		
No	813	227	586	475	111	84	78	244	406	595	150	67	431	157	57	20	115	235	141	57	177	127	223
	81.3	78.2	82.5	84.0	76.8	78.3	77.2	77.9	85.0	79.1	87.6	88.8	77.5	83.4	81.3	72.2	81.4	78.6	79.3	81.3	74.3	82.0	81.2
			e	bE					fGH		J	J											
Don't know	5	2	3	2	1	1	1	3	1	4	-	1	1	3	1	-	-	2	-	1	-	1	2
	0.5	0.7	0.4	0.3	0.5	0.6	0.6	0.9	0.2	0.5		1.1	0.2	1.4	1.0			0.8		1.0		0.4	0.9

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

V4. when traditional 100-watt light bulbs are eliminated, which one of the following things are you most likely to do: switch to a new type of light bulb, keep using traditional light bulbs but switch to a lower wattage, or something else?

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1000	290	710	565	145	108	101	313	478	753	172	76	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	205	56	149	121	29	21	22	58	105	136	48	21	98	36	9	4	24	59	26	9	44	38	41
Total answering	795	234	561	445	116	87	79	256	373	617	123	55	458	152	61	25	117	239	152	61	193	117	234
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	413	126	287	221	67	46	39	134	195	334	52	27	270	59	18	8	57	139	99	18	83	74	154
	52.0	53.8	51.2	49.6	57.6	52.4	48.9	52.3	52.3	54.1	42.4	50.2	59.0	39.1	28.8	34.0	49.0	58.1	64.6	28.8	42.8	62.8	65.6
					d					K			N				O	Op	OPQ		t	TU	TU
Keep using traditional light bulbs but switch to a lower wattage	266	79	187	153	34	32	27	89	119	178	62	27	111	64	39	11	37	59	30	39	68	29	40
	33.5	33.9	33.3	34.3	29.6	36.6	34.2	34.6	31.9	28.9	49.9	48.5	24.3	42.0	64.2	46.7	31.7	24.5	19.4	64.2	35.3	24.4	17.0
											J	J		M	QRS	rS	s			UVW	vW		
Something else	115	29	86	72	15	10	13	33	59	105	9	1	76	29	4	5	23	42	24	4	43	15	41
	14.5	12.3	15.4	16.1	12.8	11.0	16.8	13.0	15.8	17.0	7.7	1.3	16.6	18.9	6.9	19.3	19.3	17.5	16.0	6.9	22.0	12.8	17.4
										KL	L						O	O	o		Tv		T

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

V4. when traditional 100-watt light bulbs are eliminated, which one of the following things are you most likely to do: switch to a new type of light bulb, keep using traditional light bulbs but switch to a lower wattage, or something else?

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1000	290	710	565	145	108	101	313	478	753	172	76	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	413	126	287	221	67	46	39	134	195	334	52	27	270	59	18	8	57	139	99	18	83	74	154
	41.3	43.4	40.5	39.0	46.3	42.3	38.4	42.7	40.8	44.3	30.5	36.2	48.6	31.6	25.1	29.6	40.6	46.5	55.3	25.1	34.8	47.4	55.9
					d					K			N				O	O	OPQ			TU	TU
Keep using traditional light bulbs but switch to a lower wattage	266	79	187	153	34	32	27	89	119	178	62	27	111	64	39	11	37	59	30	39	68	29	40
	26.6	27.3	26.3	27.0	23.7	29.5	26.8	28.3	24.9	23.7	35.9	35.0	20.1	33.9	55.9	40.8	26.3	19.6	16.6	55.9	28.7	18.4	14.5
											J	j		M	QRS	rS	s			UVW	VW		
Something else	115	29	86	72	15	10	13	33	59	105	9	1	76	29	4	5	23	42	24	4	43	15	41
	11.5	9.9	12.2	12.7	10.3	8.9	13.2	10.6	12.3	13.9	5.5	1.0	13.7	15.3	6.0	16.9	16.0	14.0	13.7	6.0	17.9	9.6	14.8
										KL	l						O	o	o		TV		T
Don't know	194	54	139	111	28	20	20	52	101	127	46	21	93	32	8	4	24	57	21	8	38	38	38
	19.4	18.7	19.6	19.7	19.5	18.8	20.0	16.6	21.2	16.9	26.6	27.8	16.6	17.2	12.1	12.7	17.1	19.1	12.0	12.1	16.1	24.5	13.8
											J	j						s				TuW	
Refused	12	2	10	9	0	1	2	6	4	9	2	-	5	4	1	-	-	2	4	1	6	-	2
	1.2	0.6	1.4	1.7	0.2	0.6	1.6	1.8	0.8	1.2	1.5		1.0	2.0	0.9			0.8	2.5	0.9	2.5		0.9
			e	e																			

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

V5. Which type of light bulb are you most likely to switch to?
BASE: Will switch to a new type of bulb

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	413	126	287	221	67	46	39	134	195	334	52	27	270	59	18	8	57	139	99	18	83	74	154
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	54	15	39	32	6	8	4	13	30	38	12	4	32	6	4	1	11	14	6	4	15	10	9
Total answering	359	111	249	188	60	38	35	121	165	296	40	23	238	54	13	7	47	125	92	13	68	64	145
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LED	50	15	35	25	10	4	4	17	24	39	5	5	34	4	1	-	4	15	15	1	10	8	18
	13.8	13.2	14.1	13.0	17.4	11.4	11.5	14.1	14.6	13.1	13.0	23.5	14.4	8.3	5.6		9.2	12.2	16.6	5.6	15.1	11.8	12.7
Halogen	15	3	12	9	2	1	1	6	7	12	1	2	8	1	1	-	4	5	2	1	8	1	2
	4.1	2.8	4.7	5.0	3.6	1.6	2.1	5.0	4.4	3.9	3.3	8.1	3.4	1.3	9.2		8.1	4.0	1.7	9.2	11.1	1.3	1.3
																					VW		
CFL	295	93	202	155	48	33	30	98	134	245	34	16	196	48	11	7	39	105	75	11	50	55	125
	82.1	84.0	81.3	82.0	79.0	87.0	86.5	80.9	81.0	83.0	83.6	68.4	82.2	90.4	85.3	100.0	82.7	83.8	81.6	85.3	73.8	86.9	86.0
																QRS						u	u

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

V5. Which type of light bulb are you most likely to switch to?
BASE: Will switch to a new type of bulb

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	413	126	287	221	67	46	39	134	195	334	52	27	270	59	18	8	57	139	99	18	83	74	154
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LED	50	15	35	25	10	4	4	17	24	39	5	5	34	4	1	-	4	15	15	1	10	8	18
	12.0	11.6	12.2	11.1	15.7	9.5	10.3	12.8	12.4	11.6	10.1	20.0	12.7	7.4	4.1		7.5	11.0	15.6	4.1	12.4	10.2	11.9
Halogen	15	3	12	9	2	1	1	6	7	12	1	2	8	1	1	-	4	5	2	1	8	1	2
	3.6	2.5	4.0	4.3	3.2	1.3	1.9	4.5	3.8	3.4	2.6	6.9	3.0	1.2	6.8		6.6	3.6	1.6	6.8	9.1	1.1	1.3
																					VW		
CFL	295	93	202	155	48	33	30	98	134	245	34	16	196	48	11	7	39	105	75	11	50	55	125
	71.4	73.7	70.4	70.1	71.4	72.6	78.1	73.2	68.6	73.6	64.4	58.2	72.5	81.4	63.5	89.9	67.3	75.4	76.3	63.5	60.6	75.3	81.1
																q						u	U
Don't know	54	15	39	32	6	8	4	13	30	38	12	4	32	6	4	1	11	14	6	4	15	10	9
	13.0	12.2	13.4	14.5	9.7	16.6	9.7	9.5	15.3	11.3	23.0	14.9	11.8	10.0	25.5	10.1	18.6	10.0	6.6	25.5	17.8	13.3	5.7
											j						s				W		

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

D1. What type of home do you live in?

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1000	290	710	565	145	108	101	313	478	753	172	76	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	13	2	10	6	5	1	2	3	7	5	6	1	3	2	1	-	0	1	3	1	0	2	1
Total answering	987	288	700	560	140	107	98	311	471	748	165	75	553	186	69	28	141	298	176	69	237	153	274
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	107	45	62	49	13	9	12	43	44	73	27	8	51	20	3	3	14	28	20	3	17	14	33
	10.9	15.7	8.9	8.8	9.6	8.0	11.9	13.8	9.4	9.7	16.2	10.8	9.2	10.8	4.3	10.2	9.8	9.3	11.2	4.3	7.3	9.2	12.1
		CDE						f			j								o				T
Single-family (attached or detached)	750	220	530	418	112	89	78	232	350	591	113	45	444	140	61	18	98	239	149	61	197	114	213
	75.9	76.3	75.8	74.7	79.8	83.6	79.6	74.6	74.3	79.1	68.5	60.8	80.4	75.2	88.3	64.2	69.6	80.1	84.7	88.3	82.9	74.5	77.8
						HI				KL					PQ			Q	pQ	Vw	v		
Apartment	77	11	66	55	11	6	5	15	52	46	12	19	34	12	3	3	16	20	3	3	11	15	17
	7.8	4.0	9.4	9.8	8.0	5.2	4.7	4.7	11.1	6.2	7.6	24.9	6.1	6.6	4.6	12.3	11.5	6.7	2.0	4.6	4.6	9.8	6.3
			B	B	B				FGH			JK					S	S					
Condo	32	5	27	25	2	3	3	10	17	23	7	3	18	4	-	4	9	8	-	-	11	6	5
	3.2	1.9	3.8	4.4	1.6	2.5	2.6	3.3	3.5	3.0	4.1	3.5	3.3	2.4		13.4	6.5	2.6			4.5	3.9	1.9
			be	bE																			
Other	21	6	15	13	1	1	1	11	8	15	6	-	6	9	2	-	4	4	4	2	2	4	5
	2.1	2.2	2.1	2.4	1.0	0.7	1.2	3.5	1.7	2.0	3.5		1.0	5.1	2.7		2.7	1.2	2.2	2.7	0.8	2.7	1.9
								F						M									

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

D1. What type of home do you live in?

	BANNER 1																						
		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1000	290	710	565	145	108	101	313	478	753	172	76	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	107	45	62	49	13	9	12	43	44	73	27	8	51	20	3	3	14	28	20	3	17	14	33
	10.7	15.5	8.8	8.7	9.3	8.0	11.6	13.7	9.3	9.6	15.6	10.6	9.2	10.7	4.3	10.2	9.7	9.3	11.0	4.3	7.2	9.0	12.1
		CDE						f			j								o				T
Single-family (attached or detached)	750	220	530	418	112	89	78	232	350	591	113	45	444	140	61	18	98	239	149	61	197	114	213
	75.0	75.7	74.7	74.0	77.2	82.7	78.0	74.0	73.2	78.5	66.0	59.9	80.0	74.5	87.6	64.2	69.4	79.9	83.5	87.6	82.8	73.4	77.6
						HI				KL					PQ			Q	pQ	Vw	v		
Apartment	77	11	66	55	11	6	5	15	52	46	12	19	34	12	3	3	16	20	3	3	11	15	17
	7.7	3.9	9.3	9.7	7.8	5.2	4.6	4.7	11.0	6.1	7.3	24.6	6.1	6.5	4.6	12.3	11.5	6.6	1.9	4.6	4.6	9.6	6.3
			B	B	B				FGH			JK					S	S					
Condo	32	5	27	25	2	3	3	10	17	23	7	3	18	4	-	4	9	8	-	-	11	6	5
	3.2	1.8	3.8	4.3	1.5	2.5	2.5	3.3	3.5	3.0	4.0	3.5	3.3	2.3		13.4	6.5	2.6			4.5	3.9	1.9
			be	bE																			
Other	21	6	15	13	1	1	1	11	8	15	6	-	6	9	2	-	4	4	4	2	2	4	5
	2.1	2.2	2.1	2.3	1.0	0.7	1.2	3.5	1.7	2.0	3.4		1.0	5.0	2.7		2.7	1.2	2.1	2.7	0.8	2.7	1.9
								F						M									
Don't know	0	-	0	-	0	-	0	-	-	-	0	-	-	-	-	-	-	-	-	-	-	-	-
	*		0.1		0.2		0.4				0.2												
Refused	12	2	10	6	4	1	2	3	7	5	6	1	3	2	1	-	0	1	3	1	0	2	1
	1.2	0.8	1.4	1.0	3.0	1.0	1.7	0.9	1.4	0.7	3.5	1.4	0.5	1.0	0.9		0.3	0.2	1.5	0.9	0.2	1.4	0.3
					bd						j												

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

D2. Do you own your home or do you rent?

	BANNER 1																						
		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1000	290	710	565	145	108	101	313	478	753	172	76	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	16	5	11	4	7	2	2	4	8	7	7	2	4	3	2	-	1	1	3	2	0	3	1
Total answering	984	285	699	562	138	106	98	310	470	746	164	74	552	186	68	28	141	298	176	68	237	153	274
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	819	242	577	462	115	92	83	273	370	638	130	51	476	154	51	24	112	262	154	51	217	130	228
	83.2	85.0	82.5	82.2	83.4	87.6	84.7	88.1	78.6	85.5	79.1	68.8	86.3	83.2	75.4	86.4	80.0	87.9	87.9	75.4	91.5	84.8	83.1
						I	i	I		kL								oq	o		TvW		
Rent	165	43	123	100	23	13	15	37	101	108	34	23	76	31	17	4	28	36	21	17	20	23	46
	16.8	15.0	17.5	17.8	16.6	12.4	15.3	11.9	21.4	14.5	20.9	31.2	13.7	16.8	24.6	13.6	20.0	12.1	12.1	24.6	8.5	15.2	16.9
									FgH		j	J			rs		r			U		u	U

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

D2. Do you own your home or do you rent?

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1000	290	710	565	145	108	101	313	478	753	172	76	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	819	242	577	462	115	92	83	273	370	638	130	51	476	154	51	24	112	262	154	51	217	130	228
	81.9	83.4	81.2	81.7	79.5	85.7	83.0	87.1	77.3	84.7	75.7	67.1	85.7	82.1	73.1	86.4	79.6	87.7	86.7	73.1	91.3	83.4	82.9
						I		I		KL								Oq	O		TvW		
Rent	165	43	123	100	23	13	15	37	101	108	34	23	76	31	17	4	28	36	21	17	20	23	46
	16.5	14.7	17.3	17.7	15.8	12.1	15.0	11.7	21.0	14.3	20.0	30.5	13.6	16.5	23.9	13.6	19.9	12.1	11.9	23.9	8.5	14.9	16.8
									FgH			J			rs		rs			U			U
Don't know	2	1	1	-	1	1	0	1	-	1	1	-	0	0	0	-	0	-	-	0	-	0	-
	0.2	0.5	0.1		0.5	0.9	0.4	0.3		0.1	0.8		0.1	0.2	0.5		0.3			0.5		0.2	
Refused	14	4	10	4	6	1	2	3	8	6	6	2	3	2	2	-	0	1	3	2	0	2	1
	1.4	1.4	1.4	0.7	4.3	1.3	1.7	0.9	1.7	0.8	3.4	2.4	0.6	1.2	2.4		0.3	0.2	1.5	2.4	0.2	1.4	0.3
					BCD																		

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1000	290	710	565	145	108	101	313	478	753	172	76	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	16	6	10	4	7	2	2	4	8	8	7	2	4	3	1	-	1	2	3	1	1	4	1
Total answering	984	284	700	562	138	106	98	310	470	745	165	74	552	185	69	28	141	297	175	69	237	152	274
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	263	80	184	143	40	32	34	83	114	175	57	31	107	67	15	10	47	75	20	15	60	40	55
	26.8	28.0	26.3	25.5	29.3	30.4	34.8	26.8	24.2	23.5	34.4	42.3	19.3	36.5	21.7	33.9	33.6	25.3	11.6	21.7	25.4	26.7	20.1
							hI				J	J		M		S	S	S					
Two	401	120	281	230	51	38	35	149	179	325	52	24	255	67	28	8	55	134	81	28	96	77	117
	40.8	42.4	40.1	40.9	36.9	36.4	35.2	48.0	38.2	43.6	31.4	33.2	46.2	36.0	41.1	29.5	39.3	45.3	46.3	41.1	40.6	50.9	42.6
								FGI		K			N									u	
Three	109	32	77	62	14	10	8	26	65	79	23	8	58	19	11	2	9	35	19	11	25	10	32
	11.1	11.4	11.0	11.1	10.5	9.6	7.8	8.6	13.8	10.6	13.8	10.4	10.5	10.2	15.7	6.7	6.4	11.7	10.8	15.7	10.6	6.3	11.8
									Gh											v			v
Four	125	29	96	75	20	13	13	27	71	98	23	4	81	15	8	6	22	28	29	8	37	13	39
	12.7	10.3	13.7	13.4	14.7	12.3	13.5	8.8	15.2	13.2	14.0	5.2	14.7	8.1	11.3	20.6	15.6	9.4	16.8	11.3	15.7	8.3	14.3
									H	L	L		N						r		v		
Five	53	14	39	32	6	6	8	14	26	42	7	4	32	9	4	1	5	16	16	4	9	9	20
	5.4	5.0	5.5	5.7	4.7	5.5	7.8	4.5	5.4	5.6	4.2	5.9	5.8	5.0	5.5	2.6	3.5	5.5	9.1	5.5	3.7	5.7	7.5
																			q				
Six	20	5	15	11	3	5	1	4	10	17	0	2	12	5	1	-	2	7	6	1	5	3	8
	2.0	1.7	2.1	2.0	2.3	4.6	1.0	1.2	2.1	2.3	0.2	3.0	2.1	2.8	1.9		1.6	2.2	3.3	1.9	2.0	2.1	2.8
						GH				K													

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

	BANNER 1																						
		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Seven or more	13	3	10	8	2	1	-	6	5	10	3	-	7	3	2	2	-	2	4	2	5	-	3
	1.3	1.1	1.4	1.3	1.6	1.3		2.1	1.1	1.3	2.0		1.2	1.4	2.7	6.7		0.6	2.2	2.7	2.1		1.0

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
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Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1000	290	710	565	145	108	101	313	478	753	172	76	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	263	80	184	143	40	32	34	83	114	175	57	31	107	67	15	10	47	75	20	15	60	40	55
	26.3	27.4	25.9	25.3	28.0	29.7	34.0	26.5	23.8	23.3	33.0	41.3	19.2	35.8	21.4	33.9	33.4	25.1	11.3	21.4	25.3	26.0	20.0
							I				J	J		M		S	S	S					
Two	401	120	281	230	51	38	35	149	179	325	52	24	255	67	28	8	55	134	81	28	96	77	117
	40.1	41.5	39.6	40.7	35.3	35.6	34.4	47.5	37.5	43.2	30.2	32.4	45.9	35.4	40.6	29.5	39.1	45.0	45.4	40.6	40.5	49.7	42.4
								FGI		K			N										
Three	109	32	77	62	14	10	8	26	65	79	23	8	58	19	11	2	9	35	19	11	25	10	32
	10.9	11.2	10.8	11.0	10.0	9.4	7.6	8.5	13.5	10.4	13.2	10.2	10.4	10.0	15.5	6.7	6.4	11.6	10.6	15.5	10.5	6.2	11.8
									Gh											v			v
Four	125	29	96	75	20	13	13	27	71	98	23	4	81	15	8	6	22	28	29	8	37	13	39
	12.5	10.1	13.5	13.3	14.0	12.0	13.2	8.7	14.9	13.0	13.5	5.0	14.6	8.0	11.2	20.6	15.5	9.3	16.5	11.2	15.6	8.1	14.2
									H	L	L		N						r		V		v
Five	53	14	39	32	6	6	8	14	26	42	7	4	32	9	4	1	5	16	16	4	9	9	20
	5.3	4.9	5.4	5.7	4.5	5.4	7.6	4.4	5.3	5.5	4.0	5.8	5.8	4.9	5.4	2.6	3.4	5.5	8.9	5.4	3.7	5.5	7.4
																			q				
Six	20	5	15	11	3	5	1	4	10	17	0	2	12	5	1	-	2	7	6	1	5	3	8
	2.0	1.7	2.0	2.0	2.2	4.5	1.0	1.2	2.1	2.2	0.2	3.0	2.1	2.7	1.9		1.6	2.2	3.2	1.9	2.0	2.1	2.8
						GH				K													
Seven or more	13	3	10	8	2	1	-	6	5	10	3	-	7	3	2	2	-	2	4	2	5	-	3
	1.3	1.1	1.4	1.3	1.5	1.2		2.1	1.0	1.3	1.9		1.2	1.4	2.7	6.7		0.6	2.1	2.7	2.1		1.0
Refused	16	6	10	4	7	2	2	4	8	8	7	2	4	3	1	-	1	2	3	1	1	4	1
	1.6	2.1	1.4	0.7	4.5	2.2	2.3	1.1	1.7	1.1	3.8	2.4	0.7	1.8	1.4		0.5	0.7	1.9	1.4	0.3	2.4	0.5
					bCD						j												

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1000	290	710	565	145	108	101	313	478	753	172	76	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	29	6	22	15	7	2	2	9	15	20	8	1	14	5	1	-	3	8	6	1	7	2	8
Total answering	971	284	688	550	137	106	98	304	463	733	164	75	542	183	69	28	138	291	172	69	231	153	267
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	36	14	21	17	4	5	5	9	17	23	7	6	15	5	1	3	3	8	3	1	8	5	6
	3.7	5.1	3.1	3.1	3.2	4.9	4.7	3.0	3.7	3.1	4.4	7.8	2.8	2.5	1.7	11.9	2.2	2.8	1.9	1.7	3.6	3.1	2.2
High school graduate	192	63	129	98	31	23	27	50	92	126	48	17	83	42	19	10	16	54	19	19	35	23	45
	19.7	22.1	18.8	17.8	22.6	21.9	27.0	16.5	19.8	17.2	29.3	23.3	15.3	22.9	27.1	35.8	11.7	18.6	11.3	27.1	15.2	15.2	17.1
							Hi				J			m	QS	QS		s		u			
Trade or technical school	71	23	48	36	12	4	7	19	41	60	10	1	37	23	6	1	17	23	13	6	19	13	23
	7.3	8.1	7.0	6.5	9.0	4.2	7.2	6.2	8.8	8.2	5.9	1.9	6.8	12.5	8.1	2.6	12.0	7.8	7.4	8.1	8.1	8.2	8.7
									F	L				m			p						
Some college	254	85	169	130	39	28	28	81	115	198	36	20	151	45	20	3	39	80	47	20	49	51	77
	26.1	29.9	24.5	23.6	28.2	26.8	28.9	26.7	24.9	27.0	22.1	26.2	27.9	24.7	28.7	10.7	28.0	27.4	27.6	28.7	21.4	33.2	29.0
		cd													p		P	P	P			U	u
College graduate	251	66	186	156	29	31	19	80	122	192	38	21	147	42	13	10	40	62	57	13	72	32	70
	25.9	23.1	27.0	28.4	21.3	29.2	18.9	26.2	26.4	26.2	23.4	28.1	27.2	23.2	19.2	34.8	29.3	21.4	33.4	19.2	31.3	20.9	26.3
			e	e		G		g	g										OR		tV		
Some graduate school	45	7	38	34	4	4	3	14	24	31	10	4	26	5	-	-	3	19	7	-	13	6	10
	4.6	2.4	5.5	6.2	2.9	3.4	3.2	4.5	5.2	4.2	6.1	5.1	4.8	2.7			2.2	6.5	4.2		5.6	4.0	3.8
			Be	Be														q					
Graduate degree	123	26	97	79	18	10	10	51	52	103	14	6	82	21	10	1	20	45	25	10	34	23	34
	12.7	9.3	14.1	14.4	12.9	9.5	10.2	16.9	11.2	14.1	8.8	7.6	15.1	11.5	15.2	4.3	14.5	15.5	14.3	15.2	14.9	15.3	12.9
			B	B				Fgi		k							p	P	p				

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 1

		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1000	290	710	565	145	108	101	313	478	753	172	76	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	36	14	21	17	4	5	5	9	17	23	7	6	15	5	1	3	3	8	3	1	8	5	6
	3.6	5.0	3.0	3.0	3.0	4.8	4.6	2.9	3.5	3.0	4.2	7.7	2.8	2.5	1.7	11.9	2.1	2.7	1.9	1.7	3.5	3.1	2.2
High school graduate	192	63	129	98	31	23	27	50	92	126	48	17	83	42	19	10	16	54	19	19	35	23	45
	19.2	21.6	18.2	17.3	21.5	21.5	26.4	16.0	19.2	16.8	28.0	22.9	15.0	22.2	26.5	35.8	11.4	18.1	10.9	26.5	14.8	15.0	16.5
							Hi				J			m	QS	QS		s		u			
Trade or technical school	71	23	48	36	12	4	7	19	41	60	10	1	37	23	6	1	17	23	13	6	19	13	23
	7.1	7.9	6.8	6.3	8.5	4.2	7.0	6.0	8.6	8.0	5.6	1.9	6.7	12.1	8.0	2.6	11.8	7.6	7.1	8.0	7.9	8.1	8.5
									F	L				m			p						
Some college	254	85	169	130	39	28	28	81	115	198	36	20	151	45	20	3	39	80	47	20	49	51	77
	25.4	29.2	23.8	23.0	26.8	26.3	28.3	25.9	24.1	26.3	21.1	25.8	27.2	24.0	28.2	10.7	27.4	26.7	26.6	28.2	20.8	32.7	28.2
		cd													p		P	P	P			U	u
College graduate	251	66	186	156	29	31	19	80	122	192	38	21	147	42	13	10	40	62	57	13	72	32	70
	25.1	22.6	26.2	27.7	20.3	28.6	18.5	25.5	25.5	25.5	22.3	27.7	26.5	22.5	18.8	34.8	28.7	20.9	32.2	18.8	30.4	20.6	25.5
			e	E		G			g										oR		tv		
Some graduate school	45	7	38	34	4	4	3	14	24	31	10	4	26	5	-	-	3	19	7	-	13	6	10
	4.5	2.3	5.3	6.0	2.7	3.4	3.1	4.4	5.0	4.1	5.8	5.0	4.7	2.6			2.2	6.3	4.0		5.4	4.0	3.6
			Be	Be														q					
Graduate degree	123	26	97	79	18	10	10	51	52	103	14	6	82	21	10	1	20	45	25	10	34	23	34
	12.3	9.1	13.6	14.0	12.2	9.3	10.0	16.4	10.8	13.7	8.4	7.5	14.8	11.2	14.9	4.3	14.2	15.1	13.8	14.9	14.5	15.1	12.5
			B	B				Fgi		k							p	P	p				
Don't know	2	-	2	2	-	-	-	-	2	2	-	-	2	-	-	-	-	-	2	-	2	-	-
	0.2		0.3	0.3					0.4	0.3			0.3						1.1		0.8		

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

	BANNER 1																						
		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Refused	27	6	20	13	7	2	2	9	13	18	8	1	12	5	1	-	3	8	4	1	5	2	8
	2.7	2.2	2.9	2.3	5.0 bd	1.9	2.0	2.9	2.8	2.4	4.5	1.4	2.1	2.9	1.9		2.3	2.7	2.5	1.9	2.0	1.4	3.0

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

D5. Which of the following best describes your age?
BASE: Live alone

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	263	80	184	143	40	32	34	83	114	175	57	31	107	67	15	10	47	75	20	15	60	40	55
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	3	1	1	-	1	1	0	-	1	1	2	-	-	1	-	-	1	-	-	-	1	-	-
Total answering	261	78	183	143	39	31	34	83	113	174	55	31	107	67	15	10	46	75	20	15	59	40	55
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
6-18	2	-	2	2	-	-	-	2	-	2	-	-	2	-	-	-	-	-	-	-	-	-	-
	0.7		1.0	1.3				2.3		1.1			1.8										
19-34	10	2	7	6	1	-	2	2	5	2	1	6	1	1	1	-	1	1	-	1	1	-	1
	3.7	3.1	3.9	3.9	3.7		7.2	2.3	4.6	1.1	2.2	20.4	0.6	2.0	4.8		1.3	0.8		4.8	1.0		1.1
												JK											
35-54	38	12	26	21	5	3	4	11	21	29	8	1	23	6	3	-	10	7	6	3	6	6	11
	14.6	15.1	14.3	14.5	13.8	9.5	11.5	12.9	18.1	16.6	14.2	3.8	21.5	9.0	19.0		22.7	9.4	31.3	19.0	10.7	14.8	19.9
										L			N						r				
55-64	60	17	43	32	11	8	6	13	33	42	16	2	26	16	4	2	13	20	4	4	19	8	11
	22.9	21.4	23.5	22.4	27.5	25.6	18.7	15.3	28.9	24.2	28.3	6.0	24.6	23.7	25.3	16.4	27.6	26.3	21.3	25.3	32.0	19.7	20.8
									h	L	L												
65 and over	152	47	105	83	22	20	21	56	55	99	30	22	55	44	8	8	22	48	10	8	33	27	32
	58.2	60.3	57.3	57.9	55.0	64.9	62.5	67.3	48.3	57.0	55.3	69.7	51.5	65.3	50.8	83.6	48.4	63.4	47.4	50.8	56.3	65.5	58.2
						i	i	I								Qs							

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

D5. Which of the following best describes your age?
BASE: Live alone

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	263	80	184	143	40	32	34	83	114	175	57	31	107	67	15	10	47	75	20	15	60	40	55
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
6-18	2	-	2	2	-	-	-	2	-	2	-	-	2	-	-	-	-	-	-	-	-	-	-
	0.7		1.0	1.3				2.3		1.1			1.8										
19-34	10	2	7	6	1	-	2	2	5	2	1	6	1	1	1	-	1	1	-	1	1	-	1
	3.6	3.1	3.9	3.9	3.6		7.2	2.3	4.6	1.1	2.2	20.4	0.6	2.0	4.8		1.3	0.8		4.8	1.0		1.1
												JK											
35-54	38	12	26	21	5	3	4	11	21	29	8	1	23	6	3	-	10	7	6	3	6	6	11
	14.4	14.9	14.2	14.5	13.4	9.1	11.4	12.9	18.0	16.5	13.8	3.8	21.5	8.9	19.0		22.2	9.4	31.3	19.0	10.5	14.8	19.9
										L			N						r				
55-64	60	17	43	32	11	8	6	13	33	42	16	2	26	16	4	2	13	20	4	4	19	8	11
	22.6	21.0	23.3	22.4	26.8	24.6	18.5	15.3	28.7	24.0	27.5	6.0	24.6	23.5	25.3	16.4	27.0	26.3	21.3	25.3	31.5	19.7	20.8
									h	L	L												
65 and over	152	47	105	83	22	20	21	56	55	99	30	22	55	44	8	8	22	48	10	8	33	27	32
	57.6	59.2	56.9	57.9	53.5	62.2	61.9	67.3	48.0	56.7	53.8	69.7	51.5	64.7	50.8	83.6	47.4	63.4	47.4	50.8	55.4	65.5	58.2
								I								Qs							
Don't know/Refused	3	1	1	-	1	1	0	-	1	1	2	-	-	1	-	-	1	-	-	-	1	-	-
	1.0	1.8	0.6		2.7	4.1	1.1		0.7	0.6	2.7			0.9			2.1				1.6		

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
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Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

D5A. How many people live in this home who are ... 5 and under?
BASE: More than person living in home

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	737	210	526	422	104	76	66	230	364	577	115	44	449	121	55	19	94	224	158	55	178	115	220
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	27	10	17	9	7	2	3	8	13	17	9	1	10	6	3	-	3	6	4	3	7	4	2
Total answering	710	200	510	413	97	74	63	222	351	561	106	43	439	115	52	19	91	218	154	52	171	111	218
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	568	165	402	319	84	59	53	181	276	455	81	31	358	94	46	16	75	181	115	46	136	95	171
	80.0	82.6	79.0	77.2	86.6	79.7	83.6	81.4	78.5	81.2	76.5	72.2	81.6	81.6	87.2	83.4	83.0	83.1	74.8	87.2	79.6	85.3	78.7
					CD										s								
One	73	16	57	49	8	10	4	17	43	56	14	4	40	15	2	-	9	23	20	2	17	5	30
	10.3	8.0	11.2	11.9	8.2	13.1	6.4	7.5	12.1	9.9	12.8	8.5	9.1	13.1	3.6		10.3	10.5	13.2	3.6	10.2	4.8	13.9
						g			g									o	O				TV
Two	49	11	38	34	4	4	5	15	26	37	6	6	32	3	3	1	6	10	14	3	11	8	14
	6.9	5.4	7.4	8.2	4.1	4.8	7.9	6.6	7.3	6.6	6.1	13.0	7.3	2.5	6.4	6.4	6.3	4.4	9.0	6.4	6.6	7.1	6.5
				e									N										
Three	14	5	8	8	1	2	1	5	5	8	4	2	4	3	1	-	0	3	3	1	2	2	2
	1.9	2.7	1.6	1.8	0.7	2.4	1.5	2.5	1.6	1.4	3.5	4.3	0.9	2.8	2.8		0.4	1.6	1.8	2.8	1.4	2.1	0.9
		e																					
Four	2	2	0	-	0	-	0	2	-	1	1	-	1	-	-	-	-	1	-	-	-	1	-
	0.3	0.8	0.1		0.4		0.6	0.8		0.1	1.1		0.2					0.4				0.8	
Seven or more	5	1	4	4	-	-	-	3	2	4	-	1	4	-	-	2	-	-	2	-	4	-	-
	0.6	0.4	0.7	0.9				1.2	0.5	0.7		1.9	0.9			10.1			1.2		2.2		

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

D5A. How many people live in this home who are ... 5 and under?
BASE: More than person living in home

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	737	210	526	422	104	76	66	230	364	577	115	44	449	121	55	19	94	224	158	55	178	115	220
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	568	165	402	319	84	59	53	181	276	455	81	31	358	94	46	16	75	181	115	46	136	95	171
	77.1	78.6	76.5	75.4	80.6	77.5	79.5	78.5	75.7	78.9	70.7	70.4	79.8	77.4	82.7	83.4	80.0	81.0	72.9	82.7	76.4	82.6	77.9
One	73	16	57	49	8	10	4	17	43	56	14	4	40	15	2	-	9	23	20	2	17	5	30
	9.9	7.7	10.8	11.6	7.6	12.8	6.1	7.3	11.7	9.7	11.8	8.3	8.9	12.4	3.4		9.9	10.2	12.8	3.4	9.8	4.7	13.8
						g			g									o	O				TV
Two	49	11	38	34	4	4	5	15	26	37	6	6	32	3	3	1	6	10	14	3	11	8	14
	6.6	5.2	7.2	8.0	3.8	4.6	7.5	6.4	7.0	6.4	5.6	12.7	7.1	2.4	6.1	6.4	6.1	4.3	8.8	6.1	6.4	6.8	6.5
			e	e									N										
Three	14	5	8	8	1	2	1	5	5	8	4	2	4	3	1	-	0	3	3	1	2	2	2
	1.9	2.6	1.6	1.8	0.7	2.4	1.5	2.4	1.5	1.4	3.3	4.2	0.9	2.7	2.6		0.4	1.6	1.7	2.6	1.3	2.0	0.9
		e																					
Four	2	2	0	-	0	-	0	2	-	1	1	-	1	-	-	-	-	1	-	-	-	1	-
	0.3	0.8	0.1		0.3		0.5	0.7		0.1	1.0		0.2					0.4				0.7	
Seven or more	5	1	4	4	-	-	-	3	2	4	-	1	4	-	-	2	-	-	2	-	4	-	-
	0.6	0.4	0.7	0.9				1.2	0.5	0.7		1.9	0.8			10.1			1.2		2.1		
Don't know/Refused	27	10	17	9	7	2	3	8	13	17	9	1	10	6	3	-	3	6	4	3	7	4	2
	3.6	4.7	3.2	2.2	7.0	2.7	4.9	3.5	3.6	2.9	7.5	2.4	2.3	5.1	5.2		3.7	2.6	2.6	5.2	3.9	3.2	1.0
					cD																		

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

D5B. How many people live in this home who are ... 6-18?
BASE: More than person living in home

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	737	210	526	422	104	76	66	230	364	577	115	44	449	121	55	19	94	224	158	55	178	115	220
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	35	9	27	19	8	2	3	10	20	22	11	3	16	6	3	-	5	8	4	3	11	3	3
Total answering	701	202	499	403	96	73	63	220	344	556	104	41	433	115	52	19	89	216	153	52	167	112	216
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	487	145	342	281	61	48	40	167	232	385	71	31	302	79	34	9	67	158	100	34	119	86	140
	69.4	71.9	68.4	69.6	63.2	64.8	63.1	75.7	67.5	69.4	67.7	73.9	69.7	69.0	65.4	47.2	75.0	73.5	65.1	65.4	71.7	77.0	64.7
		e						FGi									p	p				W	
One	104	28	76	62	14	10	12	32	51	81	21	2	65	15	8	4	9	27	26	8	21	12	37
	14.9	14.1	15.2	15.4	14.3	13.0	18.4	14.4	14.9	14.5	20.1	6.0	14.9	13.0	15.6	24.1	10.3	12.3	17.0	15.6	12.5	10.8	17.0
										l	L												
Two	76	18	57	43	14	11	8	13	43	61	11	3	49	10	5	5	10	20	18	5	20	10	26
	10.8	9.0	11.5	10.7	14.7	15.5	13.4	5.7	12.5	11.0	10.8	8.1	11.3	8.8	10.3	26.7	11.7	9.2	11.7	10.3	11.8	8.8	12.1
					b	H	H		H														
Three	24	5	19	13	5	3	3	5	13	19	1	4	13	6	3	0	2	8	5	3	3	4	9
	3.4	2.6	3.7	3.3	5.6	4.1	4.6	2.1	3.9	3.3	1.0	10.0	2.9	5.3	5.0	1.9	2.5	3.7	3.1	5.0	2.1	3.5	4.0
Four	5	3	3	2	1	2	-	2	2	5	-	-	3	2	-	-	0	2	3	-	2	-	3
	0.7	1.2	0.5	0.5	0.7	2.1		0.9	0.5	0.9			0.7	1.6			0.4	0.9	1.9		1.3		1.3
Five	2	1	1	-	1	-	-	-	2	2	-	-	2	-	-	-	-	-	2	-	-	-	2
	0.2	0.4	0.1		0.8				0.5	0.3			0.4						1.0				0.7
Six	1	1	0	-	0	0	-	1	-	0	-	1	0	-	-	-	-	-	0	-	-	-	0
	0.2	0.4	0.1		0.4	0.5		0.4		0.1		2.0	0.1						0.2				0.2

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

D5B. How many people live in this home who are ... 6-18?
BASE: More than person living in home

	BANNER 1																							
		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Seven or more	3	1	2	2	0	-	0	2	1	3	0	-	-	3	2	-	-	1	-	2	1	-	-
	0.4	0.4	0.4	0.5	0.4		0.6	0.9	0.2	0.5	0.3			2.4	3.6			0.4		3.6	0.5		

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

D5B. How many people live in this home who are ... 6-18?
BASE: More than person living in home

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	737	210	526	422	104	76	66	230	364	577	115	44	449	121	55	19	94	224	158	55	178	115	220
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	487	145	342	281	61	48	40	167	232	385	71	31	302	79	34	9	67	158	100	34	119	86	140
	66.1	69.0	64.9	66.5	58.4	62.7	60.2	72.4	63.8	66.7	61.5	69.0	67.3	65.7	61.6	47.2	70.8	70.9	63.2	61.6	67.2	75.1	63.7
		E		e				fGi														w	
One	104	28	76	62	14	10	12	32	51	81	21	2	65	15	8	4	9	27	26	8	21	12	37
	14.2	13.5	14.4	14.7	13.2	12.6	17.6	13.7	14.1	14.0	18.3	5.6	14.4	12.4	14.7	24.1	9.7	11.9	16.5	14.7	11.7	10.5	16.7
										l	L												
Two	76	18	57	43	14	11	8	13	43	61	11	3	49	10	5	5	10	20	18	5	20	10	26
	10.3	8.6	10.9	10.3	13.5	15.0	12.8	5.5	11.8	10.6	9.8	7.5	10.9	8.4	9.7	26.7	11.1	8.9	11.3	9.7	11.1	8.5	11.9
					b	H	H		H														
Three	24	5	19	13	5	3	3	5	13	19	1	4	13	6	3	0	2	8	5	3	3	4	9
	3.2	2.5	3.5	3.1	5.2	4.0	4.3	2.0	3.6	3.2	0.9	9.3	2.8	5.0	4.7	1.9	2.4	3.6	3.0	4.7	1.9	3.4	3.9
										k													
Four	5	3	3	2	1	2	-	2	2	5	-	-	3	2	-	-	0	2	3	-	2	-	3
	0.7	1.2	0.5	0.4	0.7	2.1		0.8	0.5	0.9			0.7	1.6			0.4	0.8	1.8		1.3		1.3
Five	2	1	1	-	1	-	-	-	2	2	-	-	2	-	-	-	-	-	2	-	-	-	2
	0.2	0.4	0.1		0.7				0.4	0.3			0.3						1.0				0.7
Six	1	1	0	-	0	0	-	1	-	0	-	1	0	-	-	-	-	-	0	-	-	-	0
	0.2	0.4	0.1		0.3	0.5		0.4		0.1		1.9	0.1						0.2				0.2
Seven or more	3	1	2	2	0	-	0	2	1	3	0	-	-	3	2	-	-	1	-	2	1	-	-
	0.4	0.4	0.4	0.4	0.3		0.5	0.8	0.2	0.5	0.3			2.3	3.4			0.4		3.4	0.5		

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

D5B. How many people live in this home who are ... 6-18?
BASE: More than person living in home

	BANNER 1																							
		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Don't know/Refused	35	9	27	19	8	2	3	10	20	22	11	3	16	6	3	-	5	8	4	3	11	3	3
	4.8	4.1	5.1	4.5	7.6	3.2	4.5	4.4	5.5	3.8	9.2 j	6.7	3.5	4.7	5.8		5.7	3.6	2.8	5.8	6.3 W	2.5	1.6

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

D5C. How many people live in this home who are ... 19-34?
BASE: More than person living in home

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	737	210	526	422	104	76	66	230	364	577	115	44	449	121	55	19	94	224	158	55	178	115	220
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	38	12	26	19	7	2	4	15	17	26	11	1	17	8	3	-	3	11	5	3	10	4	8
Total answering	699	199	500	403	97	74	62	216	347	552	104	43	432	113	52	19	91	212	153	52	168	111	212
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	525	156	369	292	77	56	45	167	257	419	77	29	323	91	42	12	71	160	112	42	126	91	153
	75.2	78.6	73.8	72.4	79.5	75.4	72.5	77.5	74.1	75.9	74.4	67.0	74.8	80.1	80.6	65.1	78.1	75.2	73.7	80.6	75.2	81.5	72.1
																						w	
One	82	25	57	45	12	12	11	22	38	64	14	5	45	17	8	2	12	24	16	8	18	9	27
	11.7	12.6	11.4	11.2	12.3	15.9	17.3	10.1	10.9	11.5	13.0	11.5	10.4	15.3	14.6	10.1	12.7	11.5	10.3	14.6	11.0	8.4	12.7
							h																
Two	73	15	59	53	6	5	6	19	43	60	7	7	55	5	2	1	7	25	24	2	19	8	30
	10.5	7.4	11.7	13.1	6.0	6.9	9.2	9.0	12.4	10.8	6.5	15.3	12.7	4.6	4.8	4.5	7.6	11.6	15.8	4.8	11.2	7.6	14.1
			bE	BE					f				N						Oq				T
Three	9	1	8	6	2	1	-	3	5	7	2	-	7	-	-	2	1	3	0	-	2	3	2
	1.2	0.4	1.6	1.4	2.2	1.0		1.3	1.5	1.2	1.8		1.6			10.1	1.6	1.5	0.2		1.1	2.4	1.1
Four	6	-	6	6	-	-	-	4	2	2	4	-	2	-	-	2	-	-	-	-	2	-	-
	0.8		1.1	1.4				1.7	0.5	0.3	3.6		0.4			10.1					1.1		
Six	1	1	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-	1	-	-	1	-	-
	0.1	0.3				0.8				0.1			0.1					0.3			0.4		
Seven or more	3	1	2	2	-	-	1	1	2	-	1	3	-	-	-	-	-	-	-	-	-	-	-
	0.5	0.7	0.4	0.5			1.0	0.4	0.5		0.6	6.3											

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

D5C. How many people live in this home who are ... 19-34?
BASE: More than person living in home

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	737	210	526	422	104	76	66	230	364	577	115	44	449	121	55	19	94	224	158	55	178	115	220
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	525	156	369	292	77	56	45	167	257	419	77	29	323	91	42	12	71	160	112	42	126	91	153
	71.3	74.3	70.1	69.2	74.0	73.3	68.2	72.6	70.7	72.6	67.3	65.3	71.9	75.0	76.4	65.1	75.2	71.4	71.2	76.4	70.9	78.9	69.5
One	82	25	57	45	12	12	11	22	38	64	14	5	45	17	8	2	12	24	16	8	18	9	27
	11.1	11.9	10.9	10.7	11.4	15.5	16.3 h	9.4	10.4	11.0	11.8	11.2	10.0	14.4	13.9	10.1	12.3	10.9	9.9	13.9	10.4	8.1	12.2
Two	73	15	59	53	6	5	6	19	43	60	7	7	55	5	2	1	7	25	24	2	19	8	30
	9.9	7.0	11.1 bE	12.5 BE	5.6	6.7	8.6	8.5	11.8 f	10.4	5.9	14.9	12.2 N	4.3	4.5	4.5	7.3	11.0	15.3 Oq	4.5	10.6	7.4	13.6 T
Three	9	1	8	6	2	1	-	3	5	7	2	-	7	-	-	2	1	3	0	-	2	3	2
	1.2	0.4	1.5	1.3	2.1	0.9		1.2	1.4	1.2	1.6		1.5			10.1	1.5	1.4	0.2		1.0	2.4	1.0
Four	6	-	6	6	-	-	-	4	2	2	4	-	2	-	-	2	-	-	-	-	2	-	-
	0.8		1.1	1.3				1.6	0.5	0.3	3.3		0.4			10.1					1.1		
Six	1	1	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-	1	-	-	1	-	-
	0.1	0.3				0.8				0.1			0.1					0.3			0.3		
Seven or more	3	1	2	2	-	-	1	1	2	-	1	3	-	-	-	-	-	-	-	-	-	-	-
	0.5	0.7	0.4	0.4			0.9	0.4	0.5		0.5	6.1											
Don't know/Refused	38	12	26	19	7	2	4	15	17	26	11	1	17	8	3	-	3	11	5	3	10	4	8
	5.1	5.5	5.0	4.5	6.9	2.7	6.0	6.4	4.7	4.4	9.6 l	2.4	3.9	6.3	5.2		3.7	5.1	3.4	5.2	5.7	3.2	3.6

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

D5D. How many people live in this home who are ... 35-54?
BASE: More than person living in home

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	737	210	526	422	104	76	66	230	364	577	115	44	449	121	55	19	94	224	158	55	178	115	220
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	34	10	24	17	7	2	4	14	14	22	11	1	15	7	3	-	3	10	3	3	7	4	7
Total answering	703	200	502	405	97	74	62	216	350	555	104	43	434	114	52	19	91	214	155	52	170	111	213
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	393	118	275	228	47	39	34	142	179	302	65	26	233	64	32	7	51	124	77	32	90	76	100
	55.9	59.0	54.7	56.3	48.1	53.1	53.8	65.4	51.0	54.4	62.2	60.9	53.7	56.3	61.8	35.7	56.0	58.1	49.7	61.8	52.7	68.1	46.8
		E						FgI												w		UW	
One	126	39	87	68	19	15	8	33	70	104	13	8	82	22	11	4	21	33	30	11	35	9	49
	17.9	19.5	17.3	16.7	19.8	19.9	13.6	15.3	19.9	18.8	12.9	19.2	18.9	18.9	20.3	20.3	23.5	15.2	19.7	20.3	20.5	7.8	23.2
																				v	V		V
Two	179	43	136	106	30	20	20	42	97	144	26	9	117	26	9	8	19	54	47	9	46	27	59
	25.4	21.6	27.0	26.0	30.9	26.5	32.6	19.3	27.8	26.0	25.0	19.9	26.9	22.6	17.9	44.0	20.5	25.4	30.4	17.9	26.8	24.1	27.7
					B		H		h							o							
Three	3	-	3	2	1	-	-	-	3	3	-	-	2	1	-	-	-	3	-	-	-	-	3
	0.4		0.5	0.5	0.8				0.7	0.5			0.4	0.6				1.2					1.2
Four	2	-	2	2	0	0	-	-	2	2	-	-	0	2	-	-	-	-	0	-	-	-	2
	0.3		0.4	0.5	0.4	0.5			0.5	0.4			0.1	1.7					0.2				1.1

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

D5D. How many people live in this home who are ... 35-54?
BASE: More than person living in home

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	737	210	526	422	104	76	66	230	364	577	115	44	449	121	55	19	94	224	158	55	178	115	220
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	393	118	275	228	47	39	34	142	179	302	65	26	233	64	32	7	51	124	77	32	90	76	100
	53.3	56.2	52.2	54.0	44.8	51.7	50.5	61.5	49.0	52.3	56.2	59.4	51.9	53.1	58.6	35.7	53.9	55.6	48.6	58.6	50.5	66.0	45.3
		E		e				fgI														UW	
One	126	39	87	68	19	15	8	33	70	104	13	8	82	22	11	4	21	33	30	11	35	9	49
	17.1	18.5	16.5	16.1	18.4	19.3	12.8	14.4	19.1	18.1	11.6	18.8	18.3	17.8	19.3	20.3	22.7	14.6	19.3	19.3	19.6	7.5	22.4
										k										v	V		V
Two	179	43	136	106	30	20	20	42	97	144	26	9	117	26	9	8	19	54	47	9	46	27	59
	24.3	20.6	25.8	25.0	28.8	25.8	30.6	18.1	26.7	25.0	22.6	19.4	26.0	21.3	17.0	44.0	19.7	24.4	29.7	17.0	25.7	23.3	26.9
					B		H		H							o			o				
Three	3	-	3	2	1	-	-	-	3	3	-	-	2	1	-	-	-	3	-	-	-	-	3
	0.4		0.5	0.4	0.7				0.7	0.5			0.4	0.6				1.2					1.2
Four	2	-	2	2	0	0	-	-	2	2	-	-	0	2	-	-	-	-	0	-	-	-	2
	0.3		0.4	0.4	0.3	0.5			0.5	0.4			0.1	1.6					0.2				1.0
Don't know/Refused	34	10	24	17	7	2	4	14	14	22	11	1	15	7	3	-	3	10	3	3	7	4	7
	4.6	4.7	4.6	4.0	6.9	2.7	6.0	6.0	3.9	3.8	9.6	2.4	3.3	5.6	5.2		3.7	4.3	2.2	5.2	4.1	3.2	3.2
											jl												

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

D5E. How many people live in this home who are ... 55-64?
BASE: More than person living in home

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	737	210	526	422	104	76	66	230	364	577	115	44	449	121	55	19	94	224	158	55	178	115	220
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	41	13	28	21	7	2	5	16	19	26	12	4	18	7	3	-	5	9	5	3	12	5	5
Total answering	696	197	498	401	97	74	62	215	345	552	103	41	431	114	52	19	89	214	153	52	166	110	215
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	472	126	346	281	65	51	42	139	240	361	80	31	280	74	33	16	50	138	111	33	100	69	152
	67.9	64.0	69.4	70.0	67.1	69.5	67.3	64.8	69.5	65.4	77.9	75.6	64.9	65.1	62.9	85.4	56.4	64.7	72.7	62.9	60.3	62.2	70.9
											J					oQr			Q				u
One	103	35	68	58	10	9	8	35	50	87	11	5	71	16	8	-	16	37	22	8	27	16	36
	14.8	17.8	13.7	14.6	10.1	12.8	13.6	16.4	14.5	15.7	11.1	12.9	16.4	14.0	14.7		17.7	17.3	14.2	14.7	16.2	14.1	16.7
		E																					
Two	115	33	82	60	22	12	12	39	52	102	9	5	80	22	11	3	22	39	19	11	38	26	26
	16.6	16.7	16.5	15.0	22.8	16.9	19.1	18.0	15.2	18.4	8.6	11.5	18.5	19.5	20.8	14.6	25.0	18.1	12.6	20.8	23.1	23.7	12.0
					cd					K							S				W	W	
Three	3	3	-	-	-	1	-	2	1	3	1	-	1	2	1	-	1	-	1	1	1	-	1
	0.4	1.6				0.8		0.8	0.2	0.5	0.6		0.2	1.5	1.6		0.9		0.5	1.6	0.5		0.4
Four	2	-	2	2	-	-	-	-	2	-	2	-	-	-	-	-	-	-	-	-	-	-	-
	0.3		0.4	0.5					0.5		1.8												

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

D5E. How many people live in this home who are ... 55-64?
BASE: More than person living in home

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	737	210	526	422	104	76	66	230	364	577	115	44	449	121	55	19	94	224	158	55	178	115	220
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	472	126	346	281	65	51	42	139	240	361	80	31	280	74	33	16	50	138	111	33	100	69	152
	64.1	60.0	65.7	66.5	62.5	67.6	62.7	60.4	65.9	62.5	70.0	69.1	62.3	61.4	59.6	85.4	53.2	61.9	70.2	59.6	56.2	59.7	69.3
																OQR			Q				U
One	103	35	68	58	10	9	8	35	50	87	11	5	71	16	8	-	16	37	22	8	27	16	36
	14.0	16.7	13.0	13.8	9.4	12.5	12.6	15.3	13.8	15.0	9.9	11.8	15.7	13.2	14.0		16.7	16.5	13.7	14.0	15.1	13.5	16.3
		E																					
Two	115	33	82	60	22	12	12	39	52	102	9	5	80	22	11	3	22	39	19	11	38	26	26
	15.6	15.6	15.7	14.3	21.2	16.4	17.8	16.8	14.4	17.6	7.7	10.5	17.7	18.4	19.7	14.6	23.5	17.3	12.2	19.7	21.5	22.8	11.7
					d					K							s				W	W	
Three	3	3	-	-	-	1	-	2	1	3	1	-	1	2	1	-	1	-	1	1	1	-	1
	0.4	1.5				0.8		0.7	0.2	0.4	0.5		0.2	1.4	1.5		0.9		0.5	1.5	0.5		0.4
Four	2	-	2	2	-	-	-	-	2	-	2	-	-	-	-	-	-	-	-	-	-	-	-
	0.3		0.4	0.4					0.5		1.6												
Don't know/Refused	41	13	28	21	7	2	5	16	19	26	12	4	18	7	3	-	5	9	5	3	12	5	5
	5.6	6.2	5.3	4.9	6.9	2.7	6.9	6.7	5.2	4.4	10.1	8.6	4.1	5.6	5.2		5.7	4.2	3.4	5.2	6.7	3.9	2.3
											j										w		

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

D5F. How many people live in this home who are ... 65 and over?
BASE: More than person living in home

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	737	210	526	422	104	76	66	230	364	577	115	44	449	121	55	19	94	224	158	55	178	115	220
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	37	13	24	17	7	2	5	14	17	24	10	4	16	7	3	-	3	9	5	3	8	6	5
Total answering	699	197	502	405	97	74	62	217	347	554	105	41	433	114	52	19	91	214	153	52	170	109	215
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	493	125	368	294	74	51	46	140	256	405	59	29	319	80	35	17	63	148	119	35	129	70	165
	70.5	63.4	73.2	72.6	76.1	69.0	73.7	64.8	73.7	73.1	56.5	70.9	73.8	69.8	67.0	93.6	69.0	68.9	77.7	67.0	76.1	64.3	77.0
			B	B	B				h	K						OQRS					v		V
One	71	26	45	38	7	10	6	23	31	54	16	1	42	11	7	0	9	27	9	7	10	19	17
	10.2	13.2	8.9	9.3	7.5	13.3	10.2	10.8	9.0	9.7	15.6	2.1	9.8	10.0	14.3	1.9	10.0	12.5	5.6	14.3	6.1	17.4	8.0
		E								L	L				p			PS				UW	
Two	133	44	89	74	16	13	9	52	59	94	28	11	70	23	9	1	19	40	25	9	30	20	32
	19.1	22.3	17.8	18.1	16.4	17.7	15.1	24.0	17.0	17.1	26.5	27.0	16.2	20.3	17.1	4.5	21.0	18.6	16.7	17.1	17.8	18.4	15.0
								g			j						P	P	p				
Three	2	2	-	-	-	-	1	1	1	1	1	-	1	-	1	-	-	-	-	1	-	-	-
	0.3	1.2					1.0	0.4	0.2	0.2	1.4		0.2		1.6					1.6			

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

D5F. How many people live in this home who are ... 65 and over?
BASE: More than person living in home

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	737	210	526	422	104	76	66	230	364	577	115	44	449	121	55	19	94	224	158	55	178	115	220
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	493	125	368	294	74	51	46	140	256	405	59	29	319	80	35	17	63	148	119	35	129	70	165
	66.9	59.4	69.9	69.6	70.9	67.2	68.6	60.9	70.3	70.1	51.7	64.8	71.1	65.8	63.6	93.6	66.5	66.0	75.0	63.6	72.6	60.7	75.2
			B	B	B				h	K						OQRS					v		V
One	71	26	45	38	7	10	6	23	31	54	16	1	42	11	7	0	9	27	9	7	10	19	17
	9.6	12.4	8.5	8.9	6.9	12.9	9.5	10.2	8.6	9.3	14.3	1.9	9.4	9.4	13.6	1.9	9.6	12.0	5.5	13.6	5.8	16.4	7.8
		E								L	L				p			PS				Uw	
Two	133	44	89	74	16	13	9	52	59	94	28	11	70	23	9	1	19	40	25	9	30	20	32
	18.1	20.9	17.0	17.4	15.3	17.2	14.0	22.6	16.2	16.4	24.3	24.7	15.6	19.1	16.2	4.5	20.3	17.8	16.1	16.2	17.0	17.3	14.7
								g			j						P	P	p				
Three	2	2	-	-	-	-	1	1	1	1	1	-	1	-	1	-	-	-	-	1	-	-	-
	0.3	1.1					0.9	0.4	0.2	0.1	1.3		0.2		1.5					1.5			
Don't know/Refused	37	13	24	17	7	2	5	14	17	24	10	4	16	7	3	-	3	9	5	3	8	6	5
	5.1	6.2	4.6	4.0	6.9	2.7	6.9	5.9	4.7	4.1	8.5	8.6	3.6	5.6	5.2		3.7	4.2	3.4	5.2	4.6	5.6	2.3

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
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Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

D6. Which of the following categories contains your annual household income from all sources in 2009 before taxes?

BANNER 1

	Total	EAST/WEST METRO: Non-Metro	Metro	Metro West	Metro East	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1000	290	710	565	145	108	101	313	478	753	172	76	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	237	63	174	128	46	28	24	65	121	172	44	21	113	56	22	9	34	57	39	22	52	40	52
Total answering	763	227	536	437	98	80	77	248	357	581	127	54	443	133	48	20	107	242	139	48	185	116	223
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	126	51	75	55	21	17	17	42	50	79	36	12	53	25	9	4	22	25	15	9	23	14	29
	16.6	22.5	14.1	12.5	21.0	20.9	22.6	16.9	14.1	13.6	28.2	21.7	12.0	18.8	18.9	20.3	20.8	10.1	10.5	18.9	12.3	12.5	12.9
		CD			cD	i	I				J						Rs						
$20,000 to $49,000	250	85	165	134	31	32	30	83	106	176	46	28	126	47	14	8	32	82	34	14	49	34	78
	32.8	37.5	30.8	30.6	31.6	39.5	38.5	33.5	29.6	30.3	36.1	51.2	28.5	35.3	28.3	38.6	29.8	33.8	24.8	28.3	26.3	29.5	34.9
		cd				i	i					J											
$50,000 to $74,000	157	48	109	87	22	17	14	52	74	130	21	6	105	24	9	4	24	50	38	9	44	25	50
	20.6	21.3	20.3	19.8	22.4	21.5	18.2	21.1	20.6	22.4	16.5	10.5	23.6	18.1	19.1	20.0	22.7	20.6	27.4	19.1	24.0	21.7	22.5
										L													
$75,000 to $99,000	101	22	79	66	13	9	7	31	55	85	13	4	71	14	4	-	18	39	18	4	28	18	35
	13.2	9.5	14.8	15.1	13.6	10.9	8.5	12.5	15.3	14.6	9.8	6.9	16.0	10.4	7.4		16.7	16.3	13.3	7.4	15.4	15.5	15.6
			B	b					G	l								o					
$100,000 or more	128	21	107	96	11	6	9	40	73	111	12	5	88	23	13	4	11	47	33	13	41	24	31
	16.8	9.1	20.0	22.0	11.4	7.3	12.3	16.1	20.4	19.1	9.4	9.6	19.8	17.4	26.3	21.1	10.0	19.2	24.0	26.3	22.0	20.9	14.0
			BE	BE				F	FG	Kl					Q			Q	Q		w		

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
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NEEA Consumer Lighting Survey (#5752)

D6. Which of the following categories contains your annual household income from all sources in 2009 before taxes?

	BANNER 1																						
		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1000	290	710	565	145	108	101	313	478	753	172	76	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	126	51	75	55	21	17	17	42	50	79	36	12	53	25	9	4	22	25	15	9	23	14	29
	12.6	17.7	10.6	9.7	14.3	15.5	17.3	13.4	10.5	10.5	20.9	15.6	9.6	13.2	13.0	14.2	15.8	8.2	8.2	13.0	9.6	9.3	10.5
		CD			d		I				J						rs						
$20,000 to $49,000	250	85	165	134	31	32	30	83	106	176	46	28	126	47	14	8	32	82	34	14	49	34	78
	25.0	29.4	23.2	23.7	21.5	29.3	29.5	26.5	22.1	23.4	26.8	36.8	22.7	24.9	19.5	26.9	22.6	27.4	19.3	19.5	20.5	22.0	28.3
		CdE				i	i					j						s					u
$50,000 to $74,000	157	48	109	87	22	17	14	52	74	130	21	6	105	24	9	4	24	50	38	9	44	25	50
	15.7	16.7	15.3	15.3	15.3	16.0	13.9	16.7	15.4	17.3	12.3	7.6	18.8	12.7	13.1	13.9	17.2	16.7	21.4	13.1	18.7	16.1	18.2
										L			n										
$75,000 to $99,000	101	22	79	66	13	9	7	31	55	85	13	4	71	14	4	-	18	39	18	4	28	18	35
	10.1	7.4	11.2	11.7	9.3	8.1	6.5	9.9	11.4	11.2	7.3	5.0	12.7	7.3	5.1		12.7	13.2	10.4	5.1	12.0	11.5	12.6
			b	b					g	l			n				o	O			t		t
$100,000 or more	128	21	107	96	11	6	9	40	73	111	12	5	88	23	13	4	11	47	33	13	41	24	31
	12.8	7.1	15.1	17.0	7.8	5.4	9.4	12.7	15.2	14.7	6.9	6.9	15.8	12.3	18.0	14.7	7.6	15.6	18.7	18.0	17.2	15.6	11.4
			BE	BE				F	Fg	KL					q			Q	Q				
Don't know	50	14	36	28	8	7	3	10	29	34	11	4	24	8	6	0	10	10	6	6	7	9	9
	5.0	4.8	5.1	5.0	5.5	6.8	3.3	3.3	6.1	4.5	6.7	5.9	4.4	4.2	8.1	1.3	6.8	3.4	3.4	8.1	3.0	5.6	3.4
Refused	187	49	138	100	38	20	20	54	92	137	33	17	89	48	16	8	24	46	33	16	45	31	43
	18.7	16.9	19.5	17.7	26.5	18.9	20.1	17.3	19.3	18.2	19.2	22.3	16.0	25.4	23.2	29.0	17.2	15.6	18.6	23.2	19.0	20.0	15.6
					BCD									M									

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

Gender

	BANNER 1																						
		EAST/WEST METRO				STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Non-Metro	Metro	Metro West	Metro East	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1000	290	710	565	145	108	101	313	478	753	172	76	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Male	351	96	254	200	55	35	35	110	171	276	46	29	206	66	19	10	42	124	69	19	100	52	102
	35.1	33.2	35.8	35.3	37.8	32.2	34.6	35.1	35.7	36.7	26.6	37.8	37.1	35.0	27.2	35.3	29.9	41.4	38.9	27.2	41.9	33.5	36.9
										K								OQ			T		
Female	649	194	456	366	90	73	66	203	307	476	126	47	350	122	51	18	99	175	109	51	138	103	173
	64.9	66.8	64.2	64.7	62.2	67.8	65.4	64.9	64.3	63.3	73.4	62.2	62.9	65.0	72.8	64.7	70.1	58.6	61.1	72.8	58.1	66.5	63.1
											J				R		R			U			

Comparison Groups: BCDE/FGHI/JKL/MN/OPQRS/TUVW
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

E.2 Including Rural-Urban Continuum Code (RUCC) Classifications

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Banner 2

Table 1 Page 1.....STATE

Table 2 Page 2.....MARKET

Table 3 Page 3.....A1. Have you ever heard of compact fluorescent light bulbs or CFLs?

Table 4 Page 4.....A1. Have you ever heard of compact fluorescent light bulbs or CFLs?

Table 5 Page 5.....A2. Compact fluorescent light bulbs, or CFLs, are small fluorescent bulbs that fit in regular light bulb sockets. CFLs look different than standard bulbs. They
are often made out of thin tubes of glass bent into loops. Have you ever heard of them?
BASE: Not aware of CFLs

Table 6 Page 6.....A1./A2. Total Awareness

Table 7 Page 7.....A3. Have you ever purchased any CFLs?
BASE: Aware of CFLs

Table 8 Page 8.....A3. Have you ever purchased any CFLs?
BASE: Aware of CFLs

Table 9 Page 9.....P1. On how many separate occasions have you purchased them?
BASE: Purchased CFLs

Table 10 Page 11.....P1. On how many separate occasions have you purchased them?
BASE: Purchased CFLs

Table 11 Page 13.....P2. Thinking back over the past year, how many CFLs have you purchased?
BASE: Purchased CFLs

Table 12 Page 15.....P2. Thinking back over the past year, how many CFLs have you purchased?
BASE: Purchased CFLs

Table 13 Page 17.....P3A. Do you currently have any CFLs installed in your home?
BASE: Purchased CFLs

Table 14 Page 18.....P3A. Do you currently have any CFLs installed in your home?
BASE: Purchased CFLs

Table 15 Page 19.....P3B. How many CFLs are installed?
BASE: Have CFLs installed

Table 16 Page 21.....P3B. How many CFLs are installed?
BASE: Have CFLs installed

Table 17 Page 23.....P3E. Thinking about all the light bulbs you have installed right now, about what percentage would say are CFLs ?
BASE: Have CFLs installed

Table 18 Page 25.....P3E. Thinking about all the light bulbs you have installed right now, about what percentage would say are CFLs ?
BASE: Have CFLs installed

Table 19 Page 27.....P3F. About how many total light bulbs would you says you have installed in your home ?
BASE: No CFLs installed or Don't know percent of CFLs installed

Table 20 Page 29.....P3F. About how many total light bulbs would you says you have installed in your home ?
BASE: Have CFLs installed

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Table 21 Page 31.....P4A. Are you storing any for use as spared or to be installed at a later date?
BASE: Purchased CFLs

Table 22 Page 32.....P4A. Are you storing any for use as spared or to be installed at a later date?
BASE: Purchased CFLs

Table 23 Page 33.....P4B. How many CFLs are you storing?
BASE: Storing CFLs

Table 24 Page 35.....P4B. How many CFLs are you storing?
BASE: Storing CFLs

Table 25 Page 37.....P4C. How many regular incandescent bulbs are you storing?
BASE: Storing Incandescent bulbs

Table 26 Page 39.....P4C. How many regular incandescent bulbs are you storing?
BASE: Storing Incandescent bulbs

Table 27 Page 41.....P5A. Have you had any CFLs that you installed, but later removed and did not use elsewhere in your home?
BASE: Purchased CFLs

Table 28 Page 42.....P5A. Have you had any CFLs that you installed, but later removed and did not use elsewhere in your home?
BASE: Purchased CFLs

Table 29 Page 43.....P5B. How many CFLs did you remove?
BASE: Removed CFLs

Table 30 Page 45.....P5B. How many CFLs did you remove?
BASE: Removed CFLs

Table 31 Page 47.....Y1. Other than CFLs that look like a twisty, spiral or curlicue shape, are you aware of any other types of CFLS?
BASE: Purchased CFLs

Table 32 Page 48.....Y1. Other than CFLs that look like a twisty, spiral or curlicue shape, are you aware of any other types of CFLS?
BASE: Purchased CFLs

Table 33 Page 49.....Y2. What other types are you aware of?
BASE: Aware of other types of CFLs

Table 34 Page 51.....Y2. What other types are you aware of?
BASE: Aware of other types of CFLs

Table 35 Page 53.....Y3. Other than the spiral or twisty style CFLs, do you have any other types installed in your home?
BASE: Aware of other types of CFLs

Table 36 Page 54.....Y3. Other than the spiral or twisty style CFLs, do you have any other types installed in your home?
BASE: Aware of other types of CFLs

Table 37 Page 55.....Y4. Which types?
BASE: Have other types of CFLs installed

Table 38 Page 57.....Y4. Which types?
BASE: Have other types of CFLs installed

Table 39 Page 59.....Y5. What's preventing you from using these other types of CFLs?
BASE: Don't have any other type of CFL installed

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Table 40 Page 60.....Y5. What's preventing you from using these other types of CFLs?
BASE: Don't have any other type of CFL installed

Table 41 Page 61.....M1. When was your most recent CFL purchase?
BASE: Purchased CFLs

Table 42 Page 62.....M1. When was your most recent CFL purchase?
BASE: Purchased CFLs

Table 43 Page 63.....M2. Thinking about your most recent CFL purchase, how many did you buy?
BASE: Purchased CFLs

Table 44 Page 65.....M2. Thinking about your most recent CFL purchase, how many did you buy?
BASE: Purchased CFLs

Table 45 Page 67.....M2A. How many of the CFls you bought during your most recent purchase were the spiral, twisty or curlicue shape?
BASE: Bought at least 1 CFL

Table 46 Page 69.....M2A. How many of the CFls you bought during your most recent purchase were the spiral, twisty or curlicue shape?
BASE: Bought at least 1 CFL

Table 47 Page 71.....M2B. How many were shaped like regular light bulbs?
BASE: Not all CFLs spiral

Table 48 Page 73.....M2B. How many were shaped like regular light bulbs?
BASE: Not all CFLs spiral

Table 49 Page 75.....M3A. How many of those CFLs did you install in your home?
BASE: Purchased CFLs

Table 50 Page 77.....M3A. How many of those CFLs did you install in your home?
BASE: Purchased CFLs

Table 51 Page 79.....M4. Thinking about your most recent CFL purchase, how many of the CFLs did you store to install later?
BASE: Purchased CFLs

Table 52 Page 81.....M4. Thinking about your most recent CFL purchase, how many of the CFLs did you store to install later?
BASE: Purchased CFLs

Table 53 Page 83.....M6. Where did you purchase CFLs most recently?
BASE: Purchased CFLs

Table 54 Page 85.....M6. Where did you purchase CFLs most recently?
BASE: Purchased CFLs

Table 55 Page 87.....M6A. How often would you say you shop at big box stores like Home Depot or Wal_Mart?
BASE: Purchased CFLs

Table 56 Page 88.....M6A. How often would you say you shop at big box stores like Home Depot or Wal_Mart?
BASE: Purchased CFLs

Table 57 Page 89.....M7. Was there a special promotion or sale on CFLs at the store when you bought them most recently?
BASE: Purchased CFLs

Table 58 Page 90.....M7. Was there a special promotion or sale on CFLs at the store when you bought them most recently?
BASE: Purchased CFLs

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Table 59 Page 91.....M8. Thinking about your most recent purchase, did you buy CFLs packaged individually, in multi-packs or both?
BASE: Purchased CFLs

Table 60 Page 92.....M8. Thinking about your most recent purchase, did you buy CFLs packaged individually, in multi-packs or both?
BASE: Purchased CFLs

Table 61 Page 93.....M9A1. For the CFLS packaged individually, how much did you pay PER BULB for your CFLs during your most recent purchase?
BASE: Purchased CFLs individually packaged and in multi-packs

Table 62 Page 95.....M9A1. For the CFLS packaged individually, how much did you pay PER BULB for your CFLs during your most recent purchase?
BASE: Purchased CFLs individually packaged and in multi-packs

Table 63 Page 97.....M9A2. How much did you pay PER BULB for your CFLs during your most recent purchase?
BASE: Purchased CFLs individually packaged, don't know, refused

Table 64 Page 99.....M9A2. How much did you pay PER BULB for your CFLs during your most recent purchase?
BASE: Purchased CFLs individually packaged, don't know, refused

Table 65 Page 101.....M9B. How many CFLs were in each of the multi-packs you purchased most recently?
BASE: Purchased multi-packs

Table 66 Page 103.....M9B. How many CFLs were in each of the multi-packs you purchased most recently?
BASE: Purchased multi-packs

Table 67 Page 105.....M9C1. How much did you pay for each multi-pack?
BASE: Purchased multi-packs

Table 68 Page 107.....M9C1. How much did you pay for each multi-pack?
BASE: Purchased multi-packs

Table 69 Page 109.....S1. Thinking about all of the CFls you recently purchased, how satisfied are you with them?
BASE: Purchased CFLs

Table 70 Page 111.....S1. Thinking about all of the CFls you recently purchased, how satisfied are you with them?
BASE: Purchased CFLs

Table 71 Page 113.....S2A. How would you rate the compact fluorescent bulbs you have recently purchased in terms of ... The color of the light they provide.
BASE: Purchased CFLs and were asked this question

Table 72 Page 114.....S2A. How would you rate the compact fluorescent bulbs you have recently purchased in terms of ... The color of the light they provide.
BASE: Purchased CFLs and were asked this question

Table 73 Page 115.....S2B. How would you rate the compact fluorescent bulbs you have recently purchased in terms of ... The brightness of the light they provide.
BASE: Purchased CFLs and were asked this question

Table 74 Page 116.....S2B. How would you rate the compact fluorescent bulbs you have recently purchased in terms of ... The brightness of the light they provide.
BASE: Purchased CFLs and were asked this question

Table 75 Page 117.....S2C. How would you rate the compact fluorescent bulbs you have recently purchased in terms of ... The amount of time they take to light up.
BASE: Purchased CFLs and were asked this question

Table 76 Page 118.....S2C. How would you rate the compact fluorescent bulbs you have recently purchased in terms of ... The amount of time they take to light up.
BASE: Purchased CFLs and were asked this question

Table 77 Page 119.....S2D. How would you rate the compact fluorescent bulbs you have recently purchased in terms of ... The way they fit into light fixtures.
BASE: Purchased CFLs and were asked this question

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Table 78 Page 120.....S2D. How would you rate the compact fluorescent bulbs you have recently purchased in terms of ... The way they fit into light fixtures.
BASE: Purchased CFLs and were asked this question

Table 79 Page 121.....S2E. How would you rate the compact fluorescent bulbs you have recently purchased in terms of ... The way they look in light fixtures.
BASE: Purchased CFLs and were asked this question

Table 80 Page 122.....S2E. How would you rate the compact fluorescent bulbs you have recently purchased in terms of ... The way they look in light fixtures.
BASE: Purchased CFLs and were asked this question

Table 81 Page 124.....S2F. How would you rate the compact fluorescent bulbs you have recently purchased in terms of ... How long they last before burning out.
BASE: Purchased CFLs and were asked this question

Table 82 Page 125.....S2F. How would you rate the compact fluorescent bulbs you have recently purchased in terms of ... How long they last before burning out.
BASE: Purchased CFLs and were asked this question

Table 83 Page 126.....S2B1. Are they too bright or not bright enough?
BASE: Rated brightness less than 3

Table 84 Page 127.....S3A. How would you rate your level of disagreement or agreement with the statement ... I would use a CFL in a reading lamp
BASE: Purchased CFLs and were asked this question

Table 85 Page 128.....S3A. How would you rate your level of disagreement or agreement with the statement ... I would use a CFL in a reading lamp
BASE: Purchased CFLs and were asked this question

Table 86 Page 129.....S3B. How would you rate your level of disagreement or agreement with the statement ... CFLs are worth the up-front cost
BASE: Purchased CFLs and were asked this question

Table 87 Page 130.....S3B. How would you rate your level of disagreement or agreement with the statement ... CFLs are worth the up-front cost
BASE: Purchased CFLs and were asked this question

Table 88 Page 131.....S3C. How would you rate your level of disagreement or agreement with the statement ... I have some lamps or fixtures where I would not use a CFL
BASE: Purchased CFLs and were asked this question

Table 89 Page 132.....S3C. How would you rate your level of disagreement or agreement with the statement ... I have some lamps or fixtures where I would not use a CFL
BASE: Purchased CFLs and were asked this question

Table 90 Page 133.....S3D. How would you rate your level of disagreement or agreement with the statement ... CFLs can be used in every room in my home
BASE: Purchased CFLs and were asked this question

Table 91 Page 134.....S3D. How would you rate your level of disagreement or agreement with the statement ... CFLs can be used in every room in my home
BASE: Purchased CFLs and were asked this question

Table 92 Page 135.....S3E. How would you rate your level of disagreement or agreement with the statement ... When installing CFLs it makes sense
BASE: Purchased CFLs and were asked this question

Table 93 Page 136.....S3E. How would you rate your level of disagreement or agreement with the statement ...When installing CFLs it makes sense
BASE: Purchased CFLs and were asked this question

Table 94 Page 138.....S4. In general, what are the best features of CFLs?
BASE: Purchased CFLs

Table 95 Page 139.....S4. In general, what are the best features of CFLs?
BASE: Purchased CFLs

Table 96 Page 141.....S5. In general, what are the worst features of CFLs?
BASE: Purchased CFLs

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Table 97 Page 143.....S5. In general, what are the worst features of CFLs?
BASE: Purchased CFLs

Table 98 Page 145.....S6. Does the way you use a particular light fixture affect whether you'd use a CFL in that fixture?
BASE: Purchased CFLs

Table 99 Page 146.....S6. Does the way you use a particular light fixture affect whether you'd use a CFL in that fixture?
BASE: Purchased CFLs

Table 100 Page 147.....S6A. For which purposes do you prefer not to use CFLs?
BASE: The way you use a fixture affect whether you use CFL

Table 101 Page 149.....S6A. For which purposes do you prefer not to use CFLs?
BASE: The way you use a fixture affect whether you use CFL

Table 102 Page 151.....S6B1. Why do you prefer not to use CFLs for reading?
BASE: Would not use CFLs for reading

Table 103 Page 152.....S6B1. Why do you prefer not to use CFLs for reading?
BASE: Would not use CFLs for reading

Table 104 Page 153.....S6B2. Why do you prefer not to use CFLs for sewing/close work?
BASE: Would not use CFLs for sewing/close work

Table 105 Page 154.....S6B2. Why do you prefer not to use CFLs for sewing/close work?
BASE: Would not use CFLs for sewing/close work

Table 106 Page 155.....S6B3. Why do you prefer not to use CFLs for recessed can lighting?
BASE: Would not use CFLs for recessed can lighting

Table 107 Page 156.....S6B3. Why do you prefer not to use CFLs for recessed can lighting?
BASE: Would not use CFLs for recessed can lighting

Table 108 Page 157.....S6B4. Why do you prefer not to use CFLs for bedroom?
BASE: Would not use CFLs for bedroom

Table 109 Page 158.....S6B4. Why do you prefer not to use CFLs for bedroom?
BASE: Would not use CFLs for bedroom

Table 110 Page 159.....S6B5. Why do you prefer not to use CFLs for bathroom?
BASE: Would not use CFLs for bathroom

Table 111 Page 160.....S6B5. Why do you prefer not to use CFLs for bathroom?
BASE: Would not use CFLs for bathroom

Table 112 Page 161.....S6B6. Why do you prefer not to use CFLs for living room?
BASE: Would not use CFLs for living room

Table 113 Page 162.....S6B6. Why do you prefer not to use CFLs for living room?
BASE: Would not use CFLs for living room

Table 114 Page 163.....S6B7. Why do you prefer not to use CFLs for kitchen?
BASE: Would not use CFLs for kitchen

Table 115 Page 164.....S6B7. Why do you prefer not to use CFLs for kitchen?
BASE: Would not use CFLs for kitchen

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Table 116 Page 165.....S6B8. Why do you prefer not to use CFLs for Other?
BASE: Would not use CFLs for other

Table 117 Page 166.....S6B8. Why do you prefer not to use CFLs for other?
BASE: Would not use CFLs for other

Table 118 Page 167.....S7. Does the type of lamp or fixture affect whether you'd use a CFL?
BASE: Purchased CFLs

Table 119 Page 168.....S7. Does the type of lamp or fixture affect whether you'd use a CFL?
BASE: Purchased CFLs

Table 120 Page 169.....S7A. In which types of fixtures do you prefer not to use CFLs?
BASE: Type of fixture affect use of CFLs

Table 121 Page 171.....S7A. In which types of fixtures do you prefer not to use CFLs?
BASE: Type of fixture affect use of CFLs

Table 122 Page 173.....S7B1. Why do you prefer not to use CFLs for a table lamp?
BASE: Don't use CFLs in a table lamp

Table 123 Page 174.....S7B1. Why do you prefer not to use CFLs for a table lamp?
BASE: Don't use CFLs in a table lamp

Table 124 Page 175.....S7B2. Why do you prefer not to use CFLs for a ceiling fixture?
BASE: Don't use CFLs in a ceiling fixture

Table 125 Page 176.....S7B2. Why do you prefer not to use CFLs for a ceiling fixture?
BASE: Don't use CFLs in a ceiling fixture

Table 126 Page 177.....S7B3. Why do you prefer not to use CFLs for a recessed can fixture?
BASE: Don't use CFLs in a recessed can fixture

Table 127 Page 178.....S7B3. Why do you prefer not to use CFLs for a recessed can fixture?
BASE: Don't use CFLs in a recessed can fixture

Table 128 Page 179.....S7B4. Why do you prefer not to use CFLs for a chandelier?
BASE: Don't use CFLs in a chandelier

Table 129 Page 180.....S7B4. Why do you prefer not to use CFLs for a chandelier?
BASE: Don't use CFLs in a chandelier

Table 130 Page 181.....S7B5. Why do you prefer not to use CFLs for a wall sconce?
BASE: Don't use CFLs in wall sconce

Table 131 Page 182.....S7B5. Why do you prefer not to use CFLs for a wall sconce?
BASE: Don't use CFLs in wall sconce

Table 132 Page 183.....S7B6. Why do you prefer not to use CFLs for a floor lamp?
BASE: Don't use CFLs in a floor lamp

Table 133 Page 184.....S7B6. Why do you prefer not to use CFLs for a floor lamp?
BASE: Don't use CFLs in a floor lamp

Table 134 Page 185.....S7B7. Why do you prefer not to use CFLs for a lamp with exposed/visible light bulb?
BASE: Don't use CFLs in a lamp with exposed/visible light bulb

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Table 135 Page 186.....S7B7. Why do you prefer not to use CFLs for a lamp with exposed/visible light bulb?
BASE: Don't use CFLs in a lamp with exposed/visible light bulb

Table 136 Page 187.....S7B8. Why do you prefer not to use CFLs for other fixture?
BASE: Don't use CFLs in other fixtures

Table 137 Page 188.....S7B8. Why do you prefer not to use CFLs for other fixture?
BASE: Don't use CFLs in other fixture

Table 138 Page 189.....S8. Is there anything else that affect whether you'd use a CFL in a particular fixture?
BASE: Purchased CFLs

Table 139 Page 190.....S8. Is there anything else that affect whether you'd use a CFL in a particular fixture?
BASE: Purchased CFLs

Table 140 Page 191.....S8A. What else affects whether you'd use a CFL in a particular fixture?
BASE: Other things affect CFL use

Table 141 Page 192.....S8A. What else affects whether you'd use a CFL in a particular fixture?
BASE: Other things affect CFL use

Table 142 Page 193.....S9. When the installed burns out, how likely are you to replace it with another CFL?
BASE: Have CFLs installed

Table 143 Page 194.....S9. When the installed burns out, how likely are you to replace it with another CFL?
BASE: Have CFLs installed

Table 144 Page 195.....E1. When one of the incandescent bulbs you have installed now burns out, would you say you ...
BASE: Aware of CFLs

Table 145 Page 196.....E1. When one of the incandescent bulbs you have installed now burns out, would you say you ...
BASE: Aware of CFLs

Table 146 Page 197.....E3A. What is the main factor preventing you from increasing the number of CFLs you currently have installed in your home?
BASE: Don't have incandescent bulbs installed aware of CFLs

Table 147 Page 199.....E3A. What is the main factor preventing you from increasing the number of CFLs you currently have installed in your home?
BASE: Don't have incandescent bulbs installed aware of CFLs

Table 148 Page 201.....E3A./E3B. All factors preventing you from increasing the number of CFLs you currently have installed in your home?
BASE: Don't have incandescent bulbs installed aware of CFLs

Table 149 Page 203.....E3A./E3B. All factors preventing you from increasing the number of CFLs you currently have installed in your home?
BASE: Don't have incandescent bulbs installed aware of CFLs

Table 150 Page 205.....F1. How likely are you to purchase any CFLs in the next year?
BASE: Aware of CFLs

Table 151 Page 206.....F1. How likely are you to purchase any CFLs in the next year?
BASE: Aware of CFLs

Table 152 Page 208.....F2A. Why are you unlikely to purchase CFLs in the next year?
BASE: Not likely to purchase CFLs

Table 153 Page 209.....F2A. Why are you unlikely to purchase CFLs in the next year?
BASE: Not likely to purchase CFLs

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Table 154 Page 210.....F2A./F2B. Why are you unlikely to purchase CFLs in the next year?
BASE: Not likely to purchase CFLs

Table 155 Page 211.....F2A./F2B. Why are you unlikely to purchase CFLs in the next year?
BASE: Not likely to purchase CFLs

Table 156 Page 212.....F3. Now that you've heard my description, would you say that ...
BASE: Aware of CFLs

Table 157 Page 213.....F3. Now that you've heard my description, would you say that ...
BASE: Aware of CFLs

Table 158 Page 214.....F4. Now that you've heard my description, how likely will you be to purchase CFLs in the next year?
BASE: Unaware of CFLs and read description

Table 159 Page 215.....F4. Now that you've heard my description, how likely will you be to purchase CFLs in the next year?
BASE: Unaware of CFLs and read description

Table 160 Page 216.....F4A. Why do you say that?
BASE: Not likely to purchase CFLs

Table 161 Page 217.....F5. What changed your mind to make you say you're now likely to buy a CFLs in the next year?
BASE: Will now purchase CFLs

Table 162 Page 218.....F5. What changed your mind to make you say you're now likely to buy a CFLs in the next year?
BASE: Will now purchase CFLs

Table 163 Page 219.....X1. Have you heard of compact fluorescent fixtures?

Table 164 Page 220.....X1. Have you heard of compact fluorescent fixtures?

Table 165 Page 221.....X3. Have you ever purchased one of the fixtures?
BASE: Aware of compact fluorescent fixtures

Table 166 Page 222.....X3. Have you ever purchased one of the fixtures?
BASE: Aware of compact fluorescent fixtures

Table 167 Page 223.....X4. Thinking about your most recent compact fluorescent fixture purchase, why did you choose it over a regular fixtures that uses screw-based bulbs?
BASE: Purchased compact fluorescent fixtures

Table 168 Page 225.....X4. Thinking about your most recent compact fluorescent fixture purchase, why did you choose it over a regular fixtures that uses screw-based bulbs?
BASE: Purchased compact fluorescent fixtures

Table 169 Page 227.....X7. How satisfied are you with the fixture(s)?
BASE: Purchased compact fluorescent fixtures

Table 170 Page 229.....X7. How satisfied are you with the fixture(s)?
BASE: Purchased compact fluorescent fixtures

Table 171 Page 231.....V1. Are you aware of any legislation in the United States that may affect the availability of certain types of light bulbs?

Table 172 Page 232.....V1. Are you aware of any legislation in the United States that may affect the availability of certain types of light bulbs?

Table 173 Page 233.....V2. In 2007, Congress passed legislation that will ban most traditional incandescent light bulbs by 2014. Before today, were you aware of this legislation?

Table 174 Page 234.....V2. In 2007, Congress passed legislation that will ban most traditional incandescent light bulbs by 2014. Before today, were you aware of this legislation?

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Table 175 Page 235.....V3. 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?

Table 176 Page 236.....V3. 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?

Table 177 Page 237.....V4. when traditional 100-watt light bulbs are eliminated, which one of the following things are you most likely to do: switch to a new type of light bulb, keep
using traditional light bulbs but switch to a lower wattage, or something else?

Table 178 Page 238.....V4. when traditional 100-watt light bulbs are eliminated, which one of the following things are you most likely to do: switch to a new type of light bulb, keep
using traditional light bulbs but switch to a lower wattage, or something else?

Table 179 Page 239.....V5. Which type of light bulb are you most likely to switch to?
BASE: Will switch to a new type of bulb

Table 180 Page 240.....V5. Which type of light bulb are you most likely to switch to?
BASE: Will switch to a new type of bulb

Table 181 Page 241.....D1. What type of home do you live in?

Table 182 Page 242.....D1. What type of home do you live in?

Table 183 Page 243.....D2. Do you own your home or do you rent?

Table 184 Page 244.....D2. Do you own your home or do you rent?

Table 185 Page 245.....D3. Including yourself, how many people live in your home?

Table 186 Page 247.....D3. Including yourself, how many people live in your home?

Table 187 Page 248.....D4. Which of the following best describes your educational background?

Table 188 Page 249.....D4. Which of the following best describes your educational background?

Table 189 Page 251.....D5. Which of the following best describes your age?
BASE: Live alone

Table 190 Page 252.....D5. Which of the following best describes your age?
BASE: Live alone

Table 191 Page 253.....D5A. How many people live in this home who are ... 5 and under?
BASE: More than person living in home

Table 192 Page 254.....D5A. How many people live in this home who are ... 5 and under?
BASE: More than person living in home

Table 193 Page 255.....D5B. How many people live in this home who are ... 6-18?
BASE: More than person living in home

Table 194 Page 257.....D5B. How many people live in this home who are ... 6-18?
BASE: More than person living in home

Table 195 Page 259.....D5C. How many people live in this home who are ... 19-34?
BASE: More than person living in home

Table 196 Page 260.....D5C. How many people live in this home who are ... 19-34?
BASE: More than person living in home

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Table 197 Page 261.....D5D. How many people live in this home who are ... 35-54?
BASE: More than person living in home

Table 198 Page 262.....D5D. How many people live in this home who are ... 35-54?
BASE: More than person living in home

Table 199 Page 263.....D5E. How many people live in this home who are ... 55-64?
BASE: More than person living in home

Table 200 Page 264.....D5E. How many people live in this home who are ... 55-64?
BASE: More than person living in home

Table 201 Page 265.....D5F. How many people live in this home who are ... 65 and over?
BASE: More than person living in home

Table 202 Page 266.....D5F. How many people live in this home who are ... 65 and over?
BASE: More than person living in home

Table 203 Page 267.....D6. Which of the following categories contains your annual household income from all sources in 2009 before taxes?

Table 204 Page 268.....D6. Which of the following categories contains your annual household income from all sources in 2009 before taxes?

Table 205 Page 269.....Gender

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STATE

BANNER 2

	Total	URBAN/RURAL Urban	URBAN/RURAL Rural	STATE ID	STATE MT	STATE OR	STATE WA	AWARENESS /PURCHASE Pur-chas-er	AWARENESS /PURCHASE Aware Non-Pur-chas-er	AWARENESS /PURCHASE Un-aware	DATE OF MOST RECENT PURCHASE With-in the past year	DATE OF MOST RECENT PURCHASE 2 or more years ago	# OF CFLS INSTALLED 0	# OF CFLS INSTALLED 1	# OF CFLS INSTALLED 2-4	# OF CFLS INSTALLED 5-12	# OF CFLS INSTALLED 13+	CFL PENETRATION 0	CFL PENETRATION 1-33	CFL PENETRATION 34-67	CFL PENETRATION 68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1000	882	118	108	101	313	478	753	172	76	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ID	108	75	33	108	-	-	-	76	27	5	53	21	7	2	14	30	18	7	21	20	26
	10.8	8.5	28.2	100.0				10.0	16.0	6.5	9.6	11.4	10.2	7.3	9.9	9.9	10.2	10.2	9.0	12.6	9.6
			B						hJ												
MT	101	65	35	-	101	-	-	72	24	4	52	18	8	2	13	29	16	8	16	18	29
	10.1	7.4	29.8		100.0			9.6	13.9	5.8	9.3	9.6	11.2	8.2	8.9	9.6	9.3	11.2	6.5	11.5	10.6
			B						j												
OR	313	284	29	-	-	313	-	243	50	21	186	53	19	6	50	101	54	19	82	50	86
	31.3	32.2	24.9			100.0		32.2	28.9	27.7	33.5	28.0	27.2	22.4	35.2	33.8	30.4	27.2	34.4	32.3	31.4
		c																			
WA	478	458	20	-	-	-	478	362	71	45	264	96	36	17	65	139	89	36	119	68	133
	47.8	51.9	17.1				100.0	48.1	41.2	60.0	47.6	51.0	51.4	62.2	46.0	46.7	50.1	51.4	50.0	43.6	48.5
		C								hI											

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
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NEEA Consumer Lighting Survey (#5752)

MARKET

BANNER 2

	Total	URBAN/RURAL Urban	Rural	STATE ID	MT	OR	WA	AWARENESS /PURCHASE Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE With-in the past year	2 or more years ago	# OF CFLS INSTALLED 0	1	2-4	5-12	13+	CFL PENETRATION 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1000	882	118	108	101	313	478	753	172	76	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Metro West	565	564	2	2	-	221	343	441	77	47	332	106	41	19	81	179	100	41	145	90	156
	56.5	63.9	1.6	1.7		70.4	71.7	58.6	45.0	62.3	59.7	56.1	59.2	67.0	57.4	60.0	56.1	59.2	61.0	58.2	56.9
		C				D	D	I		I											
Metro East OR/WA	73	73	-	1	-	7	65	53	14	6	39	14	4	1	11	23	12	4	20	7	21
	7.3	8.2		0.7		2.3	13.5	7.1	8.1	7.7	7.1	7.3	6.2	2.6	7.7	7.8	6.5	6.2	8.3	4.7	7.7
							DF														
Metro East ID/MT	72	72	-	44	28	-	-	55	13	4	40	14	6	3	10	21	14	6	16	14	18
	7.2	8.1		40.6	27.9			7.3	7.8	4.7	7.2	7.4	9.2	8.9	6.9	7.1	7.7	9.2	6.8	8.8	6.4
				E																	
Non Metro OR/WA	168	112	56	6	6	86	70	120	34	14	86	31	9	4	24	42	35	9	39	23	46
	16.8	12.6	47.6	5.4	5.8	27.3	14.7	15.9	19.6	18.8	15.5	16.5	13.2	14.9	17.2	14.0	19.8	13.2	16.2	14.6	16.8
			B			DEG	DE														
Non Metro ID/MT	122	62	60	56	67	-	-	84	34	5	58	24	9	2	15	33	18	9	18	21	34
	12.2	7.1	50.8	51.5	66.3			11.1	19.6	6.5	10.5	12.7	12.2	6.5	10.8	11.1	10.0	12.2	7.7	13.8	12.2
			B		D				HJ												

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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NEEA Consumer Lighting Survey (#5752)

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

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1000	882	118	108	101	313	478	753	172	76	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	17	16	1	3	1	8	6	16	2	-	12	4	2	-	6	4	2	2	8	0	5
Total answering	983	866	117	105	100	305	473	737	170	76	544	184	68	28	136	294	176	68	230	155	270
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	804	709	95	87	85	256	376	668	137	-	497	163	57	27	115	273	162	57	204	149	246
	81.8	81.9	81.5	82.4	85.5	83.9	79.6	90.6	80.5		91.5	88.6	83.9	97.0	85.0	92.8	92.2	83.9	88.4	96.0	91.2
					g			I						MO		O	o			RSu	
No	178	157	22	19	14	49	96	70	33	76	46	21	11	1	20	21	14	11	27	6	24
	18.2	18.1	18.5	17.6	14.5	16.1	20.4	9.4	19.5	100.0	8.5	11.4	16.1	3.0	15.0	7.2	7.8	16.1	11.6	4.0	8.8
							e		H	HI			N		NPq			T	T		t

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 2

	Total	URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
		Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1000	882	118	108	101	313	478	753	172	76	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	804	709	95	87	85	256	376	668	137	-	497	163	57	27	115	273	162	57	204	149	246
	80.4	80.4	80.5	80.4	85.0	81.6	78.7	88.7	79.7		89.5	86.8	81.6	97.0	81.6	91.4	91.0	81.6	85.6	95.8	89.5
					g			I						MO		mO	O			RSU	
No	178	157	22	19	14	49	96	70	33	76	46	21	11	1	20	21	14	11	27	6	24
	17.8	17.8	18.2	17.1	14.4	15.7	20.1	9.2	19.3	100.0	8.3	11.2	15.7	3.0	14.4	7.1	7.7	15.7	11.3	4.0	8.6
									H	HI			N		Np			T	T		t
Don't know	17	16	1	3	1	8	6	16	2	-	12	4	2	-	6	4	2	2	8	0	5
	1.7	1.8	1.2	2.5	0.6	2.7	1.2	2.1	0.9		2.2	2.0	2.7		4.0	1.5	1.3	2.7	3.2	0.2	1.9
																			T		

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
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NEEA Consumer Lighting Survey (#5752)

A2. Compact fluorescent light bulbs, or CFLs, are small fluorescent bulbs that fit in regular light bulb sockets. CFLs look different than standard bulbs. They are often made out of thin tubes of glass bent into loops. Have you ever heard of them?
BASE: Not aware of CFLs

BANNER 2

		URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	196	173	23	21	15	58	102	85	35	76	58	25	13	1	26	26	16	13	34	7	29
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Yes	120	106	14	16	11	37	56	85	35	-	58	25	13	1	26	26	16	13	34	7	29
	61.3	61.4	61.1	76.7 G	71.0	63.6	55.4	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
No	76	67	9	5	4	21	45	-	-	76	-	-	-	-	-	-	-	-	-	-	-
	38.7	38.6	38.9	23.3	29.0	36.4	44.6 D			100.0											

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

A1./A2. Total Awareness

BANNER 2

	Total	URBAN/RURAL: Urban	Rural	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1000	882	118	108	101	313	478	753	172	76	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Unaided aware	804	709	95	87	85	256	376	668	137	-	497	163	57	27	115	273	162	57	204	149	246
	80.4	80.4	80.5	80.4	85.0	81.6	78.7	88.7	79.7		89.5	86.8	81.6	97.0	81.6	91.4	91.0	81.6	85.6	95.8	89.5
					g			I						MO		mO	O			RSU	
Aided aware	120	106	14	16	11	37	56	85	35	-	58	25	13	1	26	26	16	13	34	7	29
	12.0	12.0	11.9	15.0	10.7	11.7	11.8	11.3	20.3		10.5	13.2	18.4	3.0	18.4	8.6	9.0	18.4	14.4	4.2	10.5
									H				Np		NPQ			T	T		T
Not aware	76	67	9	5	4	21	45	-	-	76	-	-	-	-	-	-	-	-	-	-	-
	7.6	7.6	7.6	4.6	4.4	6.7	9.5			100.0											
							DE														

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 2

		URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	924	815	109	103	96	292	433	753	172	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	9	7	1	1	0	-	7	-	9	-	-	-	-	-	-	-	-	-	-	-	-
Total answering	916	808	108	102	96	292	426	753	163	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	753	677	75	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	82.2	83.8	70.1	74.0	75.5	83.0	85.1	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
		C				De	DE														
No	163	131	32	27	23	50	63	-	163	-	-	-	-	-	-	-	-	-	-	-	-
	17.8	16.2	29.9	26.0	24.5	17.0	14.9		100.0												
			B	FG	fG																

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 2

		URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	924	815	109	103	96	292	433	753	172	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	753	677	75	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	81.4	83.1	69.2	73.3	75.2	83.0	83.7	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
		C				De	DE														
No	163	131	32	27	23	50	63	-	163	-	-	-	-	-	-	-	-	-	-	-	-
	17.6	16.0	29.5	25.7	24.4	17.0	14.6		95.0												
			B	FG	fG																
Don't know	9	7	1	1	0	-	7	-	9	-	-	-	-	-	-	-	-	-	-	-	-
	0.9	0.9	1.3	0.9	0.4		1.7		5.0												

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 2

	Total	URBAN/RURAL Urban	Rural	STATE ID	MT	OR	WA	AWARENESS /PURCHASE Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE With-in the past year	2 or more years ago	# OF CFLS INSTALLED 0	1	2-4	5-12	13+	CFL PENETRATION 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	753	677	75	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	147	133	14	15	14	39	79	147	-	-	110	31	6	3	24	52	42	6	39	38	58
Total answering	606	544	61	60	58	204	283	606	-	-	446	157	65	25	118	246	137	65	199	118	217
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	88	82	6	13	11	21	43	88	-	-	40	45	21	11	25	17	10	21	35	7	23
	14.5	15.0	9.7	21.0	18.8	10.2	15.3	14.5			9.1	28.6	32.8	43.9	20.8	7.1	7.3	32.8	17.5	6.1	10.6
				F	f							K	PQ	oPQ	PQ			STU	Tu		
2	121	108	13	10	14	35	61	121	-	-	75	45	28	11	30	39	12	28	54	13	25
	19.9	19.8	21.5	16.9	24.4	17.4	21.5	19.9			16.9	28.5	43.2	42.3	25.4	16.0	8.8	43.2	27.1	10.9	11.3
												K	OPQ	PQ	pQ	q		STU	TU		
3	99	90	8	8	9	37	45	99	-	-	81	17	6	2	25	45	17	6	31	23	37
	16.3	16.6	13.8	12.9	14.8	18.2	16.0	16.3			18.3	11.1	9.6	7.1	21.0	18.2	12.8	9.6	15.4	19.8	16.8
											L				mn	m				r	
4	54	43	11	5	4	30	15	54	-	-	48	6	4	1	12	22	15	4	19	11	20
	8.9	7.8	18.3	8.9	7.1	14.5	5.3	8.9			10.8	3.8	6.1	3.3	10.5	9.0	10.7	6.1	9.6	9.3	9.2
			B			eG					L										
5	67	62	5	7	6	22	31	67	-	-	50	17	2	-	15	35	14	2	20	22	23
	11.1	11.4	7.7	11.8	11.0	10.8	11.1	11.1			11.2	11.0	2.6		12.7	14.4	10.5	2.6	10.2	19.0	10.5
															M	M	M		R	Rsu	R
6	39	36	4	4	4	19	13	39	-	-	29	10	1	1	4	22	9	1	11	16	10
	6.5	6.6	6.1	5.9	6.0	9.5	4.6	6.5			6.6	6.4	1.3	3.3	3.3	9.1	6.7	1.3	5.5	13.6	4.6
																MO	m		r	RsU	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 2

		URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
7-10	69	59	10	7	7	16	40	69	-	-	57	12	3	-	3	31	30	3	17	10	39
	11.4	10.8	16.5	10.9	11.4	7.9	14.0	11.4			12.8	7.7	4.4		2.6	12.4	22.0	4.4	8.7	8.4	17.8
							f									MO	MOP				RST
More than 10	69	65	4	7	4	24	34	69	-	-	64	5	-	-	4	34	29	-	12	15	42
	11.4	11.9	6.3	11.7	6.5	11.6	12.1	11.4			14.4	3.0			3.7	13.8	21.0		6.1	13.0	19.1
		c									L					O	O			s	S
Mean	8.75	9.09	5.71	5.67	8.22	7.45	10.44	8.75	-	-	10.48	3.97	2.33	1.83	4.79	12.99	9.09	2.33	7.57	12.71	9.77
Standard Deviation	28.69	30.15	7.53	8.17	30.38	14.42	37.51	28.69	-	-	33.06	6.51	1.82	1.09	12.51	42.22	15.18	1.82	31.62	39.42	22.93
Standard Error	1.37	1.56	0.82	0.75	2.95	1.27	2.82	1.37			1.86	0.60	0.26	0.26	1.35	3.20	1.52	0.26	2.67	4.26	1.84

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 2

	Total	URBAN/RURAL Urban	Rural	STATE ID	MT	OR	WA	AWARENESS /PURCHASE Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE With-in the past year	2 or more years ago	# OF CFLS INSTALLED 0	1	2-4	5-12	13+	CFL PENETRATION 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	753	677	75	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	88	82	6	13	11	21	43	88	-	-	40	45	21	11	25	17	10	21	35	7	23
	11.6	12.1	7.9	16.7	15.1	8.5	12.0	11.6			7.3	23.8	30.2	39.7	17.4	5.8	5.6	30.2	14.6	4.6	8.4
				F	f							K	oPQ	oPQ	PQ			STU	Tu		
2	121	108	13	10	14	35	61	121	-	-	75	45	28	11	30	39	12	28	54	13	25
	16.0	15.9	17.5	13.5	19.7	14.6	16.8	16.0			13.6	23.7	39.8	38.2	21.1	13.2	6.8	39.8	22.6	8.3	9.0
												K	OPQ	PQ	pQ	Q		STU	TU		
3	99	90	8	8	9	37	45	99	-	-	81	17	6	2	25	45	17	6	31	23	37
	13.1	13.4	11.2	10.3	11.9	15.3	12.5	13.1			14.7	9.3	8.8	6.4	17.5	15.0	9.8	8.8	12.8	15.0	13.3
											l				q						
4	54	43	11	5	4	30	15	54	-	-	48	6	4	1	12	22	15	4	19	11	20
	7.2	6.3	14.9	7.1	5.7	12.2	4.1	7.2			8.6	3.2	5.6	3.0	8.7	7.4	8.2	5.6	8.1	7.1	7.2
			B			eG					L										
5	67	62	5	7	6	22	31	67	-	-	50	17	2	-	15	35	14	2	20	22	23
	8.9	9.2	6.3	9.4	8.9	9.1	8.7	8.9			9.0	9.2	2.4		10.5	11.9	8.1	2.4	8.5	14.4	8.3
															M	M	m		R	R	R
6	39	36	4	4	4	19	13	39	-	-	29	10	1	1	4	22	9	1	11	16	10
	5.2	5.3	5.0	4.7	4.9	8.0	3.6	5.2			5.3	5.3	1.2	3.0	2.7	7.5	5.2	1.2	4.6	10.3	3.6
						g										MO				RsU	
7-10	69	59	10	7	7	16	40	69	-	-	57	12	3	-	3	31	30	3	17	10	39
	9.2	8.7	13.5	8.7	9.2	6.6	11.0	9.2			10.3	6.4	4.1		2.2	10.2	16.9	4.1	7.3	6.3	14.1
																mO	MOp				RST

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 2

		URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
More than 10	69	65	4	7	4	24	34	69	-	-	64	5	-	-	4	34	29	-	12	15	42
	9.1	9.6	5.2	9.3	5.2	9.8	9.5	9.1			11.6	2.5			3.1	11.4	16.1		5.1	9.8	15.1
		c									L					O	O				S
Don't know	147	133	14	15	14	39	79	147	-	-	110	31	6	3	24	52	42	6	39	38	58
	19.5	19.6	18.6	20.5	19.4	15.9	21.8	19.5			19.8	16.6	8.0	9.7	16.7	17.5	23.3	8.0	16.5	24.3	21.0
															m	M	Mn		r	R	R
Mean	8.75	9.09	5.71	5.67	8.22	7.45	10.44	8.75	-	-	10.48	3.97	2.33	1.83	4.79	12.99	9.09	2.33	7.57	12.71	9.77
Standard Deviation	28.69	30.15	7.53	8.17	30.38	14.42	37.51	28.69	-	-	33.06	6.51	1.82	1.09	12.51	42.22	15.18	1.82	31.62	39.42	22.93
Standard Error	1.37	1.56	0.82	0.75	2.95	1.27	2.82	1.37			1.86	0.60	0.26	0.26	1.35	3.20	1.52	0.26	2.67	4.26	1.84

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

P2. Thinking back over the past year, how many CFLs have you purchased?
BASE: Purchased CFLs

BANNER 2

		URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	753	677	75	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	50	47	3	4	5	14	27	50	-	-	38	13	1	2	9	20	4	1	16	16	11
Total answering	702	630	72	71	67	229	335	702	-	-	518	175	69	26	133	278	174	69	222	139	263
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	82	72	10	8	8	30	35	82	-	-	13	63	20	7	11	28	10	20	28	13	18
	11.6	11.4	13.8	11.6	12.4	13.2	10.4	11.6			2.4	36.1	29.3	28.1	8.0	10.1	5.6	29.3	12.5	9.2	6.8
												K	OPQ	opQ				STU	u		
1	28	26	2	2	4	11	11	28	-	-	21	6	3	10	9	4	1	3	20	-	4
	3.9	4.1	2.3	2.7	5.4	4.8	3.2	3.9			4.1	3.5	4.9	38.9	6.6	1.6	0.4	4.9	9.2		1.4
														MOPQ	pQ				U		
2	42	36	6	3	5	15	19	42	-	-	30	12	8	2	23	6	2	8	22	8	5
	6.0	5.8	8.0	4.1	7.9	6.7	5.5	6.0			5.7	6.9	11.9	7.2	17.0	2.3	1.2	11.9	9.7	5.6	1.7
													PQ		PQ			U	U		
3	29	28	1	4	2	5	18	29	-	-	24	4	5	-	9	11	4	5	12	7	5
	4.1	4.4	1.7	5.3	2.4	2.3	5.5	4.1			4.7	2.4	6.6		6.9	3.9	2.2	6.6	5.4	5.1	1.7
		c																	u		
4	86	77	9	7	8	28	43	86	-	-	66	20	15	1	27	28	10	15	29	12	29
	12.3	12.3	12.6	10.1	11.9	12.4	12.8	12.3			12.8	11.5	22.3	5.5	20.3	10.0	5.7	22.3	12.9	8.9	11.1
													NPQ		NPQ			Tu			
5	37	31	6	4	2	8	23	37	-	-	29	7	1	5	7	20	3	1	18	10	8
	5.2	5.0	7.7	5.7	3.3	3.4	6.8	5.2			5.6	4.0	2.1	17.6	5.0	7.3	1.8	2.1	8.1	7.0	3.0
														mq		mQ			RU		

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

P2. Thinking back over the past year, how many CFLs have you purchased?
BASE: Purchased CFLs

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
6	80	73	7	8	9	31	32	80	-	-	64	14	6	0	18	31	21	6	21	26	27
	11.4	11.6	9.7	11.2	13.7	13.4	9.6	11.4			12.3	8.2	8.7	1.4	13.7	11.3	11.8	8.7	9.5	18.4	10.3
															N	N	N			rSu	
7	4	3	1	-	1	1	2	4	-	-	1	2	-	-	-	3	1	-	-	1	3
	0.6	0.5	0.8		1.8	0.4	0.6	0.6			0.3	1.4				1.2	0.4			0.6	1.2
8	39	35	4	4	6	8	21	39	-	-	35	4	3	0	5	18	12	3	4	9	22
	5.5	5.5	5.7	5.0	8.9	3.6	6.3	5.5			6.7	2.5	3.9	1.4	3.4	6.3	7.0	3.9	1.7	6.8	8.4
					f						L									s	S
9	8	7	1	0	1	4	3	8	-	-	8	-	2	-	2	3	-	2	2	2	1
	1.1	1.2	0.8	0.5	1.8	1.6	0.8	1.1			1.5		2.7		1.7	1.2		2.7	1.0	1.8	0.5
10	48	43	5	6	3	23	16	48	-	-	43	4	1	-	6	23	17	1	12	10	25
	6.8	6.8	6.7	8.5	4.3	10.1	4.7	6.8			8.3	2.5	1.0		4.4	8.3	10.1	1.0	5.2	7.2	9.4
						eg					L					M	Mo		r	R	R
11-19	101	91	10	12	10	35	44	101	-	-	83	18	1	-	13	54	30	1	29	22	46
	14.4	14.5	13.4	17.5	14.3	15.3	13.1	14.4			15.9	10.5	2.1		9.5	19.3	17.2	2.1	13.2	15.7	17.4
											l				M	MO	Mo		R	R	R
20+	120	108	12	13	8	30	69	120	-	-	101	18	3	-	5	47	64	3	25	19	71
	17.0	17.1	16.6	17.9	11.9	13.0	20.7	17.0			19.5	10.5	4.4		3.4	17.1	36.6	4.4	11.4	13.8	27.0
							Ef				L					MO	MOP		r	R	RST
Mean	11.59	11.68	10.78	11.26	10.67	9.76	13.10	11.59	-	-	12.71	8.76	6.69	1.82	6.35	13.19	17.18	6.69	10.92	10.45	14.17
Standard Deviation	21.40	21.58	19.90	16.02	21.58	12.00	26.70	21.40	-	-	21.58	21.06	19.58	2.04	14.57	27.12	16.60	19.58	30.91	12.04	15.06
Standard Error	0.95	1.04	1.99	1.36	1.95	1.00	1.84	0.95			1.12	1.86	2.76	0.48	1.49	1.92	1.47	2.76	2.48	1.19	1.09

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

P2. Thinking back over the past year, how many CFLs have you purchased?
BASE: Purchased CFLs

BANNER 2

	Total	URBAN/RURAL: Urban	URBAN/RURAL: Rural	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS /PURCHASE: Pur-chas-er	AWARENESS /PURCHASE: Aware Non-Pur-chas-er	AWARENESS /PURCHASE: Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	# OF CFLS INSTALLED: 0	# OF CFLS INSTALLED: 1	# OF CFLS INSTALLED: 2-4	# OF CFLS INSTALLED: 5-12	# OF CFLS INSTALLED: 13+	CFL PENETRATION: 0	CFL PENETRATION: 1-33	CFL PENETRATION: 34-67	CFL PENETRATION: 68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	753	677	75	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	82	72	10	8	8	30	35	82	-	-	13	63	20	7	11	28	10	20	28	13	18
	10.9	10.6	13.2	10.9	11.6	12.4	9.6	10.9			2.3	33.7 K	29.1 OPQ	26.2 oQ	7.6	9.4	5.5	29.1 STU	11.7 u	8.3	6.6
1	28	26	2	2	4	11	11	28	-	-	21	6	3	10	9	4	1	3	20	-	4
	3.7	3.8	2.2	2.6	5.0	4.6	3.0	3.7			3.9	3.2	4.8	36.3 MOPQ	6.2 pQ	1.5	0.4	4.8	8.6 U		1.3
2	42	36	6	3	5	15	19	42	-	-	30	12	8	2	23	6	2	8	22	8	5
	5.6	5.4	7.7	3.9	7.4	6.3	5.1	5.6			5.3	6.4	11.8 PQ	6.7	16.0 PQ	2.2	1.2	11.8 U	9.0 U	5.0	1.6
3	29	28	1	4	2	5	18	29	-	-	24	4	5	-	9	11	4	5	12	7	5
	3.8	4.1	1.6	5.0	2.2	2.2	5.1	3.8			4.4	2.2	6.6		6.5	3.6	2.1	6.6	5.1 u	4.5	1.7
4	86	77	9	7	8	28	43	86	-	-	66	20	15	1	27	28	10	15	29	12	29
	11.5	11.4	12.0	9.5	11.1	11.7	11.8	11.5			11.9	10.7	22.1 NPQ	5.2	19.0 NPQ	9.4	5.6	22.1 Tu	12.0	8.0	10.6
5	37	31	6	4	2	8	23	37	-	-	29	7	1	5	7	20	3	1	18	10	8
	4.9	4.6	7.4	5.3	3.0	3.2	6.3	4.9			5.3	3.8	2.1	16.4 q	4.7	6.8 mQ	1.7	2.1	7.5 rU	6.3	2.8
6	80	73	7	8	9	31	32	80	-	-	64	14	6	0	18	31	21	6	21	26	27
	10.6	10.8	9.3	10.5	12.7	12.6	8.9	10.6			11.5	7.7	8.6	1.3	12.9 N	10.5 N	11.5 N	8.6	8.9	16.5 s	9.8

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

P2. Thinking back over the past year, how many CFLs have you purchased?
BASE: Purchased CFLs

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
7	4	3	1	-	1	1	2	4	-	-	1	2	-	-	-	3	1	-	-	1	3
	0.5	0.5	0.8		1.7	0.3	0.5	0.5			0.3	1.3				1.1	0.3			0.5	1.1
8	39	35	4	4	6	8	21	39	-	-	35	4	3	0	5	18	12	3	4	9	22
	5.2	5.1	5.5	4.7	8.3	3.4	5.9	5.2			6.2	2.3	3.9	1.3	3.2	5.9	6.9	3.9	1.6	6.1	8.0
					f						L						n			s	S
9	8	7	1	0	1	4	3	8	-	-	8	-	2	-	2	3	-	2	2	2	1
	1.1	1.1	0.8	0.5	1.7	1.6	0.7	1.1			1.4		2.7		1.6	1.1		2.7	0.9	1.6	0.5
10	48	43	5	6	3	23	16	48	-	-	43	4	1	-	6	23	17	1	12	10	25
	6.3	6.3	6.4	8.0	4.0	9.5	4.3	6.3			7.8	2.3	1.0		4.1	7.8	9.8	1.0	4.9	6.4	9.0
						eg					L					M	Mo		r	R	R
11-19	101	91	10	12	10	35	44	101	-	-	83	18	1	-	13	54	30	1	29	22	46
	13.4	13.5	12.9	16.5	13.3	14.4	12.1	13.4			14.8	9.8	2.1		9.0	18.0	16.8	2.1	12.3	14.1	16.7
											l				M	MO	Mo		R	R	R
20+	120	108	12	13	8	30	69	120	-	-	101	18	3	-	5	47	64	3	25	19	71
	15.9	15.9	15.9	16.8	11.1	12.2	19.1	15.9			18.2	9.8	4.4		3.2	15.9	35.8	4.4	10.7	12.4	25.9
							Ef				L					MO	MOP		r	r	RST
Don't know/Refused	50	47	3	4	5	14	27	50	-	-	38	13	1	2	9	20	4	1	16	16	11
	6.7	7.0	4.4	5.9	7.1	5.6	7.6	6.7			6.8	6.8	0.9	6.7	6.0	6.8	2.4	0.9	6.7	10.4	4.2
															m	MQ			R	Ru	r
Mean	11.59	11.68	10.78	11.26	10.67	9.76	13.10	11.59	-	-	12.71	8.76	6.69	1.82	6.35	13.19	17.18	6.69	10.92	10.45	14.17
Standard Deviation	21.40	21.58	19.90	16.02	21.58	12.00	26.70	21.40	-	-	21.58	21.06	19.58	2.04	14.57	27.12	16.60	19.58	30.91	12.04	15.06
Standard Error	0.95	1.04	1.99	1.36	1.95	1.00	1.84	0.95			1.12	1.86	2.76	0.48	1.49	1.92	1.47	2.76	2.48	1.19	1.09

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 2

		URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	753	677	75	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	1	0	1	0	-	1	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-
Total answering	752	677	75	75	72	242	362	752	-	-	554	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	681	615	67	68	64	223	326	681	-	-	531	144	-	28	141	298	178	-	238	155	275
	90.7	90.8	89.8	90.5	89.1	92.1	90.1	90.7			95.8 L	76.4		100.0	100.0	100.0	100.0		100.0	100.0	100.0
No	70	62	8	7	8	19	36	70	-	-	23	44	70	-	-	-	-	70	-	-	-
	9.3	9.2	10.2	9.5	10.9	7.9	9.9	9.3			4.2	23.6 K	100.0					100.0			

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 2

		URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	753	677	75	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	681	615	67	68	64	223	326	681	-	-	531	144	-	28	141	298	178	-	238	155	275
	90.5	90.7	88.8	90.1	89.1	91.8	90.1	90.5			95.6 L	76.4		100.0	100.0	100.0	100.0		100.0	100.0	100.0
No	70	62	8	7	8	19	36	70	-	-	23	44	70	-	-	-	-	70	-	-	-
	9.3	9.2	10.1	9.5	10.9	7.9	9.9	9.3			4.2	23.6 K	100.0					100.0			
Don't know	1	0	1	0	-	1	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-
	0.2	0.1	1.1	0.5		0.3		0.2			0.2										

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 2

		URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	681	615	67	68	64	223	326	681	-	-	531	144	-	28	141	298	178	-	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0		100.0	100.0	100.0
Don't know/Refused	36	32	4	4	4	12	15	36	-	-	27	8	-	-	-	-	-	-	4	4	18
Total answering	646	583	63	64	60	211	311	646	-	-	505	135	-	28	141	298	178	-	233	151	257
	100.0	100.0	100.0	100.0	100.0	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	28	27	1	2	2	6	17	28	-	-	16	10	-	28	-	-	-	-	26	2	0
	4.4	4.6	2.3	3.2	3.8	3.0	5.6	4.4			3.1	7.6		100.0					10.9	1.5	0.1
																			TU		
2	33	27	5	4	5	19	5	33	-	-	25	8	-	-	33	-	-	-	30	2	1
	5.1	4.7	8.5	6.6	7.9	8.8	1.6	5.1			4.9	5.7			23.1				13.0	1.0	0.3
				G	G	G													TU		
3	50	45	5	3	5	14	28	50	-	-	41	9	-	-	50	-	-	-	37	13	1
	7.8	7.8	7.9	5.5	8.3	6.5	9.1	7.8			8.1	6.9			35.7				15.7	8.3	0.2
																			tU	U	
4	58	55	3	6	3	17	32	58	-	-	47	11	-	-	58	-	-	-	36	16	6
	9.0	9.5	4.2	9.8	4.7	8.2	10.2	9.0			9.3	7.9			41.2				15.3	10.4	2.4
		C					e												U	U	
5	46	39	7	3	3	19	21	46	-	-	31	11	-	-	-	46	-	-	27	16	3
	7.1	6.7	10.9	4.4	4.6	9.1	6.8	7.1			6.1	8.4				15.4			11.4	10.7	1.2
																			U	U	
6	60	56	4	8	4	17	32	60	-	-	50	11	-	-	-	60	-	-	28	20	12
	9.4	9.6	6.9	12.1	7.2	7.8	10.2	9.4			9.8	8.1				20.3			12.2	13.1	4.7
																			U	U	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 2

		URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
7	18	17	1	1	2	7	7	18	-	-	11	6	-	-	-	18	-	-	3	5	9
	2.7	2.9	1.0	2.1	2.8	3.5	2.3	2.7			2.2	4.7				5.9			1.5	3.2	3.6
8	46	39	6	5	5	14	21	46	-	-	35	10	-	-	-	46	-	-	11	16	19
	7.1	6.8	10.2	7.8	8.7	6.8	6.8	7.1			7.0	7.7				15.3			4.5	10.6	7.3
																				s	
9	9	8	1	1	2	2	5	9	-	-	7	2	-	-	-	9	-	-	4	2	3
	1.4	1.3	2.3	1.9	2.6	0.8	1.5	1.4			1.4	1.4				3.0			1.6	1.2	1.4
10	59	53	6	6	8	21	24	59	-	-	49	10	-	-	-	59	-	-	13	22	24
	9.1	9.0	9.8	9.0	12.9	10.1	7.7	9.1			9.8	7.2				19.7			5.4	14.6	9.3
																				S	
11-19	140	128	13	12	10	43	75	140	-	-	112	28	-	-	-	61	79	-	15	29	94
	21.7	21.9	20.0	18.9	16.4	20.4	24.2	21.7			22.2	20.8				20.3	44.6		6.4	19.1	36.8
							e										P			S	ST
20+	99	89	10	12	12	32	43	99	-	-	80	18	-	-	-	-	99	-	5	9	84
	15.3	15.2	16.1	18.7	20.0	14.9	13.9	15.3			15.9	13.7					55.4		2.0	6.2	32.6
																					ST
Mean	10.96	10.89	11.58	12.01	12.42	10.29	10.91	10.96	-	-	11.32	9.93	-	1.00	3.18	8.29	23.18	-	5.26	8.87	17.31
Standard Deviation	11.05	11.03	11.27	16.28	12.78	8.78	10.75	11.05	-	-	11.68	8.39	-	0.00	0.78	2.46	14.40	-	4.32	7.27	13.61
Standard Error	0.51	0.55	1.21	1.46	1.23	0.77	0.77	0.51			0.62	0.83		0.00	0.08	0.17	1.26		0.34	0.70	0.99

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 2

	Total	URBAN/RURAL: Urban	Rural	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	681	615	67	68	64	223	326	681	-	-	531	144	-	28	141	298	178	-	238	155	275
	100.0	100.0	100.0	100.0	100.0	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	28	27	1	2	2	6	17	28	-	-	16	10	-	28	-	-	-	-	26	2	0
	4.1	4.3	2.2	3.0	3.6	2.8	5.4	4.1			3.0	7.2		100.0					10.7	1.4	0.1
																			TU		
2	33	27	5	4	5	19	5	33	-	-	25	8	-	-	33	-	-	-	30	2	1
	4.8	4.4	8.0	6.2	7.4	8.4	1.5	4.8			4.7	5.3			23.1				12.7	1.0	0.3
				G	G	G													TU		
3	50	45	5	3	5	14	28	50	-	-	41	9	-	-	50	-	-	-	37	13	1
	7.4	7.4	7.4	5.1	7.7	6.2	8.7	7.4			7.7	6.5			35.7				15.4	8.1	0.2
																			tU	U	
4	58	55	3	6	3	17	32	58	-	-	47	11	-	-	58	-	-	-	36	16	6
	8.5	9.0	4.0	9.2	4.4	7.8	9.7	8.5			8.9	7.4			41.2				15.0	10.1	2.3
		C					e												U	U	
5	46	39	7	3	3	19	21	46	-	-	31	11	-	-	-	46	-	-	27	16	3
	6.7	6.4	10.3	4.1	4.3	8.6	6.5	6.7			5.8	7.9				15.4			11.2	10.4	1.1
																			U	U	
6	60	56	4	8	4	17	32	60	-	-	50	11	-	-	-	60	-	-	28	20	12
	8.9	9.1	6.5	11.4	6.8	7.4	9.8	8.9			9.3	7.6				20.3			12.0	12.8	4.4
																			U	U	
7	18	17	1	1	2	7	7	18	-	-	11	6	-	-	-	18	-	-	3	5	9
	2.6	2.8	0.9	2.0	2.6	3.3	2.2	2.6			2.1	4.5				5.9			1.4	3.1	3.4
8	46	39	6	5	5	14	21	46	-	-	35	10	-	-	-	46	-	-	11	16	19
	6.7	6.4	9.6	7.3	8.1	6.4	6.5	6.7			6.6	7.3				15.3			4.5	10.3	6.8
																				s	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 2

		URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
9	9	8	1	1	2	2	5	9	-	-	7	2	-	-	-	9	-	-	4	2	3
	1.3	1.2	2.2	1.8	2.5	0.8	1.4	1.3			1.4	1.3				3.0			1.6	1.2	1.3
10	59	53	6	6	8	21	24	59	-	-	49	10	-	-	-	59	-	-	13	22	24
	8.6	8.6	9.2	8.5	12.0	9.6	7.4	8.6			9.3	6.7				19.7			5.3	14.1	8.7
																				S	
11-19	140	128	13	12	10	43	75	140	-	-	112	28	-	-	-	61	79	-	15	29	94
	20.6	20.8	18.8	17.8	15.3	19.3	23.1	20.6			21.1	19.6				20.3	44.6		6.3	18.6	34.3
							e										P			S	ST
20+	99	89	10	12	12	32	43	99	-	-	80	18	-	-	-	-	99	-	5	9	84
	14.5	14.4	15.2	17.6	18.6	14.1	13.2	14.5			15.1	12.9					55.4		2.0	6.0	30.5
																					ST
Don't know/Refused	36	32	4	4	4	12	15	36	-	-	27	8	-	-	-	-	-	-	4	4	18
	5.2	5.1	5.8	5.9	6.8	5.4	4.6	5.2			5.0	5.8							1.8	2.8	6.6
																					S
Mean	10.96	10.89	11.58	12.01	12.42	10.29	10.91	10.96	-	-	11.32	9.93	-	1.00	3.18	8.29	23.18	-	5.26	8.87	17.31
Standard Deviation	11.05	11.03	11.27	16.28	12.78	8.78	10.75	11.05	-	-	11.68	8.39	-	0.00	0.78	2.46	14.40	-	4.32	7.27	13.61
Standard Error	0.51	0.55	1.21	1.46	1.23	0.77	0.77	0.51			0.62	0.83		0.00	0.08	0.17	1.26		0.34	0.70	0.99

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

P3E. Thinking about all the light bulbs you have installed right now, about what percentage would say are CFLs ?
BASE: Have CFLs installed

BANNER 2

		URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	681	615	67	68	64	223	326	681	-	-	531	144	-	28	141	298	178	-	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0		100.0	100.0	100.0
Don't know/Refused	24	21	3	3	5	8	8	24	-	-	18	6	-	0	7	5	3	-	11	-	-
Total answering	657	593	64	65	60	214	318	657	-	-	513	138	-	28	134	293	175	-	227	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0		100.0	100.0	100.0
1-10%	92	86	6	8	5	33	46	92	-	-	61	29	-	23	49	16	4	-	92	-	-
	13.5	14.0	9.0	12.4	7.1	14.9	14.0	13.5			11.5	19.8		82.8	34.6	5.3	2.1		38.6		
						E	E					K		OPQ	PQ						
11-20%	53	47	6	3	3	17	30	53	-	-	46	6	-	2	24	25	0	-	53	-	-
	7.8	7.6	9.2	5.0	5.1	7.4	9.1	7.8			8.7	3.9		6.7	16.7	8.4	0.2		22.2		
											L				PQ	Q					
21-30%	66	60	6	5	4	25	31	66	-	-	48	15	-	-	20	38	6	-	66	-	-
	9.6	9.7	9.0	8.0	6.8	11.0	9.6	9.6			9.1	10.6			13.9	12.7	3.1		27.6		
															Q	Q					
31-40%	33	31	2	3	2	13	15	33	-	-	27	6	-	-	5	24	4	-	17	16	-
	4.8	5.0	3.4	4.1	3.5	5.8	4.5	4.8			5.1	4.0			3.4	8.1	2.1		7.1	10.2	
																oQ					
41-50%	119	109	10	14	10	35	60	119	-	-	95	24	-	2	26	74	13	-	-	119	-
	17.5	17.8	14.7	20.5	14.9	15.9	18.4	17.5			17.9	16.9		8.0	18.4	24.9	7.3			76.7	
															Q	NQ					
51-60%	16	12	4	4	5	5	2	16	-	-	14	2	-	-	3	9	4	-	-	16	-
	2.4	2.0	5.8	5.2	8.4	2.4	0.6	2.4			2.7	1.4			2.5	3.0	2.2			10.5	
				G	FG																

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

P3E. Thinking about all the light bulbs you have installed right now, about what percentage would say are CFLs ?
BASE: Have CFLs installed

BANNER 2

		URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
61-70%	19	19	-	2	4	8	5	19	-	-	17	2	-	-	-	15	2	-	-	4	15
	2.8	3.1		2.3	5.5	3.8	1.7	2.8			3.1	1.6				5.0	1.4			2.6	5.4
					g											Q					
71-80%	73	63	9	8	6	26	33	73	-	-	67	6	-	-	1	31	40	-	-	-	73
	10.7	10.3	13.9	11.7	9.6	11.5	10.0	10.7			12.6	4.0			0.6	10.4	22.6				26.4
											L					O	OP				
81-90%	61	56	5	5	6	25	26	61	-	-	48	13	-	0	6	19	32	-	-	-	61
	9.0	9.2	7.4	7.1	8.9	11.3	7.8	9.0			9.1	9.1		1.3	4.4	6.5	17.9				22.3
																n	NOP				
91-99%	36	29	7	5	3	9	19	36	-	-	29	8	-	-	-	8	24	-	-	-	36
	5.3	4.7	10.8	8.0	4.7	3.9	5.8	5.3			5.4	5.3				2.8	13.3				13.2
			b														P				
100%	90	81	8	8	12	18	53	90	-	-	60	28	-	-	1	33	47	-	-	-	90
	13.2	13.3	12.7	11.3	18.1	8.1	16.1	13.2			11.4	19.5			0.4	11.2	26.2				32.7
					F		F					K				O	OP				
Mean	55.35	54.86	59.91	56.91	63.42	52.89	55.18	55.35	-	-	55.82	54.54	-	9.55	27.21	54.85	81.62	-	17.22	50.32	89.71
Standard Deviation	33.01	33.06	32.43	32.11	30.71	32.07	34.10	33.01	-	-	31.93	36.42	-	16.51	23.01	28.17	22.08	-	10.37	5.17	10.12
Standard Error	1.52	1.64	3.44	2.87	2.96	2.77	2.41	1.52			1.67	3.61		3.83	2.35	1.95	1.94		0.82	0.49	0.71

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
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P3E. Thinking about all the light bulbs you have installed right now, about what percentage would say are CFLs ?
BASE: Have CFLs installed

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	681	615	67	68	64	223	326	681	-	-	531	144	-	28	141	298	178	-	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0		100.0	100.0	100.0
1-10%	92	86	6	8	5	33	46	92	-	-	61	29	-	23	49	16	4	-	92	-	-
	13.5	14.0	9.0	12.4	7.1	14.9	14.0	13.5			11.5	19.8		82.8	34.6	5.3	2.1		38.6		
						E	E					K		OPQ	PQ						
11-20%	53	47	6	3	3	17	30	53	-	-	46	6	-	2	24	25	0	-	53	-	-
	7.8	7.6	9.2	5.0	5.1	7.4	9.1	7.8			8.7	3.9		6.7	16.7	8.4	0.2		22.2		
											L				PQ	Q					
21-30%	66	60	6	5	4	25	31	66	-	-	48	15	-	-	20	38	6	-	66	-	-
	9.6	9.7	9.0	8.0	6.8	11.0	9.6	9.6			9.1	10.6			13.9	12.7	3.1		27.6		
															Q	Q					
31-40%	33	31	2	3	2	13	15	33	-	-	27	6	-	-	5	24	4	-	17	16	-
	4.8	5.0	3.4	4.1	3.5	5.8	4.5	4.8			5.1	4.0			3.4	8.1	2.1		7.1	10.2	
																oQ					
41-50%	119	109	10	14	10	35	60	119	-	-	95	24	-	2	26	74	13	-	-	119	-
	17.5	17.8	14.7	20.5	14.9	15.9	18.4	17.5			17.9	16.9		8.0	18.4	24.9	7.3			76.7	
															Q	NQ					
51-60%	16	12	4	4	5	5	2	16	-	-	14	2	-	-	3	9	4	-	-	16	-
	2.4	2.0	5.8	5.2	8.4	2.4	0.6	2.4			2.7	1.4			2.5	3.0	2.2			10.5	
				G	FG																
61-70%	19	19	-	2	4	8	5	19	-	-	17	2	-	-	-	15	2	-	-	4	15
	2.8	3.1		2.3	5.5	3.8	1.7	2.8			3.1	1.6				5.0	1.4			2.6	5.4
					g											Q					

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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NEEA Consumer Lighting Survey (#5752)

P3E. Thinking about all the light bulbs you have installed right now, about what percentage would say are CFLs ?
BASE: Have CFLs installed

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
71-80%	73	63	9	8	6	26	33	73	-	-	67	6	-	-	1	31	40	-	-	-	73
	10.7	10.3	13.9	11.7	9.6	11.5	10.0	10.7			12.6	4.0			0.6	10.4	22.6				26.4
											L					O	OP				
81-90%	61	56	5	5	6	25	26	61	-	-	48	13	-	0	6	19	32	-	-	-	61
	9.0	9.2	7.4	7.1	8.9	11.3	7.8	9.0			9.1	9.1		1.3	4.4	6.5	17.9				22.3
																n	NOP				
91-99%	36	29	7	5	3	9	19	36	-	-	29	8	-	-	-	8	24	-	-	-	36
	5.3	4.7	10.8	8.0	4.7	3.9	5.8	5.3			5.4	5.3				2.8	13.3				13.2
			b														P				
100%	90	81	8	8	12	18	53	90	-	-	60	28	-	-	1	33	47	-	-	-	90
	13.2	13.3	12.7	11.3	18.1	8.1	16.1	13.2			11.4	19.5			0.4	11.2	26.2				32.7
					F		F					K				O	OP				
Don't know	21	19	2	3	4	8	6	21	-	-	16	6	-	0	7	4	1	-	10	-	-
	3.2	3.2	3.1	4.4	6.4	3.8	1.8	3.2			3.0	4.0		1.3	5.1	1.5	0.5		4.2		
					g										Q						
Refused	2	2	1	-	1	-	2	2	-	-	2	-	-	-	-	1	2	-	1	-	-
	0.4	0.3	0.9		0.9		0.6	0.4			0.5					0.2	1.1		0.3		
Mean	55.35	54.86	59.91	56.91	63.42	52.89	55.18	55.35	-	-	55.82	54.54	-	9.55	27.21	54.85	81.62	-	17.22	50.32	89.71
Standard Deviation	33.01	33.06	32.43	32.11	30.71	32.07	34.10	33.01	-	-	31.93	36.42	-	16.51	23.01	28.17	22.08	-	10.37	5.17	10.12
Standard Error	1.52	1.64	3.44	2.87	2.96	2.77	2.41	1.52			1.67	3.61		3.83	2.35	1.95	1.94		0.82	0.49	0.71

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

P3F. About how many total light bulbs would you says you have installed in your home ?
BASE: No CFLs installed or Don't know percent of CFLs installed

BANNER 2

		URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	95	84	11	11	13	28	44	95	-	-	43	50	70	0	7	5	3	70	11	-	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
Don't know/Refused	21	19	2	2	4	6	9	21	-	-	14	7	12	-	1	1	3	12	-	-	-
Total answering	74	65	9	8	9	22	35	74	-	-	29	44	58	0	6	4	-	58	11	-	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0		
3	1	-	1	-	1	-	-	1	-	-	-	-	1	-	-	-	-	1	-	-	-
	0.8		6.6		6.9			0.8					1.1					1.1			
4	2	2	-	-	0	-	2	2	-	-	2	0	0	-	-	-	-	0	-	-	-
	3.0	3.5			4.1		5.4	3.0			6.5	0.8	0.6					0.6			
5	2	2	-	-	-	-	2	2	-	-	-	2	2	-	-	-	-	2	-	-	-
	2.5	2.9					5.4	2.5				4.3	3.2					3.2			
6	4	3	1	0	-	1	3	4	-	-	1	3	4	-	-	0	-	4	0	-	-
	5.3	4.8	9.0	4.2		3.8	7.8	5.3			4.2	6.3	6.1			8.3		6.1	3.4		
8	1	0	1	0	1	-	-	1	-	-	-	1	1	-	-	-	-	1	-	-	-
	1.3	0.6	6.6	4.2	6.9			1.3				2.2	1.7					1.7			
9	1	1	-	-	-	-	1	1	-	-	1	-	-	-	-	1	-	-	1	-	-
	1.1	1.3					2.4	1.1			2.9					19.5			7.9		
10	4	4	1	1	1	-	3	4	-	-	1	3	3	-	1	-	-	3	1	-	-
	5.9	5.9	6.6	11.4	8.1		7.8	5.9			4.2	7.4	5.9		16.2			5.9	9.1		
11-19	25	20	5	4	4	12	6	25	-	-	12	13	19	-	4	1	-	19	6	-	-
	34.4	31.3	55.7	44.5	46.8	53.8	16.7	34.4			41.0	29.5	32.9		71.8	28.4		32.9	51.9		
				g	G	G									M						

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

P3F. About how many total light bulbs would you says you have installed in your home ?
BASE: No CFLs installed or Don't know percent of CFLs installed

BANNER 2

		URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
20+	34	32	1	3	2	9	19	34	-	-	12	22	28	0	1	2	-	28	3	-	-
	45.6	49.9	15.6	35.6	27.2	42.3	54.6	45.6			41.2	49.5	48.4	100.0	12.0	43.8		48.4	27.8		
		C					e						O	MOP							
Mean	22.56	23.87	13.43	18.04	18.21	27.38	21.75	22.56	-	-	24.76	21.38	21.79	30.00	16.50	16.89	-	21.79	17.11	-	-
Standard Deviation	17.77	18.54	5.84	10.08	13.64	25.05	14.32	17.77	-	-	23.43	13.05	13.21	0.00	9.97	8.56	-	13.21	9.10	-	-
Standard Error	2.39	2.75	1.64	2.46	3.24	6.71	3.07	2.39			5.02	2.32	2.03	0.00	4.04	4.50		2.03	2.85		

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

P3F. About how many total light bulbs would you says you have installed in your home ?
BASE: Have CFLs installed

BANNER 2

		URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	95	84	11	11	13	28	44	95	-	-	43	50	70	0	7	5	3	70	11	-	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
3	1	-	1	-	1	-	-	1	-	-	-	-	1	-	-	-	-	1	-	-	-
	0.6		5.5		4.8			0.6					0.9					0.9			
4	2	2	-	-	0	-	2	2	-	-	2	0	0	-	-	-	-	0	-	-	-
	2.4	2.7			2.8		4.3	2.4			4.4	0.7	0.5					0.5			
5	2	2	-	-	-	-	2	2	-	-	-	2	2	-	-	-	-	2	-	-	-
	2.0	2.2					4.3	2.0				3.8	2.7					2.7			
6	4	3	1	0	-	1	3	4	-	-	1	3	4	-	-	0	-	4	0	-	-
	4.1	3.7	7.5	3.4		3.0	6.2	4.1			2.8	5.4	5.1			7.2		5.1	3.4		
8	1	0	1	0	1	-	-	1	-	-	-	1	1	-	-	-	-	1	-	-	-
	1.0	0.4	5.5	3.4	4.8			1.0				1.9	1.4					1.4			
9	1	1	-	-	-	-	1	1	-	-	1	-	-	-	-	1	-	-	1	-	-
	0.9	1.0					1.9	0.9			2.0					16.7			7.9		
10	4	4	1	1	1	-	3	4	-	-	1	3	3	-	1	-	-	3	1	-	-
	4.6	4.5	5.5	9.2	5.7		6.2	4.6			2.8	6.4	4.9		13.5			4.9	9.1		
11-19	25	20	5	4	4	12	6	25	-	-	12	13	19	-	4	1	-	19	6	-	-
	26.8	24.1	46.6	35.8	32.8	41.5	13.4	26.8			27.7	25.6	27.3		59.6	24.3		27.3	51.9		
				g	g	G									m						
20+	34	32	1	3	2	9	19	34	-	-	12	22	28	0	1	2	-	28	3	-	-
	35.5	38.4	13.0	28.7	19.1	32.6	43.7	35.5			27.9	42.9	40.1	100.0	10.0	37.5		40.1	27.8		
		C					E						O	MOP							

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

P3F. About how many total light bulbs would you says you have installed in your home ?
BASE: Have CFLs installed

BANNER 2

		URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Don't know/Refused	21	19	2	2	4	6	9	21	-	-	14	7	12	-	1	1	3	12	-	-	-
	22.2	22.9	16.5	19.5	29.9	23.0	20.0	22.2			32.3	13.4	17.1		16.9	14.3	100.0	17.1			
											l						MOP				
Mean	22.56	23.87	13.43	18.04	18.21	27.38	21.75	22.56	-	-	24.76	21.38	21.79	30.00	16.50	16.89	-	21.79	17.11	-	-
Standard Deviation	17.77	18.54	5.84	10.08	13.64	25.05	14.32	17.77	-	-	23.43	13.05	13.21	0.00	9.97	8.56	-	13.21	9.10	-	-
Standard Error	2.39	2.75	1.64	2.46	3.24	6.71	3.07	2.39			5.02	2.32	2.03	0.00	4.04	4.50		2.03	2.85		

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-	Aware Non- Pur-		With -in the	2 or more	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	chas- er	chas- er	Un- aware	past year	years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	753	677	75	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	7	7	-	2	-	-	5	7	-	-	6	1	1	-	1	4	1	1	3	3	-
Total answering	745	670	75	74	72	243	357	745	-	-	550	187	69	28	140	294	177	69	235	152	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	558	503	55	56	53	175	274	558	-	-	431	123	44	12	87	232	154	44	150	112	241
	74.9	75.1	73.0	75.9	73.8	72.1	76.8	74.9			78.4	65.9	63.5	41.0	62.4	78.8	86.6	63.5	63.8	73.7	87.7
											L		n		n	MNO	MNOp			s	RST
No	187	167	20	18	19	68	83	187	-	-	119	64	25	17	53	62	24	25	85	40	34
	25.1	24.9	27.0	24.1	26.2	27.9	23.2	25.1			21.6	34.1	36.5	59.0	37.6	21.2	13.4	36.5	36.2	26.3	12.3
												K	PQ	moPQ	PQ	q		U	tU	U	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	753	677	75	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	558	503	55	56	53	175	274	558	-	-	431	123	44	12	87	232	154	44	150	112	241
	74.2	74.3	73.0	73.9	73.8	72.1	75.7	74.2			77.5	65.6	62.6	41.0	61.9	77.6	86.2	62.6	62.9	72.3	87.7
											L				n	MNO	MNOP			s	RST
No	187	167	20	18	19	68	83	187	-	-	119	64	25	17	53	62	24	25	85	40	34
	24.9	24.6	27.0	23.4	26.2	27.9	22.9	24.9			21.4	33.9	36.0	59.0	37.3	20.9	13.3	36.0	35.7	25.7	12.3
												K	PQ	moPQ	PQ	q		U	tU	U	
Don't know	7	7	-	2	-	-	5	7	-	-	6	1	1	-	1	4	1	1	3	3	-
	1.0	1.1		2.7			1.5	1.0			1.1	0.5	1.4		0.8	1.5	0.5	1.4	1.4	2.0	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 2

		URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	558	503	55	56	53	175	274	558	-	-	431	123	44	12	87	232	154	44	150	112	241
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	28	25	2	2	4	10	12	28	-	-	18	7	4	-	0	7	5	4	4	7	7
Total answering	531	478	53	54	49	165	262	531	-	-	412	116	40	12	87	224	149	40	145	105	234
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	17	15	2	2	3	5	6	17	-	-	5	11	14	-	0	-	2	14	0	-	2
	3.1	3.1	3.2	3.6	5.4	3.3	2.5	3.1			1.3	9.3	34.5		0.4		1.5	34.5	0.2		1.0
												K	OQ					SU			
1	43	40	3	3	0	15	25	43	-	-	31	11	5	4	16	8	6	5	17	7	13
	8.1	8.4	5.5	5.6	0.7	8.9	9.5	8.1			7.5	9.5	12.3	35.9	18.6	3.8	3.8	12.3	11.9	6.9	5.7
				E		E	E							pq	PQ				u		
2	100	88	12	11	9	30	51	100	-	-	77	24	8	6	26	43	16	8	37	25	30
	18.9	18.5	22.8	20.0	18.1	18.1	19.4	18.9			18.6	20.6	19.1	55.7	29.8	19.1	10.5	19.1	25.6	23.8	12.7
														mPQ	Q	Q			U	U	
3	54	47	7	8	6	11	29	54	-	-	39	15	1	1	10	30	10	1	22	10	20
	10.1	9.8	12.6	14.8	11.9	6.6	11.0	10.1			9.4	12.9	1.5	8.4	11.3	13.2	7.0	1.5	14.9	9.7	8.7
				f											M	Mq			R	R	R
4	85	78	7	7	8	40	29	85	-	-	67	18	8	-	13	44	14	8	26	16	33
	16.0	16.3	12.9	13.0	16.0	24.5	11.2	16.0			16.2	15.6	19.1		15.1	19.5	9.5	19.1	17.6	15.4	13.9
						DG										Q					
5	46	44	2	4	5	14	22	46	-	-	38	7	-	-	3	21	22	-	8	10	28
	8.6	9.1	3.9	7.8	11.1	8.5	8.4	8.6			9.2	6.0			3.3	9.5	14.5		5.5	9.1	12.0
		c														o	O				s

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 2

	Total	URBAN/RURAL Urban	Rural	STATE ID	MT	OR	WA	AWARENESS /PURCHASE Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE With-in the past year	2 or more years ago	# OF CFLS INSTALLED 0	1	2-4	5-12	13+	CFL PENETRATION 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
6	70	66	4	7	3	26	34	70	-	-	56	14	3	-	7	32	28	3	13	12	41
	13.2	13.8	7.8	12.6	5.4	16.0	13.1	13.2			13.7	11.9	6.7		7.9	14.1	19.1	6.7	9.0	11.3	17.6
				e		E	E										MO				rS
7	4	3	1	1	1	1	1	4	-	-	3	1	-	-	1	3	-	-	1	1	2
	0.8	0.7	1.2	2.3	2.5	0.5	0.3	0.8			0.8	0.5			0.7	1.2			0.4	1.4	0.8
8	22	14	8	3	1	3	15	22	-	-	20	2	-	-	1	10	11	-	4	3	15
	4.2	3.0	15.1	6.3	3.0	1.5	5.7	4.2			5.0	1.7			1.2	4.5	7.5		3.0	2.6	6.5
			B	f			f				l						O				
9	4	4	1	-	1	-	4	4	-	-	4	-	-	-	2	2	-	-	2	2	-
	0.8	0.8	1.2		1.2		1.4	0.8			1.1				2.2	0.8			1.3	2.4	
10	29	26	3	3	6	4	17	29	-	-	27	2	2	-	1	11	16	2	3	8	16
	5.6	5.5	6.2	5.4	12.3	2.2	6.5	5.6			6.6	1.9	4.7		1.1	4.7	10.8	4.7	2.2	8.0	6.8
					dF		f				L					o	Op			s	s
11-19	37	34	2	4	3	13	17	37	-	-	29	7	1	-	5	14	14	1	9	7	19
	6.9	7.2	4.4	6.7	6.2	7.9	6.5	6.9			7.1	6.3	2.1		5.5	6.4	9.3	2.1	6.5	7.0	8.2
																	m				r
20+	19	18	2	1	3	3	12	19	-	-	15	4	-	-	2	7	10	-	2	3	14
	3.6	3.7	3.2	1.8	6.2	2.1	4.5	3.6			3.6	3.9			2.9	3.2	6.5		1.7	2.6	6.0
																					s
Mean	6.01	6.09	5.30	5.16	6.32	4.99	6.77	6.01	-	-	6.20	5.39	2.43	1.73	4.21	6.76	7.39	2.43	6.17	5.45	6.84
Standard Deviation	10.30	10.76	4.24	4.61	6.20	4.72	13.71	10.30	-	-	10.85	8.13	2.91	0.63	4.51	14.28	6.80	2.91	16.94	4.61	7.00
Standard Error	0.53	0.59	0.50	0.45	0.65	0.47	1.06	0.53			0.63	0.87	0.55	0.23	0.57	1.13	0.65	0.55	1.69	0.52	0.54

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 2

	Total	URBAN/RURAL: Urban	Rural	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	558	503	55	56	53	175	274	558	-	-	431	123	44	12	87	232	154	44	150	112	241
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	17	15	2	2	3	5	6	17	-	-	5	11	14	-	0	-	2	14	0	-	2
	3.0	3.0	3.0	3.5	5.0	3.1	2.4	3.0			1.2	8.8	31.8		0.4		1.5	31.8	0.2		0.9
												K	OQ					SU			
1	43	40	3	3	0	15	25	43	-	-	31	11	5	4	16	8	6	5	17	7	13
	7.7	8.0	5.3	5.4	0.7	8.4	9.1	7.7			7.2	8.9	11.3	35.9	18.5	3.6	3.7	11.3	11.6	6.4	5.6
				E		E	E							pq	PQ				u		
2	100	88	12	11	9	30	51	100	-	-	77	24	8	6	26	43	16	8	37	25	30
	18.0	17.6	21.8	19.3	16.6	17.0	18.6	18.0			17.8	19.4	17.5	55.7	29.7	18.5	10.2	17.5	24.8	22.2	12.3
														MPQ	pQ	Q			U	u	
3	54	47	7	8	6	11	29	54	-	-	39	15	1	1	10	30	10	1	22	10	20
	9.6	9.3	12.1	14.3	10.9	6.2	10.6	9.6			9.0	12.2	1.4	8.4	11.3	12.8	6.7	1.4	14.5	9.0	8.4
				F											M	Mq	m		R	R	R
4	85	78	7	7	8	40	29	85	-	-	67	18	8	-	13	44	14	8	26	16	33
	15.2	15.5	12.3	12.6	14.8	23.1	10.7	15.2			15.5	14.7	17.6		15.0	18.9	9.2	17.6	17.1	14.4	13.5
						DG										Q					
5	46	44	2	4	5	14	22	46	-	-	38	7	-	-	3	21	22	-	8	10	28
	8.2	8.7	3.7	7.6	10.2	8.0	8.0	8.2			8.8	5.7			3.3	9.2	14.1		5.4	8.5	11.6
		c														o	O				s
6	70	66	4	7	3	26	34	70	-	-	56	14	3	-	7	32	28	3	13	12	41
	12.6	13.1	7.5	12.2	5.0	15.1	12.5	12.6			13.1	11.2	6.2		7.9	13.7	18.5	6.2	8.8	10.6	17.1
				e		E	E										MO				RS

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 2

	Total	URBAN/RURAL Urban	Rural	STATE ID	MT	OR	WA	AWARENESS /PURCHASE Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE With-in the past year	2 or more years ago	# OF CFLS INSTALLED 0	1	2-4	5-12	13+	CFL PENETRATION 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
7	4	3	1	1	1	1	1	4	-	-	3	1	-	-	1	3	-	-	1	1	2
	0.7	0.7	1.1	2.2	2.3	0.5	0.3	0.7			0.8	0.5			0.7	1.2			0.4	1.3	0.8
8	22	14	8	3	1	3	15	22	-	-	20	2	-	-	1	10	11	-	4	3	15
	4.0	2.9	14.4	6.1	2.7	1.4	5.5	4.0			4.8	1.6			1.2	4.4	7.3		3.0	2.4	6.3
			B	f			f				l						O				
9	4	4	1	-	1	-	4	4	-	-	4	-	-	-	2	2	-	-	2	2	-
	0.8	0.7	1.1		1.1		1.4	0.8			1.0				2.2	0.8			1.3	2.2	
10	29	26	3	3	6	4	17	29	-	-	27	2	2	-	1	11	16	2	3	8	16
	5.3	5.2	6.0	5.2	11.3	2.0	6.2	5.3			6.3	1.8	4.3		1.1	4.5	10.5	4.3	2.2	7.4	6.6
					F		f				L						Op			s	s
11-19	37	34	2	4	3	13	17	37	-	-	29	7	1	-	5	14	14	1	9	7	19
	6.6	6.8	4.2	6.5	5.7	7.4	6.2	6.6			6.8	5.9	1.9		5.4	6.2	9.0	1.9	6.3	6.6	7.9
																	m				r
20+	19	18	2	1	3	3	12	19	-	-	15	4	-	-	2	7	10	-	2	3	14
	3.5	3.5	3.0	1.7	5.7	2.0	4.3	3.5			3.4	3.6			2.9	3.1	6.3		1.7	2.4	5.8
																					s
Don't know/Refused	28	25	2	2	4	10	12	28	-	-	18	7	4	-	0	7	5	4	4	7	7
	5.0	5.0	4.4	3.5	8.0	5.7	4.2	5.0			4.3	5.9	8.0		0.4	3.1	3.0	8.0	2.8	6.5	3.0
																o					
Mean	6.01	6.09	5.30	5.16	6.32	4.99	6.77	6.01	-	-	6.20	5.39	2.43	1.73	4.21	6.76	7.39	2.43	6.17	5.45	6.84
Standard Deviation	10.30	10.76	4.24	4.61	6.20	4.72	13.71	10.30	-	-	10.85	8.13	2.91	0.63	4.51	14.28	6.80	2.91	16.94	4.61	7.00
Standard Error	0.53	0.59	0.50	0.45	0.65	0.47	1.06	0.53			0.63	0.87	0.55	0.23	0.57	1.13	0.65	0.55	1.69	0.52	0.54

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 2

	Total	URBAN/RURAL Urban	Rural	STATE ID	MT	OR	WA	AWARENESS /PURCHASE Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE With-in the past year	2 or more years ago	# OF CFLS INSTALLED 0	1	2-4	5-12	13+	CFL PENETRATION 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	558	503	55	56	53	175	274	558	-	-	431	123	44	12	87	232	154	44	150	112	241
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	50	46	5	3	5	23	18	50	-	-	44	6	2	2	5	11	14	2	4	7	30
Total answering	508	458	50	53	48	152	256	508	-	-	387	117	42	10	83	221	139	42	145	105	212
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	130	118	12	11	11	22	87	130	-	-	92	38	3	2	14	49	59	3	13	16	97
	25.6	25.8	23.5	21.2	22.0	14.2	33.9	25.6			23.7	32.0	6.4	19.6	16.4	22.3	42.2	6.4	8.7	15.7	46.0
							DEF									M	MOP				RST
1	9	9	1	2	3	3	2	9	-	-	8	1	-	-	2	3	3	-	2	2	5
	1.8	1.9	1.7	3.2	5.3	1.8	0.9	1.8			2.2	0.8			2.3	1.3	2.2		1.5	2.1	2.3
					g																
2	49	42	8	7	4	17	21	49	-	-	44	6	-	1	9	23	14	-	17	8	23
	9.7	9.1	15.2	14.0	9.4	11.3	8.0	9.7			11.3	4.7		12.4	10.7	10.3	10.2		11.8	7.4	10.7
											L										
3	35	29	7	5	2	5	23	35	-	-	26	9	2	-	8	16	7	2	9	12	12
	7.0	6.3	13.3	8.7	4.6	3.5	9.2	7.0			6.7	7.4	5.9		9.9	7.2	5.1	5.9	6.4	11.5	5.5
							f														
4	61	52	9	6	9	20	25	61	-	-	49	12	12	2	9	27	10	12	16	15	17
	12.0	11.5	17.4	12.3	19.1	13.4	9.9	12.0			12.8	10.0	28.8	25.9	10.5	12.4	6.9	28.8	11.1	14.2	8.1
					g								OpQ					SU			
5	29	27	2	3	4	13	10	29	-	-	26	3	0	1	2	18	8	0	9	8	13
	5.8	6.0	4.1	5.1	8.3	8.6	3.8	5.8			6.8	2.7	0.8	6.3	2.7	8.2	5.8	0.8	5.9	7.4	6.0
											l					Mo	m		r	r	R

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 2

	Total	URBAN/RURAL: Urban	Rural	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
6	53	48	5	5	3	24	22	53	-	-	40	12	5	-	15	23	10	5	21	16	11
	10.5	10.6	9.9	8.8	5.3	15.7	8.8	10.5			10.5	9.8	11.3		17.6	10.6	7.0	11.3	14.3	15.7	5.3
						E									q				U	U	
7	5	4	1	0	-	5	-	5	-	-	5	-	-	-	-	4	1	-	2	-	3
	1.0	0.9	1.7	0.7		3.0		1.0			1.3					1.7	0.9		1.3		1.5
8	27	26	1	4	2	11	10	27	-	-	23	4	-	0	6	11	9	-	12	7	8
	5.3	5.6	2.4	7.4	4.6	7.3	3.8	5.3			6.0	3.3		3.7	7.8	4.8	6.4		8.2	6.5	3.9
10	34	32	2	3	3	9	18	34	-	-	26	8	4	-	9	15	6	4	15	7	7
	6.7	6.9	4.6	6.2	6.0	6.1	7.2	6.7			6.8	6.4	10.1		10.5	6.6	4.0	10.1	10.3	6.9	3.5
																			U		
11-19	32	29	3	3	3	13	13	32	-	-	20	11	5	3	4	12	7	5	13	8	6
	6.2	6.4	5.0	6.4	5.8	8.4	5.0	6.2			5.3	9.6	11.7	28.3	5.3	5.6	4.8	11.7	8.8	7.4	2.9
																			u		
20+	42	41	1	3	5	10	24	42	-	-	26	15	11	0	5	20	6	11	17	5	9
	8.3	9.1	1.2	6.0	9.6	6.7	9.5	8.3			6.8	13.2	24.8	3.7	6.4	8.9	4.4	24.8	11.8	5.2	4.2
		C											NOpQ					TU	U		
Mean	6.40	6.69	3.83	6.27	8.12	6.98	5.77	6.40	-	-	5.85	8.20	13.09	11.06	6.12	6.42	4.52	13.09	8.60	6.31	3.68
Standard Deviation	12.12	12.67	3.72	13.14	26.73	9.77	8.22	12.12	-	-	9.09	18.90	28.39	28.17	6.84	8.53	9.13	28.39	11.19	7.98	7.59
Standard Error	0.63	0.72	0.45	1.30	2.87	1.01	0.65	0.63			0.55	2.04	5.22	10.62	0.89	0.68	0.90	5.22	1.13	0.90	0.61

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	558	503	55	56	53	175	274	558	-	-	431	123	44	12	87	232	154	44	150	112	241
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	130	118	12	11	11	22	87	130	-	-	92	38	3	2	14	49	59	3	13	16	97
	23.3	23.5	21.4	20.0	19.8	12.3	31.7	23.3			21.3	30.4	6.2	16.4	15.5	21.3	38.3	6.2	8.4	14.7	40.4
							DEF					k				M	MOP				RST
1	9	9	1	2	3	3	2	9	-	-	8	1	-	-	2	3	3	-	2	2	5
	1.7	1.7	1.5	3.0	4.8	1.6	0.9	1.7			2.0	0.8			2.2	1.3	2.0		1.5	1.9	2.1
					g																
2	49	42	8	7	4	17	21	49	-	-	44	6	-	1	9	23	14	-	17	8	23
	8.9	8.3	13.9	13.2	8.4	9.7	7.5	8.9			10.2	4.5		10.4	10.1	9.9	9.2		11.5	7.0	9.4
											L										
3	35	29	7	5	2	5	23	35	-	-	26	9	2	-	8	16	7	2	9	12	12
	6.4	5.7	12.1	8.2	4.1	3.0	8.6	6.4			6.0	7.1	5.7		9.4	6.8	4.6	5.7	6.2	10.8	4.8
				f			F														
4	61	52	9	6	9	20	25	61	-	-	49	12	12	2	9	27	10	12	16	15	17
	11.0	10.4	15.8	11.5	17.2	11.6	9.2	11.0			11.5	9.5	27.8	21.7	9.9	11.8	6.3	27.8	10.8	13.3	7.1
					g								OpQ					SU			
5	29	27	2	3	4	13	10	29	-	-	26	3	0	1	2	18	8	0	9	8	13
	5.3	5.4	3.7	4.8	7.5	7.4	3.6	5.3			6.1	2.6	0.8	5.3	2.6	7.8	5.3	0.8	5.7	7.0	5.3
																Mo	m		r	r	r
6	53	48	5	5	3	24	22	53	-	-	40	12	5	-	15	23	10	5	21	16	11
	9.6	9.6	9.0	8.2	4.8	13.6	8.2	9.6			9.4	9.3	10.9		16.6	10.1	6.4	10.9	13.9	14.7	4.7
						E									Q				U	U	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 2

	Total	URBAN/RURAL Urban	URBAN/RURAL Rural	STATE ID	STATE MT	STATE OR	STATE WA	AWARENESS /PURCHASE Pur-chas-er	AWARENESS /PURCHASE Aware Non-Pur-chas-er	AWARENESS /PURCHASE Un-aware	DATE OF MOST RECENT PURCHASE With-in the past year	DATE OF MOST RECENT PURCHASE 2 or more years ago	# OF CFLS INSTALLED 0	# OF CFLS INSTALLED 1	# OF CFLS INSTALLED 2-4	# OF CFLS INSTALLED 5-12	# OF CFLS INSTALLED 13+	CFL PENETRATION 0	CFL PENETRATION 1-33	CFL PENETRATION 34-67	CFL PENETRATION 68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
7	5	4	1	0	-	5	-	5	-	-	5	-	-	-	-	4	1	-	2	-	3
	0.9	0.8	1.5	0.6		2.6		0.9			1.2					1.6	0.8		1.3		1.3
8	27	26	1	4	2	11	10	27	-	-	23	4	-	0	6	11	9	-	12	7	8
	4.8	5.1	2.2	7.0	4.1	6.3	3.6	4.8			5.4	3.1		3.1	7.3	4.6	5.8		7.9	6.1	3.4
10	34	32	2	3	3	9	18	34	-	-	26	8	4	-	9	15	6	4	15	7	7
	6.1	6.3	4.2	5.9	5.4	5.3	6.7	6.1			6.1	6.1	9.8		9.9	6.3	3.7	9.8	10.0	6.4	3.0
																			U		
11-19	32	29	3	3	3	13	13	32	-	-	20	11	5	3	4	12	7	5	13	8	6
	5.7	5.8	4.6	6.1	5.2	7.3	4.6	5.7			4.7	9.1	11.3	23.6	5.1	5.4	4.3	11.3	8.5	6.9	2.6
																			U		
20+	42	41	1	3	5	10	24	42	-	-	26	15	11	0	5	20	6	11	17	5	9
	7.5	8.2	1.1	5.6	8.6	5.8	8.8	7.5			6.1	12.5	23.9	3.1	6.0	8.5	4.0	23.9	11.4	4.9	3.7
		C										k	NOpQ					TU	tU		
Don't know/Refused	50	46	5	3	5	23	18	50	-	-	44	6	2	2	5	11	14	2	4	7	30
	9.0	9.0	9.0	5.9	10.0	13.4	6.7	9.0			10.2	5.0	3.6	16.4	5.3	4.5	9.4	3.6	2.9	6.4	12.3
						dg					l										RS
Mean	6.40	6.69	3.83	6.27	8.12	6.98	5.77	6.40	-	-	5.85	8.20	13.09	11.06	6.12	6.42	4.52	13.09	8.60	6.31	3.68
Standard Deviation	12.12	12.67	3.72	13.14	26.73	9.77	8.22	12.12	-	-	9.09	18.90	28.39	28.17	6.84	8.53	9.13	28.39	11.19	7.98	7.59
Standard Error	0.63	0.72	0.45	1.30	2.87	1.01	0.65	0.63			0.55	2.04	5.22	10.62	0.89	0.68	0.90	5.22	1.13	0.90	0.61

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-	Aware Non- Pur-		With -in the	2 or more	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	chas- er	chas- er	Un- aware	past year	years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	753	677	75	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	5	5	-	1	-	2	2	5	-	-	3	2	-	-	-	3	0	-	-	4	-
Total answering	748	673	75	75	72	241	360	748	-	-	553	187	70	28	141	295	178	70	238	152	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	171	160	12	14	10	59	88	171	-	-	123	46	36	5	32	64	29	36	56	36	39
	22.9	23.8	15.3	18.8	14.4	24.5	24.4	22.9			22.2	24.8	51.5	16.9	22.5	21.8	16.5	51.5	23.7	23.7	14.2
		C				E	E						NOPQ					STU	U	U	
No	577	513	64	61	62	182	273	577	-	-	430	140	34	23	110	231	148	34	181	116	236
	77.1	76.2	84.7	81.2	85.6	75.5	75.6	77.1			77.8	75.2	48.5	83.1	77.5	78.2	83.5	48.5	76.3	76.3	85.8
			B		FG									M	M	M	M		R	R	RST

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 2

		URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	753	677	75	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	171	160	12	14	10	59	88	171	-	-	123	46	36	5	32	64	29	36	56	36	39
	22.8	23.6	15.3	18.6	14.4	24.3	24.3	22.8			22.1	24.6	51.5	16.9	22.5	21.6	16.4	51.5	23.7	23.1	14.2
		C				E	E						NOPQ					STU	U	u	
No	577	513	64	61	62	182	273	577	-	-	430	140	34	23	110	231	148	34	181	116	236
	76.6	75.7	84.7	80.1	85.6	74.9	75.3	76.6			77.4	74.5	48.5	83.1	77.5	77.3	83.4	48.5	76.3	74.5	85.8
			B		FG									M	M	M	M		R	R	RST
Don't know	5	5	-	1	-	2	2	5	-	-	3	2	-	-	-	3	0	-	-	4	-
	0.6	0.7		1.3		0.8	0.5	0.6			0.5	0.9				1.1	0.2			2.4	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 2

	Total	URBAN/RURAL Urban	Rural	STATE ID	MT	OR	WA	AWARENESS /PURCHASE Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE With-in the past year	2 or more years ago	# OF CFLS INSTALLED 0	1	2-4	5-12	13+	CFL PENETRATION 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	171	160	12	14	10	59	88	171	-	-	123	46	36	5	32	64	29	36	56	36	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	100.0	100.0
Don't know/Refused	9	9	-	2	-	5	3	9	-	-	8	1	1	-	2	2	1	1	2	2	0
Total answering	162	151	12	12	10	54	85	162	-	-	115	46	35	5	30	63	29	35	55	34	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	100.0	100.0
1	39	35	5	4	4	14	18	39	-	-	25	14	9	2	9	11	8	9	12	12	7
	24.2	23.1	39.1	33.4	36.2	25.4	20.6	24.2			21.8	31.1	25.3	52.7	29.6	17.3	27.4	25.3	21.6	34.5	17.9
2	44	43	1	1	2	18	24	44	-	-	36	8	8	2	12	20	2	8	18	12	6
	27.2	28.3	12.6	5.8	18.6	32.4	28.0	27.2			31.2	18.2	23.1	39.8	40.6	32.0	6.6	23.1	32.4	35.1	16.5
		c				D	D								Q	Q					
3	23	20	3	2	2	6	12	23	-	-	16	7	3	-	7	6	6	3	10	3	7
	14.1	13.4	23.2	17.7	23.2	11.9	13.9	14.1			14.3	14.3	7.7		23.0	9.4	22.7	7.7	18.4	8.3	19.0
4	24	22	1	1	0	6	16	24	-	-	17	7	8	-	-	12	3	8	6	2	7
	14.6	14.7	12.6	10.8	3.4	11.4	18.5	14.6			14.4	15.6	23.5			19.8	10.4	23.5	11.0	5.6	19.3
							E											t			
5	8	8	-	-	-	3	5	8	-	-	4	2	2	-	2	4	1	2	5	-	1
	5.0	5.4				5.0	6.4	5.0			3.8	4.1	5.3		5.6	6.0	2.9	5.3	10.0		2.2
6	8	8	-	1	1	2	4	8	-	-	6	3	3	-	-	4	2	3	-	1	5
	5.2	5.6		10.8	9.3	3.5	5.0	5.2			4.9	6.2	8.1			6.3	5.9	8.1		2.5	12.4
7	1	1	1	1	1	-	-	1	-	-	1	0	-	0	-	1	-	-	1	0	-
	0.8	0.5	5.3	5.8	5.9			0.8			0.8	0.8		7.6		1.6			1.8	1.1	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 2

	Total	URBAN/RURAL Urban	Rural	STATE ID	MT	OR	WA	AWARENESS /PURCHASE Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE With-in the past year	2 or more years ago	# OF CFLS INSTALLED 0	1	2-4	5-12	13+	CFL PENETRATION 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
8	1	1	-	1	-	-	-	1	-	-	1	-	-	-	-	1	-	-	0	1	-
	0.6	0.6		7.8				0.6			0.8					1.6			0.7	1.8	
10	1	0	1	-	0	-	1	1	-	-	1	-	-	-	0	-	1	-	0	-	1
	0.7	0.2	7.3		3.4		1.0	0.7			1.0				1.2		2.9		0.7		2.2
11-19	9	9	-	1	-	4	4	9	-	-	6	2	2	-	-	4	2	2	2	2	2
	5.2	5.6		7.8		6.9	4.4	5.2			5.2	5.5	7.1			6.0	7.9	7.1	3.4	5.6	5.8
20+	4	4	-	-	-	2	2	4	-	-	2	2	-	-	-	-	4	-	-	2	2
	2.3	2.5				3.5	2.2	2.3			1.6	4.1					13.2			5.6	4.9
Mean	3.75	3.82	2.94	4.32	2.88	3.80	3.75	3.75	-	-	3.63	4.02	3.55	1.85	2.20	3.70	6.12	3.55	3.12	3.84	4.76
Standard Deviation	3.98	4.06	2.61	4.19	2.38	4.42	3.85	3.98	-	-	3.71	4.69	3.10	1.74	1.35	3.32	6.68	3.10	2.75	5.19	4.82
Standard Error	0.38	0.42	0.64	0.85	0.55	0.78	0.54	0.38			0.43	0.86	0.64	1.01	0.31	0.52	1.56	0.64	0.46	1.09	0.95

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 2

	Total	URBAN/RURAL: Urban	Rural	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	171	160	12	14	10	59	88	171	-	-	123	46	36	5	32	64	29	36	56	36	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	100.0	100.0
1	39	35	5	4	4	14	18	39	-	-	25	14	9	2	9	11	8	9	12	12	7
	22.9	21.8	39.1	29.4	36.2	23.4	20.0	22.9			20.4	30.7	24.7	52.7	27.9	16.8	26.7	24.7	20.9	32.3	17.7
2	44	43	1	1	2	18	24	44	-	-	36	8	8	2	12	20	2	8	18	12	6
	25.7	26.7	12.6	5.1	18.6	29.8	27.1	25.7			29.2	17.9	22.7	39.8	38.3	31.1	6.4	22.7	31.4	32.9	16.3
						D	D								Q	Q					
3	23	20	3	2	2	6	12	23	-	-	16	7	3	-	7	6	6	3	10	3	7
	13.4	12.7	23.2	15.6	23.2	11.0	13.5	13.4			13.3	14.2	7.5		21.7	9.1	22.2	7.5	17.8	7.8	18.8
4	24	22	1	1	0	6	16	24	-	-	17	7	8	-	-	12	3	8	6	2	7
	13.8	13.9	12.6	9.5	3.4	10.5	18.0	13.8			13.5	15.4	23.0			19.2	10.1	23.0	10.7	5.2	19.1
							E											t			
5	8	8	-	-	-	3	5	8	-	-	4	2	2	-	2	4	1	2	5	-	1
	4.8	5.1				4.6	6.2	4.8			3.6	4.1	5.2		5.3	5.9	2.9	5.2	9.6		2.1
6	8	8	-	1	1	2	4	8	-	-	6	3	3	-	-	4	2	3	-	1	5
	4.9	5.3		9.5	9.3	3.2	4.9	4.9			4.6	6.2	7.9			6.1	5.8	7.9		2.3	12.2
7	1	1	1	1	1	-	-	1	-	-	1	0	-	0	-	1	-	-	1	0	-
	0.8	0.4	5.3	5.1	5.9			0.8			0.8	0.8		7.6		1.5			1.7	1.0	
8	1	1	-	1	-	-	-	1	-	-	1	-	-	-	-	1	-	-	0	1	-
	0.6	0.6		6.9				0.6			0.8					1.5			0.6	1.7	
10	1	0	1	-	0	-	1	1	-	-	1	-	-	-	0	-	1	-	0	-	1
	0.7	0.2	7.3		3.4		1.0	0.7			1.0				1.1		2.9		0.6		2.1

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 2

		URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
11-19	9	9	-	1	-	4	4	9	-	-	6	2	2	-	-	4	2	2	2	2	2
	5.0	5.3		6.9		6.4	4.3	5.0			4.9	5.4	6.9			5.9	7.7	6.9	3.3	5.2	5.7
20+	4	4	-	-	-	2	2	4	-	-	2	2	-	-	-	-	4	-	-	2	2
	2.2	2.4				3.2	2.1	2.2			1.5	4.1					12.9			5.2	4.8
Don't know/Refused	9	9	-	2	-	5	3	9	-	-	8	1	1	-	2	2	1	1	2	2	0
	5.2	5.6		12.0		7.8	3.0	5.2			6.5	1.3	2.0		5.7	2.9	2.5	2.0	3.2	6.2	0.9
Mean	3.75	3.82	2.94	4.32	2.88	3.80	3.75	3.75	-	-	3.63	4.02	3.55	1.85	2.20	3.70	6.12	3.55	3.12	3.84	4.76
Standard Deviation	3.98	4.06	2.61	4.19	2.38	4.42	3.85	3.98	-	-	3.71	4.69	3.10	1.74	1.35	3.32	6.68	3.10	2.75	5.19	4.82
Standard Error	0.38	0.42	0.64	0.85	0.55	0.78	0.54	0.38			0.43	0.86	0.64	1.01	0.31	0.52	1.56	0.64	0.46	1.09	0.95

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	753	677	75	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	7	7	-	-	0	5	2	7	-	-	6	0	0	-	3	1	1	0	3	1	3
Total answering	746	671	75	76	72	238	360	746	-	-	549	188	70	28	139	298	177	70	235	155	272
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	291	263	28	28	25	104	134	291	-	-	229	60	10	5	39	120	108	10	75	60	144
	39.1	39.2	37.8	37.3	35.2	43.6	37.2	39.1			41.7	32.1	14.3	18.9	28.0	40.2	60.9	14.3	32.1	38.5	52.8
											L				M	MNO	MNOP		R	R	RST
No	455	408	47	47	47	134	227	455	-	-	320	128	60	23	100	178	69	60	160	95	129
	60.9	60.8	62.2	62.7	64.8	56.4	62.8	60.9			58.3	67.9	85.7	81.1	72.0	59.8	39.1	85.7	67.9	61.5	47.2
												K	OPQ	PQ	PQ	Q		STU	U	U	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-	Aware Non- Pur-		With -in the	2 or more	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	chas- er	chas- er	Un- aware	past year	years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	753	677	75	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	291	263	28	28	25	104	134	291	-	-	229	60	10	5	39	120	108	10	75	60	144
	38.7	38.8	37.8	37.3	35.1	42.8	37.0	38.7			41.2	32.1	14.2	18.9	27.4	40.1	60.7	14.2	31.7	38.3	52.2
											L				M	MNO	MNOP		R	R	RST
No	455	408	47	47	47	134	227	455	-	-	320	128	60	23	100	178	69	60	160	95	129
	60.4	60.2	62.2	62.7	64.4	55.3	62.5	60.4			57.6	67.7	85.3	81.1	70.6	59.6	38.9	85.3	67.1	61.1	46.8
												K	OPQ	PQ	PQ	Q		STU	U	U	
Don't know	7	7	-	-	0	5	2	7	-	-	6	0	0	-	3	1	1	0	3	1	3
	0.9	1.0			0.5	1.9	0.5	0.9			1.1	0.2	0.5		1.9	0.3	0.5	0.5	1.1	0.5	1.0

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 2

	Total	URBAN/RURAL Urban	Rural	STATE ID	MT	OR	WA	AWARENESS /PURCHASE Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE With-in the past year	2 or more years ago	# OF CFLS INSTALLED 0	1	2-4	5-12	13+	CFL PENETRATION 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	291	263	28	28	25	104	134	291	-	-	229	60	10	5	39	120	108	10	75	60	144
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	22	18	4	3	3	10	7	22	-	-	15	7	2	-	5	11	4	2	8	6	7
Total answering	269	245	25	26	23	94	127	269	-	-	214	54	8	5	33	109	105	8	68	54	137
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	96	87	8	10	10	35	40	96	-	-	71	24	4	0	14	37	35	4	21	22	46
	32.8	33.3	29.0	35.6	41.1	33.8	30.0	32.8			31.1	40.4	41.5	6.7	36.5	30.9	32.8	41.5	27.8	36.5	32.0
															n	n	n				
Globe/sphere/vanity	63	56	7	7	6	23	27	63	-	-	49	14	4	3	6	27	21	4	16	10	32
	21.5	21.3	23.9	24.8	23.6	21.9	20.2	21.5			21.3	23.3	44.0	51.1	16.6	22.9	19.4	44.0	21.9	17.2	22.0
U-shaped/Tube shaped	88	81	7	4	4	38	41	88	-	-	69	19	4	-	17	32	31	4	18	20	46
	30.1	30.6	25.5	15.9	15.7	36.7	30.8	30.1			30.2	30.8	37.8		43.2	27.0	28.9	37.8	23.8	33.8	32.0
						DE	DE														
Reflector/flood/ spotlight	73	69	4	6	5	21	41	73	-	-	62	11	3	2	3	34	30	3	17	15	38
	25.0	26.3	13.1	20.6	19.1	20.6	30.5	25.0			27.0	18.3	27.3	42.1	6.7	28.0	27.6	27.3	22.1	25.9	26.4
		C														O	O				
Candelabra/flame shape	18	17	1	3	1	9	4	18	-	-	14	4	2	-	0	6	7	2	3	1	12
	6.1	6.3	4.3	11.1	5.2	8.6	3.4	6.1			5.9	7.1	18.9		0.9	5.1	6.4	18.9	3.9	1.6	8.4
				g													o				T
Bug light	8	7	1	0	1	5	3	8	-	-	4	4	2	-	0	2	4	2	1	-	5
	2.8	2.8	2.9	1.3	2.4	4.4	2.0	2.8			1.9	6.5	18.9		0.9	2.1	3.3	18.9	1.3		3.8
Colored CFL	12	11	1	0	0	7	4	12	-	-	5	5	2	-	1	5	4	2	3	2	5
	4.0	4.1	2.9	1.3	1.4	7.1	2.7	4.0			2.2	7.9	18.9		1.9	4.5	3.3	18.9	4.1	3.4	3.2

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Plug-in base	6	6	-	0	-	3	3	6	-	-	4	1	-	-	0	2	3	-	0	1	5
	2.0	2.2		1.3		2.6	1.9	2.0			2.0	2.0			0.9	1.6	2.5		0.5	1.2	3.2
Small screw base	8	8	-	0	1	5	3	8	-	-	5	3	-	-	0	5	3	-	2	2	4
	2.8	3.1		1.3	2.4	4.4	1.9	2.8			2.2	5.1			0.9	4.3	2.5		3.0	3.2	2.8
Other	20	16	4	3	1	7	9	20	-	-	18	2	1	1	4	10	4	1	8	2	9
	6.9	6.3	12.3	9.1	4.8	7.1	6.6	6.9			7.7	4.0	6.1	15.7	10.8	8.4	4.0	6.1	10.3	3.8	6.6

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 2

	Total	URBAN/RURAL: Urban	URBAN/RURAL: Rural	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS /PURCHASE: Pur-chas-er	AWARENESS /PURCHASE: Aware Non-Pur-chas-er	AWARENESS /PURCHASE: Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	# OF CFLS INSTALLED: 0	# OF CFLS INSTALLED: 1	# OF CFLS INSTALLED: 2-4	# OF CFLS INSTALLED: 5-12	# OF CFLS INSTALLED: 13+	CFL PENETRATION: 0	CFL PENETRATION: 1-33	CFL PENETRATION: 34-67	CFL PENETRATION: 68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	291	263	28	28	25	104	134	291	-	-	229	60	10	5	39	120	108	10	75	60	144
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	96	87	8	10	10	35	40	96	-	-	71	24	4	0	14	37	35	4	21	22	46
	32.8	33.3	29.0	35.6	41.1	33.8	30.0	32.8			31.1	40.4	41.5	6.7	36.5	30.9	32.8	41.5	27.8	36.5	32.0
															n	n	n				
Globe/sphere/vanity	63	56	7	7	6	23	27	63	-	-	49	14	4	3	6	27	21	4	16	10	32
	21.5	21.3	23.9	24.8	23.6	21.9	20.2	21.5			21.3	23.3	44.0	51.1	16.6	22.9	19.4	44.0	21.9	17.2	22.0
U-shaped/Tube shaped	88	81	7	4	4	38	41	88	-	-	69	19	4	-	17	32	31	4	18	20	46
	30.1	30.6	25.5	15.9	15.7	36.7	30.8	30.1			30.2	30.8	37.8		43.2	27.0	28.9	37.8	23.8	33.8	32.0
						DE	DE														
Reflector/flood/ spotlight	73	69	4	6	5	21	41	73	-	-	62	11	3	2	3	34	30	3	17	15	38
	25.0	26.3	13.1	20.6	19.1	20.6	30.5	25.0			27.0	18.3	27.3	42.1	6.7	28.0	27.6	27.3	22.1	25.9	26.4
		C														O	O				
Candelabra/flame shape	18	17	1	3	1	9	4	18	-	-	14	4	2	-	0	6	7	2	3	1	12
	6.1	6.3	4.3	11.1	5.2	8.6	3.4	6.1			5.9	7.1	18.9		0.9	5.1	6.4	18.9	3.9	1.6	8.4
				g													o				T
Bug light	8	7	1	0	1	5	3	8	-	-	4	4	2	-	0	2	4	2	1	-	5
	2.8	2.8	2.9	1.3	2.4	4.4	2.0	2.8			1.9	6.5	18.9		0.9	2.1	3.3	18.9	1.3		3.8
Colored CFL	12	11	1	0	0	7	4	12	-	-	5	5	2	-	1	5	4	2	3	2	5
	4.0	4.1	2.9	1.3	1.4	7.1	2.7	4.0			2.2	7.9	18.9		1.9	4.5	3.3	18.9	4.1	3.4	3.2
Plug-in base	6	6	-	0	-	3	3	6	-	-	4	1	-	-	0	2	3	-	0	1	5
	2.0	2.2		1.3		2.6	1.9	2.0			2.0	2.0			0.9	1.6	2.5		0.5	1.2	3.2

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 2

		URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Small screw base	8	8	-	0	1	5	3	8	-	-	5	3	-	-	0	5	3	-	2	2	4
	2.8	3.1		1.3	2.4	4.4	1.9	2.8			2.2	5.1			0.9	4.3	2.5		3.0	3.2	2.8
Other	20	16	4	3	1	7	9	20	-	-	18	2	1	1	4	10	4	1	8	2	9
	6.9	6.3	12.3	9.1	4.8	7.1	6.6	6.9			7.7	4.0	6.1	15.7	10.8	8.4	4.0	6.1	10.3	3.8	6.6
Don't know	21	17	4	3	3	9	7	21	-	-	15	7	2	-	4	11	4	2	7	6	7
	7.2	6.6	13.7	9.1	11.0	8.8	5.0	7.2			6.4	10.9	18.9		11.6	9.1	3.2	18.9	8.8	9.5	4.8
Refused	1	1	-	-	-	1	-	1	-	-	1	-	-	-	1	-	-	-	1	-	-
	0.3	0.3				0.8		0.3			0.4				2.2				1.1		

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	291	263	28	28	25	104	134	291	-	-	229	60	10	5	39	120	108	10	75	60	144
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	5	5	-	0	1	2	2	5	-	-	4	1	-	-	-	4	1	-	4	1	1
Total answering	286	258	28	28	24	102	132	286	-	-	225	60	10	5	39	115	107	10	72	59	143
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	143	129	14	15	11	52	65	143	-	-	117	24	2	-	11	54	68	2	31	30	77
	49.9	49.9	50.7	55.3	44.2	50.9	49.1	49.9			52.2	40.0	18.9		29.6	46.4	62.9	18.9	43.6	50.8	53.9
																m	MOP			r	R
No	143	129	14	12	14	50	67	143	-	-	107	36	8	5	27	62	40	8	40	29	66
	50.1	50.1	49.3	44.7	55.8	49.1	50.9	50.1			47.8	60.0	81.1	100.0	70.4	53.6	37.1	81.1	56.4	49.2	46.1
													pQ	OPQ	Q	Q		tU			

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	291	263	28	28	25	104	134	291	-	-	229	60	10	5	39	120	108	10	75	60	144
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	143	129	14	15	11	52	65	143	-	-	117	24	2	-	11	54	68	2	31	30	77
	49.1	48.9	50.7	54.6	42.6	50.0	48.4	49.1			51.1	39.6	18.9		29.6	44.7	62.5	18.9	41.4	50.3	53.7
																	MOP			r	R
No	143	129	14	12	14	50	67	143	-	-	107	36	8	5	27	62	40	8	40	29	66
	49.2	49.2	49.3	44.1	53.6	48.2	50.2	49.2			46.9	59.4	81.1	100.0	70.4	51.6	36.9	81.1	53.6	48.7	45.8
													pQ	OPQ	pQ	q		tU			
Don't know	5	5	-	0	1	2	2	5	-	-	4	1	-	-	-	4	1	-	4	1	1
	1.8	1.9		1.3	3.8	1.8	1.4	1.8			2.0	1.0				3.7	0.7		5.0	1.0	0.5

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

Y4. Which types?
BASE: Have other types of CFLs installed

BANNER 2

	Total	URBAN/RURAL Urban	Rural	STATE ID	MT	OR	WA	AWARENESS /PURCHASE Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE With-in the past year	2 or more years ago	# OF CFLS INSTALLED 0	1	2-4	5-12	13+	CFL PENETRATION 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	143	129	14	15	11	52	65	143	-	-	117	24	2	-	11	54	68	2	31	30	77
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	5	3	1	-	1	2	1	5	-	-	1	3	2	-	1	2	-	2	2	1	1
Total answering	138	125	13	15	9	50	63	138	-	-	116	21	-	-	11	51	68	-	30	29	76
	100.0	100.0	100.0	100.0	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	33	31	2	2	4	15	13	33	-	-	31	3	-	-	2	14	15	-	9	5	17
	23.4	24.2	15.9	15.7	32.6	28.0	20.0	23.4			26.2	11.6			13.7	25.9	21.9		27.8	17.5	21.6
Globe/sphere/vanity	35	31	4	3	1	15	15	35	-	-	24	11	-	-	3	12	18	-	10	6	19
	24.4	23.9	28.6	22.0	12.3	28.6	23.6	24.4			20.3	46.5 K			27.1	22.5	26.4		31.9	18.9	25.0
U-shaped/Tube shaped	33	33	1	2	-	16	16	33	-	-	27	6	-	-	2	13	18	-	2	12	19
	23.4	25.5 C	4.2	10.3		30.0 D	25.0	23.4			23.1	26.7			16.4	23.8	26.5		6.0	40.2 S	25.3 S
Reflector/flood/ spotlight	35	32	3	2	6	5	22	35	-	-	32	3	-	-	3	11	19	-	7	9	19
	24.6	24.8	22.8	15.7	51.8 DF	9.9	33.9 dF	24.6			27.1	14.0			23.8	21.2	28.4		21.9	29.7	25.2
Candelabra/flame shape	9	8	1	2	0	5	1	9	-	-	8	1	-	-	-	2	6	-	2	-	7
	6.3	6.5	4.2	15.7 G	3.3	10.5 g	1.1	6.3			7.1	2.6				3.5	9.4		6.0		9.2
Bug light	2	2	1	1	-	2	-	2	-	-	1	-	-	-	1	2	-	-	2	-	1
	1.7	1.5	4.2	4.0		3.6		1.7			0.5				5.3	3.5			6.0		0.8

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

Y4. Which types?
BASE: Have other types of CFLs installed

BANNER 2

	Total	URBAN/RURAL Urban	URBAN/RURAL Rural	STATE ID	STATE MT	STATE OR	STATE WA	AWARENESS /PURCHASE Pur-chas-er	AWARENESS /PURCHASE Aware Non-Pur-chas-er	AWARENESS /PURCHASE Un-aware	DATE OF MOST RECENT PURCHASE With-in the past year	DATE OF MOST RECENT PURCHASE 2 or more years ago	# OF CFLS INSTALLED 0	# OF CFLS INSTALLED 1	# OF CFLS INSTALLED 2-4	# OF CFLS INSTALLED 5-12	# OF CFLS INSTALLED 13+	CFL PENETRATION 0	CFL PENETRATION 1-33	CFL PENETRATION 34-67	CFL PENETRATION 68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Plug-in base	3	3	1	-	-	1	3	3	-	-	3	-	-	-	-	1	2	-	-	1	3
	2.4	2.0	5.8			1.6	4.0	2.4			2.9					1.6	2.8			2.4	3.5
Other	13	10	3	4	1	5	3	13	-	-	11	2	-	-	1	9	2	-	2	3	8
	9.0	8.0	18.5	22.9	12.3	8.9	5.3	9.0			9.7	6.6			12.7	17.1	3.4		7.3	9.5	10.1
				G												Q					

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

Y4. Which types?
BASE: Have other types of CFLs installed

BANNER 2

	Total	URBAN/RURAL Urban	Rural	STATE ID	MT	OR	WA	AWARENESS /PURCHASE Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE With-in the past year	2 or more years ago	# OF CFLS INSTALLED 0	1	2-4	5-12	13+	CFL PENETRATION 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	143	129	14	15	11	52	65	143	-	-	117	24	2	-	11	54	68	2	31	30	77
	100.0	100.0	100.0	100.0	100.0	100.0	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	33	31	2	2	4	15	13	33	-	-	31	3	-	-	2	14	15	-	9	5	17
	23.4	24.2	15.9	15.7	32.6	28.0	20.0	23.4			26.2	11.6			13.7	25.9	21.9		27.8	17.5	21.6
Globe/sphere/vanity	35	31	4	3	1	15	15	35	-	-	24	11	-	-	3	12	18	-	10	6	19
	24.4	23.9	28.6	22.0	12.3	28.6	23.6	24.4			20.3	46.5 K			27.1	22.5	26.4		31.9	18.9	25.0
U-shaped/Tube shaped	33	33	1	2	-	16	16	33	-	-	27	6	-	-	2	13	18	-	2	12	19
	23.4	25.5 C	4.2	10.3		30.0 D	25.0	23.4			23.1	26.7			16.4	23.8	26.5		6.0	40.2 S	25.3 S
Reflector/flood/ spotlight	35	32	3	2	6	5	22	35	-	-	32	3	-	-	3	11	19	-	7	9	19
	24.6	24.8	22.8	15.7	51.8 DF	9.9	33.9 dF	24.6			27.1	14.0			23.8	21.2	28.4		21.9	29.7	25.2
Candelabra/flame shape	9	8	1	2	0	5	1	9	-	-	8	1	-	-	-	2	6	-	2	-	7
	6.3	6.5	4.2	15.7 G	3.3	10.5 g	1.1	6.3			7.1	2.6				3.5	9.4		6.0		9.2
Bug light	2	2	1	1	-	2	-	2	-	-	1	-	-	-	1	2	-	-	2	-	1
	1.7	1.5	4.2	4.0		3.6		1.7			0.5				5.3	3.5			6.0		0.8
Plug-in base	3	3	1	-	-	1	3	3	-	-	3	-	-	-	-	1	2	-	-	1	3
	2.4	2.0	5.8			1.6	4.0	2.4			2.9					1.6	2.8			2.4	3.5
Other	13	10	3	4	1	5	3	13	-	-	11	2	-	-	1	9	2	-	2	3	8
	9.0	8.0	18.5	22.9 G	12.3	8.9	5.3	9.0			9.7	6.6			12.7	17.1 Q	3.4		7.3	9.5	10.1

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

Y4. Which types?
BASE: Have other types of CFLs installed

BANNER 2

	Total	URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
		Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Don't know	5	3	1	-	1	2	1	5	-	-	1	3	2	-	1	2	-	2	2	1	1
	3.4	2.6	10.0		13.4	3.6	2.2	3.4			1.2	14.0	100.0		6.3	4.1		100.0	5.0	2.4	0.8
													OP					STU			

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 2

	Total	URBAN/RURAL: Urban	URBAN/RURAL: Rural	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS /PURCHASE: Pur-chas-er	AWARENESS /PURCHASE: Aware Non-Pur-chas-er	AWARENESS /PURCHASE: Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	# OF CFLS INSTALLED: 0	# OF CFLS INSTALLED: 1	# OF CFLS INSTALLED: 2-4	# OF CFLS INSTALLED: 5-12	# OF CFLS INSTALLED: 13+	CFL PENETRATION: 0	CFL PENETRATION: 1-33	CFL PENETRATION: 34-67	CFL PENETRATION: 68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	148	134	14	13	15	52	69	148	-	-	112	36	8	5	27	66	41	8	44	30	67
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	32	27	5	4	5	4	20	32	-	-	24	9	-	1	7	16	8	-	10	6	16
Total answering	116	107	9	9	10	48	49	116	-	-	88	28	8	4	20	51	33	8	34	23	50
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Price/expensive	17	13	4	2	1	9	4	17	-	-	11	6	1	-	-	14	2	1	4	4	8
	14.4	12.3	40.4	25.8	10.0	18.8	8.8	14.4			12.0	21.9	7.6			27.9	5.9	7.6	12.9	17.3	15.1
			b													Q					
Can't find them	11	10	1	1	1	1	8	11	-	-	10	1	-	-	-	5	7	-	1	1	9
	9.8	9.5	14.1	10.9	12.6	1.7	17.1	9.8			11.3	5.2				9.0	21.1		3.6	3.6	18.6
							F														st
How they fit in fixtures	15	14	2	-	2	9	4	15	-	-	12	3	-	-	2	11	3	-	2	5	8
	13.2	12.7	19.3		23.7	19.1	7.7	13.2			14.1	10.3			9.3	21.2	8.1		6.5	20.3	16.5
How they look in fixtures	8	7	1	1	1	4	3	8	-	-	6	2	-	2	3	3	-	-	3	2	3
	6.7	6.5	9.6	8.1	6.3	7.8	5.6	6.7			6.7	6.8		42.0	13.4	6.4			7.9	9.6	5.7
Mercury/hazardous contents	5	5	-	-	0	1	4	5	-	-	1	4	4	-	1	-	-	4	1	-	-
	4.2	4.5			3.7	1.5	7.7	4.2			0.8	14.9	51.1		3.6			51.1	2.1		
												k	O					S			
Other	69	67	3	6	6	28	30	69	-	-	55	14	6	3	15	25	21	6	24	12	28
	59.9	62.2	30.7	62.1	57.4	58.9	60.9	59.9			62.3	52.0	72.2	58.0	73.7	49.3	64.9	72.2	70.8	49.2	55.3
		C																			

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 2

		URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	148	134	14	13	15	52	69	148	-	-	112	36	8	5	27	66	41	8	44	30	67
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Price/expensive	17	13	4	2	1	9	4	17	-	-	11	6	1	-	-	14	2	1	4	4	8
	11.2	9.8	25.0	18.0	6.7	17.5	6.2	11.2			9.5	16.7	7.6			21.3 Q	4.7	7.6	10.0	13.7	11.4
Can't find them	11	10	1	1	1	1	8	11	-	-	10	1	-	-	-	5	7	-	1	1	9
	7.7	7.6	8.7	7.6	8.4	1.6	12.1 f	7.7			8.9	4.0				6.9	16.9		2.8	2.8	14.1 st
How they fit in fixtures	15	14	2	-	2	9	4	15	-	-	12	3	-	-	2	11	3	-	2	5	8
	10.3	10.1	11.9		15.8	17.7	5.5	10.3			11.1	7.8			6.9	16.2	6.5		5.1	16.0	12.5
How they look in fixtures	8	7	1	1	1	4	3	8	-	-	6	2	-	2	3	3	-	-	3	2	3
	5.3	5.2	6.0	5.6	4.2	7.3	3.9	5.3			5.3	5.2		35.4	10.0	4.9			6.2	7.6	4.3
Mercury/hazardous contents	5	5	-	-	0	1	4	5	-	-	1	4	4	-	1	-	-	4	1	-	-
	3.3	3.6			2.5	1.4	5.5	3.3			0.6	11.3 k	51.1 O		2.7			51.1 S	1.6		
Other	69	67	3	6	6	28	30	69	-	-	55	14	6	3	15	25	21	6	24	12	28
	46.8	49.7 C	19.0	43.3	38.3	54.9	43.1	46.8			49.1	39.5	72.2 p	48.9	54.7	37.7	52.1	72.2	54.9	38.8	41.8
Don't know	32	26	5	4	5	4	19	32	-	-	24	8	-	1	7	16	7	-	10	6	16
	21.4	19.6	38.1	30.3 F	33.3 F	6.9	28.1 F	21.4			21.2	22.1		15.7	25.8	23.6	17.9		22.4	21.1	23.4
Refused	1	1	-	-	-	-	1	1	-	-	-	1	-	-	-	-	1	-	-	-	1
	0.5	0.5					1.1	0.5				2.0					1.8				1.1

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 2

	Total	URBAN/RURAL: Urban	Rural	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	753	677	75	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	9	6	3	1	2	4	2	9	-	-	-	-	2	2	0	4	-	2	5	-	1
Total answering	744	671	73	75	70	239	360	744	-	-	556	188	68	26	141	295	178	68	233	155	273
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
During 2010 or 2011	556	503	53	53	52	186	264	556	-	-	556	-	23	16	113	228	147	23	176	127	217
	74.7	74.9	72.7	71.3	74.1	77.9	73.4	74.7			100.0		34.3	60.6	80.3	77.4	82.7	34.3	75.6	81.7	79.2
														M	M	M	Mn		R	R	R
Before 2010	188	168	20	21	18	53	96	188	-	-	-	188	44	10	28	67	31	44	57	28	57
	25.3	25.1	27.3	28.7	25.9	22.1	26.6	25.3				100.0	65.7	39.4	19.7	22.6	17.3	65.7	24.4	18.3	20.8
													NOPQ	q				STU			

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-	Aware Non- Pur-		With -in the	2 or more	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	chas- er	chas- er	Un- aware	past year	years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	753	677	75	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
During 2010 or 2011	556	503	53	53	52	186	264	556	-	-	556	-	23	16	113	228	147	23	176	127	217
	73.8	74.3	69.9	70.3	71.6	76.8	73.0	73.8			100.0		33.1	56.5	80.1	76.5	82.7	33.1	74.0	81.7	78.8
														m	Mn	Mn	MN		R	R	R
Before 2010	188	168	20	21	18	53	96	188	-	-	-	188	44	10	28	67	31	44	57	28	57
	25.0	24.9	26.2	28.4	25.0	21.7	26.5	25.0				100.0	63.4	36.8	19.6	22.3	17.3	63.4	23.9	18.3	20.7
													NOPQ	q				STU			
Don't know	9	6	3	1	2	4	2	9	-	-	-	-	2	2	0	4	-	2	5	-	1
	1.2	0.9	3.8	1.3	3.3	1.5	0.5	1.2					3.5	6.7	0.3	1.2		3.5	2.1		0.5
					g																

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	753	677	75	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	44	41	3	5	6	14	20	44	-	-	25	16	6	-	4	20	5	6	8	13	11
Total answering	709	636	73	71	66	229	343	709	-	-	531	172	64	28	137	278	173	64	230	142	264
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	12	9	3	2	1	4	5	12	-	-	7	3	3	-	2	2	2	3	5	1	1
	1.7	1.4	3.7	2.2	1.8	1.9	1.3	1.7			1.3	1.9	4.6		1.8	0.7	1.4	4.6	2.3	0.6	0.4
1	70	64	6	5	6	27	32	70	-	-	49	21	8	14	15	21	11	8	37	6	19
	9.9	10.1	8.3	7.2	9.7	11.9	9.2	9.9			9.2	12.5	12.4	49.0	10.7	7.5	6.1	12.4	15.9	4.5	7.2
														MOPQ					TU		
2	128	111	17	14	11	50	53	128	-	-	97	30	18	3	39	47	11	18	53	28	28
	18.1	17.5	23.6	19.7	16.9	21.8	15.5	18.1			18.3	17.7	27.7	11.0	28.8	16.8	6.6	27.7	22.9	19.9	10.7
													nQ		NPQ	Q		U	U	U	
3	69	64	5	6	7	25	31	69	-	-	59	10	4	1	23	22	19	4	27	15	23
	9.8	10.1	6.8	8.0	10.3	11.1	9.1	9.8			11.2	5.6	6.2	4.3	16.5	7.8	11.0	6.2	11.9	10.6	8.7
											L				MNP						
4	173	157	16	16	15	53	90	173	-	-	132	41	19	7	36	60	41	19	43	38	70
	24.5	24.7	22.5	22.0	21.9	23.2	26.3	24.5			25.0	23.8	29.9	26.5	26.5	21.5	23.7	29.9	18.7	26.9	26.3
																					s
5	18	17	1	2	2	5	9	18	-	-	15	3	-	-	1	10	7	-	6	4	8
	2.5	2.6	1.7	3.2	2.4	2.3	2.5	2.5			2.8	1.7			0.4	3.6	4.0		2.5	2.9	3.0
																O	o				

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
6	92	83	9	11	9	25	48	92	-	-	65	25	8	-	10	42	31	8	24	22	38
	13.0	13.1	12.5	15.0	13.4	10.7	14.0	13.0			12.3	14.5	12.7		7.6	15.2	17.7	12.7	10.5	15.2	14.5
																O	O				
7	0	0	-	-	0	-	-	0	-	-	0	-	-	-	0	-	-	-	0	-	-
	0.1	0.1			0.5			0.1			0.1				0.3				0.2		
8	51	45	6	6	5	11	30	51	-	-	42	8	4	2	2	27	14	4	9	8	29
	7.2	7.1	8.3	7.9	7.5	4.8	8.7	7.2			7.9	4.5	6.5	8.0	1.7	9.8	8.1	6.5	3.7	5.9	11.2
																O	O				S
9	6	5	1	1	1	-	4	6	-	-	6	-	-	-	2	-	3	-	2	1	3
	0.8	0.7	1.7	1.4	1.8		1.1	0.8			1.1				1.6		1.8		1.0	0.4	1.2
10	20	19	1	1	2	9	7	20	-	-	16	3	-	-	1	13	6	-	5	3	12
	2.8	2.9	1.2	2.0	3.1	3.9	2.1	2.8			3.0	2.0			0.6	4.7	3.3		2.3	1.9	4.4
																O					
11-19	43	37	6	5	6	13	19	43	-	-	26	17	-	0	4	27	11	-	12	13	18
	6.1	5.8	8.0	6.8	8.6	5.9	5.6	6.1			4.9	9.7		1.3	2.8	9.7	6.5		5.1	9.4	6.8
												k				NO					
20+	25	24	1	3	1	5	15	25	-	-	15	11	-	-	1	8	17	-	7	3	15
	3.6	3.8	1.7	4.6	2.0	2.4	4.5	3.6			2.8	6.1			0.6	2.8	9.7		3.1	1.9	5.6
																	OP				t
Mean	5.63	5.70	5.01	5.72	5.42	4.74	6.26	5.63	-	-	5.58	5.84	3.34	2.69	3.66	6.64	7.28	3.34	5.64	5.34	6.38
Standard Deviation	9.16	9.53	4.82	6.39	5.76	4.66	11.99	9.16	-	-	9.98	6.16	2.05	2.34	3.67	12.82	7.39	2.05	14.04	5.40	5.89
Standard Error	0.40	0.46	0.48	0.54	0.52	0.39	0.82	0.40			0.51	0.55	0.30	0.54	0.37	0.91	0.66	0.30	1.10	0.53	0.42

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 2

		URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	753	677	75	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	12	9	3	2	1	4	5	12	-	-	7	3	3	-	2	2	2	3	5	1	1
	1.6	1.3	3.5	2.1	1.7	1.8	1.3	1.6			1.3	1.7	4.1		1.8	0.7	1.4	4.1	2.2	0.5	0.4
1	70	64	6	5	6	27	32	70	-	-	49	21	8	14	15	21	11	8	37	6	19
	9.4	9.5	8.0	6.8	8.9	11.3	8.7	9.4			8.8	11.4	11.2	49.0	10.4	6.9	6.0	11.2	15.3	4.1	6.9
														MOPQ					TU		
2	128	111	17	14	11	50	53	128	-	-	97	30	18	3	39	47	11	18	53	28	28
	17.0	16.4	22.7	18.5	15.5	20.5	14.7	17.0			17.5	16.2	25.2	11.0	27.9	15.7	6.4	25.2	22.1	18.2	10.3
													Q		NPQ	Q		U	U	u	
3	69	64	5	6	7	25	31	69	-	-	59	10	4	1	23	22	19	4	27	15	23
	9.2	9.5	6.6	7.5	9.4	10.5	8.6	9.2			10.7	5.1	5.6	4.3	16.1	7.3	10.7	5.6	11.5	9.7	8.3
											L				MNP						
4	173	157	16	16	15	53	90	173	-	-	132	41	19	7	36	60	41	19	43	38	70
	23.0	23.2	21.7	20.7	20.1	21.9	24.9	23.0			23.8	21.7	27.2	26.5	25.8	20.0	23.1	27.2	18.1	24.6	25.3
																					s
5	18	17	1	2	2	5	9	18	-	-	15	3	-	-	1	10	7	-	6	4	8
	2.4	2.5	1.6	3.0	2.2	2.2	2.4	2.4			2.7	1.6			0.4	3.3	3.9		2.5	2.6	2.9
																O	o				
6	92	83	9	11	9	25	48	92	-	-	65	25	8	-	10	42	31	8	24	22	38
	12.2	12.3	12.0	14.1	12.2	10.1	13.3	12.2			11.8	13.2	11.5		7.4	14.1	17.2	11.5	10.1	13.9	14.0
																o	O				
7	0	0	-	-	0	-	-	0	-	-	0	-	-	-	0	-	-	-	0	-	-
	*	0.1			0.5			*			0.1				0.3				0.2		

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 2

		URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
8	51	45	6	6	5	11	30	51	-	-	42	8	4	2	2	27	14	4	9	8	29
	6.8	6.7	8.0	7.4	6.9	4.6	8.2	6.8			7.5	4.1	5.9	8.0	1.6	9.1	7.9	5.9	3.6	5.4	10.7
																O	O				St
9	6	5	1	1	1	-	4	6	-	-	6	-	-	-	2	-	3	-	2	1	3
	0.8	0.7	1.6	1.3	1.7		1.0	0.8			1.1				1.6		1.7		0.9	0.4	1.1
10	20	19	1	1	2	9	7	20	-	-	16	3	-	-	1	13	6	-	5	3	12
	2.6	2.8	1.1	1.9	2.8	3.7	2.0	2.6			2.9	1.8			0.6	4.4	3.2		2.2	1.7	4.2
																O					
11-19	43	37	6	5	6	13	19	43	-	-	26	17	-	0	4	27	11	-	12	13	18
	5.7	5.5	7.7	6.4	7.9	5.5	5.3	5.7			4.7	8.9		1.3	2.7	9.0	6.3		4.9	8.6	6.5
																NO					
20+	25	24	1	3	1	5	15	25	-	-	15	11	-	-	1	8	17	-	7	3	15
	3.4	3.6	1.6	4.3	1.8	2.2	4.2	3.4			2.7	5.6			0.6	2.6	9.5		3.0	1.7	5.4
																	OP				t
Don't know/Refused	44	41	3	5	6	14	20	44	-	-	25	16	6	-	4	20	5	6	8	13	11
	5.8	6.1	3.8	6.1	8.4	5.6	5.4	5.8			4.4	8.7	9.2		3.0	6.8	2.6	9.2	3.4	8.5	3.9
																q				s	
Mean	5.63	5.70	5.01	5.72	5.42	4.74	6.26	5.63	-	-	5.58	5.84	3.34	2.69	3.66	6.64	7.28	3.34	5.64	5.34	6.38
Standard Deviation	9.16	9.53	4.82	6.39	5.76	4.66	11.99	9.16	-	-	9.98	6.16	2.05	2.34	3.67	12.82	7.39	2.05	14.04	5.40	5.89
Standard Error	0.40	0.46	0.48	0.54	0.52	0.39	0.82	0.40			0.51	0.55	0.30	0.54	0.37	0.91	0.66	0.30	1.10	0.53	0.42

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

M2A. How many of the CFls you bought during your most recent purchase were the spiral, twisty or curlicue shape?
BASE: Bought at least 1 CFL

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	697	627	70	69	65	225	338	697	-	-	524	169	61	28	135	276	171	61	225	141	263
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	14	12	2	2	2	5	6	14	-	-	7	5	1	-	1	6	2	1	5	4	4
Total answering	683	615	68	68	63	220	332	683	-	-	517	164	60	28	134	270	169	60	220	137	259
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	57	51	6	3	3	27	23	57	-	-	49	8	4	2	10	19	22	4	24	3	26
	8.3	8.3	8.9	4.8	5.2	12.5	6.9	8.3			9.5	4.7	5.9	6.7	7.3	7.1	12.9	5.9	10.9	2.2	10.2
						DEg					l						p		T		T
1	54	50	4	5	6	20	22	54	-	-	35	18	7	12	13	16	3	7	27	6	12
	7.9	8.2	5.2	8.1	10.2	9.1	6.6	7.9			6.9	11.3	11.8	42.3	9.3	5.9	2.0	11.8	12.5	4.7	4.7
													q	MOPQ	Q	q			TU		
2	116	99	17	12	10	43	50	116	-	-	89	27	16	3	36	46	9	16	49	27	23
	17.0	16.1	24.7	18.3	15.7	19.7	15.2	17.0			17.2	16.3	26.7	11.0	27.3	17.0	5.5	26.7	22.2	19.9	8.9
			b										Q		npQ	Q		U	U	U	
3	73	68	4	6	6	25	36	73	-	-	60	12	4	1	22	25	20	4	24	20	24
	10.6	11.1	6.1	8.9	9.3	11.2	10.9	10.6			11.7	7.3	6.6	4.3	16.5	9.2	11.8	6.6	11.0	14.9	9.2
		c													mNp						
4	158	144	15	14	13	47	85	158	-	-	119	40	19	7	37	52	36	19	41	35	60
	23.2	23.3	22.0	20.0	21.0	21.2	25.6	23.2			22.9	24.4	31.8	26.5	27.7	19.1	21.0	31.8	18.7	25.4	23.1
													p					s			
5	18	18	1	1	1	5	10	18	-	-	14	4	-	-	-	11	7	-	6	5	7
	2.7	2.8	0.9	2.0	2.1	2.4	3.1	2.7			2.8	2.3				4.0	4.1		2.9	3.5	2.7

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

M2A. How many of the CFls you bought during your most recent purchase were the spiral, twisty or curlicue shape?
BASE: Bought at least 1 CFL

BANNER 2

	Total	URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
		Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
6	77	68	9	11	10	18	38	77	-	-	55	22	6	-	8	37	25	6	18	21	32
	11.3	11.1	13.4	16.8	15.1	8.2	11.5	11.3			10.6	13.7	10.3		6.3	13.7	15.0	10.3	8.4	15.0	12.4
				F	f											O	O				
7	0	0	-	-	0	-	-	0	-	-	0	-	-	-	0	-	-	-	0	-	-
	0.1	0.1			0.6			0.1			0.1				0.3				0.2		
8	47	41	6	6	4	9	28	47	-	-	38	7	4	2	1	25	13	4	8	8	27
	6.9	6.7	8.9	9.1	5.9	4.2	8.5	6.9			7.4	4.5	6.9	8.0	0.8	9.3	7.8	6.9	3.6	5.7	10.3
							f									O	O				S
9	3	3	1	1	1	-	2	3	-	-	3	-	-	-	0	-	2	-	0	1	2
	0.5	0.5	0.9	1.4	1.0		0.6	0.5			0.7				0.3		1.5		0.2	0.4	1.0
10	17	17	-	1	2	7	6	17	-	-	15	2	-	-	-	12	5	-	4	2	10
	2.5	2.7		1.6	3.2	3.3	1.9	2.5			2.8	1.4				4.4	3.0		2.0	1.7	3.9
11-19	36	33	4	3	5	9	19	36	-	-	22	15	-	0	4	24	9	-	12	8	17
	5.3	5.3	5.2	4.8	8.2	4.0	5.7	5.3			4.2	9.1		1.3	2.8	8.7	5.0		5.3	5.8	6.4
												k				NO					
20+	26	23	3	3	2	9	12	26	-	-	17	9	-	-	2	4	18	-	4	1	19
	3.7	3.7	3.9	4.3	2.5	4.1	3.6	3.7			3.3	5.3			1.4	1.5	10.5		2.0	0.9	7.4
																	OP				ST
Mean	5.57	5.55	5.74	5.55	6.08	5.40	5.58	5.57	-	-	5.57	5.55	3.29	2.62	4.48	5.29	7.36	3.29	4.71	4.69	7.27
Standard Deviation	9.79	9.71	10.58	7.37	10.98	11.45	8.78	9.79	-	-	10.72	6.09	2.06	2.40	11.67	5.62	10.93	2.06	9.87	4.47	12.38
Standard Error	0.44	0.47	1.09	0.64	1.02	0.98	0.61	0.44			0.56	0.56	0.32	0.55	1.18	0.41	0.98	0.32	0.79	0.45	0.90

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

M2A. How many of the CFls you bought during your most recent purchase were the spiral, twisty or curlicue shape?
BASE: Bought at least 1 CFL

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	697	627	70	69	65	225	338	697	-	-	524	169	61	28	135	276	171	61	225	141	263
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	57	51	6	3	3	27	23	57	-	-	49	8	4	2	10	19	22	4	24	3	26
	8.2	8.1	8.6	4.7	5.0	12.2	6.8	8.2			9.4	4.6	5.9	6.7	7.3	6.9	12.8	5.9	10.7	2.1	10.0
						DEg					L						p		T		T
1	54	50	4	5	6	20	22	54	-	-	35	18	7	12	13	16	3	7	27	6	12
	7.7	8.0	5.0	7.9	9.9	8.9	6.5	7.7			6.8	10.9	11.6	42.3	9.3	5.8	2.0	11.6	12.2	4.6	4.6
													q	MOPQ	Q	q			TU		
2	116	99	17	12	10	43	50	116	-	-	89	27	16	3	36	46	9	16	49	27	23
	16.6	15.8	23.9	17.8	15.3	19.3	14.9	16.6			17.0	15.8	26.3	11.0	27.1	16.7	5.5	26.3	21.7	19.3	8.8
			b										Q		nPQ	Q		U	U	U	
3	73	68	4	6	6	25	36	73	-	-	60	12	4	1	22	25	20	4	24	20	24
	10.4	10.9	5.9	8.7	9.0	11.0	10.7	10.4			11.5	7.0	6.5	4.3	16.4	9.0	11.6	6.5	10.8	14.5	9.1
		c													mNp						
4	158	144	15	14	13	47	85	158	-	-	119	40	19	7	37	52	36	19	41	35	60
	22.7	22.9	21.3	19.5	20.5	20.8	25.1	22.7			22.6	23.6	31.4	26.5	27.5	18.7	20.8	31.4	18.3	24.6	22.7
													p		p			s			
5	18	18	1	1	1	5	10	18	-	-	14	4	-	-	-	11	7	-	6	5	7
	2.6	2.8	0.9	1.9	2.0	2.4	3.0	2.6			2.8	2.2				3.9	4.1		2.8	3.4	2.7
6	77	68	9	11	10	18	38	77	-	-	55	22	6	-	8	37	25	6	18	21	32
	11.1	10.9	13.0	16.4	14.7	8.1	11.3	11.1			10.5	13.3	10.2		6.3	13.5	14.9	10.2	8.2	14.5	12.2
				F	f											O	O				
7	0	0	-	-	0	-	-	0	-	-	0	-	-	-	0	-	-	-	0	-	-
	0.1	0.1			0.6			0.1			0.1				0.3				0.2		

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
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NEEA Consumer Lighting Survey (#5752)

M2A. How many of the CFls you bought during your most recent purchase were the spiral, twisty or curlicue shape?
BASE: Bought at least 1 CFL

BANNER 2

	Total	URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
		Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
8	47	41	6	6	4	9	28	47	-	-	38	7	4	2	1	25	13	4	8	8	27
	6.8	6.6	8.6	8.9	5.8	4.1	8.3	6.8			7.3	4.4	6.8	8.0	0.8	9.2	7.7	6.8	3.5	5.5	10.1
							f									O	O				S
9	3	3	1	1	1	-	2	3	-	-	3	-	-	-	0	-	2	-	0	1	2
	0.5	0.5	0.9	1.4	0.9		0.6	0.5			0.7				0.3		1.5		0.2	0.4	0.9
10	17	17	-	1	2	7	6	17	-	-	15	2	-	-	-	12	5	-	4	2	10
	2.4	2.7		1.6	3.2	3.3	1.9	2.4			2.8	1.3				4.3	2.9		2.0	1.6	3.8
11-19	36	33	4	3	5	9	19	36	-	-	22	15	-	0	4	24	9	-	12	8	17
	5.2	5.2	5.0	4.7	8.0	3.9	5.6	5.2			4.1	8.8		1.3	2.8	8.6	5.0		5.2	5.6	6.3
												k				NO					
20+	26	23	3	3	2	9	12	26	-	-	17	9	-	-	2	4	18	-	4	1	19
	3.7	3.6	3.8	4.2	2.4	4.1	3.5	3.7			3.2	5.1			1.4	1.5	10.4		2.0	0.8	7.3
																	OP				ST
Don't know/Refused	14	12	2	2	2	5	6	14	-	-	7	5	1	-	1	6	2	1	5	4	4
	2.0	1.9	3.0	2.3	2.6	2.1	1.8	2.0			1.3	3.0	1.4		0.6	2.0	1.0	1.4	2.2	3.0	1.5
Mean	5.57	5.55	5.74	5.55	6.08	5.40	5.58	5.57	-	-	5.57	5.55	3.29	2.62	4.48	5.29	7.36	3.29	4.71	4.69	7.27
Standard Deviation	9.79	9.71	10.58	7.37	10.98	11.45	8.78	9.79	-	-	10.72	6.09	2.06	2.40	11.67	5.62	10.93	2.06	9.87	4.47	12.38
Standard Error	0.44	0.47	1.09	0.64	1.02	0.98	0.61	0.44			0.56	0.56	0.32	0.55	1.18	0.41	0.98	0.32	0.79	0.45	0.90

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NEEA Consumer Lighting Survey (#5752)

M2B. How many were shaped like regular light bulbs?
BASE: Not all CFLs spiral

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur- chas- er	Aware Non- Pur- chas- er	Un- aware	With -in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	80	69	11	7	5	34	34	80	-	-	64	16	4	2	15	32	26	4	31	10	35
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	3	2	1	1	1	-	2	3	-	-	3	-	-	-	2	1	1	-	-	1	2
Total answering	76	67	9	6	4	34	32	76	-	-	61	16	4	2	14	31	25	4	31	9	33
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
None	42	36	6	3	3	23	13	42	-	-	34	8	2	-	9	12	19	2	12	7	21
	54.8	53.5	64.2	54.2	59.2	67.5	41.2	54.8			55.5	52.2	47.1		63.1	39.2	74.2	47.1	39.8	71.9	65.5
						g											P				s
1	8	7	1	0	1	3	5	8	-	-	8	-	-	2	1	3	2	-	3	2	3
	10.9	11.1	8.9	6.0	13.6	8.1	14.2	10.9			13.6			100.0	6.2	10.7	7.5		10.9	20.3	8.3
														OPQ							
2	6	5	1	-	1	4	1	6	-	-	5	1	-	-	2	1	3	-	2	-	3
	7.4	7.1	8.9		13.6	10.6	4.5	7.4			8.0	4.7			16.8	2.0	10.8		7.5		10.2
3	0	0	-	0	-	-	-	0	-	-	-	0	-	-	-	0	-	-	-	0	-
	0.5	0.5		6.0				0.5				2.3				1.2				3.9	
4	5	4	1	1	-	1	3	5	-	-	5	0	-	-	-	3	2	-	2	-	2
	6.4	6.0	8.9	22.0		2.5	8.4	6.4			7.4	2.3				10.7	6.2		8.2		7.3
5	1	1	-	0	1	-	-	1	-	-	1	0	-	-	-	1	-	-	-	0	1
	1.3	1.4		6.0	13.6			1.3			1.0	2.3				3.1				3.9	1.9
6	4	4	-	0	-	-	4	4	-	-	2	2	-	-	-	4	0	-	4	-	0
	5.4	6.2		6.0			11.6	5.4			3.7	12.1				12.1	1.4		12.3		1.1

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
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M2B. How many were shaped like regular light bulbs?
BASE: Not all CFLs spiral

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur- chas- er	Aware Non- Pur- chas- er	Un- aware	With -in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
8	3	2	1	-	-	2	1	3	-	-	3	-	-	-	-	3	-	-	1	-	2
	3.6	2.8	8.9			5.6	2.6	3.6			4.5					8.8			2.7		5.8
10	4	4	-	-	-	2	2	4	-	-	-	4	2	-	-	2	-	2	2	-	-
	4.9	5.6				5.6	5.8	4.9				24.2	52.9			6.1		52.9	6.2		
11-19	2	2	-	-	-	-	2	2	-	-	2	-	-	-	2	-	-	-	2	-	-
	2.5	2.8					5.8	2.5			3.1				13.8				6.2		
20+	2	2	-	-	-	-	2	2	-	-	2	-	-	-	-	2	-	-	2	-	-
	2.5	2.8					5.8	2.5			3.1					6.1			6.2		
Mean	5.68	6.29	1.34	1.77	1.09	1.41	11.47	5.68	-	-	6.24	3.51	5.29	1.00	2.06	11.92	0.62	5.29	12.16	0.51	1.20
Standard Deviation	23.32	24.84	2.55	2.35	1.93	2.90	35.16	23.32	-	-	26.06	4.33	5.89	0.00	4.21	35.85	1.30	5.89	36.14	1.19	2.22
Standard Error	3.13	3.66	0.74	0.65	0.66	0.62	7.53	3.13			3.96	1.23	3.68	0.00	1.26	7.69	0.30	3.68	7.88	0.46	0.44

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M2B. How many were shaped like regular light bulbs?
BASE: Not all CFLs spiral

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								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	80	69	11	7	5	34	34	80	-	-	64	16	4	2	15	32	26	4	31	10	35
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
None	42	36	6	3	3	23	13	42	-	-	34	8	2	-	9	12	19	2	12	7	21
	52.7	52.0	56.8	49.2	52.1	67.5	39.0	52.7			52.8	52.2	47.1		55.5	38.4	72.5	47.1	39.8	67.5	60.8
						G											P				
1	8	7	1	0	1	3	5	8	-	-	8	-	-	2	1	3	2	-	3	2	3
	10.4	10.8	7.9	5.4	12.0	8.1	13.4	10.4			13.0			100.0	5.4	10.5	7.3		10.9	19.1	7.7
														OPQ							
2	6	5	1	-	1	4	1	6	-	-	5	1	-	-	2	1	3	-	2	-	3
	7.1	6.9	7.9		12.0	10.6	4.2	7.1			7.7	4.7			14.8	1.9	10.5		7.5		9.5
3	0	0	-	0	-	-	-	0	-	-	-	0	-	-	-	0	-	-	-	0	-
	0.5	0.5		5.4				0.5				2.3				1.1				3.6	
4	5	4	1	1	-	1	3	5	-	-	5	0	-	-	-	3	2	-	2	-	2
	6.1	5.9	7.9	20.0		2.5	7.9	6.1			7.1	2.3				10.5	6.0		8.2		6.8
5	1	1	-	0	1	-	-	1	-	-	1	0	-	-	-	1	-	-	-	0	1
	1.2	1.4		5.4	12.0			1.2			1.0	2.3				3.1				3.6	1.7
6	4	4	-	0	-	-	4	4	-	-	2	2	-	-	-	4	0	-	4	-	0
	5.2	6.0		5.4			11.0	5.2			3.5	12.1				11.9	1.4		12.3		1.0
8	3	2	1	-	-	2	1	3	-	-	3	-	-	-	-	3	-	-	1	-	2
	3.4	2.7	7.9			5.6	2.4	3.4			4.3					8.6			2.7		5.3
10	4	4	-	-	-	2	2	4	-	-	-	4	2	-	-	2	-	2	2	-	-
	4.7	5.5				5.6	5.5	4.7				24.2	52.9			6.0		52.9	6.2		

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BASE: Not all CFLs spiral

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
11-19	2	2	-	-	-	-	2	2	-	-	2	-	-	-	2	-	-	-	2	-	-
	2.4	2.7					5.5	2.4			2.9				12.2				6.2		
20+	2	2	-	-	-	-	2	2	-	-	2	-	-	-	-	2	-	-	2	-	-
	2.4	2.7					5.5	2.4			2.9					6.0			6.2		
Don't know/Refused	3	2	1	1	1	-	2	3	-	-	3	-	-	-	2	1	1	-	-	1	2
	3.9	2.7	11.5	9.2	12.0		5.5	3.9			4.9				12.2	1.9	2.4			6.2	7.1
Mean	5.68	6.29	1.34	1.77	1.09	1.41	11.47	5.68	-	-	6.24	3.51	5.29	1.00	2.06	11.92	0.62	5.29	12.16	0.51	1.20
Standard Deviation	23.32	24.84	2.55	2.35	1.93	2.90	35.16	23.32	-	-	26.06	4.33	5.89	0.00	4.21	35.85	1.30	5.89	36.14	1.19	2.22
Standard Error	3.13	3.66	0.74	0.65	0.66	0.62	7.53	3.13			3.96	1.23	3.68	0.00	1.26	7.69	0.30	3.68	7.88	0.46	0.44

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

M3A. How many of those CFLs did you install in your home?
BASE: Purchased CFLs

BANNER 2

	Total	URBAN/RURAL Urban	Rural	STATE ID	MT	OR	WA	AWARENESS /PURCHASE Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE With-in the past year	2 or more years ago	# OF CFLS INSTALLED 0	1	2-4	5-12	13+	CFL PENETRATION 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	753	677	75	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	36	31	6	5	5	12	15	36	-	-	28	5	1	-	2	18	4	1	5	10	12
Total answering	717	647	70	71	67	231	347	717	-	-	528	183	69	28	140	281	174	69	233	146	263
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	86	75	11	8	7	31	40	86	-	-	59	26	18	2	7	27	24	18	24	12	31
	12.0	11.6	15.4	12.0	9.7	13.5	11.5	12.0			11.2	14.0	25.7	6.7	5.3	9.8	13.8	25.7	10.1	8.2	11.8
													NOPq				O	STU			
1	144	129	15	13	15	45	72	144	-	-	112	32	12	22	37	37	31	12	57	26	48
	20.1	19.9	22.2	18.5	21.6	19.4	20.6	20.1			21.2	17.3	18.1	78.5	26.5	13.3	17.8	18.1	24.3	17.9	18.1
														MOPQ	P						
2	153	138	15	18	16	58	62	153	-	-	122	31	14	1	39	66	25	14	54	37	48
	21.4	21.4	21.5	24.9	23.3	25.0	18.0	21.4			23.1	17.2	21.1	3.0	28.1	23.6	14.3	21.1	23.2	25.2	18.4
													N		NQ	NQ	N				
3	85	76	9	8	9	24	44	85	-	-	71	14	4	0	27	28	23	4	34	13	34
	11.8	11.7	12.5	11.2	13.4	10.2	12.7	11.8			13.4	7.6	5.2	1.3	19.4	9.9	13.1	5.2	14.7	8.8	12.8
											L				MNP	N	mN		R		r
4	103	98	5	8	8	31	56	103	-	-	67	36	10	0	25	40	27	10	25	28	39
	14.4	15.2	6.5	11.1	12.3	13.5	16.0	14.4			12.8	19.5	14.3	1.3	17.7	14.1	15.8	14.3	11.0	19.2	14.9
		C										k	N		N	N	N			s	
5	19	19	1	1	1	8	9	19	-	-	15	4	3	-	1	10	6	3	11	2	4
	2.7	2.9	0.9	1.9	1.6	3.6	2.5	2.7			2.9	2.4	3.8		0.6	3.4	3.7	3.8	4.5	1.3	1.7
																o	o				

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

M3A. How many of those CFLs did you install in your home?
BASE: Purchased CFLs

BANNER 2

	Total	URBAN/RURAL Urban	Rural	STATE ID	MT	OR	WA	AWARENESS /PURCHASE Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE With-in the past year	2 or more years ago	# OF CFLS INSTALLED 0	1	2-4	5-12	13+	CFL PENETRATION 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
6	43	39	3	6	3	12	22	43	-	-	27	14	2	-	1	27	11	2	10	13	17
	5.9	6.1	4.5	8.7	4.1	5.1	6.3	5.9			5.1	7.4	3.6		0.8	9.8	6.6	3.6	4.4	9.1	6.3
																mO	O				
7	6	6	-	0	1	3	2	6	-	-	5	0	-	-	-	6	-	-	0	1	4
	0.8	0.9		0.5	1.1	1.2	0.5	0.8			1.0	0.2				2.0			0.2	0.8	1.6
8	28	22	6	4	2	4	18	28	-	-	19	7	4	2	-	19	2	4	6	4	14
	4.0	3.5	8.6	5.6	2.3	1.9	5.3	4.0			3.7	3.9	5.5	8.0		6.8	1.4	5.5	2.7	2.5	5.3
			b				f									Q					
9	5	5	-	-	1	-	4	5	-	-	3	2	-	-	-	2	3	-	2	0	3
	0.7	0.8			2.0		1.1	0.7			0.6	1.0				0.9	1.5		0.8	0.2	1.1
10	8	8	1	1	1	2	4	8	-	-	6	2	-	-	-	7	2	-	3	2	4
	1.2	1.2	0.9	1.9	1.4	0.8	1.2	1.2			1.2	1.1				2.5	0.9		1.3	1.2	1.4
11-19	19	14	4	2	3	9	5	19	-	-	11	8	-	0	2	8	7	-	5	6	7
	2.6	2.2	6.2	2.2	4.9	3.8	1.4	2.6			2.1	4.2		1.3	1.6	2.9	4.1		1.9	3.9	2.9
					g																
20+	17	17	1	1	2	4	10	17	-	-	9	8	2	-	-	3	12	2	2	2	10
	2.4	2.6	0.9	1.5	2.3	1.9	2.9	2.4			1.8	4.3	2.7			1.1	7.0	2.7	0.8	1.6	3.9
																	P				S
Mean	3.91	3.89	4.13	3.59	4.54	3.41	4.19	3.91	-	-	3.45	5.22	5.19	1.73	2.39	3.93	5.23	5.19	3.00	3.74	4.38
Standard Deviation	7.78	7.54	9.79	5.33	10.74	4.60	9.10	7.78	-	-	5.53	12.12	17.86	2.32	1.74	4.24	9.30	17.86	3.50	5.18	7.28
Standard Error	0.34	0.36	1.00	0.45	0.97	0.38	0.62	0.34			0.28	1.04	2.54	0.53	0.17	0.30	0.82	2.54	0.27	0.50	0.53

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

M3A. How many of those CFLs did you install in your home?
BASE: Purchased CFLs

BANNER 2

	Total	URBAN/RURAL Urban	Rural	STATE ID	MT	OR	WA	AWARENESS /PURCHASE Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE With-in the past year	2 or more years ago	# OF CFLS INSTALLED 0	1	2-4	5-12	13+	CFL PENETRATION 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	753	677	75	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	86	75	11	8	7	31	40	86	-	-	59	26	18	2	7	27	24	18	24	12	31
	11.4	11.1	14.3	11.2	9.0	12.9	11.0	11.4			10.6	13.6	25.2	6.7	5.3	9.2	13.5	25.2	9.9	7.7	11.3
													NOPq				O	STU			
1	144	129	15	13	15	45	72	144	-	-	112	32	12	22	37	37	31	12	57	26	48
	19.1	19.0	20.5	17.3	20.1	18.4	19.8	19.1			20.2	16.8	17.7	78.5	26.1	12.5	17.3	17.7	23.8	16.8	17.3
														MOPQ	P						
2	153	138	15	18	16	58	62	153	-	-	122	31	14	1	39	66	25	14	54	37	48
	20.4	20.4	19.9	23.4	21.7	23.8	17.2	20.4			22.0	16.7	20.7	3.0	27.8	22.2	13.9	20.7	22.7	23.7	17.5
													N		NQ	NQ	N				
3	85	76	9	8	9	24	44	85	-	-	71	14	4	0	27	28	23	4	34	13	34
	11.3	11.2	11.5	10.5	12.4	9.8	12.2	11.3			12.7	7.4	5.1	1.3	19.2	9.3	12.8	5.1	14.4	8.3	12.2
											l				MNP	N	mN		R		r
4	103	98	5	8	8	31	56	103	-	-	67	36	10	0	25	40	27	10	25	28	39
	13.7	14.5	6.0	10.4	11.4	12.9	15.4	13.7			12.1	18.9	14.0	1.3	17.4	13.2	15.4	14.0	10.7	18.0	14.2
		C										k	N		N	N	N			s	
5	19	19	1	1	1	8	9	19	-	-	15	4	3	-	1	10	6	3	11	2	4
	2.6	2.8	0.8	1.8	1.5	3.5	2.4	2.6			2.7	2.3	3.7		0.6	3.2	3.6	3.7	4.4	1.2	1.6
		c														o	o		t		
6	43	39	3	6	3	12	22	43	-	-	27	14	2	-	1	27	11	2	10	13	17
	5.7	5.8	4.1	8.2	3.8	4.9	6.0	5.7			4.9	7.2	3.6		0.8	9.2	6.5	3.6	4.3	8.5	6.0
																mO	O				

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

M3A. How many of those CFLs did you install in your home?
BASE: Purchased CFLs

BANNER 2

	Total	URBAN/RURAL Urban	Rural	STATE ID	MT	OR	WA	AWARENESS /PURCHASE Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE With-in the past year	2 or more years ago	# OF CFLS INSTALLED 0	1	2-4	5-12	13+	CFL PENETRATION 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
7	6	6	-	0	1	3	2	6	-	-	5	0	-	-	-	6	-	-	0	1	4
	0.8	0.8		0.5	1.0	1.1	0.5	0.8			1.0	0.2				1.9			0.2	0.8	1.5
8	28	22	6	4	2	4	18	28	-	-	19	7	4	2	-	19	2	4	6	4	14
	3.8	3.3	8.0	5.3	2.2	1.8	5.1	3.8			3.5	3.8	5.4	8.0		6.4	1.3	5.4	2.6	2.4	5.0
			b				f									Q					
9	5	5	-	-	1	-	4	5	-	-	3	2	-	-	-	2	3	-	2	0	3
	0.7	0.8			1.8		1.0	0.7			0.6	1.0				0.8	1.5		0.8	0.2	1.0
10	8	8	1	1	1	2	4	8	-	-	6	2	-	-	-	7	2	-	3	2	4
	1.1	1.2	0.8	1.8	1.3	0.8	1.2	1.1			1.2	1.1				2.3	0.9		1.3	1.1	1.3
11-19	19	14	4	2	3	9	5	19	-	-	11	8	-	0	2	8	7	-	5	6	7
	2.5	2.1	5.8	2.1	4.5	3.6	1.4	2.5			2.0	4.1		1.3	1.6	2.7	4.0		1.9	3.7	2.7
20+	17	17	1	1	2	4	10	17	-	-	9	8	2	-	-	3	12	2	2	2	10
	2.3	2.5	0.8	1.4	2.2	1.9	2.8	2.3			1.7	4.2	2.7			1.0	6.9	2.7	0.8	1.5	3.7
																	P				s
Don't know/Refused	36	31	6	5	5	12	15	36	-	-	28	5	1	-	2	18	4	1	5	10	12
	4.8	4.5	7.4	6.1	6.9	4.8	4.1	4.8			5.0	2.7	1.9		1.2	6.0	2.5	1.9	2.2	6.2	4.5
																Oq					
Mean	3.91	3.89	4.13	3.59	4.54	3.41	4.19	3.91	-	-	3.45	5.22	5.19	1.73	2.39	3.93	5.23	5.19	3.00	3.74	4.38
Standard Deviation	7.78	7.54	9.79	5.33	10.74	4.60	9.10	7.78	-	-	5.53	12.12	17.86	2.32	1.74	4.24	9.30	17.86	3.50	5.18	7.28
Standard Error	0.34	0.36	1.00	0.45	0.97	0.38	0.62	0.34			0.28	1.04	2.54	0.53	0.17	0.30	0.82	2.54	0.27	0.50	0.53

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	753	677	75	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	35	32	3	4	5	8	19	35	-	-	22	11	8	-	3	12	6	8	9	3	10
Total answering	717	645	72	72	68	235	344	717	-	-	533	178	62	28	139	286	172	62	229	152	265
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	275	250	25	30	31	101	113	275	-	-	184	86	32	16	62	96	56	32	96	56	87
	38.3	38.8	34.0	41.7	45.6	43.1	32.9	38.3			34.5	48.2	51.7	57.9	44.7	33.4	32.7	51.7	41.8	36.6	32.8
				g	G	g						K	PQ	PQ	pq			tU	u		
1	92	78	14	9	3	36	44	92	-	-	75	16	13	4	22	32	15	13	30	18	31
	12.8	12.0	19.3	12.4	4.2	15.4	12.8	12.8			14.0	9.0	20.7	14.7	16.2	11.0	8.5	20.7	12.9	11.8	11.7
			b	E		E	E				l		q		q						
2	111	100	11	8	9	30	64	111	-	-	84	27	3	2	25	55	22	3	43	27	37
	15.5	15.5	15.2	11.5	13.5	12.8	18.6	15.5			15.8	15.0	5.4	6.7	18.2	19.3	12.6	5.4	19.0	17.8	14.1
							d								Mn	MNq			R	R	R
3	56	51	5	6	7	14	29	56	-	-	50	5	-	3	12	20	18	-	23	10	22
	7.7	7.8	6.9	8.3	10.8	5.9	8.3	7.7			9.4	2.9		11.1	8.7	7.0	10.5		10.2	6.2	8.2
											L										
4	73	66	6	9	5	25	34	73	-	-	54	19	6	3	8	32	20	6	18	19	28
	10.1	10.3	8.6	12.4	8.0	10.5	9.8	10.1			10.1	10.6	9.0	9.7	5.6	11.2	11.4	9.0	7.7	12.5	10.4
																o					
5	17	15	2	3	5	1	9	17	-	-	16	2	1	-	0	8	8	1	4	4	7
	2.4	2.4	2.9	3.5	7.4	0.4	2.6	2.4			2.9	1.0	2.2		0.3	2.7	4.6	2.2	2.0	2.8	2.7
				f	Fg		f									o	O				

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 2

	Total	URBAN/RURAL Urban	Rural	STATE ID	MT	OR	WA	AWARENESS /PURCHASE Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE With-in the past year	2 or more years ago	# OF CFLS INSTALLED 0	1	2-4	5-12	13+	CFL PENETRATION 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
6	48	45	4	2	2	19	26	48	-	-	36	12	5	-	3	23	18	5	3	10	30
	6.8	6.9	5.5	3.0	2.9	7.9	7.5	6.8			6.8	6.9	7.4		1.9	8.1	10.6	7.4	1.3	6.7	11.3
						de	dE									O	O			S	S
7	4	3	1	-	1	-	3	4	-	-	4	-	-	-	1	1	2	-	1	-	3
	0.5	0.4	1.2		1.4		0.8	0.5			0.7				0.6	0.2	1.3		0.4		1.1
8	10	8	2	2	1	4	4	10	-	-	7	3	0	-	1	5	4	0	2	2	6
	1.4	1.2	3.2	2.6	1.4	1.5	1.0	1.4			1.4	1.5	0.6		0.6	1.8	2.0	0.6	0.9	1.2	2.1
9	1	1	1	-	1	-	-	1	-	-	1	-	-	-	-	1	-	-	-	1	1
	0.2	0.1	0.8		1.8			0.2			0.2					0.2				0.4	0.2
10	11	10	1	3	1	4	3	11	-	-	10	1	-	-	1	8	3	-	1	2	7
	1.5	1.5	1.7	3.7	1.6	1.5	1.0	1.5			1.8	0.7			0.5	2.6	1.5		0.5	1.4	2.8
																					s
11-19	12	11	1	0	1	1	9	12	-	-	8	4	2	-	4	2	4	2	4	3	3
	1.6	1.7	0.8	0.5	1.4	0.4	2.7	1.6			1.5	2.1	3.0		2.7	0.8	2.1	3.0	1.6	2.0	1.1
							dF														
20+	8	8	-	0	-	2	6	8	-	-	5	4	-	-	-	5	4	-	4	1	4
	1.2	1.3		0.5		0.7	1.9	1.2			0.9	2.1				1.6	2.2		1.6	0.6	1.4
Mean	2.83	2.90	2.20	2.19	2.21	2.27	3.48	2.83	-	-	3.00	2.44	1.64	1.00	1.63	3.69	3.34	1.64	3.02	2.78	3.01
Standard Deviation	8.79	9.22	2.63	2.95	2.78	6.52	11.33	8.79	-	-	9.76	5.05	2.70	1.43	2.57	13.02	5.30	2.70	13.27	7.74	4.58
Standard Error	0.39	0.44	0.26	0.25	0.25	0.54	0.77	0.39			0.50	0.44	0.40	0.33	0.26	0.91	0.47	0.40	1.04	0.74	0.33

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	753	677	75	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	275	250	25	30	31	101	113	275	-	-	184	86	32	16	62	96	56	32	96	56	87
	36.5	37.0	32.5	39.5	42.6	41.7	31.2	36.5			33.1	45.5	45.6	57.9	43.9	32.1	31.7	45.6	40.2	35.9	31.6
					G	G						K	pq	PQ	Pq			u	u		
1	92	78	14	9	3	36	44	92	-	-	75	16	13	4	22	32	15	13	30	18	31
	12.2	11.5	18.4	11.7	3.9	14.9	12.1	12.2			13.5	8.5	18.3	14.7	15.9	10.6	8.2	18.3	12.4	11.5	11.3
			b	E		E	E				l		q		q						
2	111	100	11	8	9	30	64	111	-	-	84	27	3	2	25	55	22	3	43	27	37
	14.8	14.8	14.6	10.9	12.6	12.3	17.6	14.8			15.2	14.2	4.8	6.7	17.8	18.5	12.2	4.8	18.3	17.4	13.6
							d								M	Mn	m		R	R	R
3	56	51	5	6	7	14	29	56	-	-	50	5	-	3	12	20	18	-	23	10	22
	7.4	7.5	6.6	7.8	10.1	5.7	7.9	7.4			9.1	2.8		11.1	8.6	6.7	10.1		9.9	6.1	7.9
											L										
4	73	66	6	9	5	25	34	73	-	-	54	19	6	3	8	32	20	6	18	19	28
	9.7	9.8	8.2	11.7	7.5	10.2	9.3	9.7			9.7	10.0	8.0	9.7	5.5	10.7	11.0	8.0	7.5	12.3	10.1
																o					
5	17	15	2	3	5	1	9	17	-	-	16	2	1	-	0	8	8	1	4	4	7
	2.3	2.3	2.7	3.3	6.9	0.3	2.5	2.3			2.8	0.9	1.9		0.3	2.6	4.5	1.9	1.9	2.7	2.6
				f	Fg		f				l					o	O				
6	48	45	4	2	2	19	26	48	-	-	36	12	5	-	3	23	18	5	3	10	30
	6.4	6.6	5.3	2.9	2.7	7.6	7.1	6.4			6.5	6.5	6.6		1.8	7.7	10.2	6.6	1.2	6.5	10.9
						de	dE									O	O			S	S

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
7	4	3	1	-	1	-	3	4	-	-	4	-	-	-	1	1	2	-	1	-	3
	0.5	0.4	1.1		1.3		0.8	0.5			0.7				0.6	0.2	1.3		0.4		1.0
8	10	8	2	2	1	4	4	10	-	-	7	3	0	-	1	5	4	0	2	2	6
	1.3	1.1	3.0	2.4	1.3	1.5	1.0	1.3			1.3	1.4	0.5		0.6	1.7	2.0	0.5	0.9	1.2	2.0
9	1	1	1	-	1	-	-	1	-	-	1	-	-	-	-	1	-	-	-	1	1
	0.2	0.1	0.8		1.7			0.2			0.2					0.2				0.4	0.2
10	11	10	1	3	1	4	3	11	-	-	10	1	-	-	1	8	3	-	1	2	7
	1.4	1.4	1.6	3.5	1.5	1.5	1.0	1.4			1.7	0.6			0.5	2.5	1.4		0.5	1.4	2.7
																					s
11-19	12	11	1	0	1	1	9	12	-	-	8	4	2	-	4	2	4	2	4	3	3
	1.5	1.6	0.8	0.5	1.3	0.3	2.6	1.5			1.4	2.0	2.7		2.7	0.8	2.1	2.7	1.6	2.0	1.0
							df														
20+	8	8	-	0	-	2	6	8	-	-	5	4	-	-	-	5	4	-	4	1	4
	1.1	1.2		0.5		0.6	1.8	1.1			0.8	2.0				1.5	2.1		1.6	0.5	1.4
Don't know/Refused	35	32	3	4	5	8	19	35	-	-	22	11	8	-	3	12	6	8	9	3	10
	4.7	4.7	4.4	5.3	6.5	3.3	5.1	4.7			4.0	5.7	11.7		1.8	4.2	3.2	11.7	3.7	2.0	3.7
													Oq					sTu			
Mean	2.83	2.90	2.20	2.19	2.21	2.27	3.48	2.83	-	-	3.00	2.44	1.64	1.00	1.63	3.69	3.34	1.64	3.02	2.78	3.01
Standard Deviation	8.79	9.22	2.63	2.95	2.78	6.52	11.33	8.79	-	-	9.76	5.05	2.70	1.43	2.57	13.02	5.30	2.70	13.27	7.74	4.58
Standard Error	0.39	0.44	0.26	0.25	0.25	0.54	0.77	0.39			0.50	0.44	0.40	0.33	0.26	0.91	0.47	0.40	1.04	0.74	0.33

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	753	677	75	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	31	28	3	4	5	13	9	31	-	-	15	14	9	1	5	11	-	9	9	8	4
Total answering	722	650	73	72	67	230	353	722	-	-	541	174	61	27	136	288	178	61	228	148	271
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	299	280	19	24	17	98	160	299	-	-	232	63	24	10	53	119	81	24	92	65	108
	41.4	43.1	26.4	33.6	25.7	42.7	45.2	41.4			43.0	36.3	39.8	38.0	39.1	41.4	45.6	39.8	40.5	44.1	39.7
		C				E	DE														
Discount or Mass merchandise store	196	165	31	27	23	66	79	196	-	-	139	57	20	11	42	77	40	20	63	37	72
	27.1	25.4	42.5	37.5	34.7	28.9	22.5	27.1			25.7	32.7	32.7	39.7	30.7	26.8	22.3	32.7	27.8	25.1	26.7
			B	G	G																
Buying clubs	91	84	7	9	12	27	43	91	-	-	68	22	5	0	10	40	31	5	21	25	40
	12.6	12.9	9.1	12.1	17.4	11.8	12.2	12.6			12.6	12.9	7.4	1.3	7.1	13.8	17.5	7.4	9.3	17.0	14.6
																No	mNO			rs	
Hardware stores	62	53	8	3	10	18	30	62	-	-	44	15	3	-	13	31	13	3	24	10	22
	8.5	8.2	11.6	4.2	15.6	7.8	8.6	8.5			8.2	8.7	5.5		9.8	10.7	7.5	5.5	10.6	6.9	8.1
					DFg		d														
Supermarket, food store	35	31	5	4	2	9	20	35	-	-	24	11	4	-	9	15	6	4	12	7	13
	4.9	4.7	6.8	5.5	3.3	3.9	5.7	4.9			4.5	6.2	5.8		6.3	5.2	3.1	5.8	5.0	5.0	4.8
Drug store	24	22	2	0	0	8	15	24	-	-	21	2	-	2	4	9	6	-	8	4	12
	3.3	3.5	2.3	0.5	0.5	3.5	4.4	3.3			3.9	1.3		8.4	3.3	3.2	3.1		3.3	2.6	4.4
						de	DE				l										

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Lighting supply store/	5	5	1	1	0	1	4	5	-	-	3	2	0	-	2	1	1	0	2	1	3
lighting showroom	0.8	0.7	0.8	0.9	0.5	0.3	1.1	0.8			0.6	1.3	0.6		1.4	0.2	0.4	0.6	0.8	0.4	1.0
Mail order catalog	1	1	1	1	-	-	1	1	-	-	1	1	-	-	1	1	-	-	1	-	1
	0.2	0.1	0.8	0.9			0.2	0.2			0.1	0.4			0.5	0.2			0.3		0.2
Internet	2	2	-	1	-	-	2	2	-	-	2	-	-	-	-	2	-	-	2	-	1
	0.3	0.4		0.9			0.5	0.3			0.3					0.7			0.8		0.2
Home Energy Show	5	5	-	1	1	-	4	5	-	-	5	-	-	1	1	3	-	-	3	-	2
	0.7	0.7		0.9	0.9		1.0	0.7			0.9			5.4	0.4	0.9			1.3		0.7
Other	37	33	4	4	3	11	19	37	-	-	27	9	5	2	8	8	12	5	12	5	15
	5.1	5.0	5.5	5.4	5.2	4.7	5.2	5.1			5.0	5.2	8.1	7.1	6.2	3.0	6.9	8.1	5.1	3.5	5.5

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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 2

		URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	753	677	75	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	299	280	19	24	17	98	160	299	-	-	232	63	24	10	53	119	81	24	92	65	108
	39.8	41.4	25.5	32.0	23.9	40.4	44.1	39.8			41.8	33.5	34.9	36.1	37.7	40.0	45.6	34.9	38.9	42.0	39.2
		C				E	DE				l										
Discount or Mass merchandise store	196	165	31	27	23	66	79	196	-	-	139	57	20	11	42	77	40	20	63	37	72
	26.0	24.4	41.0	35.7	32.2	27.3	21.9	26.0			25.0	30.1	28.6	37.7	29.6	25.8	22.3	28.6	26.7	23.9	26.3
			B	G	G																
Buying clubs	91	84	7	9	12	27	43	91	-	-	68	22	5	0	10	40	31	5	21	25	40
	12.1	12.4	8.8	11.5	16.2	11.2	11.9	12.1			12.3	11.9	6.5	1.3	6.8	13.3	17.5	6.5	8.9	16.1	14.4
																No	MNO			Rs	rs
Hardware stores	62	53	8	3	10	18	30	62	-	-	44	15	3	-	13	31	13	3	24	10	22
	8.2	7.8	11.2	4.0	14.5	7.3	8.4	8.2			8.0	8.0	4.8		9.5	10.3	7.5	4.8	10.1	6.5	8.0
					Dfg		d														
Supermarket, food store	35	31	5	4	2	9	20	35	-	-	24	11	4	-	9	15	6	4	12	7	13
	4.7	4.5	6.6	5.3	3.0	3.7	5.6	4.7			4.4	5.7	5.1		6.1	5.0	3.1	5.1	4.8	4.7	4.7
Drug store	24	22	2	0	0	8	15	24	-	-	21	2	-	2	4	9	6	-	8	4	12
	3.2	3.3	2.2	0.5	0.5	3.3	4.2	3.2			3.8	1.2		8.0	3.2	3.1	3.1		3.2	2.4	4.4
						de	DE				l										
Lighting supply store/ lighting showroom	5	5	1	1	0	1	4	5	-	-	3	2	0	-	2	1	1	0	2	1	3
	0.7	0.7	0.8	0.8	0.5	0.3	1.0	0.7			0.6	1.2	0.5		1.3	0.2	0.4	0.5	0.8	0.4	1.0
Mail order catalog	1	1	1	1	-	-	1	1	-	-	1	1	-	-	1	1	-	-	1	-	1
	0.2	0.1	0.8	0.8			0.2	0.2			0.1	0.3			0.5	0.2			0.3		0.2

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 2

		URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Internet	2	2	-	1	-	-	2	2	-	-	2	-	-	-	-	2	-	-	2	-	1
	0.3	0.4		0.8			0.5	0.3			0.3					0.6			0.8		0.2
Home Energy Show	5	5	-	1	1	-	4	5	-	-	5	-	-	1	1	3	-	-	3	-	2
	0.6	0.7		0.8	0.8		1.0	0.6			0.9			5.2	0.4	0.9			1.2		0.7
Other	37	33	4	4	3	11	19	37	-	-	27	9	5	2	8	8	12	5	12	5	15
	4.9	4.8	5.3	5.1	4.8	4.5	5.1	4.9			4.9	4.8	7.1	6.7	6.0	2.8	6.9	7.1	4.9	3.3	5.4
Don't know	31	28	3	4	5	13	9	31	-	-	15	14	9	1	5	11	-	9	9	8	4
	4.1	4.1	3.5	4.8	7.1	5.3	2.4	4.1			2.7	7.7	12.5	5.2	3.6	3.6		12.5	4.0	5.0	1.4
					g							K	op					sU			

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

M6A. How often would you say you shop at big box stores like Home Depot or Wal_Mart?
BASE: Purchased CFLs

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-	Aware Non- Pur-		With -in	2 or	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	chas- er	chas- er	Un- aware	the past year	more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	753	677	75	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	3	2	1	1	1	2	-	3	-	-	2	1	-	-	-	3	-	-	1	2	-
Total answering	749	675	74	75	71	241	362	749	-	-	553	187	70	28	141	295	178	70	237	153	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
At lease once a week	194	176	18	23	21	49	101	194	-	-	145	47	14	7	34	80	45	14	58	48	67
	25.8	26.0	24.3	30.2	29.3	20.3	27.9	25.8			26.2	25.0	19.6	26.7	23.9	27.0	25.3	19.6	24.3	31.2	24.5
				F	f		f														
At lease once a month	350	316	35	40	35	113	163	350	-	-	254	92	37	8	56	149	90	37	104	69	138
	46.8	46.7	47.1	52.7	49.0	47.0	44.9	46.8			45.9	49.2	52.5	28.2	39.4	50.5	50.8	52.5	43.7	45.4	50.4
													n			No	No				
At lease once a year	161	145	16	10	11	65	75	161	-	-	123	35	14	11	43	49	36	14	62	26	56
	21.5	21.4	21.7	12.9	15.4	27.2	20.6	21.5			22.3	18.9	20.3	38.7	30.3	16.6	20.4	20.3	26.0	16.8	20.5
						DE	D							p	Pq				t		
Less than once a year	25	22	3	2	2	7	14	25	-	-	14	10	3	-	4	9	3	3	6	6	7
	3.3	3.2	4.2	2.4	2.7	2.9	3.8	3.3			2.6	5.4	4.4		3.1	3.2	1.8	4.4	2.7	4.1	2.5
Never	20	18	2	1	3	6	10	20	-	-	16	3	2	2	5	8	3	2	8	4	6
	2.6	2.6	2.8	1.8	3.6	2.6	2.7	2.6			3.0	1.5	3.1	6.4	3.3	2.6	1.7	3.1	3.2	2.5	2.1

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

M6A. How often would you say you shop at big box stores like Home Depot or Wal_Mart?
BASE: Purchased CFLs

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-	Aware Non- Pur-		With -in the	2 or more	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	chas- er	chas- er	Un- aware	past year	years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	753	677	75	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
At lease once a week	194	176	18	23	21	49	101	194	-	-	145	47	14	7	34	80	45	14	58	48	67
	25.7	25.9	23.8	29.9	29.0	20.2	27.9	25.7			26.1	24.9	19.6	26.7	23.9	26.7	25.3	19.6	24.2	30.7	24.5
				f	f		f														
At lease once a month	350	316	35	40	35	113	163	350	-	-	254	92	37	8	56	149	90	37	104	69	138
	46.5	46.6	46.2	52.3	48.4	46.6	44.9	46.5			45.7	49.0	52.5	28.2	39.4	50.0	50.8	52.5	43.6	44.6	50.4
													n			No	No				
At lease once a year	161	145	16	10	11	65	75	161	-	-	123	35	14	11	43	49	36	14	62	26	56
	21.4	21.4	21.2	12.8	15.2	27.0	20.6	21.4			22.2	18.8	20.3	38.7	30.3	16.5	20.4	20.3	25.9	16.5	20.5
						DE	D							p	Pq				t		
Less than once a year	25	22	3	2	2	7	14	25	-	-	14	10	3	-	4	9	3	3	6	6	7
	3.3	3.2	4.1	2.4	2.7	2.9	3.8	3.3			2.6	5.4	4.4		3.1	3.2	1.8	4.4	2.7	4.0	2.5
Never	20	18	2	1	3	6	10	20	-	-	16	3	2	2	5	8	3	2	8	4	6
	2.6	2.6	2.7	1.8	3.5	2.6	2.7	2.6			3.0	1.5	3.1	6.4	3.3	2.6	1.7	3.1	3.2	2.4	2.1
Don't know	3	2	1	-	1	2	-	3	-	-	2	1	-	-	-	3	-	-	1	2	-
	0.4	0.3	1.1		1.2	0.8		0.4			0.3	0.4				0.9			0.4	1.2	
Refused	1	-	1	1	-	-	-	1	-	-	1	-	-	-	-	1	-	-	-	1	-
	0.1		0.8	0.8				0.1			0.1					0.2				0.4	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-	Aware Non- Pur-		With -in	2 or	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	chas- er	chas- er	Un- aware	the past year	more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	753	677	75	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	101	95	6	6	11	24	59	101	-	-	54	43	22	6	15	41	15	22	35	18	26
Total answering	652	582	70	69	62	218	303	652	-	-	502	146	48	23	126	257	164	48	203	138	249
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	180	161	19	16	18	54	91	180	-	-	138	39	6	6	28	70	54	6	51	35	81
	27.5	27.6	27.1	23.4	29.6	24.9	30.0	27.5			27.6	26.7	12.8	26.9	22.5	27.2	33.2	12.8	25.0	25.3	32.5
																M	Mo		r	r	R
No	472	422	51	53	43	164	212	472	-	-	363	107	42	16	97	187	109	42	152	103	168
	72.5	72.4	72.9	76.6	70.4	75.1	70.0	72.5			72.4	73.3	87.2	73.1	77.5	72.8	66.8	87.2	75.0	74.7	67.5
													PQ		q			stU			

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	753	677	75	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	180	161	19	16	18	54	91	180	-	-	138	39	6	6	28	70	54	6	51	35	81
	23.9	23.7	25.0	21.4	25.2	22.4	25.1	23.9			24.9	20.7	8.9	21.5	20.0	23.5	30.5	8.9	21.3	22.5	29.4
															M	M	Mo		R	R	Rs
No	472	422	51	53	43	164	212	472	-	-	363	107	42	16	97	187	109	42	152	103	168
	62.8	62.3	67.3	70.1	60.0	67.6	58.6	62.8			65.4	56.7	60.3	58.6	69.0	62.7	61.3	60.3	63.9	66.3	61.0
				eG		g					l										
Don't know	100	95	6	6	10	24	59	100	-	-	54	43	22	6	15	41	15	22	35	18	26
	13.3	14.0	7.7	8.5	14.4	10.1	16.4	13.3			9.6	22.7	30.8	19.8	10.7	13.8	8.2	30.8	14.7	11.3	9.6
		C					Df					K	OPQ			q		STU			
Refused	0	0	-	-	0	-	-	0	-	-	0	-	-	-	0	-	-	-	0	-	-
	*	0.1			0.5			*			0.1				0.3				0.2		

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

M8. Thinking about your most recent purchase, did you buy CFLs packaged individually, in multi-packs or both?
BASE: Purchased CFLs

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	753	677	75	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	32	26	6	2	4	14	12	32	-	-	16	12	6	3	4	14	3	6	14	6	6
Total answering	721	651	69	74	68	228	350	721	-	-	540	177	64	25	137	285	175	64	224	150	269
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Bought individually packaged CFLs only	173	153	20	21	13	56	83	173	-	-	119	53	26	16	50	45	25	26	72	31	40
	24.0	23.6	28.4	28.9	19.2	24.5	23.6	24.0			22.1	29.8	40.6	64.5	36.3	15.8	14.1	40.6	32.0	20.4	14.7
				e								k	PQ	mOPQ	PQ			TU	TU		
Bought CFL multi-packs only	505	461	45	48	51	165	242	505	-	-	394	110	37	9	82	226	131	37	136	114	210
	70.1	70.8	64.1	64.5	74.9	72.3	69.0	70.1			72.9	62.1	58.1	35.5	59.8	79.2	74.9	58.1	60.7	76.2	77.9
					d						L		n		n	MNO	MNO			RS	RS
Bought both	42	37	5	5	4	7	26	42	-	-	27	14	1	-	5	14	19	1	16	5	20
	5.8	5.7	7.5	6.6	5.9	3.2	7.4	5.8			5.0	8.1	1.3		3.9	5.0	10.9	1.3	7.3	3.4	7.4
							f										MOp		R		R

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

M8. Thinking about your most recent purchase, did you buy CFLs packaged individually, in multi-packs or both?
BASE: Purchased CFLs

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	753	677	75	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Bought individually packaged CFLs only	173	153	20	21	13	56	83	173	-	-	119	53	26	16	50	45	25	26	72	31	40
	23.0	22.7	26.1	28.2	18.1	23.1	22.8	23.0			21.5	28.0	37.0	58.2	35.2	15.1	13.9	37.0	30.1	19.6	14.4
				E									PQ	oPQ	PQ			TU	TU		
Bought CFL multi-packs only	505	461	45	48	51	165	242	505	-	-	394	110	37	9	82	226	131	37	136	114	210
	67.1	68.1	59.0	63.1	70.8	68.0	66.7	67.1			70.8	58.2	52.9	32.1	58.0	75.6	73.5	52.9	57.1	73.4	76.2
		c									L				N	MNO	MNO			RS	RS
Bought both	42	37	5	5	4	7	26	42	-	-	27	14	1	-	5	14	19	1	16	5	20
	5.6	5.4	6.9	6.4	5.6	3.0	7.2	5.6			4.9	7.6	1.2		3.8	4.8	10.7	1.2	6.9	3.3	7.2
							f									m	MOp		R		R
Don't know	30	24	5	2	3	13	12	30	-	-	16	10	6	3	4	12	3	6	12	6	6
	3.9	3.6	7.2	2.2	4.7	5.2	3.3	3.9			2.8	5.2	8.0	9.7	3.0	3.9	1.9	8.0	5.1	3.7	2.2
Refused	2	2	1	-	1	2	-	2	-	-	-	2	1	-	-	2	-	1	2	-	-
	0.3	0.3	0.8		0.8	0.8		0.3				1.0	0.9			0.6		0.9	0.8		

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

M9A1. For the CFLS packaged individually, how much did you pay PER BULB for your CFLs during your most recent purchase?
BASE: Purchased CFLs individually packaged and in multi-packs

BANNER 2

	Total	URBAN/RURAL Urban	URBAN/RURAL Rural	STATE ID	STATE MT	STATE OR	STATE WA	AWARENESS /PURCHASE Pur-chas-er	AWARENESS /PURCHASE Aware Non-Pur-chas-er	AWARENESS /PURCHASE Un-aware	DATE OF MOST RECENT PURCHASE With-in the past year	DATE OF MOST RECENT PURCHASE 2 or more years ago	# OF CFLS INSTALLED 0	# OF CFLS INSTALLED 1	# OF CFLS INSTALLED 2-4	# OF CFLS INSTALLED 5-12	# OF CFLS INSTALLED 13+	CFL PENETRATION 0	CFL PENETRATION 1-33	CFL PENETRATION 34-67	CFL PENETRATION 68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	42	37	5	5	4	7	26	42	-	-	27	14	1	-	5	14	19	1	16	5	20
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	25	21	4	2	3	3	17	25	-	-	18	7	1	-	5	8	10	1	9	5	10
Total answering	17	16	1	3	1	4	9	17	-	-	10	7	-	-	1	7	9	-	7	0	10
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0			100.0	100.0	100.0		100.0	100.0	100.0
Free	1	1	-	-	1	-	-	1	-	-	1	-	-	-	-	1	-	-	-	-	1
	3.5	3.8			50.0			3.5			6.4					9.3					6.3
Less than $1	2	2	-	0	-	-	2	2	-	-	0	2	-	-	-	2	0	-	2	0	-
	12.9	14.1		13.5			20.9	12.9			3.8	26.1				28.8	3.8		25.7	100.0 S	
$2-$2.99	4	4	-	0	1	1	2	4	-	-	2	2	-	-	-	3	1	-	2	-	2
	20.6	22.5		13.5	50.0	16.2	20.9	20.6			17.8	26.1				43.6	7.7		25.7		17.5
$3-$3.99	1	-	1	1	-	-	-	1	-	-	1	-	-	-	-	-	1	-	-	-	1
	3.5		42.2	23.0				3.5			6.4						6.5				6.3
$4-$4.99	3	3	-	1	-	2	1	3	-	-	2	2	-	-	-	0	3	-	2	-	2
	19.8	21.6		27.0		41.9	9.3	19.8			19.7	21.6				5.5	32.8		25.7		16.1
$5-$5.99	3	3	-	-	-	2	1	3	-	-	1	2	-	-	-	1	2	-	1	-	2
	15.7	17.1				41.9	9.3	15.7			8.8	26.1				12.8	20.1		11.4		19.4
$6	1	1	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1
	3.5	3.8		23.0				3.5													6.3
$7	1	-	1	-	-	-	1	1	-	-	1	-	-	-	-	-	1	-	-	-	1
	4.8		57.8				9.3	4.8			8.8						8.9				8.6

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

M9A1. For the CFLS packaged individually, how much did you pay PER BULB for your CFLs during your most recent purchase?
BASE: Purchased CFLs individually packaged and in multi-packs

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
$10	2	2	-	-	-	-	2	2	-	-	2	-	-	-	-	-	2	-	-	-	2
	10.8	11.8					20.9	10.8			19.7						20.1				19.4
$12	1	1	-	-	-	-	1	1	-	-	1	-	-	-	1	-	-	-	1	-	-
	4.8	5.3					9.3	4.8			8.8				100.0				11.4		
Mean	4.52	4.41	5.73	3.71	1.25	4.59	5.16	4.52	-	-	5.76	2.75	-	-	12.00	1.84	5.62	-	3.79	0.50	5.21
Standard Deviation	3.36	3.46	2.67	2.20	2.93	1.04	4.36	3.36	-	-	3.76	2.02	-	-	0.00	1.78	2.69	-	3.79	0.00	3.03
Standard Error	0.93	1.02	1.91	0.93	2.07	0.64	1.78	0.93			1.31	0.95			0.00	0.81	1.04		1.79	0.00	1.03

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

M9A1. For the CFLS packaged individually, how much did you pay PER BULB for your CFLs during your most recent purchase?
BASE: Purchased CFLs individually packaged and in multi-packs

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-	Aware Non- Pur-	Un-	With -in the	2 or more	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	chas- er	chas- er	aware	past year	years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	42	37	5	5	4	7	26	42	-	-	27	14	1	-	5	14	19	1	16	5	20
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
Free	1	1	-	-	1	-	-	1	-	-	1	-	-	-	-	1	-	-	-	-	1
	27.2	27.2						27.2			170.1					32.4					
Less than $1	2	2	-	0	-	-	2	2	-	-	0	2	-	-	-	2	0	-	2	0	-
	5.3	6.1		7.4			7.3	5.3			1.3	13.2				13.2	1.9		11.5	7.1	
$2-$2.99	4	4	-	0	1	1	2	4	-	-	2	2	-	-	-	3	1	-	2	-	2
	8.5	9.7		7.4	15.2	10.1	7.3	8.5			6.2	13.2				20.0	3.8		11.5		8.6
$3-$3.99	1	-	1	1	-	-	-	1	-	-	1	-	-	-	-	-	1	-	-	-	1
	1.5		11.8	12.6				1.5			2.2						3.2				3.1
$4-$4.99	3	3	-	1	-	2	1	3	-	-	2	2	-	-	-	0	3	-	2	-	2
	8.2	9.3		14.8		26.1	3.2	8.2			6.9	10.9				2.5	16.1		11.5		7.9
$5-$5.99	3	3	-	-	-	2	1	3	-	-	1	2	-	-	-	1	2	-	1	-	2
	6.5	7.4				26.1	3.2	6.5			3.1	13.2				5.9	9.9		5.1		9.5
$6	1	1	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1
	1.5	1.7		12.6				1.5													3.1
$7	1	-	1	-	-	-	1	1	-	-	1	-	-	-	-	-	1	-	-	-	1
	2.0		16.2				3.2	2.0			3.1						4.4				4.2
$10	2	2	-	-	-	-	2	2	-	-	2	-	-	-	-	-	2	-	-	-	2
	4.5	5.1					7.3	4.5			6.9						9.9				9.5
$12	1	1	-	-	-	-	1	1	-	-	1	-	-	-	1	-	-	-	1	-	-
	2.0	2.3					3.2	2.0			3.1				15.6				5.1		

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

M9A1. For the CFLS packaged individually, how much did you pay PER BULB for your CFLs during your most recent purchase?
BASE: Purchased CFLs individually packaged and in multi-packs

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Don't know	25	21	4	2	3	3	17	25	-	-	18	7	1	-	5	8	10	1	9	5	10
	58.7	56.8	72.1	45.2	69.6	37.7	65.3	58.7			64.8	49.4	100.0 PQ		84.4	54.1	50.9	100.0 SU	55.2	92.9 SU	51.0
Mean	4.52	4.41	5.73	3.71	1.25	4.59	5.16	4.52	-	-	5.76	2.75	-	-	12.00	1.84	5.62	-	3.79	0.50	5.21
Standard Deviation	3.36	3.46	2.67	2.20	2.93	1.04	4.36	3.36	-	-	3.76	2.02	-	-	0.00	1.78	2.69	-	3.79	0.00	3.03
Standard Error	0.93	1.02	1.91	0.93	2.07	0.64	1.78	0.93			1.31	0.95			0.00	0.81	1.04		1.79	0.00	1.03

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

M9A2. How much did you pay PER BULB for your CFLs during your most recent purchase?
BASE: Purchased CFLs individually packaged, don't know, refused

BANNER 2

		URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	205	180	26	23	17	70	95	205	-	-	135	64	32	19	54	59	28	32	86	36	45
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	147	133	14	15	14	53	65	147	-	-	93	48	29	11	41	41	16	29	56	26	33
Total answering	58	47	12	8	3	18	30	58	-	-	42	16	3	8	13	18	12	3	30	11	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	100.0	100.0	100.0
Free	10	9	1	1	-	3	6	10	-	-	6	4	3	1	1	2	2	3	4	1	-
	16.4	18.8	7.2	8.7		15.3	20.9	16.4			13.7	24.6	79.1 NOPQ	10.1	5.7	8.6	16.0	79.1 ST	14.5	6.8	
Less than $1	5	3	1	0	1	1	3	5	-	-	5	-	-	0	3	-	1	-	1	1	3
	7.8	6.6	12.4	4.4	21.0	4.7	9.2	7.8			10.9			4.3	21.3		12.3		4.1	5.8	22.3
$1-$1.99	4	3	1	1	-	-	3	4	-	-	4	-	-	2	-	0	1	-	-	2	2
	6.9	6.9	7.2	16.2			9.2	6.9			9.7			22.7		2.0	10.1			23.7	12.7
$2-$2.99	7	6	1	2	-	4	2	7	-	-	2	5	-	-	2	5	1	-	5	1	1
	12.5	12.5	12.4	24.9 g		20.0	5.7	12.5			4.9	32.9 K			15.9	25.5	5.2		16.1	11.4	10.9
$3-$3.99	5	4	1	1	0	1	3	5	-	-	5	0	0	2	-	2	1	0	3	-	1
	9.0	9.4	7.2	7.4	12.3	4.7	11.7	9.0			11.8	2.3	10.4	22.7		8.6	5.2	10.4	11.7		5.0
$4-$4.99	3	3	-	1	1	-	2	3	-	-	3	-	-	1	1	1	1	-	1	-	2
	5.8	7.3		7.4	21.0		7.4	5.8			8.2			7.4	5.7	8.0	5.2		4.5		16.9
$5-$5.99	9	7	3	0	-	4	5	9	-	-	8	2	-	-	4	3	3	-	5	2	3
	16.0	14.6	21.6	4.4		20.0	18.5	16.0			18.5	10.5			27.8	17.0	23.1		16.1	17.9	22.3

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

M9A2. How much did you pay PER BULB for your CFLs during your most recent purchase?
BASE: Purchased CFLs individually packaged, don't know, refused

BANNER 2

	Total	URBAN/RURAL Urban	URBAN/RURAL Rural	STATE ID	STATE MT	STATE OR	STATE WA	AWARENESS /PURCHASE Pur-chas-er	AWARENESS /PURCHASE Aware Non-Pur-chas-er	AWARENESS /PURCHASE Un-aware	DATE OF MOST RECENT PURCHASE With-in the past year	DATE OF MOST RECENT PURCHASE 2 or more years ago	# OF CFLS INSTALLED 0	# OF CFLS INSTALLED 1	# OF CFLS INSTALLED 2-4	# OF CFLS INSTALLED 5-12	# OF CFLS INSTALLED 13+	CFL PENETRATION 0	CFL PENETRATION 1-33	CFL PENETRATION 34-67	CFL PENETRATION 68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
$6-$6.99	2	1	1	0	-	1	1	2	-	-	0	2	-	1	1	0	-	-	2	0	-
	3.5	2.6	7.2	4.4		4.7	2.8	3.5			0.9	10.5		10.1	6.6	2.0			5.7	3.4	
$7-$7.99	5	3	2	1	1	2	2	5	-	-	3	0	0	-	2	3	-	0	2	2	-
	7.8	6.2	14.4	7.4	24.7	9.4	5.3	7.8			8.1	2.3	10.4		12.2	14.6		10.4	8.1	17.2	
$8	3	3	-	-	-	2	1	3	-	-	2	1	-	-	-	-	3	-	2	1	-
	4.7	5.8				10.6	2.8	4.7			4.5	5.3					23.1		6.4	8.0	
$10	2	2	-	1	-	-	2	2	-	-	1	2	-	2	-	-	-	-	2	-	1
	4.3	5.3		7.4			6.4	4.3			1.5	11.8		22.7					6.4		5.0
$15	2	2	1	-	1	2	-	2	-	-	2	-	-	-	-	2	-	-	2	-	1
	4.3	4.0	5.2		21.0	10.6		4.3			6.0					13.7			6.4		5.0
$20	1	-	1	1	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	1	-
	1.0		5.2	7.4				1.0			1.5				4.8					5.8	
Mean	4.27	4.05	5.11	4.51	6.36	5.23	3.41	4.27	-	-	4.41	3.73	1.10	4.34	4.35	5.43	3.86	1.10	4.86	4.90	3.88
Standard Deviation	4.02	3.73	5.11	5.52	6.05	4.40	3.02	4.02	-	-	4.28	3.38	2.71	3.77	4.44	4.46	3.18	2.71	3.90	4.99	3.68
Standard Error	0.58	0.62	1.33	1.35	2.55	1.23	0.65	0.58			0.74	0.90	1.67	1.61	1.30	1.07	1.05	1.67	0.81	1.60	1.07

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M9A2. How much did you pay PER BULB for your CFLs during your most recent purchase?
BASE: Purchased CFLs individually packaged, don't know, refused

BANNER 2

		URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	205	180	26	23	17	70	95	205	-	-	135	64	32	19	54	59	28	32	86	36	45
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Free	10	9	1	1	-	3	6	10	-	-	6	4	3	1	1	2	2	3	4	1	-
	212.1	284.7	57.8	200.0		324.8	226.7	212.1			125.6			233.3	26.7		130.0		358.0	117.6	
Less than $1	5	3	1	0	1	1	3	5	-	-	5	-	-	0	3	-	1	-	1	1	3
	2.2	1.7	5.6	1.6	3.6	1.2	2.9	2.2			3.4			1.9	5.0		5.2		1.4	1.7	6.0
$1-$1.99	4	3	1	1	-	-	3	4	-	-	4	-	-	2	-	0	1	-	-	2	2
	2.0	1.8	3.3	5.8			2.9	2.0			3.0			9.9		0.6	4.3			6.9	3.4
$2-$2.99	7	6	1	2	-	4	2	7	-	-	2	5	-	-	2	5	1	-	5	1	1
	3.6	3.3	5.6	8.9		5.1	1.8	3.6			1.5	8.2			3.8	7.9	2.2		5.6	3.3	2.9
$3-$3.99	5	4	1	1	0	1	3	5	-	-	5	0	0	2	-	2	1	0	3	-	1
	2.6	2.5	3.3	2.7	2.1	1.2	3.6	2.6			3.6	0.6	1.1	9.9		2.7	2.2	1.1	4.0		1.3
$4-$4.99	3	3	-	1	1	-	2	3	-	-	3	-	-	1	1	1	1	-	1	-	2
	1.7	1.9		2.7	3.6		2.3	1.7			2.5			3.2	1.3	2.5	2.2		1.6		4.5
$5-$5.99	9	7	3	0	-	4	5	9	-	-	8	2	-	-	4	3	3	-	5	2	3
	4.6	3.8	9.8	1.6		5.1	5.8	4.6			5.7	2.6			6.6	5.3	9.7		5.6	5.2	6.0
$6-$6.99	2	1	1	0	-	1	1	2	-	-	0	2	-	1	1	0	-	-	2	0	-
	1.0	0.7	3.3	1.6		1.2	0.9	1.0			0.3	2.6		4.4	1.6	0.6			2.0	1.0	
$7-$7.99	5	3	2	1	1	2	2	5	-	-	3	0	0	-	2	3	-	0	2	2	-
	2.2	1.6	6.5	2.7	4.2	2.4	1.7	2.2			2.5	0.6	1.1		2.9	4.5		1.1	2.8	5.0	
$8	3	3	-	-	-	2	1	3	-	-	2	1	-	-	-	-	3	-	2	1	-
	1.3	1.5				2.7	0.9	1.3			1.4	1.3					9.7		2.2	2.3	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

M9A2. How much did you pay PER BULB for your CFLs during your most recent purchase?
BASE: Purchased CFLs individually packaged, don't know, refused

BANNER 2

		URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
$10	2	2	-	1	-	-	2	2	-	-	1	2	-	2	-	-	-	-	2	-	1
	1.2	1.4		2.7			2.0	1.2			0.5	2.9		9.9					2.2		1.3
$15	2	2	1	-	1	2	-	2	-	-	2	-	-	-	-	2	-	-	2	-	1
	1.2	1.0	2.4		3.6	2.7		1.2			1.9					4.3			2.2		1.3
$20	1	-	1	1	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	1	-
	0.3		2.4	2.7				0.3			0.5				1.1					1.7	
Don't know	144	131	13	15	14	53	63	144	-	-	93	47	26	11	41	41	16	26	56	26	33
	70.3	72.9	52.2	64.2	79.4	74.7	66.8	70.3			69.1	72.3	81.5	56.5	76.3	69.1	57.9	81.5	65.5	71.0	73.1
		C											q								
Refused	2	2	1	-	1	-	2	2	-	-	-	2	2	-	-	-	-	2	-	-	-
	1.2	1.0	2.4		3.6		2.0	1.2				2.9	7.8					7.8			
Mean	4.27	4.05	5.11	4.51	6.36	5.23	3.41	4.27	-	-	4.41	3.73	1.10	4.34	4.35	5.43	3.86	1.10	4.86	4.90	3.88
Standard Deviation	4.02	3.73	5.11	5.52	6.05	4.40	3.02	4.02	-	-	4.28	3.38	2.71	3.77	4.44	4.46	3.18	2.71	3.90	4.99	3.68
Standard Error	0.58	0.62	1.33	1.35	2.55	1.23	0.65	0.58			0.74	0.90	1.67	1.61	1.30	1.07	1.05	1.67	0.81	1.60	1.07

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

M9B. How many CFLs were in each of the multi-packs you purchased most recently?
BASE: Purchased multi-packs

BANNER 2

		URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	548	498	50	53	55	172	268	548	-	-	421	124	38	9	87	240	150	38	152	119	229
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	20	17	3	4	4	2	10	20	-	-	16	5	3	-	1	8	6	3	3	4	9
Total answering	527	481	47	49	51	170	257	527	-	-	405	119	35	9	87	232	144	35	149	115	221
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	5	4	1	1	1	2	1	5	-	-	4	0	-	-	-	2	2	-	1	0	4
	0.9	0.9	1.3	2.0	2.4	1.1	0.3	0.9			1.1	0.3				1.0	1.7		0.4	0.3	1.7
2	161	148	13	13	11	65	72	161	-	-	125	34	14	4	40	71	25	14	51	42	53
	30.5	30.8	27.8	27.5	22.1	38.0	27.8	30.5			31.0	28.1	39.0	41.0	45.8	30.5	17.1	39.0	33.9	36.4	24.1
						Eg							Q		PQ	Q			u	u	
3	66	62	4	2	8	24	31	66	-	-	57	9	4	1	15	27	19	4	27	12	23
	12.5	12.9	8.8	4.9	15.5	14.4	12.2	12.5			14.0	7.5	11.3	9.3	17.4	11.8	13.1	11.3	18.1	10.2	10.6
					D	D	D				l										
4	175	158	17	19	15	47	94	175	-	-	133	42	10	4	26	68	57	10	43	33	83
	33.2	32.8	37.3	38.1	29.3	27.7	36.7	33.2			32.9	35.1	29.1	45.8	29.8	29.4	39.5	29.1	28.9	28.9	37.5
																	p				
5	19	17	2	2	2	7	8	19	-	-	14	5	-	-	1	11	8	-	5	4	11
	3.7	3.6	4.4	3.2	4.5	4.3	3.1	3.7			3.5	4.4			0.7	4.6	5.4		3.3	3.2	4.8
																O	o				
6	57	50	7	7	10	13	27	57	-	-	40	17	7	0	4	23	21	7	11	14	24
	10.7	10.4	14.6	15.3	18.7	7.5	10.4	10.7			9.8	14.3	20.6	4.0	4.6	9.9	14.8	20.6	7.5	12.4	10.8
				f	Fg								o				O				

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

M9B. How many CFLs were in each of the multi-packs you purchased most recently?
BASE: Purchased multi-packs

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
7-10	26	25	1	3	2	10	11	26	-	-	21	4	-	-	1	17	8	-	5	7	13
	4.9	5.1	3.1	6.7	3.8	5.9	4.1	4.9			5.2	3.7			1.0	7.2	5.5		3.5	6.3	6.1
																O	o				
More than 10	17	17	1	1	1	2	13	17	-	-	9	8	-	-	1	13	3	-	7	2	9
	3.3	3.4	1.3	2.2	2.6	1.1	5.0	3.3			2.3	6.6			0.8	5.6	2.4		4.5	1.6	3.9
							f									O					
Other	1	1	1	-	1	-	1	1	-	-	1	-	-	-	-	-	1	-	-	1	1
	0.3	0.2	1.3		1.2		0.3	0.3			0.4						0.6			0.5	0.4
Mean	4.01	4.01	3.91	4.18	4.12	3.62	4.20	4.01	-	-	3.90	4.35	3.52	3.17	3.12	4.31	4.30	3.52	3.94	3.87	4.21
Standard Deviation	2.40	2.45	1.91	2.25	2.14	2.02	2.69	2.40	-	-	2.35	2.54	1.53	1.16	1.46	2.89	2.15	1.53	2.84	2.15	2.35
Standard Error	0.12	0.14	0.24	0.23	0.22	0.20	0.21	0.12			0.14	0.28	0.31	0.46	0.19	0.23	0.21	0.31	0.28	0.24	0.19

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

M9B. How many CFLs were in each of the multi-packs you purchased most recently?
BASE: Purchased multi-packs

BANNER 2

	Total	URBAN/RURAL: Urban	Rural	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	548	498	50	53	55	172	268	548	-	-	421	124	38	9	87	240	150	38	152	119	229
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	5	4	1	1	1	2	1	5	-	-	4	0	-	-	-	2	2	-	1	0	4
	0.9	0.8	1.2	1.8	2.2	1.1	0.3	0.9			1.1	0.3				1.0	1.7		0.4	0.3	1.7
2	161	148	13	13	11	65	72	161	-	-	125	34	14	4	40	71	25	14	51	42	53
	29.4	29.7	26.1	25.6	20.5	37.5	26.8	29.4			29.8	27.1	36.1	41.0	45.4	29.5	16.4	36.1	33.3	35.1	23.2
						dEg							Q		PQ	Q			u	u	
3	66	62	4	2	8	24	31	66	-	-	57	9	4	1	15	27	19	4	27	12	23
	12.1	12.4	8.3	4.6	14.3	14.2	11.7	12.1			13.5	7.2	10.4	9.3	17.2	11.4	12.5	10.4	17.7	9.8	10.2
					D	D	D				l								u		
4	175	158	17	19	15	47	94	175	-	-	133	42	10	4	26	68	57	10	43	33	83
	32.0	31.7	35.0	35.4	27.2	27.3	35.3	32.0			31.6	33.8	26.9	45.8	29.5	28.4	37.9	26.9	28.3	27.9	36.1
5	19	17	2	2	2	7	8	19	-	-	14	5	-	-	1	11	8	-	5	4	11
	3.5	3.5	4.1	3.0	4.2	4.3	3.0	3.5			3.3	4.2			0.7	4.4	5.1		3.2	3.1	4.7
																o	o				
6	57	50	7	7	10	13	27	57	-	-	40	17	7	0	4	23	21	7	11	14	24
	10.3	10.0	13.7	14.3	17.3	7.4	10.0	10.3			9.4	13.8	19.1	4.0	4.6	9.6	14.2	19.1	7.4	12.0	10.4
					F								o				O				
7-10	26	25	1	3	2	10	11	26	-	-	21	4	-	-	1	17	8	-	5	7	13
	4.7	4.9	2.9	6.3	3.5	5.8	4.0	4.7			5.0	3.5			1.0	6.9	5.2		3.4	6.1	5.9
																O	o				
More than 10	17	17	1	1	1	2	13	17	-	-	9	8	-	-	1	13	3	-	7	2	9
	3.1	3.3	1.2	2.1	2.4	1.1	4.8	3.1			2.2	6.3			0.8	5.4	2.3		4.4	1.6	3.7
							f									O					

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
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NEEA Consumer Lighting Survey (#5752)

M9B. How many CFLs were in each of the multi-packs you purchased most recently?
BASE: Purchased multi-packs

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Other	1	1	1	-	1	-	1	1	-	-	1	-	-	-	-	-	1	-	-	1	1
	0.3	0.2	1.2		1.1		0.3	0.3			0.3						0.6			0.5	0.4
Don't know	20	17	3	4	4	2	10	20	-	-	16	5	3	-	1	8	6	3	3	4	9
	3.7	3.5	6.2	6.9	7.3	1.3	3.9	3.7			3.7	3.7	7.5		0.7	3.4	4.1	7.5	1.8	3.6	3.7
				F	F																
Mean	4.01	4.01	3.91	4.18	4.12	3.62	4.20	4.01	-	-	3.90	4.35	3.52	3.17	3.12	4.31	4.30	3.52	3.94	3.87	4.21
Standard Deviation	2.40	2.45	1.91	2.25	2.14	2.02	2.69	2.40	-	-	2.35	2.54	1.53	1.16	1.46	2.89	2.15	1.53	2.84	2.15	2.35
Standard Error	0.12	0.14	0.24	0.23	0.22	0.20	0.21	0.12			0.14	0.28	0.31	0.46	0.19	0.23	0.21	0.31	0.28	0.24	0.19

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

M9C1. How much did you pay for each multi-pack?
BASE: Purchased multi-packs

BANNER 2

	Total	URBAN/RURAL: Urban	Rural	STATE: ID	MT	OR	WA	AWARENESS /PURCHASE: Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	2 or more years ago	# OF CFLS INSTALLED: 0	1	2-4	5-12	13+	CFL PENETRATION: 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	548	498	50	53	55	172	268	548	-	-	421	124	38	9	87	240	150	38	152	119	229
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	409	377	33	41	38	133	198	409	-	-	307	100	33	6	71	183	96	33	118	93	156
Total answering	138	121	17	12	17	39	70	138	-	-	114	24	4	3	17	57	54	4	34	26	73
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Free	3	3	-	-	1	2	-	3	-	-	2	0	-	-	0	2	0	-	2	-	0
	1.9	2.2			4.3	4.8		1.9			2.0	1.5			2.2	3.3	0.7		6.6		0.5
Less than $1	2	2	-	-	-	2	-	2	-	-	2	-	-	-	-	2	-	-	2	-	-
	1.4	1.6				4.8		1.4			1.7					3.3			5.6		
$1-$1.99	6	6	-	0	-	-	6	6	-	-	4	2	-	-	-	6	0	-	4	0	2
	4.4	5.0		3.0			8.1	4.4			3.6	7.9				10.0 q	0.7		11.1	1.4	2.6
$2-$2.99	8	6	2	-	1	3	4	8	-	-	8	-	-	-	2	5	1	-	2	4	2
	5.8	5.2	9.8		8.6	6.9	5.4	5.8			7.0				11.4	9.2	1.5		5.6	13.8	3.4
$3-$3.99	11	10	1	1	1	6	2	11	-	-	11	-	0	-	2	3	5	0	3	-	8
	8.1	8.0	8.5	12.0	7.9	16.5 g	2.7	8.1			9.8		8.1		11.4	6.1	10.0	8.1	7.7		11.2
$4-$4.99	9	9	-	1	1	-	7	9	-	-	9	-	-	-	3	3	2	-	4	1	3
	6.6	7.5		11.1	3.6		10.2	6.6			8.0				15.8	6.1	4.1		13.3	5.2	4.4
$5-$5.99	19	16	3	3	2	5	9	19	-	-	14	5	1	0	3	7	8	1	4	5	10
	14.0	13.4	17.9	26.4	9.4	13.8	13.0	14.0			12.6	20.9	27.6	11.7	15.8	11.7	14.4	27.6	10.6	18.5	13.3

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

M9C1. How much did you pay for each multi-pack?
BASE: Purchased multi-packs

BANNER 2

		URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
$6-$6.99	11	11	1	0	1	5	6	11	-	-	8	3	2	-	1	2	6	2	1	2	6
	8.2	8.9	3.6	3.0	3.6	11.7	8.2	8.2			6.9	14.4	56.2 OPq		4.4	4.2	10.4	56.2 Stu	2.1	6.5	8.8
$7-$7.99	8	6	2	3	2	-	3	8	-	-	6	1	-	-	-	4	3	-	1	2	5
	5.8	4.6	14.3	22.3 g	10.9		4.9	5.8			5.4	5.1				6.5	5.3		1.8	8.0	6.2
$8-$8.99	11	10	1	0	1	4	6	11	-	-	9	2	-	-	1	7	4	-	3	5	3
	8.0	8.4	4.9	3.0	3.6	11.2	8.1	8.0			7.7	9.4			3.7	12.1	6.5		9.8	17.9	4.2
$9-$9.99	5	4	1	0	1	2	2	5	-	-	4	1	-	1	-	1	3	-	3	0	2
	3.7	3.5	4.9	3.0	7.1	4.8	2.4	3.7			3.8	3.5		27.2		1.5	6.3		8.0	1.4	2.8
$10	21	19	1	0	2	5	13	21	-	-	16	5	0	-	4	8	8	0	3	4	12
	14.9	15.8	8.5	3.0	13.0	13.8	18.0 D	14.9			13.7	21.0	8.1		24.5	14.2	14.8	8.1	9.8	17.4	16.9
More than $10.00	24	19	5	2	5	5	13	24	-	-	20	4	-	2	2	7	14	-	3	3	19
	17.5	16.0	27.7	13.2	28.1	11.7	18.9	17.5			17.8	16.2		61.1	10.9	11.8	25.2		8.0	9.9	25.8 St
Mean	7.68	7.57	8.47	6.91	9.05	6.39	8.20	7.68	-	-	7.66	7.76	6.07	15.26	6.53	6.16	9.40	6.07	5.92	7.19	8.77
Standard Deviation	5.27	5.34	4.79	4.09	7.21	3.82	5.53	5.27	-	-	5.55	3.81	1.72	7.37	3.91	4.05	6.13	1.72	5.04	3.68	5.78
Standard Error	0.53	0.59	0.97	0.85	1.34	0.78	0.83	0.53			0.62	0.88	0.86	5.00	1.12	0.66	0.96	0.86	1.08	0.80	0.80

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

M9C1. How much did you pay for each multi-pack?
BASE: Purchased multi-packs

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	548	498	50	53	55	172	268	548	-	-	421	124	38	9	87	240	150	38	152	119	229
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Free	3	3	-	-	1	2	-	3	-	-	2	0	-	-	0	2	0	-	2	-	0
	0.5	0.5			1.3	1.1		0.5			0.5	0.3			0.4	0.8	0.2		1.5		0.2
Less than $1	2	2	-	-	-	2	-	2	-	-	2	-	-	-	-	2	-	-	2	-	-
	0.3	0.4				1.1		0.3			0.4					0.8			1.2		
$1-$1.99	6	6	-	0	-	-	6	6	-	-	4	2	-	-	-	6	0	-	4	0	2
	1.1	1.2		0.7			2.1	1.1			1.0	1.5				2.4 q	0.2		2.5	0.3	0.8
$2-$2.99	8	6	2	-	1	3	4	8	-	-	8	-	-	-	2	5	1	-	2	4	2
	1.5	1.3	3.4		2.6	1.6	1.4	1.5			1.9				2.2	2.2	0.6		1.2	3.0	1.1
$3-$3.99	11	10	1	1	1	6	2	11	-	-	11	-	0	-	2	3	5	0	3	-	8
	2.0	1.9	2.9	2.7	2.4	3.8	0.7	2.0			2.6		0.9		2.2	1.4	3.6	0.9	1.7		3.6
$4-$4.99	9	9	-	1	1	-	7	9	-	-	9	-	-	-	3	3	2	-	4	1	3
	1.7	1.8		2.5	1.1		2.7	1.7			2.2				3.0	1.4	1.5		3.0	1.1	1.4
$5-$5.99	19	16	3	3	2	5	9	19	-	-	14	5	1	0	3	7	8	1	4	5	10
	3.5	3.3	6.2	6.0	2.9	3.2	3.4	3.5			3.4	4.0	3.2	4.0	3.0	2.8	5.2	3.2	2.4	4.0	4.2
$6-$6.99	11	11	1	0	1	5	6	11	-	-	8	3	2	-	1	2	6	2	1	2	6
	2.1	2.2	1.2	0.7	1.1	2.7	2.1	2.1			1.9	2.8	6.6		0.8	1.0	3.8	6.6	0.5	1.4	2.8
$7-$7.99	8	6	2	3	2	-	3	8	-	-	6	1	-	-	-	4	3	-	1	2	5
	1.5	1.1	4.9	5.1	3.3		1.3	1.5			1.5	1.0				1.6	1.9		0.4	1.7	2.0

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

M9C1. How much did you pay for each multi-pack?
BASE: Purchased multi-packs

BANNER 2

		URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
$8-$8.99	11	10	1	0	1	4	6	11	-	-	9	2	-	-	1	7	4	-	3	5	3
	2.0	2.0	1.7	0.7	1.1	2.6	2.1	2.0			2.1	1.8			0.7	2.9	2.4		2.2	3.9	1.3
$9-$9.99	5	4	1	0	1	2	2	5	-	-	4	1	-	1	-	1	3	-	3	0	2
	0.9	0.9	1.7	0.7	2.2	1.1	0.6	0.9			1.0	0.7		9.3		0.3	2.3		1.8	0.3	0.9
$10	21	19	1	0	2	5	13	21	-	-	16	5	0	-	4	8	8	0	3	4	12
	3.8	3.8	2.9	0.7	4.0	3.2	4.7	3.8			3.7	4.1	0.9		4.7	3.4	5.4	0.9	2.2	3.8	5.4
							D														r
More than $10.00	24	19	5	2	5	5	13	24	-	-	20	4	-	2	2	7	14	-	3	3	19
	4.4	3.9	9.5	3.0	8.6	2.7	4.9	4.4			4.8	3.1		20.9	2.1	2.8	9.2		1.8	2.1	8.2
					df												OP				ST
Don't know	408	375	33	41	38	132	197	408	-	-	306	100	33	6	71	183	94	33	118	93	155
	74.5	75.4	65.6	77.2	69.4	76.7	73.6	74.5			72.7	80.7	88.3	65.8	81.0	76.3	62.7	88.3	77.7	78.3	67.5
													pQ		Q	Q		U	u	u	
Refused	1	1	-	-	-	1	1	1	-	-	1	-	-	-	-	-	1	-	-	-	1
	0.3	0.3				0.4	0.3	0.3			0.3						1.0				0.6
Mean	7.68	7.57	8.47	6.91	9.05	6.39	8.20	7.68	-	-	7.66	7.76	6.07	15.26	6.53	6.16	9.40	6.07	5.92	7.19	8.77
Standard Deviation	5.27	5.34	4.79	4.09	7.21	3.82	5.53	5.27	-	-	5.55	3.81	1.72	7.37	3.91	4.05	6.13	1.72	5.04	3.68	5.78
Standard Error	0.53	0.59	0.97	0.85	1.34	0.78	0.83	0.53			0.62	0.88	0.86	5.00	1.12	0.66	0.96	0.86	1.08	0.80	0.80

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S1. Thinking about all of the CFLs you recently purchased, how satisfied are you with them?
BASE: Purchased CFLs

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	753	677	75	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	11	10	1	0	4	5	3	11	-	-	1	8	7	-	0	3	0	7	0	2	1
Total answering	741	668	74	75	69	238	359	741	-	-	554	181	63	28	141	295	178	63	237	153	274
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	53	49	5	7	5	20	22	53	-	-	22	31	32	0	7	10	2	32	14	5	1
	7.2	7.3	6.4	8.7	6.9	8.4	6.1	7.2			4.0	17.4	49.7	1.3	4.8	3.3	1.4	49.7	5.8	3.3	0.2
												K	NOPQ					STU	U	u	
2	18	16	2	2	2	8	6	18	-	-	13	5	4	4	2	7	1	4	11	1	3
	2.5	2.4	2.8	2.6	2.3	3.5	1.8	2.5			2.4	2.9	5.9	14.7	1.5	2.3	0.8	5.9	4.5	0.4	1.2
														q					Tu		
3	28	28	1	1	3	11	13	28	-	-	20	8	7	4	7	10	-	7	15	4	2
	3.8	4.1	0.8	1.4	3.7	4.7	3.7	3.8			3.5	4.4	11.0	13.4	5.1	3.3		11.0	6.2	2.9	0.7
		C				d												tU	U		
4	21	20	1	3	2	9	8	21	-	-	11	10	3	-	6	8	4	3	10	3	5
	2.8	3.1	0.8	3.9	2.3	3.8	2.1	2.8			2.0	5.6	4.5		4.5	2.5	2.5	4.5	4.0	2.2	1.9
		c										k									
5	50	46	4	6	8	14	22	50	-	-	36	14	2	4	9	18	11	2	25	9	14
	6.8	6.9	5.3	7.6	11.1	6.1	6.3	6.8			6.5	7.5	3.2	15.3	6.1	6.2	6.3	3.2	10.5	6.1	5.1
																			Ru		
6	42	36	7	5	3	18	17	42	-	-	39	4	2	2	7	19	7	2	16	10	12
	5.7	5.4	9.0	6.5	3.7	7.7	4.6	5.7			7.0	2.1	3.3	6.7	4.7	6.5	4.2	3.3	6.8	6.6	4.3
											L										

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S1. Thinking about all of the CFLs you recently purchased, how satisfied are you with them?
BASE: Purchased CFLs

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
7	76	71	5	4	4	28	41	76	-	-	64	12	2	2	21	34	15	2	30	25	19
	10.3	10.7	6.5	5.0	6.3	11.6	11.3	10.3			11.6	6.5	3.0	8.0	15.1	11.6	8.6	3.0	12.7	16.3	6.9
						D	D				l				M	M			Ru	RU	
8	125	111	13	12	11	45	56	125	-	-	109	13	2	2	29	56	33	2	50	25	46
	16.8	16.7	17.6	15.6	15.9	19.0	15.7	16.8			19.7	7.0	3.6	6.0	20.5	19.1	18.3	3.6	20.9	16.3	17.0
											L				MN	MN	Mn		R	R	R
9	70	63	7	11	8	14	37	70	-	-	51	19	2	2	9	29	25	2	10	15	43
	9.5	9.5	9.5	14.1	11.6	6.1	10.3	9.5			9.2	10.6	3.5	6.7	6.1	9.9	14.3	3.5	4.4	9.6	15.6
				F												m	MO				RS
10-Very satisfied	257	227	31	26	25	69	137	257	-	-	190	65	8	8	44	104	78	8	57	55	129
	34.7	33.9	41.3	34.6	36.1	29.1	38.1	34.7			34.2	35.9	12.2	28.0	31.5	35.1	43.7	12.2	24.2	36.2	47.1
							f								M	M	Mo		R	RS	RSt
Mean	7.41	7.37	7.83	7.44	7.47	7.00	7.67	7.41	-	-	7.65	6.66	3.52	6.31	7.40	7.73	8.42	3.52	6.80	7.85	8.59
Standard Deviation	2.81	2.82	2.68	2.91	2.85	2.90	2.70	2.81	-	-	2.51	3.49	3.33	3.11	2.61	2.47	1.98	3.33	2.76	2.32	1.85
Standard Error	0.12	0.13	0.26	0.24	0.25	0.24	0.18	0.12			0.13	0.30	0.49	0.71	0.26	0.17	0.17	0.49	0.21	0.22	0.13

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S1. Thinking about all of the CFLs you recently purchased, how satisfied are you with them?
BASE: Purchased CFLs

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur- chas- er	Aware Non- Pur- chas- er	Un- aware	With -in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	753	677	75	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	53	49	5	7	5	20	22	53	-	-	22	31	32	0	7	10	2	32	14	5	1
	7.1	7.2	6.3	8.7	6.6	8.3	6.1	7.1			3.9	16.7 K	45.0 NOPQ	1.3	4.8	3.3	1.4	45.0 STU	5.8 U	3.2 u	0.2
2	18	16	2	2	2	8	6	18	-	-	13	5	4	4	2	7	1	4	11	1	3
	2.4	2.4	2.7	2.6	2.2	3.4	1.8	2.4			2.4	2.8	5.4	14.7 q	1.5	2.3	0.8	5.4	4.5 Tu	0.4	1.2
3	28	28	1	1	3	11	13	28	-	-	20	8	7	4	7	10	-	7	15	4	2
	3.7	4.1 C	0.8	1.4	3.5	4.7	3.6	3.7			3.5	4.2	10.0	13.4	5.1	3.3		10.0 U	6.2 U	2.9	0.7
4	21	20	1	3	2	9	8	21	-	-	11	10	3	-	6	8	4	3	10	3	5
	2.8	3.0 c	0.8	3.9	2.2	3.7	2.1	2.8			2.0	5.3 k	4.1		4.4	2.5	2.5	4.1	4.0	2.2	1.9
5	50	46	4	6	8	14	22	50	-	-	36	14	2	4	9	18	11	2	25	9	14
	6.7	6.8	5.2	7.5	10.5	5.9	6.2	6.7			6.5	7.2	2.9	15.3	6.1	6.2	6.3	2.9	10.4 Ru	6.0	5.1
6	42	36	7	5	3	18	17	42	-	-	39	4	2	2	7	19	7	2	16	10	12
	5.6	5.3	8.8	6.4	3.5	7.6	4.6	5.6			7.0 L	2.0	2.9	6.7	4.7	6.5	4.1	2.9	6.7	6.6	4.2
7	76	71	5	4	4	28	41	76	-	-	64	12	2	2	21	34	15	2	30	25	19
	10.1	10.5	6.4	4.9	6.0	11.3 D	11.2 De	10.1			11.6 L	6.3	2.7	8.0	15.1 M	11.5 M	8.5 m	2.7	12.7 Ru	16.0 RU	6.8

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S1. Thinking about all of the CFLs you recently purchased, how satisfied are you with them?
BASE: Purchased CFLs

BANNER 2

	Total	URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
		Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
8	125	111	13	12	11	45	56	125	-	-	109	13	2	2	29	56	33	2	50	25	46
	16.5	16.5	17.3	15.6	15.1	18.7	15.6	16.5			19.6	6.7	3.3	6.0	20.5	18.9	18.3	3.3	20.9	16.1	16.9
											L				MN	MN	Mn		R	R	R
9	70	63	7	11	8	14	37	70	-	-	51	19	2	2	9	29	25	2	10	15	43
	9.3	9.3	9.3	14.1	11.1	6.0	10.2	9.3			9.2	10.2	3.2	6.7	6.1	9.8	14.3	3.2	4.4	9.5	15.6
				F												M	MO			r	RS
10-Very satisfied	257	227	31	26	25	69	137	257	-	-	190	65	8	8	44	104	78	8	57	55	129
	34.2	33.4	40.5	34.5	34.3	28.5	37.8	34.2			34.1	34.5	11.1	28.0	31.4	34.7	43.6	11.1	24.2	35.7	46.9
							f								M	M	Mo		R	RS	RST
Don't know	11	10	1	0	4	5	3	11	-	-	1	8	7	-	0	3	0	7	0	2	1
	1.5	1.5	1.9	0.5	5.0	1.9	0.8	1.5			0.3	4.0	9.5		0.3	1.0	0.2	9.5	0.2	1.4	0.4
					DG							K	OPQ					StU			
Mean	7.41	7.37	7.83	7.44	7.47	7.00	7.67	7.41	-	-	7.65	6.66	3.52	6.31	7.40	7.73	8.42	3.52	6.80	7.85	8.59
Standard Deviation	2.81	2.82	2.68	2.91	2.85	2.90	2.70	2.81	-	-	2.51	3.49	3.33	3.11	2.61	2.47	1.98	3.33	2.76	2.32	1.85
Standard Error	0.12	0.13	0.26	0.24	0.25	0.24	0.18	0.12			0.13	0.30	0.49	0.71	0.26	0.17	0.17	0.49	0.21	0.22	0.13

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S2A. How would you rate the compact fluorescent bulbs you have recently purchased in terms of ... The color of the light they provide.
BASE: Purchased CFLs and were asked this question

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	361	324	37	42	36	118	166	361	-	-	269	86	32	11	76	147	80	32	116	86	119
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	13	13	-	1	1	4	6	13	-	-	6	6	5	0	0	4	3	5	0	2	4
Total answering	349	311	37	41	34	114	159	349	-	-	263	80	27	10	76	143	77	27	115	84	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
1-Not at all satisfied	28	24	3	4	3	6	14	28	-	-	14	13	12	-	5	4	5	12	8	5	1
	8.0	7.8	8.8	8.8	9.3	5.7	9.1	8.0			5.2	16.1	43.7		6.5	2.5	6.6	43.7	6.8	5.7	1.2
												K	OPQ					STU	u		
2	20	19	2	2	2	9	7	20	-	-	15	6	4	-	5	10	2	4	10	4	2
	5.9	6.0	4.9	4.1	6.8	8.1	4.5	5.9			5.5	7.3	16.1		6.1	6.7	2.0	16.1	8.7	4.7	1.5
													q					u	U		
3	57	52	5	6	4	21	26	57	-	-	43	12	3	-	11	29	11	3	30	11	11
	16.3	16.7	13.3	14.1	11.1	18.5	16.4	16.3			16.5	14.5	10.5		14.9	20.4	13.7	10.5	26.2	13.7	9.2
																			rtU		
4	96	90	7	10	11	31	44	96	-	-	84	10	6	7	22	41	16	6	29	26	33
	27.6	28.7	17.6	24.9	31.6	27.5	27.4	27.6			32.0	12.6	20.5	69.7	29.3	28.8	21.1	20.5	24.9	31.1	29.1
		c									L			MOPQ							
5-Very satisfied	148	127	21	20	14	46	68	148	-	-	107	39	3	3	33	59	44	3	38	38	68
	42.3	40.7	55.4	48.1	41.3	40.2	42.5	42.3			40.8	49.4	9.3	30.3	43.3	41.6	56.6	9.3	33.4	44.8	59.1
			b												M	M	Mp		R	R	RSt
Mean	3.90	3.89	4.06	4.00	3.89	3.89	3.90	3.90	-	-	3.98	3.72	2.36	4.30	3.97	4.00	4.19	2.36	3.69	4.05	4.43
Standard Deviation	1.24	1.23	1.31	1.27	1.29	1.19	1.26	1.24	-	-	1.13	1.53	1.47	0.48	1.19	1.06	1.17	1.47	1.22	1.14	0.82
Standard Error	0.08	0.08	0.18	0.14	0.17	0.14	0.13	0.08			0.08	0.20	0.33	0.19	0.16	0.11	0.15	0.33	0.13	0.15	0.09

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S2A. How would you rate the compact fluorescent bulbs you have recently purchased in terms of ... The color of the light they provide.
BASE: Purchased CFLs and were asked this question

BANNER 2

		URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	361	324	37	42	36	118	166	361	-	-	269	86	32	11	76	147	80	32	116	86	119
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	28	24	3	4	3	6	14	28	-	-	14	13	12	-	5	4	5	12	8	5	1
	7.7	7.5	8.8	8.6	8.9	5.5	8.7	7.7			5.1	14.9	36.8		6.4	2.4	6.4	36.8	6.8	5.5	1.1
												K	OPQ					STU	u		
2	20	19	2	2	2	9	7	20	-	-	15	6	4	-	5	10	2	4	10	4	2
	5.7	5.7	4.9	4.0	6.5	7.8	4.4	5.7			5.4	6.8	13.5		6.1	6.5	1.9	13.5	8.7	4.6	1.4
																		u	U		
3	57	52	5	6	4	21	26	57	-	-	43	12	3	-	11	29	11	3	30	11	11
	15.8	16.0	13.3	13.8	10.6	17.9	15.8	15.8			16.1	13.5	8.8		14.8	19.9	13.2	8.8	26.1	13.4	8.9
																			RtU		
4	96	90	7	10	11	31	44	96	-	-	84	10	6	7	22	41	16	6	29	26	33
	26.6	27.6	17.6	24.3	30.3	26.6	26.3	26.6			31.2	11.7	17.2	67.4	29.2	28.0	20.4	17.2	24.8	30.3	28.1
		c									L			MOPQ							
5-Very satisfied	148	127	21	20	14	46	68	148	-	-	107	39	3	3	33	59	44	3	38	38	68
	40.8	39.2	55.4	47.0	39.6	39.0	40.9	40.8			39.8	45.8	7.8	29.2	43.1	40.6	54.7	7.8	33.3	43.6	57.0
			B												M	M	Mp		R	R	RS
Don't know	13	13	-	1	1	4	6	13	-	-	6	6	5	0	0	4	3	5	0	2	4
	3.5	3.9		2.3	4.0	3.2	3.9	3.5			2.4	7.3	15.8	3.4	0.5	2.6	3.4	15.8	0.3	2.6	3.5
													Op					St			
Mean	3.90	3.89	4.06	4.00	3.89	3.89	3.90	3.90	-	-	3.98	3.72	2.36	4.30	3.97	4.00	4.19	2.36	3.69	4.05	4.43
Standard Deviation	1.24	1.23	1.31	1.27	1.29	1.19	1.26	1.24	-	-	1.13	1.53	1.47	0.48	1.19	1.06	1.17	1.47	1.22	1.14	0.82
Standard Error	0.08	0.08	0.18	0.14	0.17	0.14	0.13	0.08			0.08	0.20	0.33	0.19	0.16	0.11	0.15	0.33	0.13	0.15	0.09

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S2B. How would you rate the compact fluorescent bulbs you have recently purchased in terms of ... The brightness of the light they provide.
BASE: Purchased CFLs and were asked this question

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	390	345	45	45	42	129	174	390	-	-	297	92	28	19	79	148	103	28	131	80	145
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	9	9	1	2	0	4	4	9	-	-	3	6	4	-	1	2	1	4	-	-	3
Total answering	381	336	45	43	42	125	170	381	-	-	294	86	24	19	78	146	101	24	131	80	142
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	26	22	4	4	4	8	8	26	-	-	10	15	11	2	5	6	2	11	11	2	2
	6.7	6.5	8.7	10.4	10.4	6.7	4.9	6.7			3.5	17.0	44.4	13.4	5.8	3.8	2.5	44.4	8.2	2.3	1.8
												K	NOPQ					STU	tU		
2	24	23	2	4	5	7	8	24	-	-	20	5	2	3	8	6	5	2	14	3	6
	6.4	6.7	4.1	8.4	13.0	5.9	4.7	6.4			6.7	5.5	7.1	17.2	10.6	3.9	4.8	7.1	10.4	3.7	4.3
					g														tu		
3	76	67	9	6	8	31	31	76	-	-	62	14	2	2	16	43	12	2	34	24	16
	20.0	20.1	19.9	13.3	19.5	24.7	18.5	20.0			21.2	16.0	6.6	12.0	20.5	29.1	12.1	6.6	25.9	30.7	11.1
						d									m	MnQ			RU	RU	
4	98	84	15	11	13	36	39	98	-	-	82	16	3	5	20	40	28	3	32	19	43
	25.8	24.8	33.2	25.1	30.3	28.9	22.6	25.8			27.9	18.9	13.6	29.2	25.4	27.6	27.6	13.6	24.7	23.9	30.1
																					r
5-Very satisfied	156	141	15	19	11	42	84	156	-	-	119	37	7	5	29	52	54	7	40	31	75
	41.0	41.9	34.1	42.8	26.7	33.9	49.3	41.0			40.6	42.7	28.3	28.2	37.7	35.5	53.1	28.3	30.8	39.4	52.8
				E			EF										MnoP				RSt
Mean	3.88	3.89	3.80	3.82	3.50	3.77	4.07	3.88	-	-	3.95	3.65	2.74	3.42	3.79	3.87	4.24	2.74	3.59	3.94	4.28
Standard Deviation	1.21	1.21	1.22	1.36	1.31	1.18	1.14	1.21	-	-	1.10	1.50	1.78	1.44	1.23	1.07	1.01	1.78	1.25	1.03	0.95
Standard Error	0.07	0.08	0.15	0.15	0.15	0.13	0.11	0.07			0.07	0.18	0.39	0.39	0.16	0.10	0.12	0.39	0.13	0.13	0.09

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S2B. How would you rate the compact fluorescent bulbs you have recently purchased in terms of ... The brightness of the light they provide.
BASE: Purchased CFLs and were asked this question

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	390	345	45	45	42	129	174	390	-	-	297	92	28	19	79	148	103	28	131	80	145
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	26	22	4	4	4	8	8	26	-	-	10	15	11	2	5	6	2	11	11	2	2
	6.6	6.3	8.6	10.0	10.3	6.5	4.8	6.6			3.5	15.8	37.3	13.4	5.8	3.8	2.4	37.3	8.2	2.3	1.7
												K	nOPQ					STU	tU		
2	24	23	2	4	5	7	8	24	-	-	20	5	2	3	8	6	5	2	14	3	6
	6.2	6.5	4.0	8.1	12.9	5.7	4.6	6.2			6.6	5.1	6.0	17.2	10.5	3.9	4.7	6.0	10.4	3.7	4.2
					g														tu		
3	76	67	9	6	8	31	31	76	-	-	62	14	2	2	16	43	12	2	34	24	16
	19.6	19.6	19.7	12.9	19.4	24.0	18.1	19.6			21.0	14.9	5.6	12.0	20.3	28.7	12.0	5.6	25.9	30.7	10.8
						d									M	MnQ			RU	RU	
4	98	84	15	11	13	36	39	98	-	-	82	16	3	5	20	40	28	3	32	19	43
	25.2	24.2	32.8	24.3	30.1	28.0	22.2	25.2			27.6	17.7	11.4	29.2	25.2	27.3	27.2	11.4	24.7	23.9	29.4
											l					M	m		r		R
5-Very satisfied	156	141	15	19	11	42	84	156	-	-	119	37	7	5	29	52	54	7	40	31	75
	40.0	40.9	33.6	41.3	26.5	32.9	48.3	40.0			40.2	39.8	23.8	28.2	37.4	35.1	52.3	23.8	30.8	39.4	51.7
				E			EF										MnoP				RS
Don't know	9	9	1	2	0	4	4	9	-	-	3	6	4	-	1	2	1	4	-	-	3
	2.4	2.5	1.3	3.5	0.8	2.9	2.0	2.4			1.0	6.7	15.9		0.8	1.3	1.4	15.9			2.1
												k	Opq					u			
Mean	3.88	3.89	3.80	3.82	3.50	3.77	4.07	3.88	-	-	3.95	3.65	2.74	3.42	3.79	3.87	4.24	2.74	3.59	3.94	4.28
Standard Deviation	1.21	1.21	1.22	1.36	1.31	1.18	1.14	1.21	-	-	1.10	1.50	1.78	1.44	1.23	1.07	1.01	1.78	1.25	1.03	0.95
Standard Error	0.07	0.08	0.15	0.15	0.15	0.13	0.11	0.07			0.07	0.18	0.39	0.39	0.16	0.10	0.12	0.39	0.13	0.13	0.09

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S2C. How would you rate the compact fluorescent bulbs you have recently purchased in terms of ... The amount of time they take to light up.
BASE: Purchased CFLs and were asked this question

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	358	324	34	31	31	120	176	358	-	-	264	88	36	15	57	150	82	36	118	68	132
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	11	10	1	2	1	4	4	11	-	-	4	6	5	2	1	2	0	5	4	-	1
Total answering	348	315	33	29	30	117	172	348	-	-	260	82	31	13	57	147	82	31	115	68	130
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	35	33	3	4	3	13	15	35	-	-	25	9	11	3	3	15	4	11	13	8	4
	10.1	10.4	8.1	14.9	10.5	11.1	8.6	10.1			9.8	11.3	34.3	19.7	5.7	10.2	4.6	34.3	11.1	12.1	2.9
													OPQ					StU	U	u	
2	39	33	5	3	4	12	20	39	-	-	30	9	4	0	4	18	9	4	19	4	11
	11.1	10.6	16.1	10.8	11.7	10.2	11.7	11.1			11.6	10.4	14.3	2.7	7.7	12.0	10.8	14.3	16.5	6.0	8.2
																			tu		
3	76	65	10	3	9	27	36	76	-	-	56	17	8	1	7	38	22	8	29	15	25
	21.7	20.8	30.6	10.3	31.5	23.2	21.0	21.7			21.7	21.0	24.4	9.1	12.5	25.7	26.9	24.4	25.3	21.5	18.8
					D	D	d									o	o				
4	86	77	9	9	6	26	45	86	-	-	59	25	8	2	22	32	15	8	29	20	27
	24.8	24.6	27.6	31.0	19.0	22.6	26.3	24.8			22.6	30.4	27.1	17.0	39.0	21.4	17.9	27.1	25.6	29.5	20.5
															PQ						
5-Very satisfied	112	106	6	10	8	38	56	112	-	-	89	22	-	7	20	45	32	-	25	21	65
	32.2	33.7	17.5	33.1	27.2	32.8	32.4	32.2			34.3	26.8		51.4	35.0	30.7	39.8		21.6	30.9	49.6
		C																			ST
Mean	3.58	3.61	3.30	3.57	3.41	3.56	3.62	3.58	-	-	3.60	3.51	2.44	3.78	3.90	3.51	3.77	2.44	3.30	3.61	4.06
Standard Deviation	1.31	1.32	1.19	1.44	1.31	1.34	1.28	1.31	-	-	1.32	1.30	1.23	1.63	1.14	1.31	1.22	1.23	1.28	1.31	1.13
Standard Error	0.08	0.09	0.18	0.19	0.18	0.16	0.12	0.08			0.10	0.17	0.28	0.52	0.18	0.13	0.16	0.28	0.14	0.19	0.12

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S2C. How would you rate the compact fluorescent bulbs you have recently purchased in terms of ... The amount of time they take to light up.
BASE: Purchased CFLs and were asked this question

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	358	324	34	31	31	120	176	358	-	-	264	88	36	15	57	150	82	36	118	68	132
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	35	33	3	4	3	13	15	35	-	-	25	9	11	3	3	15	4	11	13	8	4
	9.8	10.0	7.9	13.9	10.1	10.8	8.4	9.8			9.6	10.5	29.3	17.3	5.6	10.0	4.6	29.3	10.7	12.1	2.9
													OPQ					stU	U	u	
2	39	33	5	3	4	12	20	39	-	-	30	9	4	0	4	18	9	4	19	4	11
	10.8	10.3	15.7	10.1	11.2	9.9	11.4	10.8			11.4	9.7	12.2	2.4	7.7	11.8	10.7	12.2	16.0	6.0	8.1
																n			t		
3	76	65	10	3	9	27	36	76	-	-	56	17	8	1	7	38	22	8	29	15	25
	21.1	20.2	29.9	9.6	30.2	22.5	20.6	21.1			21.4	19.6	20.8	7.9	12.4	25.3	26.8	20.8	24.5	21.5	18.7
					D	D	D									no	no				
4	86	77	9	9	6	26	45	86	-	-	59	25	8	2	22	32	15	8	29	20	27
	24.1	23.8	27.0	28.9	18.2	22.0	25.8	24.1			22.3	28.4	23.1	14.9	38.6	21.1	17.8	23.1	24.8	29.5	20.3
															nPQ						
5-Very satisfied	112	106	6	10	8	38	56	112	-	-	89	22	-	7	20	45	32	-	25	21	65
	31.2	32.7	17.1	30.9	26.0	31.8	31.8	31.2			33.8	25.0		45.0	34.7	30.3	39.7		20.9	30.9	49.2
		C																			ST
Don't know	11	10	1	2	1	4	4	11	-	-	4	6	5	2	1	2	0	5	4	-	1
	2.9	3.0	2.5	6.5	4.2	3.0	2.0	2.9			1.4	6.7	14.5	12.5	1.1	1.6	0.4	14.5	3.1		0.9
												k	opq					u			
Mean	3.58	3.61	3.30	3.57	3.41	3.56	3.62	3.58	-	-	3.60	3.51	2.44	3.78	3.90	3.51	3.77	2.44	3.30	3.61	4.06
Standard Deviation	1.31	1.32	1.19	1.44	1.31	1.34	1.28	1.31	-	-	1.32	1.30	1.23	1.63	1.14	1.31	1.22	1.23	1.28	1.31	1.13
Standard Error	0.08	0.09	0.18	0.19	0.18	0.16	0.12	0.08			0.10	0.17	0.28	0.52	0.18	0.13	0.16	0.28	0.14	0.19	0.12

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S2D. How would you rate the compact fluorescent bulbs you have recently purchased in terms of ... The way they fit into light fixtures.
BASE: Purchased CFLs and were asked this question

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	370	331	39	37	38	113	182	370	-	-	269	95	34	8	82	137	90	34	119	78	135
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	5	5	1	1	3	1	1	5	-	-	3	1	3	-	1	1	0	3	1	2	-
Total answering	365	326	39	36	36	112	181	365	-	-	265	94	31	8	81	136	90	31	119	77	135
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	13	11	2	1	4	3	4	13	-	-	5	7	7	0	3	0	2	7	4	2	-
	3.5	3.4	4.7	4.0	11.5	2.4	2.5	3.5			1.9	7.0	22.1	4.3	4.1	0.3	2.1	22.1	3.4	2.5	
					FG								OPQ					ST			
2	15	13	2	2	1	5	6	15	-	-	11	4	1	1	3	6	5	1	5	6	3
	4.0	3.8	5.3	6.4	3.7	4.1	3.5	4.0			4.0	4.2	2.7	7.2	3.2	4.3	5.3	2.7	4.3	7.4	2.2
3	49	44	4	4	3	22	19	49	-	-	36	10	7	2	12	15	7	7	24	5	12
	13.4	13.6	11.2	12.1	9.5	19.4	10.6	13.4			13.5	10.8	22.9	29.6	15.4	11.1	8.2	22.9	20.6	6.5	9.1
						e												t	TU		
4	63	52	11	8	9	15	32	63	-	-	43	20	5	-	9	22	22	5	16	13	30
	17.3	16.0	27.7	22.4	23.8	13.0	17.6	17.3			16.3	21.2	16.0		11.7	16.4	24.0	16.0	13.2	16.6	22.0
			b														o				
5-Very satisfied	226	206	20	20	18	69	119	226	-	-	171	53	11	5	53	92	54	11	69	51	90
	61.9	63.1	51.1	55.1	51.4	61.1	65.8	61.9			64.3	56.9	36.3	58.9	65.5	68.0	60.4	36.3	58.5	67.0	66.7
							e								M	M	M		R	R	R
Mean	4.30	4.32	4.15	4.18	4.00	4.26	4.41	4.30	-	-	4.37	4.17	3.42	4.02	4.31	4.48	4.35	3.42	4.19	4.38	4.53
Standard Deviation	1.07	1.06	1.13	1.13	1.36	1.06	0.98	1.07	-	-	0.99	1.21	1.56	1.33	1.11	0.87	0.99	1.56	1.12	1.06	0.75
Standard Error	0.07	0.07	0.15	0.14	0.17	0.13	0.09	0.07			0.07	0.14	0.31	0.55	0.15	0.09	0.12	0.31	0.12	0.14	0.08

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S2D. How would you rate the compact fluorescent bulbs you have recently purchased in terms of ... The way they fit into light fixtures.
BASE: Purchased CFLs and were asked this question

BANNER 2

		URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	370	331	39	37	38	113	182	370	-	-	269	95	34	8	82	137	90	34	119	78	135
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	13	11	2	1	4	3	4	13	-	-	5	7	7	0	3	0	2	7	4	2	-
	3.5	3.3	4.6	3.9	10.7	2.4	2.5	3.5			1.9	6.9	20.3	4.3	4.1	0.3	2.1	20.3	3.4	2.4	
					FG								OPQ					ST			
2	15	13	2	2	1	5	6	15	-	-	11	4	1	1	3	6	5	1	5	6	3
	3.9	3.8	5.2	6.2	3.5	4.1	3.5	3.9			4.0	4.1	2.5	7.2	3.2	4.3	5.3	2.5	4.3	7.3	2.2
3	49	44	4	4	3	22	19	49	-	-	36	10	7	2	12	15	7	7	24	5	12
	13.2	13.4	11.0	11.8	8.9	19.2	10.6	13.2			13.4	10.7	21.0	29.6	15.3	11.0	8.1	21.0	20.5	6.3	9.1
						e												t	TU		
4	63	52	11	8	9	15	32	63	-	-	43	20	5	-	9	22	22	5	16	13	30
	17.0	15.8	27.3	21.8	22.1	12.9	17.5	17.0			16.1	21.0	14.7		11.6	16.3	23.9	14.7	13.1	16.2	22.0
			b														o				
5-Very satisfied	226	206	20	20	18	69	119	226	-	-	171	53	11	5	53	92	54	11	69	51	90
	61.0	62.3	50.3	53.7	47.9	60.6	65.5	61.0			63.5	56.3	33.3	58.9	64.9	67.6	60.2	33.3	58.1	65.6	66.7
							E								M	M	M		R	R	R
Don't know	5	5	1	1	3	1	1	5	-	-	3	1	3	-	1	1	0	3	1	2	-
	1.4	1.4	1.5	2.6	6.9	0.7	0.4	1.4			1.3	1.0	8.2		0.9	0.5	0.4	8.2	0.6	2.2	
					fG																
Mean	4.30	4.32	4.15	4.18	4.00	4.26	4.41	4.30	-	-	4.37	4.17	3.42	4.02	4.31	4.48	4.35	3.42	4.19	4.38	4.53
Standard Deviation	1.07	1.06	1.13	1.13	1.36	1.06	0.98	1.07	-	-	0.99	1.21	1.56	1.33	1.11	0.87	0.99	1.56	1.12	1.06	0.75
Standard Error	0.07	0.07	0.15	0.14	0.17	0.13	0.09	0.07			0.07	0.14	0.31	0.55	0.15	0.09	0.12	0.31	0.12	0.14	0.08

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S2E. How would you rate the compact fluorescent bulbs you have recently purchased in terms of ... The way they look in light fixtures.
BASE: Purchased CFLs and were asked this question

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	391	355	35	38	36	126	190	391	-	-	286	102	40	18	69	166	80	40	119	87	136
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	30	29	1	3	3	5	19	30	-	-	21	8	-	5	0	17	6	-	8	10	11
Total answering	361	326	35	36	33	121	171	361	-	-	265	94	40	14	69	148	74	40	112	77	125
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1-Not at all satisfied	40	34	6	7	3	13	17	40	-	-	20	19	16	-	7	11	5	16	10	4	8
	11.0	10.4	16.4	18.3	9.6	10.6	10.0	11.0			7.6	20.7	39.0		10.0	7.1	6.2	39.0	8.9	5.8	6.0
												K	OPQ					STU			
2	31	30	1	3	3	12	13	31	-	-	24	6	1	-	6	16	6	1	12	6	10
	8.5	9.1	2.4	7.4	10.2	9.8	7.5	8.5			9.2	6.3	3.3		9.0	10.8	8.5	3.3	10.9	8.2	8.0
		C														m					
3	75	67	8	7	8	30	31	75	-	-	57	18	12	2	9	30	18	12	21	19	21
	20.8	20.7	21.9	18.3	23.1	24.4	18.3	20.8			21.6	19.0	29.3	13.8	12.8	20.4	24.2	29.3	18.8	25.2	16.8
													o								
4	70	64	6	6	8	15	42	70	-	-	60	9	1	6	18	28	15	1	24	20	25
	19.5	19.6	17.9	16.1	22.7	12.7	24.4	19.5			22.6	9.1	2.7	43.4	25.8	18.8	20.1	2.7	21.0	26.0	20.3
							F				L			M	M	M	M		R	R	R
5-Very satisfied	146	131	14	14	11	51	68	146	-	-	103	42	10	6	29	64	30	10	45	27	61
	40.3	40.2	41.4	40.0	34.5	42.5	39.9	40.3			39.0	44.9	25.7	42.8	42.4	42.8	41.0	25.7	40.4	34.7	48.9
																m					Rt
Mean	3.70	3.70	3.65	3.52	3.62	3.67	3.77	3.70	-	-	3.76	3.51	2.73	4.29	3.82	3.79	3.81	2.73	3.73	3.76	3.98
Standard Deviation	1.36	1.35	1.47	1.54	1.32	1.39	1.32	1.36	-	-	1.27	1.59	1.62	0.72	1.34	1.29	1.24	1.62	1.33	1.19	1.24
Standard Error	0.08	0.09	0.21	0.18	0.17	0.16	0.13	0.08			0.09	0.19	0.30	0.23	0.19	0.13	0.16	0.30	0.15	0.16	0.13

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S2E. How would you rate the compact fluorescent bulbs you have recently purchased in terms of ... The way they look in light fixtures.
BASE: Purchased CFLs and were asked this question

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	391	355	35	38	36	126	190	391	-	-	286	102	40	18	69	166	80	40	119	87	136
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1-Not at all satisfied	40	34	6	7	3	13	17	40	-	-	20	19	16	-	7	11	5	16	10	4	8
	10.1	9.5	16.1	17.0	8.9	10.1	9.0	10.1			7.0	19.0	39.0		9.9	6.4	5.7	39.0	8.4	5.1	5.5
												K	OPQ					STU			
2	31	30	1	3	3	12	13	31	-	-	24	6	1	-	6	16	6	1	12	6	10
	7.8	8.4	2.4	6.9	9.5	9.4	6.7	7.8			8.5	5.8	3.3		9.0	9.7	7.9	3.3	10.2	7.3	7.4
		C																			
3	75	67	8	7	8	30	31	75	-	-	57	18	12	2	9	30	18	12	21	19	21
	19.2	19.0	21.5	17.0	21.4	23.4	16.4	19.2			20.0	17.5	29.3	10.3	12.7	18.3	22.3	29.3	17.6	22.3	15.4
													o								
4	70	64	6	6	8	15	42	70	-	-	60	9	1	6	18	28	15	1	24	20	25
	18.0	18.0	17.6	15.0	21.1	12.1	21.9	18.0			20.9	8.4	2.7	32.5	25.6	16.9	18.6	2.7	19.7	23.0	18.6
							f				L			M	M	M	M		R	R	R
5-Very satisfied	146	131	14	14	11	51	68	146	-	-	103	42	10	6	29	64	30	10	45	27	61
	37.2	36.9	40.6	37.3	32.0	40.7	35.9	37.2			36.2	41.4	25.7	32.0	42.2	38.3	37.9	25.7	37.8	30.7	44.8
																					Rt
Don't know	29	29	1	2	3	5	19	29	-	-	21	8	-	5	0	17	5	-	8	10	11
	7.5	8.0	1.7	5.1	7.2	4.3	10.1	7.5			7.2	7.9		25.2	0.5	10.5	6.8		6.3	11.7	7.8
		C												O		O	o				
Refused	1	1	-	1	-	-	-	1	-	-	1	-	-	-	-	-	1	-	-	-	1
	0.2	0.2		1.6				0.2			0.2						0.8				0.4
Mean	3.70	3.70	3.65	3.52	3.62	3.67	3.77	3.70	-	-	3.76	3.51	2.73	4.29	3.82	3.79	3.81	2.73	3.73	3.76	3.98

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S2E. How would you rate the compact fluorescent bulbs you have recently purchased in terms of ... The way they look in light fixtures.
BASE: Purchased CFLs and were asked this question

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-	Aware Non- Pur-		With -in the	2 or more	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	chas- er	chas- er	Un- aware	past year	years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Standard Deviation	1.36	1.35	1.47	1.54	1.32	1.39	1.32	1.36	-	-	1.27	1.59	1.62	0.72	1.34	1.29	1.24	1.62	1.33	1.19	1.24
Standard Error	0.08	0.09	0.21	0.18	0.17	0.16	0.13	0.08			0.09	0.19	0.30	0.23	0.19	0.13	0.16	0.30	0.15	0.16	0.13

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S2F. How would you rate the compact fluorescent bulbs you have recently purchased in terms of ... How long they last before burning out.
BASE: Purchased CFLs and were asked this question

BANNER 2

		URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	387	352	35	33	33	122	199	387	-	-	282	101	39	13	61	148	99	39	109	68	157
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	53	50	3	4	4	16	29	53	-	-	35	18	15	3	14	14	2	15	21	3	11
Total answering	334	302	32	28	29	106	171	334	-	-	248	83	25	10	48	134	97	25	88	65	147
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	25	23	1	3	2	9	11	25	-	-	15	8	4	2	5	6	6	4	10	1	7
	7.4	7.7	4.5	9.4	5.5	8.7	6.5	7.4			6.1	9.1	16.3	18.6	9.7	4.6	5.7	16.3 t	11.9 T	1.1	5.1
2	12	11	1	1	0	6	4	12	-	-	8	4	2	-	1	7	2	2	2	3	5
	3.6	3.7	1.9	2.2	1.2	6.1	2.6	3.6			3.3	4.5	7.6		3.1	5.0	1.9	7.6	2.8	4.4	3.1
3	34	28	5	4	4	16	10	34	-	-	26	7	5	-	2	12	15	5	8	7	13
	10.1	9.4	16.3	13.6	13.0	15.2 g	5.8	10.1			10.6	8.5	19.1		4.1	8.7	15.5 O	19.1	9.3	11.5	8.8
4	47	43	4	3	5	12	26	47	-	-	39	7	5	2	9	17	12	5	13	7	22
	14.0	14.2	12.4	12.3	18.3	11.1	15.3	14.0			15.8	8.7	20.0	18.6	17.9	12.7	12.1	20.0	14.4	10.7	15.1
5-Very satisfied	217	196	21	18	18	62	119	217	-	-	159	58	9	6	31	93	63	9	54	47	100
	65.0	65.0	64.8	62.6	62.0	58.9	69.7	65.0			64.3	69.1	37.1	62.8	65.3 M	69.0 M	64.7 M	37.1	61.6 r	72.3 R	67.9 R
Mean	4.26	4.25	4.31	4.17	4.30	4.05	4.39	4.26	-	-	4.29	4.24	3.54	4.07	4.26	4.37	4.28	3.54	4.11	4.49	4.38
Standard Deviation	1.22	1.23	1.11	1.31	1.11	1.34	1.14	1.22	-	-	1.16	1.32	1.49	1.60	1.29	1.13	1.15	1.49	1.38	0.95	1.10
Standard Error	0.08	0.09	0.17	0.18	0.15	0.16	0.11	0.08			0.09	0.17	0.35	0.67	0.22	0.11	0.14	0.35	0.18	0.13	0.11

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S2F. How would you rate the compact fluorescent bulbs you have recently purchased in terms of ... How long they last before burning out.
BASE: Purchased CFLs and were asked this question

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	387	352	35	33	33	122	199	387	-	-	282	101	39	13	61	148	99	39	109	68	157
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	25	23	1	3	2	9	11	25	-	-	15	8	4	2	5	6	6	4	10	1	7
	6.3	6.6	4.2	8.1	4.7	7.6	5.6	6.3			5.3	7.5	10.3	14.1	7.5	4.2	5.6	10.3	9.5	1.1	4.7
																			T		
2	12	11	1	1	0	6	4	12	-	-	8	4	2	-	1	7	2	2	2	3	5
	3.1	3.2	1.8	1.9	1.1	5.3	2.2	3.1			2.9	3.7	4.8		2.4	4.5	1.9	4.8	2.3	4.2	2.9
3	34	28	5	4	4	16	10	34	-	-	26	7	5	-	2	12	15	5	8	7	13
	8.7	8.1	15.0	11.8	11.2	13.3	5.0	8.7			9.3	7.0	12.0		3.1	7.8	15.1	12.0	7.5	10.9	8.2
						g											O				
4	47	43	4	3	5	12	26	47	-	-	39	7	5	2	9	17	12	5	13	7	22
	12.1	12.1	11.5	10.7	15.9	9.6	13.1	12.1			13.8	7.2	12.6	14.1	13.8	11.5	11.9	12.6	11.6	10.1	14.1
											l										
5-Very satisfied	217	196	21	18	18	62	119	217	-	-	159	58	9	6	31	93	63	9	54	47	100
	56.1	55.7	59.8	54.5	53.7	51.3	59.7	56.1			56.5	57.0	23.4	47.7	50.5	62.4	63.2	23.4	49.5	68.6	63.3
															M	M	M		R	RS	Rs
Don't know	53	50	3	4	4	16	29	53	-	-	35	18	15	3	14	14	2	15	21	3	11
	13.7	14.3	7.7	13.0	13.4	12.9	14.4	13.7			12.2	17.6	36.9	24.1	22.7	9.7	2.3	36.9	19.6	5.1	6.8
													PQ		pQ	Q		sTU	TU		
Mean	4.26	4.25	4.31	4.17	4.30	4.05	4.39	4.26	-	-	4.29	4.24	3.54	4.07	4.26	4.37	4.28	3.54	4.11	4.49	4.38
Standard Deviation	1.22	1.23	1.11	1.31	1.11	1.34	1.14	1.22	-	-	1.16	1.32	1.49	1.60	1.29	1.13	1.15	1.49	1.38	0.95	1.10
Standard Error	0.08	0.09	0.17	0.18	0.15	0.16	0.11	0.08			0.09	0.17	0.35	0.67	0.22	0.11	0.14	0.35	0.18	0.13	0.11

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S2B1. Are they too bright or not bright enough?
BASE: Rated brightness less than 3

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur- chas- er	Aware Non- Pur- chas- er	Un- aware	With -in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	50	44	6	8	10	16	16	50	-	-	30	19	12	6	13	11	7	12	24	5	9
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Too bright	3	3	-	-	1	-	2	3	-	-	2	0	2	-	-	-	1	2	-	-	1
	5.7	6.4			9.9		11.5	5.7			8.3	1.9	18.4				8.3	18.4			7.1
Not bright enough	46	41	5	8	8	16	14	46	-	-	27	19	9	6	13	11	7	9	24	5	8
	92.3	92.7	89.3	100.0	80.3	100.0	88.5	92.3			90.5	98.1	76.6	100.0	100.0	96.8	91.7	76.6	98.5	100.0	92.9
				E		E								m	m				r	r	
Don't know	1	0	1	-	1	-	-	1	-	-	0	-	1	-	-	0	-	1	0	-	-
	1.9	0.8	10.7		9.9			1.9			1.2		5.0			3.2		5.0	1.5		

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S3A. How would you rate your level of disagreement or agreement with the statement ... I would use a CFL in a reading lamp
BASE: Purchased CFLs and were asked this question

BANNER 2

		URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	440	391	50	43	45	145	208	440	-	-	313	122	42	16	85	166	107	42	148	90	149
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	4	4	-	0	1	-	2	4	-	-	1	3	1	-	2	0	-	1	2	-	-
Total answering	436	387	50	43	43	145	205	436	-	-	311	120	42	16	83	166	107	42	146	90	149
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	99	88	11	8	11	33	46	99	-	-	56	39	29	5	16	32	13	29	33	21	13
	22.7	22.7	22.8	19.0	26.4	22.9	22.6	22.7			18.1	32.8	70.2	29.5	19.1	19.2	12.2	70.2	22.8	23.5	8.9
												K	NOPQ					STU	U	U	
2	35	32	3	3	3	16	13	35	-	-	30	5	1	-	8	18	5	1	19	9	6
	8.0	8.3	5.4	6.0	7.3	11.0	6.4	8.0			9.5	4.3	1.7		10.0	11.1	5.0	1.7	13.2	10.2	3.7
											l				m	M			RU	r	
3	56	48	8	6	4	20	26	56	-	-	45	10	1	2	20	21	9	1	30	10	13
	12.8	12.4	15.8	13.4	10.2	13.7	12.5	12.8			14.5	8.5	3.5	11.7	24.4	12.7	8.5	3.5	20.5	11.4	8.6
															MpQ	M			RU		
4	52	49	2	7	6	15	23	52	-	-	40	12	2	1	12	16	20	2	15	6	29
	11.8	12.8	4.6	15.9	14.8	10.5	11.4	11.8			12.9	9.6	5.4	5.2	14.5	9.4	18.5	5.4	10.0	6.5	19.5
		C															Mp				RST
5-Very satisfied	195	169	26	20	18	61	97	195	-	-	140	54	8	9	27	79	60	8	49	44	88
	44.7	43.8	51.5	45.8	41.3	42.0	47.1	44.7			44.9	44.8	19.2	53.6	32.0	47.5	55.8	19.2	33.5	48.4	59.3
														M		MO	MO		r	Rs	RS
Mean	3.48	3.47	3.57	3.64	3.37	3.38	3.54	3.48	-	-	3.57	3.29	2.02	3.53	3.30	3.55	4.01	2.02	3.18	3.46	4.17
Standard Deviation	1.63	1.63	1.68	1.57	1.69	1.64	1.64	1.63	-	-	1.56	1.78	1.66	1.81	1.49	1.61	1.40	1.66	1.57	1.69	1.27
Standard Error	0.09	0.10	0.20	0.17	0.19	0.17	0.14	0.09			0.10	0.19	0.31	0.58	0.19	0.15	0.16	0.31	0.16	0.20	0.12

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S3A. How would you rate your level of disagreement or agreement with the statement ... I would use a CFL in a reading lamp
BASE: Purchased CFLs and were asked this question

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	440	391	50	43	45	145	208	440	-	-	313	122	42	16	85	166	107	42	148	90	149
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	99	88	11	8	11	33	46	99	-	-	56	39	29	5	16	32	13	29	33	21	13
	22.5	22.5	22.8	18.8	25.6	22.9	22.3	22.5			18.0	32.2	69.0	29.5	18.6	19.2	12.2	69.0	22.4	23.5	8.9
												K	NOPQ					STU	U	U	
2	35	32	3	3	3	16	13	35	-	-	30	5	1	-	8	18	5	1	19	9	6
	7.9	8.2	5.4	5.9	7.1	11.0	6.3	7.9			9.5	4.2	1.7		9.7	11.1	5.0	1.7	13.0	10.2	3.7
											l				m	M			RU	r	
3	56	48	8	6	4	20	26	56	-	-	45	10	1	2	20	21	9	1	30	10	13
	12.6	12.3	15.8	13.2	9.9	13.7	12.4	12.6			14.5	8.3	3.4	11.7	23.8	12.7	8.5	3.4	20.1	11.4	8.6
											l				MpQ	M			RU		
4	52	49	2	7	6	15	23	52	-	-	40	12	2	1	12	16	20	2	15	6	29
	11.7	12.6	4.6	15.7	14.4	10.5	11.2	11.7			12.8	9.4	5.3	5.2	14.2	9.4	18.5	5.3	9.8	6.5	19.5
		C															Mp				RST
5-Very satisfied	195	169	26	20	18	61	97	195	-	-	140	54	8	9	27	79	60	8	49	44	88
	44.3	43.4	51.5	45.4	40.1	42.0	46.6	44.3			44.7	43.8	18.9	53.6	31.2	47.4	55.8	18.9	33.0	48.4	59.3
														M		MO	MO		r	RS	RS
Don't know	4	4	-	0	1	-	2	4	-	-	1	3	1	-	2	0	-	1	2	-	-
	0.9	1.0		0.8	3.0		1.1	0.9			0.5	2.1	1.7		2.4	0.2		1.7	1.6		
Mean	3.48	3.47	3.57	3.64	3.37	3.38	3.54	3.48	-	-	3.57	3.29	2.02	3.53	3.30	3.55	4.01	2.02	3.18	3.46	4.17
Standard Deviation	1.63	1.63	1.68	1.57	1.69	1.64	1.64	1.63	-	-	1.56	1.78	1.66	1.81	1.49	1.61	1.40	1.66	1.57	1.69	1.27
Standard Error	0.09	0.10	0.20	0.17	0.19	0.17	0.14	0.09			0.10	0.19	0.31	0.58	0.19	0.15	0.16	0.31	0.16	0.20	0.12

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S3B. How would you rate your level of disagreement or agreement with the statement ... CFLs are worth the up-front cost
BASE: Purchased CFLs and were asked this question

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur- chas- er	Aware Non- Pur- chas- er	Un- aware	With -in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	433	385	48	47	46	128	212	433	-	-	324	105	31	12	79	189	101	31	136	95	164
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	18	17	1	3	2	5	8	18	-	-	11	7	4	0	5	4	2	4	4	5	2
Total answering	415	368	47	45	44	122	204	415	-	-	313	98	27	11	74	185	98	27	132	90	162
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	42	37	5	6	6	16	13	42	-	-	22	19	17	2	7	15	0	17	19	3	2
	10.1	10.0	11.0	13.8	14.2	13.4	6.6	10.1			7.0	18.9	61.2	16.6	9.9	8.0	0.4	61.2	14.8	3.2	1.4
				g	g							K	NOPQ		Q	Q		STU	TU		
2	20	17	4	3	2	2	14	20	-	-	15	5	2	-	4	6	6	2	12	1	5
	4.9	4.5	7.5	6.5	4.5	1.4	6.7	4.9			4.9	5.1	9.1		5.0	3.5	5.8	9.1	9.2	0.8	3.0
				f			F												Tu		
3	57	53	4	6	7	21	23	57	-	-	46	10	1	2	6	30	15	1	16	20	18
	13.8	14.5	8.0	13.5	16.7	17.2	11.2	13.8			14.8	10.6	5.3	21.9	7.6	16.1	14.8	5.3	12.4	22.7	11.3
																mo				Rsu	
4	93	85	8	10	7	35	41	93	-	-	71	21	2	3	19	51	15	2	34	22	34
	22.5	23.2	17.3	22.4	16.4	29.0	19.9	22.5			22.8	21.9	8.2	23.9	26.3	27.3	14.7	8.2	25.4	24.9	21.0
						e									M	MQ			R	R	r
5-Very satisfied	202	176	26	20	21	48	114	202	-	-	158	42	4	4	38	84	63	4	51	43	102
	48.7	47.7	56.1	43.8	48.2	39.0	55.6	48.7			50.5	43.4	16.3	37.6	51.3	45.2	64.3	16.3	38.3	48.3	63.2
							dF								M	M	MP		R	R	RST
Mean	3.95	3.94	4.00	3.76	3.80	3.79	4.11	3.95	-	-	4.05	3.66	2.09	3.66	4.04	3.98	4.37	2.09	3.63	4.14	4.42
Standard Deviation	1.32	1.31	1.40	1.44	1.45	1.34	1.23	1.32	-	-	1.22	1.53	1.59	1.47	1.30	1.22	0.96	1.59	1.44	1.01	0.91
Standard Error	0.08	0.08	0.17	0.15	0.16	0.15	0.11	0.08			0.08	0.18	0.34	0.53	0.18	0.11	0.11	0.34	0.15	0.12	0.08

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S3B. How would you rate your level of disagreement or agreement with the statement ... CFLs are worth the up-front cost
BASE: Purchased CFLs and were asked this question

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	433	385	48	47	46	128	212	433	-	-	324	105	31	12	79	189	101	31	136	95	164
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	42	37	5	6	6	16	13	42	-	-	22	19	17	2	7	15	0	17	19	3	2
	9.7	9.6	10.7	13.1	13.5	12.8	6.3	9.7			6.7	17.7	53.3	16.0	9.3	7.8	0.4	53.3	14.4	3.1	1.4
				g	g							K	NOPQ		Q	Q		STU	TU		
2	20	17	4	3	2	2	14	20	-	-	15	5	2	-	4	6	6	2	12	1	5
	4.7	4.3	7.3	6.2	4.2	1.3	6.5	4.7			4.7	4.8	7.9		4.7	3.4	5.7	7.9	8.9	0.8	3.0
				f			F												Tu		
3	57	53	4	6	7	21	23	57	-	-	46	10	1	2	6	30	15	1	16	20	18
	13.2	13.9	7.8	12.8	15.9	16.5	10.7	13.2			14.4	9.9	4.6	21.3	7.2	15.7	14.4	4.6	12.0	21.5	11.1
																Mo	m			Ru	
4	93	85	8	10	7	35	41	93	-	-	71	21	2	3	19	51	15	2	34	22	34
	21.6	22.1	16.9	21.2	15.6	27.8	19.2	21.6			22.0	20.5	7.1	23.2	24.8	26.7	14.4	7.1	24.7	23.5	20.7
						e									M	MQ			R	R	R
5-Very satisfied	202	176	26	20	21	48	114	202	-	-	158	42	4	4	38	84	63	4	51	43	102
	46.6	45.6	54.7	41.4	45.8	37.4	53.5	46.6			48.9	40.6	14.2	36.4	48.3	44.2	62.7	14.2	37.2	45.6	62.2
							dF								M	M	MoP		R	R	RST
Don't know	18	17	1	3	2	5	8	18	-	-	11	7	4	0	5	4	2	4	4	5	2
	4.2	4.4	2.6	5.4	5.0	4.3	3.8	4.2			3.3	6.5	12.9	3.1	5.8	2.2	2.5	12.9	2.7	5.6	1.5
																		u			
Mean	3.95	3.94	4.00	3.76	3.80	3.79	4.11	3.95	-	-	4.05	3.66	2.09	3.66	4.04	3.98	4.37	2.09	3.63	4.14	4.42
Standard Deviation	1.32	1.31	1.40	1.44	1.45	1.34	1.23	1.32	-	-	1.22	1.53	1.59	1.47	1.30	1.22	0.96	1.59	1.44	1.01	0.91
Standard Error	0.08	0.08	0.17	0.15	0.16	0.15	0.11	0.08			0.08	0.18	0.34	0.53	0.18	0.11	0.11	0.34	0.15	0.12	0.08

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S3C. How would you rate your level of disagreement or agreement with the statement ... I have some lamps or fixtures where I would not use a CFL
BASE: Purchased CFLs and were asked this question

BANNER 2

		URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	447	407	40	47	42	151	208	447	-	-	323	117	50	21	72	168	113	50	131	87	169
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	13	11	2	2	3	3	6	13	-	-	10	3	3	-	3	6	1	3	2	4	4
Total answering	434	396	38	45	39	148	202	434	-	-	314	114	47	21	69	162	112	47	129	83	165
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	110	103	7	14	8	29	60	110	-	-	72	36	9	1	14	39	35	9	22	12	62
	25.4	26.1	18.5	30.3	20.2	19.5	29.7	25.4			23.0	31.8	19.9	5.3	19.6	24.1	31.1	19.9	16.9	14.1	37.7
				f			f								n	N	N				RST
2	16	15	1	2	0	6	6	16	-	-	9	5	-	-	3	3	7	-	3	3	10
	3.6	3.8	1.6	5.1	0.9	4.4	3.2	3.6			2.7	4.6			4.5	2.0	6.7		2.4	3.4	5.9
3	56	51	6	6	9	19	23	56	-	-	43	13	4	1	9	25	14	4	10	14	27
	13.0	12.8	15.7	13.1	22.8	12.9	11.2	13.0			13.8	11.2	9.5	7.0	13.2	15.2	12.7	9.5	8.1	16.2	16.7
					G																s
4	54	48	6	6	5	17	27	54	-	-	44	10	3	2	10	22	17	3	20	15	15
	12.5	12.1	16.3	12.8	12.5	11.3	13.3	12.5			14.0	9.0	6.6	9.1	13.9	13.3	15.6	6.6	15.8	18.1	9.3
																				r	
5-Very satisfied	197	179	18	18	17	77	86	197	-	-	146	49	30	16	34	74	38	30	73	40	50
	45.5	45.2	48.0	38.7	43.6	51.9	42.6	45.5			46.4	43.4	64.0	78.6	48.8	45.4	33.9	64.0	56.8	48.1	30.5
						d							pQ	OPQ	q			U	U	U	
Mean	3.49	3.47	3.74	3.25	3.58	3.72	3.36	3.49	-	-	3.58	3.28	3.95	4.56	3.68	3.54	3.14	3.95	3.93	3.83	2.89
Standard Deviation	1.66	1.67	1.53	1.72	1.55	1.59	1.72	1.66	-	-	1.62	1.76	1.60	1.03	1.58	1.63	1.68	1.60	1.51	1.43	1.70
Standard Error	0.09	0.10	0.21	0.18	0.19	0.17	0.15	0.09			0.11	0.19	0.28	0.27	0.22	0.15	0.19	0.28	0.16	0.18	0.16

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S3C. How would you rate your level of disagreement or agreement with the statement ... I have some lamps or fixtures where I would not use a CFL
BASE: Purchased CFLs and were asked this question

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	447	407	40	47	42	151	208	447	-	-	323	117	50	21	72	168	113	50	131	87	169
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	110	103	7	14	8	29	60	110	-	-	72	36	9	1	14	39	35	9	22	12	62
	24.7	25.4	17.6	29.3	19.0	19.1	28.8	24.7			22.3	30.9	18.7	5.3	18.8	23.3	30.8	18.7	16.6	13.5	36.8
							f								n	N	N				RST
2	16	15	1	2	0	6	6	16	-	-	9	5	-	-	3	3	7	-	3	3	10
	3.5	3.7	1.5	4.9	0.9	4.3	3.1	3.5			2.6	4.5			4.3	1.9	6.6		2.3	3.3	5.8
3	56	51	6	6	9	19	23	56	-	-	43	13	4	1	9	25	14	4	10	14	27
	12.6	12.4	14.9	12.6	21.4	12.6	10.9	12.6			13.4	10.9	8.9	7.0	12.7	14.6	12.6	8.9	8.0	15.5	16.3
					g																s
4	54	48	6	6	5	17	27	54	-	-	44	10	3	2	10	22	17	3	20	15	15
	12.1	11.8	15.5	12.4	11.7	11.1	12.9	12.1			13.6	8.7	6.3	9.1	13.4	12.9	15.4	6.3	15.5	17.3	9.1
																			r	r	
5-Very satisfied	197	179	18	18	17	77	86	197	-	-	146	49	30	16	34	74	38	30	73	40	50
	44.2	44.0	45.8	37.4	40.9	51.0	41.4	44.2			45.1	42.2	60.3	78.6	46.7	43.9	33.5	60.3	55.8	46.0	29.8
						d							pQ	OPQ				U	U	U	
Don't know	13	11	2	2	3	3	6	13	-	-	10	3	3	-	3	6	1	3	2	4	4
	2.9	2.7	4.6	3.4	6.2	1.8	2.9	2.9			3.0	2.8	5.8		4.2	3.4	1.1	5.8	1.7	4.4	2.3
Mean	3.49	3.47	3.74	3.25	3.58	3.72	3.36	3.49	-	-	3.58	3.28	3.95	4.56	3.68	3.54	3.14	3.95	3.93	3.83	2.89
Standard Deviation	1.66	1.67	1.53	1.72	1.55	1.59	1.72	1.66	-	-	1.62	1.76	1.60	1.03	1.58	1.63	1.68	1.60	1.51	1.43	1.70
Standard Error	0.09	0.10	0.21	0.18	0.19	0.17	0.15	0.09			0.11	0.19	0.28	0.27	0.22	0.15	0.19	0.28	0.16	0.18	0.16

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S3D. How would you rate your level of disagreement or agreement with the statement ... CFLs can be used in every room in my home
BASE: Purchased CFLs and were asked this question

BANNER 2

		URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	467	422	44	45	43	152	227	467	-	-	350	113	44	19	93	175	117	44	149	93	172
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	9	9	-	-	2	5	2	9	-	-	5	3	3	1	1	2	2	3	1	2	2
Total answering	458	414	44	45	41	147	225	458	-	-	344	111	41	18	92	173	115	41	148	91	170
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	83	80	3	6	5	23	48	83	-	-	53	28	23	3	13	27	13	23	34	12	10
	18.0	19.3	6.0	14.1	12.1	15.6	21.5	18.0			15.5	25.6	56.7	18.8	13.9	15.3	11.2	56.7	23.2	12.7	5.7
		C					e					k	NOPQ					STU	tU		
2	34	31	3	1	0	13	20	34	-	-	29	6	4	2	13	13	0	4	17	9	5
	7.5	7.5	7.6	2.4	0.9	8.7	8.9	7.5			8.3	5.2	9.3	12.3	14.1	7.6	0.3	9.3	11.5	9.8	2.7
						dE	DE								Q	Q			U	u	
3	73	66	7	6	6	27	34	73	-	-	47	24	4	5	22	29	12	4	34	22	13
	15.9	16.0	15.0	13.0	14.2	18.5	15.0	15.9			13.7	21.3	10.1	25.2	24.3	16.6	10.4	10.1	22.8	23.8	7.8
															mQ				rU	rU	
4	70	63	7	6	9	28	27	70	-	-	59	11	2	1	13	26	24	2	16	19	32
	15.3	15.1	16.4	13.5	22.6	18.8	12.0	15.3			17.2	9.7	6.0	7.9	14.6	14.8	20.6	6.0	10.7	21.1	18.9
					g						l						M			Rs	Rs
5-Very satisfied	198	174	24	25	21	57	96	198	-	-	156	42	7	7	30	79	66	7	47	30	110
	43.4	42.1	55.0	57.0	50.2	38.5	42.6	43.4			45.4	38.1	17.9	35.7	33.1	45.7	57.4	17.9	31.7	32.7	64.9
			b	FG												Mo	MOp				RST
Mean	3.58	3.53	4.07	3.97	3.98	3.56	3.45	3.58	-	-	3.69	3.29	2.19	3.29	3.39	3.68	4.13	2.19	3.16	3.51	4.35
Standard Deviation	1.53	1.55	1.26	1.45	1.35	1.46	1.61	1.53	-	-	1.49	1.62	1.60	1.56	1.43	1.49	1.30	1.60	1.55	1.37	1.11
Standard Error	0.09	0.09	0.16	0.16	0.16	0.15	0.14	0.09			0.10	0.18	0.30	0.44	0.18	0.13	0.14	0.30	0.15	0.17	0.10

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S3D. How would you rate your level of disagreement or agreement with the statement ... CFLs can be used in every room in my home
BASE: Purchased CFLs and were asked this question

BANNER 2

	Total	URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
		Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	467	422	44	45	43	152	227	467	-	-	350	113	44	19	93	175	117	44	149	93	172
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	83	80	3	6	5	23	48	83	-	-	53	28	23	3	13	27	13	23	34	12	10
	17.7	18.9	6.0	14.1	11.5	15.2	21.3	17.7			15.2	25.0	52.3	18.2	13.8	15.1	11.1	52.3	23.1	12.4	5.7
		C					E					k	NOPQ					STU	tU		
2	34	31	3	1	0	13	20	34	-	-	29	6	4	2	13	13	0	4	17	9	5
	7.4	7.3	7.6	2.4	0.8	8.4	8.9	7.4			8.2	5.1	8.5	11.9	14.0	7.5	0.3	8.5	11.4	9.5	2.7
						dE	DE								Q	Q			U	u	
3	73	66	7	6	6	27	34	73	-	-	47	24	4	5	22	29	12	4	34	22	13
	15.6	15.6	15.0	13.0	13.4	17.9	14.9	15.6			13.5	20.8	9.3	24.4	24.2	16.3	10.3	9.3	22.6	23.2	7.7
															MQ				RU	rU	
4	70	63	7	6	9	28	27	70	-	-	59	11	2	1	13	26	24	2	16	19	32
	15.0	14.8	16.4	13.5	21.4	18.2	11.9	15.0			16.9	9.5	5.5	7.7	14.6	14.6	20.2	5.5	10.6	20.6	18.7
					g						l					m	M			Rs	Rs
5-Very satisfied	198	174	24	25	21	57	96	198	-	-	156	42	7	7	30	79	66	7	47	30	110
	42.5	41.2	55.0	57.0	47.5	37.3	42.2	42.5			44.7	37.3	16.5	34.6	32.9	45.1	56.5	16.5	31.5	31.9	64.2
			B	FG											m	Mo	MO		r	r	RST
Don't know	9	9	-	-	2	5	2	9	-	-	5	3	3	1	1	2	2	3	1	2	2
	1.9	2.1			5.3	3.0	0.8	1.9			1.5	2.3	7.8	3.2	0.7	1.3	1.6	7.8	0.8	2.4	1.1
					g																
Mean	3.58	3.53	4.07	3.97	3.98	3.56	3.45	3.58	-	-	3.69	3.29	2.19	3.29	3.39	3.68	4.13	2.19	3.16	3.51	4.35
Standard Deviation	1.53	1.55	1.26	1.45	1.35	1.46	1.61	1.53	-	-	1.49	1.62	1.60	1.56	1.43	1.49	1.30	1.60	1.55	1.37	1.11
Standard Error	0.09	0.09	0.16	0.16	0.16	0.15	0.14	0.09			0.10	0.18	0.30	0.44	0.18	0.13	0.14	0.30	0.15	0.17	0.10

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S3E. How would you rate your level of disagreement or agreement with the statement ... When installing CFLs it makes sense
BASE: Purchased CFLs and were asked this question

BANNER 2

	Total	URBAN/RURAL Urban	Rural	STATE ID	MT	OR	WA	AWARENESS /PURCHASE Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE With-in the past year	2 or more years ago	# OF CFLS INSTALLED 0	1	2-4	5-12	13+	CFL PENETRATION 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	471	427	44	45	42	152	232	471	-	-	358	107	43	17	95	197	96	43	149	101	171
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	19	16	3	2	2	5	9	19	-	-	16	2	1	1	6	4	3	1	6	4	7
Total answering	452	411	42	42	40	147	223	452	-	-	342	105	42	16	89	193	93	42	143	97	165
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	45	40	5	5	8	21	12	45	-	-	23	21	19	0	9	11	4	19	15	5	5
	10.0	9.9	11.3	11.7	19.6	14.1	5.2	10.0			6.7	20.4	45.3	2.2	9.7	5.9	4.4	45.3	10.2	5.2	2.9
					G	G						K	NOPQ					STU	U		
2	17	17	-	2	1	8	6	17	-	-	14	3	0	0	5	11	-	0	12	3	2
	3.8	4.2		4.8	2.4	5.1	2.9	3.8			4.2	2.5	0.9	2.2	5.7	5.8		0.9	8.2	2.8	1.4
																m			RU		
3	59	53	5	3	2	17	36	59	-	-	44	11	8	4	17	21	8	8	30	13	6
	12.9	13.0	12.4	8.0	5.5	11.7	16.0	12.9			12.9	10.1	19.0	23.3	19.5	10.7	8.7	19.0	21.4	13.7	3.7
							dE								q			U	U	U	
4	71	65	6	6	4	26	34	71	-	-	55	16	5	5	19	30	8	5	27	22	17
	15.6	15.9	13.3	14.6	10.6	17.7	15.4	15.6			16.0	15.1	12.8	32.3	21.8	15.5	9.1	12.8	19.1	22.3	10.1
															Q				u	U	
5-Very satisfied	261	235	26	26	25	76	135	261	-	-	206	55	9	6	39	120	72	9	59	54	135
	57.7	57.1	62.9	60.9	61.8	51.4	60.5	57.7			60.2	52.0	22.0	39.9	43.3	62.1	77.8	22.0	41.1	56.0	81.9
															M	MO	MNOP		R	Rs	RST
Mean	4.07	4.06	4.16	4.08	3.93	3.87	4.23	4.07	-	-	4.19	3.76	2.65	4.05	3.83	4.22	4.56	2.65	3.73	4.21	4.67
Standard Deviation	1.32	1.32	1.34	1.41	1.61	1.45	1.14	1.32	-	-	1.21	1.59	1.67	0.99	1.31	1.20	0.98	1.67	1.35	1.12	0.86
Standard Error	0.07	0.08	0.18	0.15	0.19	0.15	0.10	0.07			0.08	0.18	0.30	0.30	0.16	0.10	0.12	0.30	0.13	0.14	0.08

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S3E. How would you rate your level of disagreement or agreement with the statement ...When installing CFLs it makes sense
BASE: Purchased CFLs and were asked this question

BANNER 2

		URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	471	427	44	45	42	152	232	471	-	-	358	107	43	17	95	197	96	43	149	101	171
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	45	40	5	5	8	21	12	45	-	-	23	21	19	0	9	11	4	19	15	5	5
	9.6	9.5	10.7	11.1	18.6	13.6	5.0	9.6			6.4	20.0	44.4	2.1	9.1	5.7	4.2	44.4	9.8	5.0	2.8
					G	G						K	NOPQ					STU	U		
2	17	17	-	2	1	8	6	17	-	-	14	3	0	0	5	11	-	0	12	3	2
	3.6	4.0		4.6	2.3	5.0	2.8	3.6			4.0	2.4	0.8	2.1	5.4	5.7		0.8	7.9	2.7	1.3
																m			RU		
3	59	53	5	3	2	17	36	59	-	-	44	11	8	4	17	21	8	8	30	13	6
	12.4	12.5	11.7	7.6	5.2	11.3	15.4	12.4			12.3	9.9	18.6	22.2	18.2	10.5	8.4	18.6	20.5	13.2	3.6
							dE								q			U	U	U	
4	71	65	6	6	4	26	34	71	-	-	55	16	5	5	19	30	8	5	27	22	17
	15.0	15.3	12.5	13.8	10.1	17.1	14.8	15.0			15.3	14.8	12.6	30.7	20.4	15.2	8.8	12.6	18.3	21.4	9.7
															Q				u	U	
5-Very satisfied	261	235	26	26	25	76	135	261	-	-	206	55	9	6	39	120	72	9	59	54	135
	55.4	55.0	59.1	57.8	58.6	49.6	58.2	55.4			57.6	51.0	21.6	37.9	40.4	60.9	75.0	21.6	39.4	53.8	78.8
															M	MO	MNOP		R	Rs	RST
Don't know	18	15	3	2	2	5	9	18	-	-	15	2	1	1	6	4	3	1	6	4	6
	3.8	3.6	6.0	4.3	4.4	3.4	3.8	3.8			4.2	1.9	2.0	4.9	6.2	2.0	3.2	2.0	3.9	3.9	3.6
Refused	1	1	-	0	0	-	-	1	-	-	1	-	-	-	0	-	0	-	0	-	0
	0.2	0.2		0.8	0.9			0.2			0.2				0.4		0.4		0.2		0.2
Mean	4.07	4.06	4.16	4.08	3.93	3.87	4.23	4.07	-	-	4.19	3.76	2.65	4.05	3.83	4.22	4.56	2.65	3.73	4.21	4.67

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S3E. How would you rate your level of disagreement or agreement with the statement ...When installing CFLs it makes sense
BASE: Purchased CFLs and were asked this question

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Standard Deviation	1.32	1.32	1.34	1.41	1.61	1.45	1.14	1.32	-	-	1.21	1.59	1.67	0.99	1.31	1.20	0.98	1.67	1.35	1.12	0.86
Standard Error	0.07	0.08	0.18	0.15	0.19	0.15	0.10	0.07			0.08	0.18	0.30	0.30	0.16	0.10	0.12	0.30	0.13	0.14	0.08

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S4. In general, what are the best features of CFLs?
BASE: Purchased CFLs

BANNER 2

	Total	URBAN/RURAL Urban	Rural	STATE ID	MT	OR	WA	AWARENESS /PURCHASE Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE With-in the past year	2 or more years ago	# OF CFLS INSTALLED 0	1	2-4	5-12	13+	CFL PENETRATION 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	753	677	75	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	71	65	6	12	8	26	25	71	-	-	40	30	27	3	14	18	6	27	22	11	11
Total answering	681	612	69	64	64	216	337	681	-	-	516	158	43	26	127	280	172	43	216	144	264
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Lasts longer before burning out	343	306	37	34	32	114	163	343	-	-	264	78	17	17	77	127	89	17	105	63	146
	50.4	49.9	54.0	53.2	50.5	52.7	48.3	50.4			51.1	49.3	39.9	66.9	60.5	45.1	51.6	39.9	48.7	43.6	55.5
														mp	MP						T
Saves money/Reduces electricity bill	223	200	23	17	21	69	116	223	-	-	168	52	12	11	32	94	64	12	55	50	104
	32.7	32.7	33.2	26.0	33.2	32.0	34.4	32.7			32.6	32.8	28.8	41.4	24.9	33.4	37.3	28.8	25.7	34.6	39.5
																	O				S
Saves/conserves energy/ electricity	310	279	31	22	29	99	159	310	-	-	245	63	21	6	46	138	83	21	95	68	123
	45.5	45.6	45.1	34.7	46.1	46.0	47.1	45.5			47.4	39.7	49.6	22.8	36.0	49.3	48.5	49.6	44.0	47.2	46.5
					d	d	D						N			NO	No				
Resource conservation benefits/better for environment/green	98	90	8	5	6	31	56	98	-	-	75	20	2	3	17	46	27	2	29	20	45
	14.4	14.7	11.7	7.4	8.8	14.4	16.7	14.4			14.6	12.8	5.8	10.7	13.0	16.4	15.8	5.8	13.6	14.2	16.9
						d	DE									M	m				R
It works better/Higher quality	67	60	8	7	8	16	36	67	-	-	49	17	1	4	15	30	16	1	23	15	28
	9.9	9.7	11.0	11.4	11.8	7.6	10.7	9.9			9.5	10.9	2.8	17.2	11.5	10.6	9.4	2.8	10.7	10.1	10.7
															m	M	m		R	r	R
Other	48	41	7	5	4	18	21	48	-	-	29	19	3	1	10	22	9	3	16	9	18
	7.1	6.7	10.1	8.0	6.6	8.5	6.1	7.1			5.7	11.9	7.4	4.7	7.8	7.9	5.0	7.4	7.6	6.4	6.9
												k									

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S4. In general, what are the best features of CFLs?
BASE: Purchased CFLs

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	753	677	75	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Lasts longer before burning out	343	306	37	34	32	114	163	343	-	-	264	78	17	17	77	127	89	17	105	63	146
	45.6	45.1	49.6	44.9	44.7	46.9	45.0	45.6			47.5	41.5	24.6	60.7	54.5	42.4	49.9	24.6	44.2	40.5	53.3
														M	MP	M	M		R	R	RsT
Saves money/Reduces electricity bill	223	200	23	17	21	69	116	223	-	-	168	52	12	11	32	94	64	12	55	50	104
	29.6	29.5	30.5	21.9	29.4	28.6	32.0	29.6			30.3	27.6	17.7	37.5	22.4	31.4	36.1	17.7	23.3	32.2	37.9
							D									Mo	MO			R	RS
Saves/conserves energy/ electricity	310	279	31	22	29	99	159	310	-	-	245	63	21	6	46	138	83	21	95	68	123
	41.2	41.2	41.4	29.3	40.8	41.0	43.9	41.2			44.0	33.4	30.6	20.6	32.4	46.3	46.9	30.6	39.9	43.8	44.6
					D	D	D				L					MNO	MNO			r	r
Resource conservation benefits/better for environment/green	98	90	8	5	6	31	56	98	-	-	75	20	2	3	17	46	27	2	29	20	45
	13.0	13.2	10.7	6.2	7.8	12.9	15.5	13.0			13.6	10.7	3.6	9.7	11.7	15.4	15.2	3.6	12.3	13.2	16.2
						D	DE								M	M	M		R	R	R
It works better/Higher quality	67	60	8	7	8	16	36	67	-	-	49	17	1	4	15	30	16	1	23	15	28
	8.9	8.8	10.1	9.6	10.4	6.7	10.0	8.9			8.8	9.1	1.7	15.6	10.4	9.9	9.1	1.7	9.7	9.4	10.3
															M	M	M		R	R	R
Other	48	41	7	5	4	18	21	48	-	-	29	19	3	1	10	22	9	3	16	9	18
	6.4	6.1	9.3	6.8	5.9	7.6	5.7	6.4			5.3	10.0	4.6	4.3	7.0	7.4	4.8	4.6	6.9	5.9	6.6
												k									
Don't know	63	56	6	11	7	22	23	63	-	-	34	27	22	3	13	15	6	22	21	11	9
	8.3	8.3	8.2	14.2	9.4	9.1	6.4	8.3			6.1	14.3	31.3	9.3	9.1	5.1	3.3	31.3	8.7	7.1	3.1
				G								K	NOPQ		q			STU	U		

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S4. In general, what are the best features of CFLs?
BASE: Purchased CFLs

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur- chas- er	Aware Non- Pur- chas- er	Un- aware	With -in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Refused	9	9	-	1	2	4	2	9	-	-	6	3	5	-	1	3	-	5	1	-	3
	1.2	1.3		1.3	2.2	1.8	0.5	1.2			1.1	1.5	7.0		0.8	0.9		7.0	0.5		1.0
													op					su			

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S5. In general, what are the worst features of CFLs?
BASE: Purchased CFLs

BANNER 2

	Total	URBAN/RURAL Urban	Rural	STATE ID	MT	OR	WA	AWARENESS /PURCHASE Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE With-in the past year	2 or more years ago	# OF CFLS INSTALLED 0	1	2-4	5-12	13+	CFL PENETRATION 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	753	677	75	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	90	79	11	13	8	29	40	90	-	-	65	23	7	4	16	46	10	7	31	13	38
Total answering	663	598	64	63	64	214	322	663	-	-	491	166	64	24	126	252	168	64	207	143	237
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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/Too expensive	104	94	10	14	8	38	45	104	-	-	71	31	10	9	20	37	23	10	41	20	30
	15.6	15.7	15.0	21.8	11.8	17.6	13.9	15.6			14.5	19.0	15.4	38.0	16.0	14.5	13.5	15.4	19.7	14.1	12.5
				Eg										mopQ					u		
Too bright	28	27	1	2	3	12	11	28	-	-	18	8	3	-	3	16	5	3	12	6	7
	4.2	4.5	1.3	3.1	5.1	5.7	3.3	4.2			3.7	4.8	4.7		2.8	6.4	2.8	4.7	5.6	4.3	2.8
		C																			
Not bright enough	163	146	17	16	20	52	74	163	-	-	113	50	21	7	36	64	27	21	58	36	42
	24.6	24.4	25.8	25.2	31.6	24.5	23.1	24.6			23.1	30.0	33.7	30.9	28.5	25.4	15.9	33.7	27.9	25.4	17.9
													Q		Q	Q		U	U		
Color of light	78	75	3	6	2	30	41	78	-	-	58	20	17	-	17	28	15	17	31	15	14
	11.8	12.6	4.5	9.0	3.0	13.8	12.7	11.8			11.9	12.0	27.5		13.8	11.1	9.2	27.5	14.7	10.8	5.9
		C		E		E	E						oPQ					sTU	U		
How they fit in fixtures	57	51	6	7	3	22	25	57	-	-	40	18	2	2	17	17	17	2	19	16	20
	8.7	8.5	10.0	11.7	5.5	10.2	7.7	8.7			8.1	10.6	3.5	7.6	13.4	6.6	10.4	3.5	9.0	11.5	8.6
				e											Mp		m			r	
How they look in fixtures	89	81	8	9	9	26	46	89	-	-	69	20	13	1	27	29	17	13	25	14	35
	13.4	13.6	12.4	13.6	14.1	11.9	14.3	13.4			14.0	12.3	20.4	3.0	21.4	11.3	10.0	20.4	12.1	9.6	15.0
													N		NPQ	n					

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S5. In general, what are the worst features of CFLs?
BASE: Purchased CFLs

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Mercury/Hazardous contents	103 15.5	92 15.4	11 17.3	8 12.3	8 12.4	29 13.5	58 18.1	103 15.5	-	-	82 16.8	20 11.9	15 23.4 o	4 15.9	12 9.7	33 13.2	34 20.4 O	15 23.4 T	32 15.6	13 9.3	42 17.7 T
Take too long to light up	152 22.9	135 22.5	17 26.3	13 20.2	18 27.7	49 22.8	72 22.5	152 22.9	-	-	121 24.8 l	30 17.8	15 23.2 N	1 4.5	22 17.6 N	62 24.6 N	45 27.0 No	15 23.2	50 24.3	30 21.3	56 23.7
Don't last long enough	46 7.0	43 7.3	3 4.1	4 5.6	4 7.0	13 5.9	25 7.9	46 7.0	-	-	31 6.3	14 8.2	10 15.3 Op	4 15.9	4 3.3	15 5.9	12 7.0	10 15.3 u	13 6.3	12 8.4	10 4.4
Disposal is difficult	79 12.0	72 12.1	7 11.3	5 7.5	7 11.2	28 13.0	40 12.4	79 12.0	-	-	63 12.8	16 9.7	7 11.0	1 3.5	14 11.3	30 12.1 n	27 16.1 N	7 11.0	16 7.9	22 15.5 s	34 14.4 s
Other	79 11.9	74 12.4	5 7.7	7 10.6	7 10.3	28 13.3	37 11.6	79 11.9	-	-	54 11.0	25 15.0	9 13.5	2 6.6	13 10.3	37 14.6	19 11.0	9 13.5	27 13.2	17 11.8	26 11.1

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S5. In general, what are the worst features of CFLs?
BASE: Purchased CFLs

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	753	677	75	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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/Too expensive	104	94	10	14	8	38	45	104	-	-	71	31	10	9	20	37	23	10	41	20	30
	13.8	13.9	12.9	18.1	10.4	15.5	12.4	13.8			12.8	16.7	13.9	32.1	14.2	12.3	12.7	13.9	17.2	13.0	10.7
				e										pq					u		
Too bright	28	27	1	2	3	12	11	28	-	-	18	8	3	-	3	16	5	3	12	6	7
	3.7	4.0	1.1	2.6	4.5	5.0	2.9	3.7			3.3	4.3	4.2		2.5	5.4	2.7	4.2	4.9	4.0	2.4
		C																			
Not bright enough	163	146	17	16	20	52	74	163	-	-	113	50	21	7	36	64	27	21	58	36	42
	21.6	21.6	22.1	21.0	27.9	21.6	20.5	21.6			20.4	26.4	30.6	26.1	25.3	21.4	15.0	30.6	24.3	23.3	15.4
													Q		q			U	U	u	
Color of light	78	75	3	6	2	30	41	78	-	-	58	20	17	-	17	28	15	17	31	15	14
	10.4	11.1	3.8	7.5	2.7	12.2	11.3	10.4			10.5	10.6	24.9		12.3	9.3	8.7	24.9	12.8	9.9	5.1
		C		e		E	E						oPQ					sTU	U		
How they fit in fixtures	57	51	6	7	3	22	25	57	-	-	40	18	2	2	17	17	17	2	19	16	20
	7.6	7.5	8.5	9.8	4.8	9.0	6.9	7.6			7.2	9.3	3.2	6.4	12.0	5.6	9.8	3.2	7.8	10.6	7.4
															Mp		m			r	
How they look in fixtures	89	81	8	9	9	26	46	89	-	-	69	20	13	1	27	29	17	13	25	14	35
	11.8	12.0	10.6	11.4	12.4	10.5	12.7	11.8			12.4	10.8	18.5	2.6	19.1	9.6	9.4	18.5	10.5	8.8	12.9
													N		NPQ	n					
Mercury/Hazardous contents	103	92	11	8	8	29	58	103	-	-	82	20	15	4	12	33	34	15	32	13	42
	13.7	13.6	14.8	10.2	10.9	11.9	16.1	13.7			14.8	10.5	21.2	13.4	8.7	11.2	19.2	21.2	13.6	8.5	15.2
							d						O				OP	T			t

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S5. In general, what are the worst features of CFLs?
BASE: Purchased CFLs

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Take too long to light up	152 20.1	135 19.9	17 22.5	13 16.9	18 24.5	49 20.1	72 20.0	152 20.1	-	-	121 21.9 l	30 15.7	15 21.0 N	1 3.8	22 15.6 N	62 20.8 N	45 25.5 No	15 21.0	50 21.1	30 19.6	56 20.4
Don't last long enough	46 6.1	43 6.4	3 3.5	4 4.7	4 6.2	13 5.2	25 7.0	46 6.1	-	-	31 5.5	14 7.2	10 13.9 Op	4 13.4	4 2.9	15 5.0	12 6.6	10 13.9 U	13 5.5	12 7.7	10 3.7
Disposal is difficult	79 10.6	72 10.7	7 9.6	5 6.2	7 9.9	28 11.5	40 11.0 d	79 10.6	-	-	63 11.3	16 8.5	7 10.0	1 3.0	14 10.1	30 10.2	27 15.2 N	7 10.0	16 6.9	22 14.3 s	34 12.4 s
Other	79 10.5	74 10.9	5 6.6	7 8.8	7 9.1	28 11.7	37 10.3	79 10.5	-	-	54 9.7	25 13.2	9 12.2	2 5.5	13 9.2	37 12.3	19 10.4	9 12.2	27 11.5	17 10.8	26 9.6
Don't know	82 10.9	71 10.5	11 14.6	11 14.3	8 11.7	23 9.5	40 10.9	82 10.9	-	-	59 10.6	21 11.0	7 9.4	4 15.6	16 11.0 q	44 14.7 Q	8 4.7	7 9.4	28 11.7	13 8.2	33 11.9
Refused	8 1.1	8 1.2	-	2 2.4 g	-	6 2.3 g	1 0.2	8 1.1	-	-	6 1.2	2 1.0	-	-	-	3 0.9	2 1.0	-	3 1.1	-	6 2.0

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S6. Does the way you use a particular light fixture affect whether you'd use a CFL in that fixture?
BASE: Purchased CFLs

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-	Aware Non- Pur-		With -in the	2 or more	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	chas- er	chas- er	Un- aware	past year	years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	753	677	75	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	19	15	3	1	4	9	4	19	-	-	8	10	5	0	4	5	1	5	7	2	3
Total answering	734	662	72	74	68	234	358	734	-	-	548	178	65	28	137	294	177	65	231	153	272
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	323	295	28	29	28	119	147	323	-	-	238	82	39	13	66	131	60	39	124	78	77
	44.0	44.6	38.6	39.7	40.2	50.9	41.1	44.0			43.4	46.0	59.5	48.3	48.0	44.7	33.9	59.5	53.7	50.6	28.4
						deg							pQ		Q	Q		U	U	U	
No	411	367	44	45	41	115	211	411	-	-	310	96	26	14	71	162	117	26	107	76	194
	56.0	55.4	61.4	60.3	59.8	49.1	58.9	56.0			56.6	54.0	40.5	51.7	52.0	55.3	66.1	40.5	46.3	49.4	71.6
				f	f		f									m	MOP				RST

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S6. Does the way you use a particular light fixture affect whether you'd use a CFL in that fixture?
BASE: Purchased CFLs

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-	Aware Non- Pur-		With -in the	2 or more	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	chas- er	chas- er	Un- aware	past year	years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	753	677	75	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	323	295	28	29	28	119	147	323	-	-	238	82	39	13	66	131	60	39	124	78	77
	42.9	43.6	36.9	39.0	38.0	49.0	40.7	42.9			42.8	43.5	55.1	47.7	46.6	44.0	33.6	55.1	52.2	50.0	28.1
						de							Q		Q	q		U	U	U	
No	411	367	44	45	41	115	211	411	-	-	310	96	26	14	71	162	117	26	107	76	194
	54.6	54.1	58.7	59.3	56.6	47.2	58.2	54.6			55.8	51.0	37.4	51.1	50.5	54.4	65.6	37.4	45.0	48.8	70.7
				F			F									M	MOP				RST
Don't know	19	15	3	1	4	9	4	19	-	-	8	10	5	0	4	5	1	5	7	2	3
	2.5	2.3	4.4	1.8	5.4	3.8	1.2	2.5			1.4	5.4	7.4	1.3	2.9	1.6	0.8	7.4	2.8	1.3	1.2
					G							K	q					u			

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S6A. For which purposes do you prefer not to use CFLs?
BASE: The way you use a fixture affect whether you use CFL

BANNER 2

		URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	323	295	28	29	28	119	147	323	-	-	238	82	39	13	66	131	60	39	124	78	77
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	36	31	5	3	3	8	21	36	-	-	30	5	3	2	3	18	7	3	6	13	13
Total answering	288	265	23	26	25	111	126	288	-	-	208	77	36	12	63	114	52	36	118	65	64
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Reading	179	162	17	15	16	70	78	179	-	-	133	44	25	8	46	68	27	25	68	49	34
	62.3	61.3	73.7	58.9	62.4	63.6	61.8	62.3			63.9	57.4	70.1	73.2	72.5	59.8	51.1	70.1	58.0	76.0	53.0
															Q					SU	
Sewing/close work	33	31	2	4	3	11	16	33	-	-	15	18	6	4	4	15	2	6	10	8	9
	11.6	11.6	10.7	13.9	10.3	10.0	12.7	11.6			7.2	23.6	18.2	32.7	6.3	13.2	4.1	18.2	8.8	11.9	13.6
												K		q		q					
Recessed can lighting	18	17	1	1	1	6	9	18	-	-	10	8	9	-	4	2	4	9	6	1	3
	6.4	6.4	6.3	5.1	5.8	5.9	7.2	6.4			5.0	10.2	25.2		6.0	1.7	7.0	25.2	4.8	1.3	4.4
													OPq					STU			
Bedroom	22	22	-	1	-	4	17	22	-	-	11	11	6	5	9	-	2	6	14	2	-
	7.7	8.4		5.1		3.2	13.8	7.7			5.2	14.7	18.2	40.0	14.7		3.6	18.2	11.5	3.5	
							dF					k	q	Q	q			t	t		
Bathroom	53	50	4	4	3	17	29	53	-	-	31	22	11	6	15	12	9	11	21	14	7
	18.5	18.7	15.3	17.2	10.2	15.4	23.0	18.5			14.9	27.9	31.6	48.4	22.9	10.3	17.1	31.6	17.6	21.4	11.0
							e					k	P	Pq	p			u			
Living room	25	25	1	-	1	3	21	25	-	-	15	10	6	4	5	7	3	6	17	1	-
	8.8	9.3	3.7		5.8	2.5	16.9	8.8			7.3	13.2	18.2	32.7	8.4	6.3	5.2	18.2	14.8	2.2	
							EF											t	T		

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S6A. For which purposes do you prefer not to use CFLs?
BASE: The way you use a fixture affect whether you use CFL

BANNER 2

		URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Kitchen	46	45	1	2	1	10	32	46	-	-	27	19	7	4	6	25	3	7	26	9	4
	15.9	17.1	2.7	8.8	4.3	9.0	25.8	15.9			12.9	24.5	20.2	38.0	10.0	21.9	5.6	20.2	22.1	13.5	5.7
		C					DEF					k		q		oQ			U		
Other	86	79	7	8	8	30	41	86	-	-	64	22	15	2	11	35	19	15	32	8	28
	30.0	29.8	32.6	30.0	33.7	26.7	32.2	30.0			30.9	28.4	42.8	16.4	16.9	30.6	37.2	42.8	27.4	11.9	44.2
													O			o	O	T	T		sT

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S6A. For which purposes do you prefer not to use CFLs?
BASE: The way you use a fixture affect whether you use CFL

BANNER 2

	Total	URBAN/RURAL Urban	Rural	STATE ID	MT	OR	WA	AWARENESS /PURCHASE Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE With-in the past year	2 or more years ago	# OF CFLS INSTALLED 0	1	2-4	5-12	13+	CFL PENETRATION 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	323	295	28	29	28	119	147	323	-	-	238	82	39	13	66	131	60	39	124	78	77
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Reading	179	162	17	15	16	70	78	179	-	-	133	44	25	8	46	68	27	25	68	49	34
	55.4	54.9	60.6	52.4	56.4	59.2	52.8	55.4			55.9	54.0	64.9	62.9	69.6	51.8	44.8	64.9	55.1	63.5	44.2
													q		PQ			u		U	
Sewing/close work	33	31	2	4	3	11	16	33	-	-	15	18	6	4	4	15	2	6	10	8	9
	10.3	10.4	8.8	12.3	9.3	9.3	10.9	10.3			6.3	22.2	16.8	28.1	6.1	11.4	3.6	16.8	8.3	9.9	11.3
												K	q			q					
Recessed can lighting	18	17	1	1	1	6	9	18	-	-	10	8	9	-	4	2	4	9	6	1	3
	5.7	5.7	5.2	4.5	5.3	5.5	6.2	5.7			4.4	9.6	23.3		5.8	1.4	6.2	23.3	4.6	1.1	3.7
													OPq					STU			
Bedroom	22	22	-	1	-	4	17	22	-	-	11	11	6	5	9	-	2	6	14	2	-
	6.9	7.5		4.5		3.0	11.8	6.9			4.6	13.8	16.8	34.4	14.1		3.2	16.8	10.9	2.9	
							dF					k	q	q	q			t	t		
Bathroom	53	50	4	4	3	17	29	53	-	-	31	22	11	6	15	12	9	11	21	14	7
	16.4	16.8	12.6	15.3	9.2	14.3	19.7	16.4			13.0	26.3	29.2	41.6	22.0	9.0	15.0	29.2	16.8	17.9	9.2
							e					K	P	p	p			U			
Living room	25	25	1	-	1	3	21	25	-	-	15	10	6	4	5	7	3	6	17	1	-
	7.9	8.3	3.0		5.3	2.3	14.4	7.9			6.4	12.4	16.8	28.1	8.1	5.4	4.6	16.8	14.1	1.9	
							eF											T	T		
Kitchen	46	45	1	2	1	10	32	46	-	-	27	19	7	4	6	25	3	7	26	9	4
	14.2	15.3	2.2	7.8	3.9	8.4	22.0	14.2			11.3	23.0	18.7	32.7	9.6	19.0	5.0	18.7	21.0	11.2	4.8
		C					DEF					k	q	q		Q		u	U		

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S6A. For which purposes do you prefer not to use CFLs?
BASE: The way you use a fixture affect whether you use CFL

BANNER 2

		URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Other	86	79	7	8	8	30	41	86	-	-	64	22	15	2	11	35	19	15	32	8	28
	26.7	26.7	26.8	26.6	30.4	24.8	27.5	26.7			27.0	26.7	39.6	14.1	16.2	26.5	32.6	39.6	26.0	9.9	36.9
													nO				o	T	T		T
Don't know	34	30	4	3	2	8	21	34	-	-	28	5	3	2	2	17	7	3	5	12	13
	10.6	10.1	15.6	11.1	7.4	6.9	14.0	10.6			12.0	6.0	7.5	14.1	3.1	12.7	12.3	7.5	4.3	15.7	16.6
																O	o			S	S
Refused	1	1	1	-	1	-	1	1	-	-	1	-	-	-	1	1	-	-	1	1	-
	0.4	0.3	2.2		2.2		0.6	0.4			0.6				0.9	0.6			0.7	0.8	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S6B1. Why do you prefer not to use CFLs for reading?
BASE: Would not use CFLs for reading

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	179	162	17	15	16	70	78	179	-	-	133	44	25	8	46	68	27	25	68	49	34
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	3	3	-	-	-	1	3	3	-	-	2	2	1	-	-	-	3	1	-	-	3
Total answering	176	159	17	15	16	70	75	176	-	-	131	43	24	8	46	68	24	24	68	49	31
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Too bright	17	16	1	1	1	10	4	17	-	-	13	2	2	-	4	6	3	2	8	1	4
	9.5	10.0	5.0	6.3	7.9	14.4	6.0	9.5			10.1	3.7	7.7		8.9	8.2	11.3	7.7	11.4	2.9	11.8
Not bright enough	115	104	11	11	10	40	53	115	-	-	81	34	13	8	28	48	16	13	47	32	22
	65.4	65.4	64.7	72.5	63.8	58.1	71.0	65.4			62.0	78.7	52.3	100.0	60.2	71.3	65.2	52.3	68.8	65.4	71.4
												k		MOPQ							
Color of light	39	35	4	2	2	16	18	39	-	-	32	7	10	-	7	15	7	10	6	16	8
	22.1	22.3	20.8	13.3	14.1	23.6	24.2	22.1			24.2	16.6	40.0		16.0	21.8	29.2	40.0	8.3	32.0	24.6
													o					S		S	s
How they fit in fixtures	8	8	-	-	1	4	4	8	-	-	6	2	4	-	2	-	2	4	-	2	2
	4.6	5.1			3.9	5.4	5.0	4.6			4.8	4.4	15.5		4.1		10.4	15.5		3.8	8.0
How they look in fixtures	1	1	-	-	1	-	-	1	-	-	1	-	-	-	1	-	-	-	1	-	-
	0.3	0.4			3.9			0.3			0.5				1.3				0.9		
Other	22	19	3	2	2	11	7	22	-	-	19	3	1	-	11	7	4	1	15	3	3
	12.7	12.2	18.1	12.6	14.1	15.6	9.8	12.7			14.6	7.6	2.5		23.1	10.1	15.4	2.5	22.4	6.2	10.6
															M				RT		

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S6B1. Why do you prefer not to use CFLs for reading?
BASE: Would not use CFLs for reading

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	179	162	17	15	16	70	78	179	-	-	133	44	25	8	46	68	27	25	68	49	34
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Too bright	17	16	1	1	1	10	4	17	-	-	13	2	2	-	4	6	3	2	8	1	4
	9.3	9.8	5.0	6.3	7.9	14.3	5.8	9.3			10.0	3.6	7.5		8.9	8.2	10.2	7.5	11.4	2.9	10.8
Not bright enough	115	104	11	11	10	40	53	115	-	-	81	34	13	8	28	48	16	13	47	32	22
	64.1	64.1	64.7	72.5	63.8	57.4	68.6	64.1			61.1	75.9	50.8	100.0 MOPQ	60.2	71.3	58.6	50.8	68.8	65.4	65.7
Color of light	39	35	4	2	2	16	18	39	-	-	32	7	10	-	7	15	7	10	6	16	8
	21.7	21.8	20.8	13.3	14.1	23.3	23.4	21.7			23.9	16.0	38.8 o		16.0	21.8	26.2	38.8 S	8.3	32.0 S	22.6
How they fit in fixtures	8	8	-	-	1	4	4	8	-	-	6	2	4	-	2	-	2	4	-	2	2
	4.5	5.0			3.9	5.3	4.9	4.5			4.7	4.3	15.0		4.1		9.3	15.0		3.8	7.3
How they look in fixtures	1	1	-	-	1	-	-	1	-	-	1	-	-	-	1	-	-	-	1	-	-
	0.3	0.4			3.9			0.3			0.5				1.3				0.9		
Other	22	19	3	2	2	11	7	22	-	-	19	3	1	-	11	7	4	1	15	3	3
	12.5	11.9	18.1	12.6	14.1	15.5	9.4	12.5			14.4	7.4	2.4		23.1 M	10.1	13.8	2.4	22.4 RT	6.2	9.8
Don't know	3	3	-	-	-	1	3	3	-	-	2	2	1	-	-	-	3	1	-	-	3
	1.9	2.1				1.2	3.4	1.9			1.4	3.5	2.9				10.2	2.9			8.0

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S6B2. Why do you prefer not to use CFLs for sewing/close work?
BASE: Would not use CFLs for sewing/close work

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	33	31	2	4	3	11	16	33	-	-	15	18	6	4	4	15	2	6	10	8	9
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	0	0	-	0	-	-	-	0	-	-	-	0	-	-	0	-	-	-	0	-	-
Total answering	33	30	2	3	3	11	16	33	-	-	15	18	6	4	4	15	2	6	10	8	9
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Too bright	1	1	1	1	1	-	-	1	-	-	1	-	-	-	-	1	-	-	-	1	1
	3.7	2.0	25.0	18.7	23.9			3.7			8.1					8.2				7.9	7.0
Not bright enough	27	25	2	3	2	9	13	27	-	-	13	14	4	4	4	12	2	4	10	5	8
	82.3	80.9	100.0	81.3	76.1	83.0	83.0	82.3			86.3	78.9	58.1	100.0	100.0	83.3	71.8	58.1	100.0	67.6	93.0
			B																		
Color of light	4	4	-	0	1	-	3	4	-	-	1	2	3	-	-	0	1	3	-	0	1
	11.2	12.1		11.0	23.9		17.0	11.2			9.6	12.6	41.9			2.4	28.2	41.9		4.7	7.0
How they fit in fixtures	2	2	-	-	-	-	2	2	-	-	-	2	2	-	-	-	-	2	-	-	-
	5.7	6.2					11.8	5.7				10.6	29.0					29.0			
Other	2	2	-	-	-	2	-	2	-	-	-	2	-	-	-	2	-	-	-	2	-
	5.7	6.2				17.0		5.7				10.6				12.6				24.5	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S6B2. Why do you prefer not to use CFLs for sewing/close work?
BASE: Would not use CFLs for sewing/close work

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	33	31	2	4	3	11	16	33	-	-	15	18	6	4	4	15	2	6	10	8	9
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Too bright	1	1	1	1	1	-	-	1	-	-	1	-	-	-	-	1	-	-	-	1	1
	3.7	2.0	25.0	16.8	23.9			3.7			8.1					8.2				7.9	7.0
Not bright enough	27	25	2	3	2	9	13	27	-	-	13	14	4	4	4	12	2	4	10	5	8
	81.4	79.9	100.0 B	73.3	76.1	83.0	83.0	81.4			86.3	77.3	58.1	100.0	91.0	83.3	71.8	58.1	96.5	67.6	93.0
Color of light	4	4	-	0	1	-	3	4	-	-	1	2	3	-	-	0	1	3	-	0	1
	11.1	12.0		9.9	23.9		17.0	11.1			9.6	12.3	41.9			2.4	28.2	41.9		4.7	7.0
How they fit in fixtures	2	2	-	-	-	-	2	2	-	-	-	2	2	-	-	-	-	2	-	-	-
	5.7	6.1					11.8	5.7				10.3	29.0					29.0			
Other	2	2	-	-	-	2	-	2	-	-	-	2	-	-	-	2	-	-	-	2	-
	5.7	6.1				17.0		5.7				10.3				12.6				24.5	
Don't know	0	0	-	0	-	-	-	0	-	-	-	0	-	-	0	-	-	-	0	-	-
	1.1	1.2		9.9				1.1				2.0			9.0				3.5		

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S6B3. Why do you prefer not to use CFLs for recessed can lighting?
BASE: Would not use CFLs for recessed can lighting

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	18	17	1	1	1	6	9	18	-	-	10	8	9	-	4	2	4	9	6	1	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	100.0	100.0
Don't know/Refused	1	1	-	1	-	-	-	1	-	-	0	0	-	-	0	-	0	-	0	-	0
Total answering	18	16	1	1	1	6	9	18	-	-	10	8	9	-	3	2	3	9	5	1	2
	100.0	100.0	100.0	100.0	100.0	100.0	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 bright enough	7	6	1	1	-	4	3	7	-	-	5	2	2	-	3	-	2	2	3	-	2
	39.6	39.4	42.2	100.0 G		58.1	28.7	39.6			50.5	25.0	27.8		75.7		56.5	27.8	49.0		75.5
Color of light	6	5	1	1	1	-	5	6	-	-	2	4	5	-	-	-	1	5	-	1	-
	34.3	28.4	100.0 B	100.0 G	57.8		50.6	34.3			22.6	50.0	58.1				25.1	58.1		100.0 r	
How they fit in fixtures	3	3	-	-	-	1	2	3	-	-	1	2	2	-	1	-	-	2	1	-	-
	15.4	16.8				12.9	20.7	15.4			8.3	25.0	21.0		24.3			21.0	15.7		
How they look in fixtures	2	2	-	-	-	-	2	2	-	-	-	2	2	-	-	-	-	2	-	-	-
	10.7	11.6					20.7	10.7				25.0	21.0					21.0			
Other	2	2	-	-	1	2	-	2	-	-	2	-	-	-	-	2	1	-	2	-	1
	14.1	15.4			42.2	29.0		14.1			24.7					100.0 Q	18.3		35.3		24.5

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S6B3. Why do you prefer not to use CFLs for recessed can lighting?
BASE: Would not use CFLs for recessed can lighting

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	18	17	1	1	1	6	9	18	-	-	10	8	9	-	4	2	4	9	6	1	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	100.0	100.0
Not bright enough	7	6	1	1	-	4	3	7	-	-	5	2	2	-	3	-	2	2	3	-	2
	38.1	37.7	42.2	46.0		58.1	28.7	38.1			48.7	23.9	27.8		68.6		51.0	27.8	45.9		66.0
Color of light	6	5	1	1	1	-	5	6	-	-	2	4	5	-	-	-	1	5	-	1	-
	33.0	27.2	100.0	46.0	57.8		50.6	33.0			21.8	47.7	58.1				22.7	58.1		100.0	
			B																	r	
How they fit in fixtures	3	3	-	-	-	1	2	3	-	-	1	2	2	-	1	-	-	2	1	-	-
	14.8	16.1				12.9	20.7	14.8			8.0	23.9	21.0		22.0			21.0	14.7		
How they look in fixtures	2	2	-	-	-	-	2	2	-	-	-	2	2	-	-	-	-	2	-	-	-
	10.3	11.1					20.7	10.3				23.9	21.0					21.0			
Other	2	2	-	-	1	2	-	2	-	-	2	-	-	-	-	2	1	-	2	-	1
	13.6	14.7			42.2	29.0		13.6			23.8					100.0	16.6		33.1		21.4
																Q					
Don't know	1	1	-	1	-	-	-	1	-	-	0	0	-	-	0	-	0	-	0	-	0
	3.9	4.2		54.0				3.9			3.4	4.6			9.4		9.7		6.3		12.6

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S6B4. Why do you prefer not to use CFLs for bedroom?
BASE: Would not use CFLs for bedroom

BANNER 2

	Total	URBAN/RURAL: Urban	URBAN/RURAL: Rural	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS /PURCHASE: Purchaser	AWARENESS /PURCHASE: Aware Non-Purchaser	AWARENESS /PURCHASE: Unaware	DATE OF MOST RECENT PURCHASE: With-in the past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	# OF CFLS INSTALLED: 0	# OF CFLS INSTALLED: 1	# OF CFLS INSTALLED: 2-4	# OF CFLS INSTALLED: 5-12	# OF CFLS INSTALLED: 13+	CFL PENETRATION: 0	CFL PENETRATION: 1-33	CFL PENETRATION: 34-67	CFL PENETRATION: 68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	22	22	-	1	-	4	17	22	-	-	11	11	6	5	9	-	2	6	14	2	-
	100.0	100.0		100.0		100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	
Don't know/Refused	0	0	-	0	-	-	-	0	-	-	-	0	-	-	0	-	-	-	0	-	-
Total answering	22	22	-	1	-	4	17	22	-	-	11	11	6	5	9	-	2	6	13	2	-
	100.0	100.0		100.0		100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	
Too bright	3	3	-	-	-	3	1	3	-	-	3	1	-	1	3	-	-	-	3	-	-
	15.8	15.8				76.5 G	4.2	15.8			23.9	7.6		18.2	29.3				26.2		
Not bright enough	8	8	-	-	-	-	8	8	-	-	4	4	2	4	2	-	-	2	6	-	-
	34.4	34.4					43.4	34.4			34.5	34.3	29.0	81.8 O	21.1			29.0	42.9		
Color of light	6	6	-	-	-	-	6	6	-	-	3	4	5	-	2	-	-	5	2	-	-
	29.6	29.6					37.4	29.6			25.0	34.3	71.0 o		21.1			71.0 S	14.3		
How they fit in fixtures	2	2	-	-	-	-	2	2	-	-	-	2	-	-	-	-	2	-	-	2	-
	8.6	8.6					10.8	8.6				17.2					100.0			84.0	
How they look in fixtures	3	3	-	-	-	-	3	3	-	-	-	3	2	-	1	-	-	2	1	-	-
	11.9	11.9					15.0	11.9				23.8	29.0		8.2			29.0	5.5		
Other	2	2	-	1	-	1	-	2	-	-	2	-	-	-	2	-	-	-	1	0	-
	8.3	8.3		100.0 F		23.5		8.3			16.6				20.3				11.0	16.0	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S6B4. Why do you prefer not to use CFLs for bedroom?
BASE: Would not use CFLs for bedroom

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	22	22	-	1	-	4	17	22	-	-	11	11	6	5	9	-	2	6	14	2	-
	100.0	100.0		100.0		100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	
Too bright	3	3	-	-	-	3	1	3	-	-	3	1	-	1	3	-	-	-	3	-	-
	15.5	15.5				76.5 G	4.2	15.5			23.9	7.4		18.2	28.2				25.5		
Not bright enough	8	8	-	-	-	-	8	8	-	-	4	4	2	4	2	-	-	2	6	-	-
	33.9	33.9					43.4	33.9			34.5	33.2	29.0	81.8 O	20.3			29.0	41.8		
Color of light	6	6	-	-	-	-	6	6	-	-	3	4	5	-	2	-	-	5	2	-	-
	29.2	29.2					37.4	29.2			25.0	33.2	71.0 o		20.3			71.0 S	13.9		
How they fit in fixtures	2	2	-	-	-	-	2	2	-	-	-	2	-	-	-	-	2	-	-	2	-
	8.5	8.5					10.8	8.5				16.6					100.0			84.0	
How they look in fixtures	3	3	-	-	-	-	3	3	-	-	-	3	2	-	1	-	-	2	1	-	-
	11.7	11.7					15.0	11.7				23.0	29.0		7.8			29.0	5.4		
Other	2	2	-	1	-	1	-	2	-	-	2	-	-	-	2	-	-	-	1	0	-
	8.1	8.1		73.0		23.5		8.1			16.6				19.5				10.7	16.0	
Don't know	0	0	-	0	-	-	-	0	-	-	-	0	-	-	0	-	-	-	0	-	-
	1.6	1.6		27.0				1.6				3.2			3.9				2.7		

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S6B5. Why do you prefer not to use CFLs for bathroom?
BASE: Would not use CFLs for bathroom

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	53	50	4	4	3	17	29	53	-	-	31	22	11	6	15	12	9	11	21	14	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	100.0	100.0
Don't know/Refused	1	1	-	0	-	-	1	1	-	-	-	1	1	-	0	-	-	1	0	-	-
Total answering	52	48	4	4	3	17	28	52	-	-	31	20	11	6	14	12	9	11	20	14	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	100.0	100.0
Too bright	1	1	-	-	-	1	-	1	-	-	-	1	-	1	-	-	-	-	1	-	-
	1.6	1.7				4.9		1.6				4.1		15.0					4.1		
Not bright enough	22	20	2	2	1	3	17	22	-	-	15	7	6	5	5	6	1	6	9	6	1
	43.1	42.0	58.7	38.3	33.2	14.7	61.9	43.1			48.3	36.5	56.3	85.0	32.6	53.5	9.3	56.3	45.7	45.3	11.8
							F						Q	OQ		Q		u	u		
Color of light	15	15	-	-	1	7	6	15	-	-	11	4	5	-	3	2	5	5	3	3	4
	29.1	31.3			52.6	43.0	23.0	29.1			36.8	18.4	43.7		21.8	19.1	58.1	43.7	16.8	24.0	53.1
How they fit in fixtures	7	6	1	1	0	-	6	7	-	-	3	5	2	-	3	1	2	2	2	3	-
	13.7	13.0	23.9	14.8	14.2		21.8	13.7			8.2	22.5	17.9		19.5	5.2	21.0	17.9	11.8	20.6	
How they look in fixtures	8	8	-	1	-	4	3	8	-	-	2	6	2	-	3	1	2	2	2	2	2
	15.5	16.7		23.5		26.3	9.2	15.5			5.9	27.7	17.9		21.0	6.2	21.0	17.9	8.9	13.6	35.1
Other	6	6	1	1	-	3	3	6	-	-	5	2	-	-	4	2	-	-	6	0	-
	12.3	12.0	17.4	23.5		16.0	9.6	12.3			14.7	9.2			29.5	16.0			29.6	2.6	
																			T		

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S6B5. Why do you prefer not to use CFLs for bathroom?
BASE: Would not use CFLs for bathroom

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	53	50	4	4	3	17	29	53	-	-	31	22	11	6	15	12	9	11	21	14	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	100.0	100.0
Too bright	1	1	-	-	-	1	-	1	-	-	-	1	-	1	-	-	-	-	1	-	-
	1.6	1.7				4.9		1.6				3.9		15.0					4.0		
Not bright enough	22	20	2	2	1	3	17	22	-	-	15	7	6	5	5	6	1	6	9	6	1
	42.2	41.1	58.7	35.2	33.2	14.7	60.3	42.2			48.3	34.7	52.7	85.0	31.8	53.5	9.3	52.7	44.9	45.3	11.8
							F						q	OQ		Q		u	u		
Color of light	15	15	-	-	1	7	6	15	-	-	11	4	5	-	3	2	5	5	3	3	4
	28.5	30.6			52.6	43.0	22.4	28.5			36.8	17.5	40.8		21.2	19.1	58.1	40.8	16.5	24.0	53.1
How they fit in fixtures	7	6	1	1	0	-	6	7	-	-	3	5	2	-	3	1	2	2	2	3	-
	13.5	12.7	23.9	13.6	14.2		21.3	13.5			8.2	21.4	16.7		19.0	5.2	21.0	16.7	11.6	20.6	
How they look in fixtures	8	8	-	1	-	4	3	8	-	-	2	6	2	-	3	1	2	2	2	2	2
	15.2	16.3		21.6		26.3	9.0	15.2			5.9	26.3	16.7		20.5	6.2	21.0	16.7	8.7	13.6	35.1
Other	6	6	1	1	-	3	3	6	-	-	5	2	-	-	4	2	-	-	6	0	-
	12.1	11.7	17.4	21.6		16.0	9.4	12.1			14.7	8.8			28.8	16.0			29.1	2.6	
																			T		
Don't know	1	1	-	0	-	-	1	1	-	-	-	1	1	-	0	-	-	1	0	-	-
	2.0	2.2		8.0			2.5	2.0				5.0	6.4		2.5			6.4	1.7		

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S6B6. Why do you prefer not to use CFLs for living room?
BASE: Would not use CFLs for living room

BANNER 2

		URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	25	25	1	-	1	3	21	25	-	-	15	10	6	4	5	7	3	6	17	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	100.0	
Don't know/Refused	3	3	-	-	-	-	3	3	-	-	2	1	-	-	1	2	-	-	3	-	-
Total answering	23	22	1	-	1	3	19	23	-	-	13	9	6	4	5	5	3	6	15	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	100.0	
Not bright enough	8	8	1	-	1	-	8	8	-	-	3	6	2	4	-	2	1	2	6	1	-
	36.7	34.3	100.0 B		57.8		40.4	36.7			20.3	60.0	29.0	100.0 MPQ		36.1	30.8	29.0	38.0	57.8	
Color of light	7	7	-	-	-	-	7	7	-	-	4	4	5	-	-	3	-	5	3	-	-
	32.1	33.4					39.3	32.1			26.6	40.0	71.0			52.2		71.0 s	18.3		
How they fit in fixtures	1	-	1	-	1	-	-	1	-	-	1	-	-	-	-	-	1	-	-	1	-
	3.7		100.0		57.8			3.7			6.3						30.8			57.8	
How they look in fixtures	4	4	-	-	-	-	4	4	-	-	2	2	2	-	2	-	-	2	2	-	-
	16.5	17.2					20.2	16.5			14.1	20.0	29.0		40.9			29.0	12.7		
Other	7	7	-	-	1	3	4	7	-	-	7	-	-	-	3	2	2	-	6	1	-
	31.1	32.3			42.2	100.0 G	20.2	31.1			53.1				59.1	47.8	69.2		43.7	42.2	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S6B6. Why do you prefer not to use CFLs for living room?
BASE: Would not use CFLs for living room

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	25	25	1	-	1	3	21	25	-	-	15	10	6	4	5	7	3	6	17	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	100.0	
Not bright enough	8	8	1	-	1	-	8	8	-	-	3	6	2	4	-	2	1	2	6	1	-
	32.9	30.7	100.0		57.8		35.5	32.9			17.8	55.7	29.0	100.0		26.5	30.8	29.0	32.3	57.8	
			B											MPQ							
Color of light	7	7	-	-	-	-	7	7	-	-	4	4	5	-	-	3	-	5	3	-	-
	28.8	29.8					34.5	28.8			23.3	37.1	71.0			38.3		71.0	15.6		
																		S			
How they fit in fixtures	1	-	1	-	1	-	-	1	-	-	1	-	-	-	-	-	1	-	-	1	-
	3.3		100.0		57.8			3.3			5.5						30.8			57.8	
How they look in fixtures	4	4	-	-	-	-	4	4	-	-	2	2	2	-	2	-	-	2	2	-	-
	14.8	15.3					17.7	14.8			12.3	18.6	29.0		35.3			29.0	10.8		
Other	7	7	-	-	1	3	4	7	-	-	7	-	-	-	3	2	2	-	6	1	-
	27.9	28.9			42.2	100.0	17.7	27.9			46.5				51.0	35.1	69.2		37.1	42.2	
						G															
Don't know	3	3	-	-	-	-	3	3	-	-	2	1	-	-	1	2	-	-	3	-	-
	10.3	10.6					12.3	10.3			12.3	7.2			13.6	26.5			14.9		

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S6B7. Why do you prefer not to use CFLs for kitchen?
BASE: Would not use CFLs for kitchen

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	46	45	1	2	1	10	32	46	-	-	27	19	7	4	6	25	3	7	26	9	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	100.0	100.0	100.0	100.0
Don't know/Refused	4	4	-	0	-	2	2	4	-	-	2	2	-	-	0	4	-	-	4	-	-
Total answering	42	41	1	2	1	8	31	42	-	-	25	17	7	4	6	21	3	7	22	9	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	100.0	100.0	100.0	100.0
Too bright	4	4	-	-	-	-	4	4	-	-	2	2	2	-	-	2	-	2	2	-	-
	9.1	9.2					12.3	9.1			7.5	11.3	26.1			8.9		26.1	8.6		
Not bright enough	21	20	1	1	1	4	16	21	-	-	13	8	1	4	2	14	0	1	12	6	2
	50.2	49.5	100.0	31.5	66.7	46.8	51.7	50.2			52.0	47.5	10.1	100.0	31.7	64.1	12.1	10.1	55.8	64.7	60.8
			B											MOPQ		MQ			R	R	
Color of light	12	12	-	-	-	2	10	12	-	-	6	6	5	-	2	4	2	5	4	4	-
	29.2	29.6				23.4	33.6	29.2			26.0	34.0	63.8		31.7	17.8	63.6	63.8	17.1	43.1	
													p					s			
How they fit in fixtures	2	2	-	-	0	-	2	2	-	-	-	2	-	-	-	2	-	-	2	0	-
	5.4	5.5			33.3		6.2	5.4				13.5				10.6			8.6	4.1	
How they look in fixtures	4	4	-	-	-	-	4	4	-	-	2	2	2	-	2	-	-	2	2	-	-
	9.1	9.2					12.3	9.1			7.5	11.3	26.1		31.7			26.1	8.6		
Other	8	8	-	1	-	4	3	8	-	-	7	1	-	-	2	3	3	-	4	3	1
	19.8	20.1		68.5		53.2	8.5	19.8			29.6	5.0			36.6	16.3	87.9		18.5	31.2	39.2
				G		g					l						P				

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S6B7. Why do you prefer not to use CFLs for kitchen?
BASE: Would not use CFLs for kitchen

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur- chas- er	Aware Non- Pur- chas- er	Un- aware	With -in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	46	45	1	2	1	10	32	46	-	-	27	19	7	4	6	25	3	7	26	9	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	100.0	100.0	100.0	100.0
Too bright	4	4	-	-	-	-	4	4	-	-	2	2	2	-	-	2	-	2	2	-	-
	8.2	8.3					11.6	8.2			7.0	10.0	26.1			7.6		26.1	7.2		
Not bright enough	21	20	1	1	1	4	16	21	-	-	13	8	1	4	2	14	0	1	12	6	2
	45.7	44.9	100.0	26.6	66.7	37.9	48.7	45.7			48.4	41.8	10.1	100.0	29.9	54.4	12.1	10.1	47.0	64.7	60.8
			B											MOPQ		Mq			r	R	
Color of light	12	12	-	-	-	2	10	12	-	-	6	6	5	-	2	4	2	5	4	4	-
	26.5	26.9				19.0	31.6	26.5			24.1	29.9	63.8		29.9	15.1	63.6	63.8	14.4	43.1	
													p					S			
How they fit in fixtures	2	2	-	-	0	-	2	2	-	-	-	2	-	-	-	2	-	-	2	0	-
	4.9	5.0			33.3		5.8	4.9				11.9				9.0			7.2	4.1	
How they look in fixtures	4	4	-	-	-	-	4	4	-	-	2	2	2	-	2	-	-	2	2	-	-
	8.2	8.3					11.6	8.2			7.0	10.0	26.1		29.9			26.1	7.2		
Other	8	8	-	1	-	4	3	8	-	-	7	1	-	-	2	3	3	-	4	3	1
	18.0	18.2		57.8		43.1	8.0	18.0			27.5	4.4			34.5	13.9	87.9		15.5	31.2	39.2
				G		g					l						oP				
Don't know	4	4	-	0	-	2	2	4	-	-	2	2	-	-	0	4	-	-	4	-	-
	9.0	9.1		15.6		19.0	5.8	9.0			7.0	11.9			5.7	15.1			15.8		

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S6B8. Why do you prefer not to use CFLs for Other?
BASE: Would not use CFLs for other

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	86	79	7	8	8	30	41	86	-	-	64	22	15	2	11	35	19	15	32	8	28
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	5	3	2	1	2	3	-	5	-	-	4	1	-	-	-	4	1	-	1	2	2
Total answering	81	76	5	7	7	27	41	81	-	-	60	21	15	2	11	31	19	15	31	6	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	100.0	100.0
Too bright	10	9	1	-	-	2	8	10	-	-	9	1	2	-	-	4	5	2	4	-	5
	12.7	12.4	16.2			7.0	20.7	12.7			15.7	4.0	12.3			12.1	24.5	12.3	12.1		17.6
Not bright enough	23	21	2	3	3	9	8	23	-	-	16	7	7	-	3	10	2	7	5	3	7
	28.3	27.5	39.7	35.5	44.4	34.4	20.4	28.3			25.9	35.1	48.8 q		28.9	32.1	12.9	48.8 s	15.9	56.6 s	27.4
Color of light	10	10	-	0	0	2	8	10	-	-	4	6	3	-	5	0	2	3	5	0	2
	12.3	13.1		5.0	5.5	6.3	18.6	12.3			6.3	29.3 k	20.2		43.2 P	1.2	10.0	20.2	14.8	6.1	7.2
How they fit in fixtures	4	4	-	0	1	1	2	4	-	-	3	0	-	-	-	3	-	-	2	-	2
	4.6	4.9		5.0	9.3	3.1	4.7	4.6			5.6	1.7				9.2			6.0		6.9
How they look in fixtures	9	9	-	1	1	-	8	9	-	-	5	4	4	2	0	1	2	4	2	-	2
	10.9	11.7		10.1	9.3		18.6	10.9			7.9	19.6	27.0 p	100.0 MOPQ	3.4	2.0	10.0	27.0	7.2		9.5
Other	34	31	2	4	3	14	13	34	-	-	26	8	3	-	3	14	10	3	15	3	11
	41.4	41.2	44.1	54.5	46.2	52.3	31.0	41.4			42.8	37.3	21.1		32.5	46.6	52.5 m	21.1	46.6	43.4	40.9

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S6B8. Why do you prefer not to use CFLs for other?
BASE: Would not use CFLs for other

BANNER 2

	Total	URBAN/RURAL Urban	Rural	STATE ID	MT	OR	WA	AWARENESS /PURCHASE Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE With-in the past year	2 or more years ago	# OF CFLS INSTALLED 0	1	2-4	5-12	13+	CFL PENETRATION 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	86	79	7	8	8	30	41	86	-	-	64	22	15	2	11	35	19	15	32	8	28
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Too bright	10	9	1	-	-	2	8	10	-	-	9	1	2	-	-	4	5	2	4	-	5
	11.9	12.0	11.2			6.4	20.7	11.9			14.6	3.8	12.3			10.9	23.6	12.3	11.6		16.2
Not bright enough	23	21	2	3	3	9	8	23	-	-	16	7	7	-	3	10	2	7	5	3	7
	26.6	26.5	27.6	32.2	34.8	31.2	20.4	26.6			24.1	33.8	48.8 Q		28.9	28.7	12.4	48.8 s	15.4	43.3	25.2
Color of light	10	10	-	0	0	2	8	10	-	-	4	6	3	-	5	0	2	3	5	0	2
	11.5	12.6		4.6	4.3	5.7	18.6	11.5			5.9	28.2 k	20.2		43.2 Pq	1.0	9.7	20.2	14.2	4.7	6.6
How they fit in fixtures	4	4	-	0	1	1	2	4	-	-	3	0	-	-	-	3	-	-	2	-	2
	4.3	4.7		4.6	7.3	2.8	4.7	4.3			5.2	1.6				8.2			5.8		6.4
How they look in fixtures	9	9	-	1	1	-	8	9	-	-	5	4	4	2	0	1	2	4	2	-	2
	10.3	11.3		9.2	7.3		18.6	10.3			7.4	18.9	27.0 p	100.0 MOPQ	3.4	1.8	9.7	27.0	6.9		8.8
Other	34	31	2	4	3	14	13	34	-	-	26	8	3	-	3	14	10	3	15	3	11
	38.8	39.6	30.6	49.5	36.2	47.5	31.0	38.8			39.9	35.9	21.1		32.5	41.6	50.6	21.1	44.9	33.2	37.7
Don't know	5	3	2	1	1	3	-	5	-	-	4	1	-	-	-	3	1	-	1	2	2
	5.7	3.3	30.6 b	9.2	17.3	9.2		5.7			6.3	3.8				9.6	3.7		2.6	23.5	7.9
Refused	0	0	-	-	0	-	-	0	-	-	0	-	-	-	-	0	-	-	0	-	-
	0.4	0.5			4.3			0.4			0.6					1.0			1.1		

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S7. Does the type of lamp or fixture affect whether you'd use a CFL?
BASE: Purchased CFLs

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-	Aware Non- Pur-		With -in	2 or	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	chas- er	chas- er	Un- aware	the past year	more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	753	677	75	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	37	34	3	2	4	9	22	37	-	-	25	11	4	4	9	16	3	4	10	13	9
Total answering	716	643	72	74	68	234	340	716	-	-	531	177	66	24	132	282	175	66	228	143	266
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	235	209	26	25	24	83	103	235	-	-	173	59	25	6	60	94	36	25	87	65	52
	32.9	32.5	36.2	33.9	35.5	35.7	30.3	32.9			32.7	33.6	38.3	26.4	45.2	33.2	20.6	38.3	38.0	45.8	19.6
													Q		PQ	Q		U	U	U	
No	480	434	46	49	44	150	237	480	-	-	357	117	41	18	72	188	139	41	141	77	214
	67.1	67.5	63.8	66.1	64.5	64.3	69.7	67.1			67.3	66.4	61.7	73.6	54.8	66.8	79.4	61.7	62.0	54.2	80.4
																O	MOP				RST

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S7. Does the type of lamp or fixture affect whether you'd use a CFL?
BASE: Purchased CFLs

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	753	677	75	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	235	209	26	25	24	83	103	235	-	-	173	59	25	6	60	94	36	25	87	65	52
	31.3	30.9	34.7	33.0	33.5	34.3	28.4	31.3			31.2	31.6	36.1	22.5	42.3	31.4	20.2	36.1	36.4	42.1	18.9
													Q		npQ	Q		U	U	U	
No	480	434	46	49	44	150	237	480	-	-	357	117	41	18	72	188	139	41	141	77	214
	63.8	64.1	61.1	64.4	61.1	61.9	65.5	63.8			64.3	62.3	58.3	62.8	51.3	63.2	78.2	58.3	59.4	49.8	77.7
																O	MOP				RST
Don't know	37	34	3	2	4	9	22	37	-	-	25	11	4	4	9	16	3	4	10	13	9
	4.9	5.0	4.1	2.6	5.4	3.8	6.1	4.9			4.5	6.1	5.6	14.7	6.5	5.5	1.6	5.6	4.3	8.1	3.4
							d								q	Q				u	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S7A. In which types of fixtures do you prefer not to use CFLs?
BASE: Type of fixture affect use of CFLs

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur- chas- er	Aware Non- Pur- chas- er	Un- aware	With -in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	235	209	26	25	24	83	103	235	-	-	173	59	25	6	60	94	36	25	87	65	52
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	13	10	2	2	3	4	4	13	-	-	7	6	3	-	5	3	1	3	3	5	2
Total answering	223	199	24	23	21	80	98	223	-	-	166	54	22	6	54	90	35	22	84	60	50
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Table lamp	90	81	9	9	10	34	36	90	-	-	61	27	8	5	20	37	16	8	34	27	19
	40.3	40.7	36.4	37.8	48.0	43.2	36.8	40.3			36.6	50.0	35.2	84.6	37.5	40.9	45.4	35.2	40.1	45.1	37.2
														MOPQ							
Ceiling fixture	68	61	7	5	6	21	36	68	-	-	46	22	11	1	17	22	11	11	30	13	13
	30.7	30.7	30.5	20.5	29.4	26.8	36.6	30.7			27.7	41.6	50.6	9.7	31.6	24.4	32.5	50.6	35.2	21.3	25.8
							d						Np					Tu			
Recessed can fixture	23	22	1	1	2	4	16	23	-	-	13	9	6	1	9	6	1	6	9	6	1
	10.2	10.8	5.2	4.2	10.2	4.7	16.1	10.2			8.0	17.5	28.2	9.7	17.0	6.6	1.8	28.2	11.0	10.0	1.2
							DF						pQ		Q			U	U	u	
Chandelier	32	30	2	4	3	12	14	32	-	-	21	10	4	0	5	10	11	4	7	8	12
	14.2	15.0	7.7	15.8	12.4	14.7	13.8	14.2			12.8	19.3	19.7	5.7	9.6	11.1	31.5	19.7	8.4	13.2	24.5
																	nOP				S
Wall sconce	8	8	-	-	0	3	5	8	-	-	3	6	2	-	1	1	4	2	2	2	3
	3.7	4.2			1.7	4.2	4.7	3.7			1.6	10.5	8.5		2.0	0.8	10.9	8.5	2.2	3.1	5.4
												k					p				
Floor lamp	11	10	1	1	1	3	5	11	-	-	7	4	2	-	3	4	0	2	3	2	4
	4.9	5.1	2.6	2.7	6.2	4.3	5.5	4.9			4.3	7.0	8.5		5.5	4.6	1.0	8.5	3.5	3.1	8.2

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S7A. In which types of fixtures do you prefer not to use CFLs?
BASE: Type of fixture affect use of CFLs

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Lamp with exposed/ visible light bulbs	31	30	1	4	1	9	16	31	-	-	22	8	2	-	8	13	7	2	14	9	5
	13.9	15.2	2.6	19.1	6.7	11.4	16.2	13.9			13.4	14.7	11.2		15.0	13.9	20.1	11.2	16.9	14.4	10.9
		C		e																	
Other	39	32	7	5	4	19	11	39	-	-	29	9	7	-	6	18	5	7	12	10	8
	17.4	15.9	30.5	20.0	21.0	23.6	11.1	17.4			17.7	17.4	30.0		10.1	19.6	14.4	30.0	14.3	16.3	16.9
			b			g															

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S7A. In which types of fixtures do you prefer not to use CFLs?
BASE: Type of fixture affect use of CFLs

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	235	209	26	25	24	83	103	235	-	-	173	59	25	6	60	94	36	25	87	65	52
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Table lamp	90	81	9	9	10	34	36	90	-	-	61	27	8	5	20	37	16	8	34	27	19
	38.1	38.7	33.0	34.9	42.4	41.3	35.2	38.1			35.1	45.3	30.9	84.6	34.2	39.5	43.7	30.9	38.9	41.5	35.8
														MOPQ							
Ceiling fixture	68	61	7	5	6	21	36	68	-	-	46	22	11	1	17	22	11	11	30	13	13
	29.0	29.2	27.7	18.9	26.0	25.6	35.0	29.0			26.5	37.7	44.4	9.7	28.8	23.6	31.3	44.4	34.2	19.6	24.8
							D						n					t	t		
Recessed can fixture	23	22	1	1	2	4	16	23	-	-	13	9	6	1	9	6	1	6	9	6	1
	9.7	10.3	4.7	3.9	9.0	4.5	15.4	9.7			7.7	15.8	24.7	9.7	15.5	6.4	1.7	24.7	10.7	9.2	1.2
							DF						pQ		Q			U	U	u	
Chandelier	32	30	2	4	3	12	14	32	-	-	21	10	4	0	5	10	11	4	7	8	12
	13.4	14.2	7.0	14.5	11.0	14.1	13.2	13.4			12.2	17.5	17.3	5.7	8.8	10.8	30.3	17.3	8.1	12.1	23.6
																	nOP				S
Wall sconce	8	8	-	-	0	3	5	8	-	-	3	6	2	-	1	1	4	2	2	2	3
	3.5	4.0			1.5	4.0	4.5	3.5			1.5	9.5	7.4		1.8	0.8	10.5	7.4	2.1	2.9	5.2
												k					p				
Floor lamp	11	10	1	1	1	3	5	11	-	-	7	4	2	-	3	4	0	2	3	2	4
	4.6	4.9	2.3	2.4	5.5	4.1	5.3	4.6			4.1	6.3	7.4		5.0	4.5	1.0	7.4	3.4	2.9	7.9
Lamp with exposed/ visible light bulbs	31	30	1	4	1	9	16	31	-	-	22	8	2	-	8	13	7	2	14	9	5
	13.1	14.5	2.3	17.6	5.9	10.9	15.5	13.1			12.9	13.3	9.9		13.7	13.4	19.4	9.9	16.4	13.3	10.5
		C		e			e														
Other	39	32	7	5	4	19	11	39	-	-	29	9	7	-	6	18	5	7	12	10	8
	16.5	15.1	27.7	18.4	18.5	22.6	10.6	16.5			17.0	15.7	26.3		9.2	18.9	13.9	26.3	13.8	15.0	16.3
						g															

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S7A. In which types of fixtures do you prefer not to use CFLs?
BASE: Type of fixture affect use of CFLs

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Don't know	12	10	2	2	3	3	4	12	-	-	6	6	3	-	4	3	1	3	2	5	2
	5.1	4.6	9.3	7.8	11.6	3.3	4.4	5.1			3.7	9.4	12.3		7.3	3.4	3.7	12.3	2.0	8.0	3.7
Refused	1	1	-	-	-	1	-	1	-	-	1	-	-	-	1	-	-	-	1	-	-
	0.4	0.4				1.0		0.4			0.5				1.4				1.0		

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S7B1. Why do you prefer not to use CFLs for a table lamp?
BASE: Don't use CFLs in a table lamp

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	90	81	9	9	10	34	36	90	-	-	61	27	8	5	20	37	16	8	34	27	19
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	5	4	1	1	1	-	4	5	-	-	4	1	-	-	2	3	-	-	1	4	-
Total answering	84	77	7	8	9	34	32	84	-	-	56	26	8	5	18	34	16	8	32	23	19
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Too bright	15	15	-	-	1	10	4	15	-	-	6	6	2	-	2	8	1	2	6	3	2
	17.3	19.0			6.5	29.8 E	11.6	17.3			11.5	24.0	24.1		10.5	22.0	5.3	24.1	17.6	14.3	10.1
Not bright enough	45	40	5	5	5	14	21	45	-	-	24	19	8	5	8	15	9	8	20	9	8
	52.8	51.9	62.8	62.7	53.6	40.1	63.5	52.8			42.7	71.3 K	100.0 OPQ	100.0 OPQ	43.9	43.7	54.2	100.0 STU	61.6	38.2	43.0
Color of light	8	8	1	1	1	5	2	8	-	-	8	0	-	-	1	4	4	-	-	8	-
	10.0	10.1	8.5	8.9	12.9	13.4	5.8	10.0			14.3 L	1.4			3.4	12.1	23.5			36.2	
How they fit in fixtures	8	7	1	0	1	2	4	8	-	-	8	-	-	-	3	2	2	-	3	-	5
	9.2	9.2	8.5	4.4	12.9	7.0	11.6	9.2			13.7				14.6	6.5	13.1		9.2		25.7
How they look in fixtures	7	7	-	1	-	-	6	7	-	-	5	2	2	-	2	2	1	2	5	-	-
	7.8	8.6		12.0			17.4	7.8			8.4	7.2	24.1		10.5	6.5	3.9	24.1	14.7		
Other	18	16	2	1	2	7	8	18	-	-	12	7	2	2	7	5	3	2	7	5	5
	21.9	21.2	28.7	16.4	20.5	20.7	24.9	21.9			21.1	25.0	24.1	35.2	38.1	14.6	18.1	24.1	20.3	21.0	24.4

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S7B1. Why do you prefer not to use CFLs for a table lamp?
BASE: Don't use CFLs in a table lamp

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	90	81	9	9	10	34	36	90	-	-	61	27	8	5	20	37	16	8	34	27	19
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Too bright	15	15	-	-	1	10	4	15	-	-	6	6	2	-	2	8	1	2	6	3	2
	16.3	18.1			5.9	29.8 E	10.4	16.3			10.7	23.2	24.1		9.2	20.4	5.3	24.1	16.8	12.3	10.1
Not bright enough	45	40	5	5	5	14	21	45	-	-	24	19	8	5	8	15	9	8	20	9	8
	49.7	49.4	52.2	58.3	49.2	40.1	56.9	49.7			39.6	69.1 K	100.0 OPQ	100.0 OPQ	38.6	40.5	54.2	100.0 STU	59.0 t	32.9	43.0
Color of light	8	8	1	1	1	5	2	8	-	-	8	0	-	-	1	4	4	-	-	8	-
	9.4	9.7	7.1	8.3	11.9	13.4	5.2	9.4			13.3 L	1.3			3.0	11.2	23.5			31.1	
How they fit in fixtures	8	7	1	0	1	2	4	8	-	-	8	-	-	-	3	2	2	-	3	-	5
	8.7	8.8	7.1	4.1	11.9	7.0	10.4	8.7			12.8				12.8	6.1	13.1		8.8		25.7
How they look in fixtures	7	7	-	1	-	-	6	7	-	-	5	2	2	-	2	2	1	2	5	-	-
	7.4	8.2		11.1			15.6	7.4			7.8	7.0	24.1		9.2	6.1	3.9	24.1	14.1		
Other	18	16	2	1	2	7	8	18	-	-	12	7	2	2	7	5	3	2	7	5	5
	20.6	20.2	23.9	15.3	18.9	20.7	22.3	20.6			19.6	24.2	24.1	35.2	33.4	13.5	18.1	24.1	19.4	18.1	24.4
Don't know	5	4	1	1	1	-	4	5	-	-	4	1	-	-	2	3	-	-	1	4	-
	5.8	4.7	16.8	7.0	8.1		10.4	5.8			7.2	3.1			12.2	7.4			4.3	13.9	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S7B2. Why do you prefer not to use CFLs for a ceiling fixture?
BASE: Don't use CFLs in a ceiling fixture

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	68	61	7	5	6	21	36	68	-	-	46	22	11	1	17	22	11	11	30	13	13
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	4	4	-	-	0	-	4	4	-	-	4	0	0	-	2	-	-	0	2	-	-
Total answering	64	57	7	5	6	21	32	64	-	-	42	22	11	1	15	22	11	11	28	13	13
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Too bright	7	6	1	-	-	2	5	7	-	-	5	2	5	-	2	-	1	5	2	-	1
	11.4	11.4	11.6			8.8	16.9	11.4			12.9	8.5	42.4		12.3		7.4	42.4 su	6.8		6.5
Not bright enough	22	20	2	1	2	5	15	22	-	-	9	13	6	-	1	10	5	6	9	4	4
	34.7	35.5	28.4	20.6	32.7	21.6	45.8	34.7			21.7	59.5 K	52.0 O		8.7	45.6 O	46.3 o	52.0	30.7	34.5	28.7
Color of light	1	0	1	-	0	-	1	1	-	-	1	-	-	-	0	-	1	-	0	-	1
	1.9	0.6	11.6		6.0		2.6	1.9			2.8				2.3		7.4		1.3		6.5
How they fit in fixtures	16	15	2	1	1	3	11	16	-	-	11	5	2	-	3	6	1	2	4	8	2
	25.2	25.5	23.1	20.6	20.2	12.7	35.1	25.2			26.6	22.5	17.3		22.5	27.0	7.4	17.3	16.2	60.7 RSU	15.8
How they look in fixtures	9	8	1	1	1	5	2	9	-	-	4	4	-	-	5	1	2	-	5	-	4
	13.7	14.4	8.4	22.9	20.6	21.6	5.8	13.7			10.5	19.9			32.4 p	6.0	22.1		17.9		29.7
Other	15	13	2	2	1	8	3	15	-	-	12	2	2	1	4	6	2	2	7	2	2
	22.9	22.2	28.4	35.9	20.6	39.2 g	10.7	22.9			29.5	10.5	23.0	100.0 MOPQ	27.2	25.2	16.7	23.0	27.0	17.8	19.4

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S7B2. Why do you prefer not to use CFLs for a ceiling fixture?
BASE: Don't use CFLs in a ceiling fixture

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	68	61	7	5	6	21	36	68	-	-	46	22	11	1	17	22	11	11	30	13	13
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Too bright	7	6	1	-	-	2	5	7	-	-	5	2	5	-	2	-	1	5	2	-	1
	10.7	10.6	11.6			8.8	15.1	10.7			11.8	8.4	41.0		11.0		7.4	41.0 su	6.4		6.5
Not bright enough	22	20	2	1	2	5	15	22	-	-	9	13	6	-	1	10	5	6	9	4	4
	32.6	33.1	28.4	20.6	30.8	21.6	41.0	32.6			19.9	58.5 K	50.3 O		7.7	45.6 O	46.3 o	50.3	28.8	34.5	28.7
Color of light	1	0	1	-	0	-	1	1	-	-	1	-	-	-	0	-	1	-	0	-	1
	1.8	0.6	11.6		5.7		2.3	1.8			2.6				2.1		7.4		1.2		6.5
How they fit in fixtures	16	15	2	1	1	3	11	16	-	-	11	5	2	-	3	6	1	2	4	8	2
	23.7	23.7	23.1	20.6	19.0	12.7	31.4	23.7			24.4	22.2	16.8		20.1	27.0	7.4	16.8	15.2	60.7 RSU	15.8
How they look in fixtures	9	8	1	1	1	5	2	9	-	-	4	4	-	-	5	1	2	-	5	-	4
	12.9	13.4	8.4	22.9	19.4	21.6	5.2	12.9			9.6	19.5			28.9	6.0	22.1		16.8		29.7
Other	15	13	2	2	1	8	3	15	-	-	12	2	2	1	4	6	2	2	7	2	2
	21.6	20.7	28.4	35.9	19.4	39.2 g	9.6	21.6			27.0	10.3	22.2	100.0 MOPQ	24.2	25.2	16.7	22.2	25.2	17.8	19.4
Don't know	4	4	-	-	0	-	4	4	-	-	4	0	0	-	2	-	-	0	2	-	-
	6.0	6.8			5.7		10.5	6.0			8.2	1.6	3.2		11.0			3.2	6.4		

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S7B3. Why do you prefer not to use CFLs for a recessed can fixture?
BASE: Don't use CFLs in a recessed can fixture

BANNER 2

		URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	23	22	1	1	2	4	16	23	-	-	13	9	6	1	9	6	1	6	9	6	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	100.0	100.0	100.0
Don't know/Refused	2	2	-	-	-	-	2	2	-	-	-	2	-	-	-	2	-	-	2	-	-
Total answering	21	20	1	1	2	4	14	21	-	-	13	8	6	1	9	4	1	6	7	6	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	100.0	100.0	100.0
Too bright	4	4	-	-	-	-	4	4	-	-	2	2	2	-	-	2	-	2	-	2	-
	18.1	19.2					27.1	18.1			14.2	25.0	30.1			45.6		30.1		31.3	
Not bright enough	4	2	1	1	1	-	2	4	-	-	2	2	2	-	1	-	1	2	-	-	1
	17.8	12.7	100.0	63.0	55.7		13.5	17.8			13.8	25.0	39.8		6.6		100.0	39.8			100.0
			B														MO				R
Color of light	2	2	1	1	-	-	2	2	-	-	2	-	1	-	-	2	-	1	-	2	-
	12.0	9.6	50.0	63.0			13.5	12.0			18.7		9.8			45.6		9.8		31.3	
How they fit in fixtures	4	4	-	0	1	-	3	4	-	-	2	2	2	1	1	0	-	2	1	0	-
	17.2	18.3		37.0	27.9		18.8	17.2			12.8	25.0	30.1	100.0	7.9	8.7		30.1	18.2	6.0	
														MOP							
How they look in fixtures	7	6	1	1	0	-	6	7	-	-	5	2	2	-	4	-	-	2	4	-	-
	31.8	30.6	50.0	63.0	16.4		40.6	31.8			35.6	25.0	39.8		44.7			39.8	56.2		
Other	8	8	-	-	-	4	4	8	-	-	4	4	2	-	4	2	-	2	2	4	-
	36.2	38.4				100.0	27.1	36.2			28.3	50.0	30.1		40.8	45.6		30.1	25.6	62.7	
						G															

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S7B3. Why do you prefer not to use CFLs for a recessed can fixture?
BASE: Don't use CFLs in a recessed can fixture

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	23	22	1	1	2	4	16	23	-	-	13	9	6	1	9	6	1	6	9	6	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	100.0	100.0	100.0
Too bright	4	4	-	-	-	-	4	4	-	-	2	2	2	-	-	2	-	2	-	2	-
	16.6	17.5					23.8	16.6			14.2	20.0	30.1			31.3		30.1		31.3	
Not bright enough	4	2	1	1	1	-	2	4	-	-	2	2	2	-	1	-	1	2	-	-	1
	16.4	11.6	100.0	63.0	55.7		11.9	16.4			13.8	20.0	39.8		6.6		100.0	39.8			100.0
			B														MO				R
Color of light	2	2	1	1	-	-	2	2	-	-	2	-	1	-	-	2	-	1	-	2	-
	11.0	8.8	50.0	63.0			11.9	11.0			18.7		9.8			31.3		9.8		31.3	
How they fit in fixtures	4	4	-	0	1	-	3	4	-	-	2	2	2	1	1	0	-	2	1	0	-
	15.8	16.7		37.0	27.9		16.5	15.8			12.8	20.0	30.1	100.0	7.9	6.0		30.1	14.5	6.0	
														MOP							
How they look in fixtures	7	6	1	1	0	-	6	7	-	-	5	2	2	-	4	-	-	2	4	-	-
	29.1	27.9	50.0	63.0	16.4		35.8	29.1			35.6	20.0	39.8		44.7			39.8	44.7		
Other	8	8	-	-	-	4	4	8	-	-	4	4	2	-	4	2	-	2	2	4	-
	33.2	35.0				100.0	23.8	33.2			28.3	40.0	30.1		40.8	31.3		30.1	20.4	62.7	
						G															
Don't know	2	2	-	-	-	-	2	2	-	-	-	2	-	-	-	2	-	-	2	-	-
	8.3	8.8					11.9	8.3				20.0				31.3			20.4		

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S7B4. Why do you prefer not to use CFLs for a chandelier?
BASE: Don't use CFLs in a chandelier

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	32	30	2	4	3	12	14	32	-	-	21	10	4	0	5	10	11	4	7	8	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	100.0	100.0	100.0
Don't know/Refused	2	2	-	-	0	-	2	2	-	-	0	2	-	-	0	2	-	-	2	-	-
Total answering	29	28	2	4	2	12	12	29	-	-	21	9	4	0	5	8	11	4	5	8	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	100.0	100.0	100.0
Too bright	2	2	-	-	-	-	2	2	-	-	-	2	2	-	-	-	-	2	-	-	-
	6.4	6.8					16.1	6.4				22.1	43.0					43.0			
Not bright enough	4	4	1	1	-	-	4	4	-	-	1	4	2	-	-	-	2	2	-	2	-
	14.9	13.7	33.3	16.8			32.2	14.9			2.9	44.3 k	57.0				17.2	57.0		23.8	
Color of light	1	-	1	1	-	-	-	1	-	-	1	-	1	-	-	-	-	1	-	-	-
	2.1		33.3	16.8				2.1			2.9		14.0					14.0			
How they fit in fixtures	8	8	-	0	2	2	3	8	-	-	3	4	-	0	0	1	5	-	0	3	5
	25.6	27.3		9.9	84.4 DFG	16.1	28.5	25.6			15.1	51.5		100.0 OPQ	7.4	13.3	46.7 o		7.5	32.8	37.2
How they look in fixtures	13	12	1	2	0	5	6	13	-	-	11	2	2	-	3	8	1	2	3	3	5
	44.0	42.5	66.7	43.6	15.6	39.3	54.5	44.0			51.2	26.4	43.0		53.3 q	95.6 oQ	5.6	43.0	59.7	38.9	41.6
Other	7	7	-	1	-	5	1	7	-	-	7	-	-	-	2	-	5	-	2	2	3
	24.3	25.9		29.7		44.6 g	7.2	24.3			34.2				39.4		47.7		32.8	28.3	27.1

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S7B4. Why do you prefer not to use CFLs for a chandelier?
BASE: Don't use CFLs in a chandelier

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	32	30	2	4	3	12	14	32	-	-	21	10	4	0	5	10	11	4	7	8	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	100.0	100.0	100.0
Too bright	2	2	-	-	-	-	2	2	-	-	-	2	2	-	-	-	-	2	-	-	-
	6.0	6.3					13.9	6.0				18.1	43.0					43.0			
Not bright enough	4	4	1	1	-	-	4	4	-	-	1	4	2	-	-	-	2	2	-	2	-
	13.9	12.7	33.3	16.8			27.7	13.9			2.9	36.3 k	57.0				17.2	57.0		23.8	
Color of light	1	-	1	1	-	-	-	1	-	-	1	-	1	-	-	-	-	1	-	-	-
	1.9		33.3	16.8				1.9			2.9		14.0					14.0			
How they fit in fixtures	8	8	-	0	2	2	3	8	-	-	3	4	-	0	0	1	5	-	0	3	5
	23.8	25.3		9.9	73.0 DFG	16.1	24.6	23.8			14.8	42.1		100.0 OPQ	6.8	10.8	46.7 o		5.1	32.8	37.2 s
How they look in fixtures	13	12	1	2	0	5	6	13	-	-	11	2	2	-	3	8	1	2	3	3	5
	40.9	39.3	66.7	43.6	13.5	39.3	46.9	40.9			50.4	21.6	43.0		49.6 q	77.7 Q	5.6	43.0	40.6	38.9	41.6
Other	7	7	-	1	-	5	1	7	-	-	7	-	-	-	2	-	5	-	2	2	3
	22.6	24.0		29.7		44.6 g	6.2	22.6			33.7				36.7		47.7		22.3	28.3	27.1
Don't know	2	2	-	-	0	-	2	2	-	-	0	2	-	-	0	2	-	-	2	-	-
	7.1	7.5			13.5		13.9	7.1			1.7	18.1			6.8	18.7			31.9		

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S7B5. Why do you prefer not to use CFLs for a wall sconce?
BASE: Don't use CFLs in wall sconce

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	8	8	-	-	0	3	5	8	-	-	3	6	2	-	1	1	4	2	2	2	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
Don't know/Refused	2	2	-	-	-	1	1	2	-	-	2	-	-	-	1	-	-	-	1	-	1
Total answering	7	7	-	-	0	3	4	7	-	-	1	6	2	-	0	1	4	2	1	2	2
	100.0	100.0			100.0	100.0	100.0	100.0			100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
Too bright	2	2	-	-	-	-	2	2	-	-	-	2	2	-	-	-	-	2	-	-	-
	28.0	28.0					50.0	28.0				33.3	100.0					100.0			
Not bright enough	4	4	-	-	-	-	4	4	-	-	-	4	2	-	-	-	2	2	-	2	-
	55.9	55.9					100.0	55.9				66.7	100.0				50.0	100.0		100.0	
How they fit in fixtures	2	2	-	-	0	-	2	2	-	-	0	2	-	-	0	-	2	-	0	2	-
	33.3	33.3			100.0		50.0	33.3			33.1	33.3			100.0		50.0		33.1	100.0	
How they look in fixtures	3	3	-	-	-	3	-	3	-	-	1	2	-	-	-	1	2	-	1	-	2
	38.7	38.7				100.0		38.7			66.9	33.3				100.0	50.0		66.9		100.0

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S7B5. Why do you prefer not to use CFLs for a wall sconce?
BASE: Don't use CFLs in wall sconce

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	8	8	-	-	0	3	5	8	-	-	3	6	2	-	1	1	4	2	2	2	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
Too bright	2	2	-	-	-	-	2	2	-	-	-	2	2	-	-	-	-	2	-	-	-
	22.7	22.7					40.9	22.7				33.3	100.0					100.0			
Not bright enough	4	4	-	-	-	-	4	4	-	-	-	4	2	-	-	-	2	2	-	2	-
	45.4	45.4					81.8	45.4				66.7	100.0				50.0	100.0		100.0	
How they fit in fixtures	2	2	-	-	0	-	2	2	-	-	0	2	-	-	0	-	2	-	0	2	-
	27.0	27.0			100.0		40.9	27.0			13.6	33.3			33.1		50.0		19.8	100.0	
					G															S	
How they look in fixtures	3	3	-	-	-	3	-	3	-	-	1	2	-	-	-	1	2	-	1	-	2
	31.4	31.4				78.2		31.4			27.4	33.3				100.0	50.0		40.1		69.2
Don't know	2	2	-	-	-	1	1	2	-	-	2	-	-	-	1	-	-	-	1	-	1
	18.8	18.8				21.8	18.2	18.8			59.0				66.9				40.1		30.8

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S7B6. Why do you prefer not to use CFLs for a floor lamp?
BASE: Don't use CFLs in a floor lamp

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	11	10	1	1	1	3	5	11	-	-	7	4	2	-	3	4	0	2	3	2	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	100.0	100.0	100.0
Don't know/Refused	0	0	-	-	0	-	-	0	-	-	0	-	-	-	-	-	0	-	-	-	0
Total answering	10	10	1	1	1	3	5	10	-	-	7	4	2	-	3	4	-	2	3	2	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	100.0	100.0
Too bright	4	4	-	-	-	2	2	4	-	-	-	4	2	-	2	-	-	2	-	2	-
	36.0	38.2				54.6	34.6	36.0				100.0	100.0		63.4			100.0		100.0	
Not bright enough	2	2	1	-	1	-	2	2	-	-	1	2	2	-	-	1	-	2	-	-	1
	23.8	19.1	100.0		63.0		34.6	23.8			9.1	50.0	100.0			14.7		100.0			16.4
			B										P					U			
Color of light	1	1	-	1	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	1
	5.8	6.2		100.0				5.8			9.1										16.4
How they fit in fixtures	2	2	-	-	-	2	-	2	-	-	2	-	-	-	1	1	-	-	1	-	1
	14.9	15.9				45.4		14.9			23.3				24.5	20.1			24.5		22.4
How they look in fixtures	3	3	-	-	0	-	3	3	-	-	3	-	-	-	0	3	-	-	2	-	1
	29.4	31.2			37.0		50.0	29.4			45.9				12.1	65.3			75.5		22.4
Other	1	1	-	-	-	-	1	1	-	-	1	-	-	-	-	-	-	-	-	-	1
	8.0	8.5					15.4	8.0			12.5										22.4

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S7B6. Why do you prefer not to use CFLs for a floor lamp?
BASE: Don't use CFLs in a floor lamp

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	11	10	1	1	1	3	5	11	-	-	7	4	2	-	3	4	0	2	3	2	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	100.0	100.0	100.0
Too bright	4	4	-	-	-	2	2	4	-	-	-	4	2	-	2	-	-	2	-	2	-
	34.8	36.9				54.6	34.6	34.8				100.0	100.0		63.4			100.0		100.0	
Not bright enough	2	2	1	-	1	-	2	2	-	-	1	2	2	-	-	1	-	2	-	-	1
	23.0	18.4	100.0		46.0		34.6	23.0			8.6	50.0	100.0			14.7		100.0			14.9
			B										P					U			
Color of light	1	1	-	1	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	1
	5.6	6.0		100.0				5.6			8.6										14.9
How they fit in fixtures	2	2	-	-	-	2	-	2	-	-	2	-	-	-	1	1	-	-	1	-	1
	14.4	15.3				45.4		14.4			22.1				24.5	20.1			24.5		20.5
How they look in fixtures	3	3	-	-	0	-	3	3	-	-	3	-	-	-	0	3	-	-	2	-	1
	28.4	30.1			27.0		50.0	28.4			43.6				12.1	65.3			75.5		20.5
Other	1	1	-	-	-	-	1	1	-	-	1	-	-	-	-	-	-	-	-	-	1
	7.7	8.2					15.4	7.7			11.9										20.5
Don't know	0	0	-	-	0	-	-	0	-	-	0	-	-	-	-	-	0	-	-	-	0
	3.3	3.5			27.0			3.3			5.1						100.0				8.8

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S7B7. Why do you prefer not to use CFLs for a lamp with exposed/visible light bulb?
BASE: Don't use CFLs in a lamp with exposed/visible light bulb

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	31	30	1	4	1	9	16	31	-	-	22	8	2	-	8	13	7	2	14	9	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	100.0	100.0
Don't know/Refused	3	3	-	0	0	-	2	3	-	-	3	-	-	-	-	2	1	-	-	2	1
Total answering	28	28	1	4	1	9	14	28	-	-	20	8	2	-	8	11	6	2	14	7	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	100.0	100.0
Too bright	6	6	-	-	-	2	4	6	-	-	2	4	2	-	-	4	-	2	2	-	2
	20.0	20.5				20.7	26.9	20.0			9.6	47.7	75.5			35.3		75.5 s	13.3		39.8
Not bright enough	4	4	1	1	-	-	4	4	-	-	1	4	2	-	-	-	2	2	-	2	-
	15.5	13.6	100.0 B	15.2			26.9	15.5			3.1	47.7 k	100.0 Q				30.1	100.0 T		27.7	
Color of light	3	3	-	-	0	1	2	3	-	-	3	-	-	-	3	-	-	-	3	-	-
	10.5	10.8			33.3	8.0	13.4	10.5			15.1				36.3				20.9		
How they fit in fixtures	2	2	-	1	0	1	-	2	-	-	1	0	-	-	1	0	-	-	1	1	-
	6.4	6.5		15.2	33.3	9.2		6.4			7.3	4.6			17.7	3.4			5.9	14.3	
How they look in fixtures	15	15	-	2	0	4	8	15	-	-	11	4	-	-	4	6	4	-	9	4	2
	52.9	54.1		60.7	33.3	41.4	59.7	52.9			53.6	47.7			46.0	58.0	69.9		59.9	58.0	52.7
Other	3	3	-	0	-	3	-	3	-	-	3	-	-	-	1	0	2	-	1	2	0
	10.5	10.8		8.9		28.7		10.5			15.1				8.9	3.4	30.1		5.1	27.7	7.6

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S7B7. Why do you prefer not to use CFLs for a lamp with exposed/visible light bulb?
BASE: Don't use CFLs in a lamp with exposed/visible light bulb

BANNER 2

		URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	31	30	1	4	1	9	16	31	-	-	22	8	2	-	8	13	7	2	14	9	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	100.0	100.0
Too bright	6	6	-	-	-	2	4	6	-	-	2	4	2	-	-	4	-	2	2	-	2
	18.3	18.7				20.7	23.7	18.3			8.4	47.7	75.5			30.0		75.5 s	13.3		34.5
Not bright enough	4	4	1	1	-	-	4	4	-	-	1	4	2	-	-	-	2	2	-	2	-
	14.2	12.5	100.0 B	13.9			23.7	14.2			2.7	47.7 k	100.0 Q				27.0	100.0 T		21.7	
Color of light	3	3	-	-	0	1	2	3	-	-	3	-	-	-	3	-	-	-	3	-	-
	9.6	9.8			25.0	8.0	11.8	9.6			13.3				36.3				20.9		
How they fit in fixtures	2	2	-	1	0	1	-	2	-	-	1	0	-	-	1	0	-	-	1	1	-
	5.9	6.0		13.9	25.0	9.2		5.9			6.5	4.6			17.7	2.9			5.9	11.2	
How they look in fixtures	15	15	-	2	0	4	8	15	-	-	11	4	-	-	4	6	4	-	9	4	2
	48.5	49.5		55.7	25.0	41.4	52.6	48.5			47.3	47.7			46.0	49.3	62.7		59.9	45.4	45.7
Other	3	3	-	0	-	3	-	3	-	-	3	-	-	-	1	0	2	-	1	2	0
	9.6	9.8		8.2		28.7		9.6			13.3				8.9	2.9	27.0		5.1	21.7	6.6
Don't know	3	3	-	0	0	-	2	3	-	-	3	-	-	-	-	2	1	-	-	2	1
	8.4	8.6		8.2	25.0		11.8	8.4			11.7					15.0	10.3			21.7	13.2

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S7B8. Why do you prefer not to use CFLs for other fixture?
BASE: Don't use CFLs in other fixtures

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	39	32	7	5	4	19	11	39	-	-	29	9	7	-	6	18	5	7	12	10	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	100.0	100.0
Total answering	39	32	7	5	4	19	11	39	-	-	29	9	7	-	6	18	5	7	12	10	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	100.0	100.0
Too bright	5	4	1	0	-	2	3	5	-	-	4	1	2	-	-	0	1	2	-	-	1
	12.8	13.1	11.6	7.8		10.0	25.1	12.8			14.0	9.0	28.3			2.0	16.7	28.3			14.1
Not bright enough	6	3	4	1	2	3	1	6	-	-	4	2	1	-	0	4	0	1	2	2	2
	16.2	8.0	51.6 B	15.6	35.2	17.2	6.7	16.2			14.4	21.8	18.0		6.5	19.9	7.2	18.0	13.1	19.6	18.7
Color of light	7	7	1	0	1	4	3	7	-	-	7	0	2	-	-	5	-	2	1	2	2
	19.2	21.7	8.4	7.8	13.6	20.0	25.1	19.2			24.1 l	3.8	33.7			29.5		33.7	7.0	19.2	29.5
How they fit in fixtures	8	6	2	1	-	4	4	8	-	-	6	2	-	-	2	6	-	-	3	5	-
	21.0	20.5	23.1	13.3		18.9	36.5	21.0			19.5	25.7			30.5	31.8			27.1	49.9	
How they look in fixtures	3	3	-	1	-	1	1	3	-	-	3	0	0	-	1	1	1	0	1	1	1
	8.7	10.7		23.4		7.7	7.7	8.7			10.2	3.8	5.4		21.8	6.1	14.5	5.4	10.0	7.4	12.8
Other	19	17	3	3	3	9	4	19	-	-	15	5	5	-	3	7	3	5	7	4	3
	50.1	53.1	36.9	61.0	64.8	48.9	41.4	50.1			49.3	52.5	82.0 P		56.5	37.0	61.6	82.0 U	56.8	45.2	32.1

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S7B8. Why do you prefer not to use CFLs for other fixture?
BASE: Don't use CFLs in other fixture

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	39	32	7	5	4	19	11	39	-	-	29	9	7	-	6	18	5	7	12	10	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	100.0	100.0
Too bright	5	4	1	0	-	2	3	5	-	-	4	1	2	-	-	0	1	2	-	-	1
	12.8	13.1	11.6	7.8		10.0	25.1	12.8			14.0	9.0	28.3			2.0	16.7	28.3			14.1
Not bright enough	6	3	4	1	2	3	1	6	-	-	4	2	1	-	0	4	0	1	2	2	2
	16.2	8.0	51.6	15.6	35.2	17.2	6.7	16.2			14.4	21.8	18.0		6.5	19.9	7.2	18.0	13.1	19.6	18.7
			B																		
Color of light	7	7	1	0	1	4	3	7	-	-	7	0	2	-	-	5	-	2	1	2	2
	19.2	21.7	8.4	7.8	13.6	20.0	25.1	19.2			24.1	3.8	33.7			29.5		33.7	7.0	19.2	29.5
											l										
How they fit in fixtures	8	6	2	1	-	4	4	8	-	-	6	2	-	-	2	6	-	-	3	5	-
	21.0	20.5	23.1	13.3		18.9	36.5	21.0			19.5	25.7			30.5	31.8			27.1	49.9	
How they look in fixtures	3	3	-	1	-	1	1	3	-	-	3	0	0	-	1	1	1	0	1	1	1
	8.7	10.7		23.4		7.7	7.7	8.7			10.2	3.8	5.4		21.8	6.1	14.5	5.4	10.0	7.4	12.8
Other	19	17	3	3	3	9	4	19	-	-	15	5	5	-	3	7	3	5	7	4	3
	50.1	53.1	36.9	61.0	64.8	48.9	41.4	50.1			49.3	52.5	82.0		56.5	37.0	61.6	82.0	56.8	45.2	32.1
													P					U			

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S8. Is there anything else that affect whether you'd use a CFL in a particular fixture?
BASE: Purchased CFLs

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	753	677	75	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	13	12	1	1	2	1	9	13	-	-	7	4	3	-	1	8	1	3	6	1	4
Total answering	740	666	74	74	70	242	353	740	-	-	549	184	68	28	141	291	177	68	232	155	271
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	136	123	13	12	12	45	66	136	-	-	112	23	11	4	27	54	37	11	45	25	52
	18.3	18.4	17.6	15.9	17.2	18.8	18.8	18.3			20.4 L	12.3	16.2	13.4	18.9	18.7	20.9	16.2	19.4	16.2	19.3
No	604	543	61	62	58	196	287	604	-	-	437	161	57	24	114	236	140	57	187	130	219
	81.7	81.6	82.4	84.1	82.8	81.2	81.2	81.7			79.6	87.7 K	83.8	86.6	81.1	81.3	79.1	83.8	80.6	83.8	80.7

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S8. Is there anything else that affect whether you'd use a CFL in a particular fixture?
BASE: Purchased CFLs

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	753	677	75	76	72	243	362	753	-	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	136	123	13	12	12	45	66	136	-	-	112	23	11	4	27	54	37	11	45	25	52
	18.0	18.1	17.3	15.6	16.8	18.7	18.3	18.0			20.1 L	12.0	15.6	13.4	18.8	18.2	20.8	15.6	18.9	16.2	19.0
No	604	543	61	62	58	196	287	604	-	-	437	161	57	24	114	236	140	57	187	130	219
	80.3	80.2	81.1	82.5	80.6	80.9	79.3	80.3			78.6	85.6 k	80.8	86.6	80.7	79.1	78.6	80.8	78.7	83.4	79.5
Don't know	13	11	1	1	2	1	9	13	-	-	7	4	2	-	1	8	1	2	6	1	4
	1.7	1.7	1.6	1.4	2.7	0.3	2.4 f	1.7			1.2	2.3	3.1		0.5	2.7	0.6	3.1	2.4	0.4	1.5
Refused	0	0	-	0	-	-	-	0	-	-	0	-	0	-	-	-	-	0	-	-	-
	*	0.1		0.5				*			0.1		0.5					0.5			

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S8A. What else affects whether you'd use a CFL in a particular fixture?
BASE: Other things affect CFL use

BANNER 2

	Total	URBAN/RURAL Urban	Rural	STATE ID	MT	OR	WA	AWARENESS /PURCHASE Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE With-in the past year	2 or more years ago	# OF CFLS INSTALLED 0	1	2-4	5-12	13+	CFL PENETRATION 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	136	123	13	12	12	45	66	136	-	-	112	23	11	4	27	54	37	11	45	25	52
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	8	6	1	1	1	3	3	8	-	-	3	5	2	-	1	4	0	2	4	2	0
Total answering	128	116	12	11	11	43	63	128	-	-	109	18	9	4	25	51	37	9	41	23	52
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
If I have a CFL on hand	3	3	1	1	-	3	-	3	-	-	3	1	1	-	-	1	-	1	-	-	1
	2.6	2.3	5.3	5.7		6.4		2.6			2.5	3.4	6.8			1.7		6.8			1.6
CFL price	6	6	-	1	2	4	-	6	-	-	5	1	-	-	1	4	1	-	1	0	5
	4.7	5.2		6.7	13.9	8.8		4.7			5.0	3.4			4.3	7.4	3.3		1.8	1.5	9.6
How they fit	36	32	5	3	3	13	17	36	-	-	28	9	0	2	7	6	22	0	11	4	21
	28.4	27.3	39.5	28.0	25.6	31.4	27.0	28.4			25.4	48.1	4.0	50.0	26.9	11.2	58.7	4.0	26.2	17.0	40.9
															m		MOP		R		Rt
How they look	15	14	1	2	2	5	6	15	-	-	13	2	2	-	4	6	2	2	6	2	5
	11.8	12.4	5.3	14.7	17.0	12.5	9.8	11.8			11.5	13.8	27.6		16.9	12.0	5.9	27.6	13.9	7.7	9.7
Lamp with exposed/ visible light bulb	15	14	1	-	1	3	11	15	-	-	11	4	2	-	2	6	5	2	5	3	4
	11.9	12.3	7.2		5.4	8.1	17.6	11.9			10.5	20.9	20.8		9.0	12.6	12.5	20.8	13.3	14.7	7.3
Other	58	53	5	5	5	16	32	58	-	-	53	4	4	2	13	28	11	4	20	15	20
	45.4	45.7	42.8	45.0	44.5	36.8	51.6	45.4			48.9	20.8	40.8	50.0	51.0	55.1	30.8	40.8	47.8	64.2	38.1
											L					Q				u	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S8A. What else affects whether you'd use a CFL in a particular fixture?
BASE: Other things affect CFL use

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-	Aware Non- Pur-	Un-	With -in the	2 or more	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	chas- er	chas- er	aware	past year	years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	136	123	13	12	12	45	66	136	-	-	112	23	11	4	27	54	37	11	45	25	52
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
If I have a CFL on hand	3	3	1	1	-	3	-	3	-	-	3	1	1	-	-	1	-	1	-	-	1
	2.5	2.2	4.7	5.2		6.0		2.5			2.4	2.7	5.6			1.5		5.6			1.6
CFL price	6	6	-	1	2	4	-	6	-	-	5	1	-	-	1	4	1	-	1	0	5
	4.5	5.0		6.1	13.1	8.3		4.5			4.9	2.7			4.1	6.9	3.3		1.6	1.4	9.6
How they fit	36	32	5	3	3	13	17	36	-	-	28	9	0	2	7	6	22	0	11	4	21
	26.8	25.9	35.1	25.7	24.0	29.5	25.6	26.8			24.7	38.3	3.3	50.0	25.7	10.5	58.1	3.3	23.9	15.8	40.7
															m		MOP		R		RT
How they look	15	14	1	2	2	5	6	15	-	-	13	2	2	-	4	6	2	2	6	2	5
	11.1	11.8	4.7	13.5	16.0	11.7	9.3	11.1			11.2	11.0	22.8		16.1	11.2	5.9	22.8	12.7	7.2	9.6
Lamp with exposed/ visible light bulb	15	14	1	-	1	3	11	15	-	-	11	4	2	-	2	6	5	2	5	3	4
	11.2	11.7	6.4		5.0	7.6	16.7	11.2			10.2	16.6	17.2		8.6	11.7	12.4	17.2	12.1	13.7	7.2
Other	58	53	5	5	5	16	32	58	-	-	53	4	4	2	13	28	11	4	20	15	20
	42.8	43.3	38.0	41.3	41.8	34.6	48.9	42.8			47.5	16.6	33.8	50.0	48.7	51.3	30.5	33.8	43.6	59.8	37.8
											L					q					
Don't know	6	6	1	1	1	2	3	6	-	-	2	4	2	-	0	3	0	2	2	2	0
	4.6	4.5	4.7	8.3	5.9	4.1	3.9	4.6			2.2	16.6	17.2		1.4	5.2	1.0	17.2	5.0	6.8	0.7
Refused	2	1	1	-	-	1	1	2	-	-	1	1	-	-	1	1	-	-	2	-	-
	1.2	0.7	6.4			1.8	1.3	1.2			0.7	3.7			3.2	1.5			3.7		

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S9. When the installed burns out, how likely are you to replace it with another CFL?
BASE: Have CFLs installed

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	646	583	63	64	60	211	311	646	-	-	505	135	-	28	141	298	178	-	233	151	257
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0		100.0	100.0	100.0
Don't know/Refused	6	6	1	1	2	-	4	6	-	-	5	1	-	-	1	3	2	-	3	0	2
Total answering	640	577	62	63	58	211	307	640	-	-	499	135	-	28	140	295	176	-	231	151	254
	100.0	100.0	100.0	100.0	100.0	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	44	38	6	8	4	11	21	44	-	-	30	12	-	9	18	11	6	-	33	6	5
	6.8	6.6	9.2	12.1	7.7	5.2	6.7	6.8			5.9	9.0		30.6	13.1	3.7	3.2		14.3	4.1	1.8
				F										PQ	PQ				TU		
2	28	27	1	1	3	12	13	28	-	-	21	8	-	3	9	11	5	-	24	1	2
	4.4	4.6	2.3	1.7	4.8	5.6	4.1	4.4			4.1	5.7		11.9	6.1	3.8	3.0		10.5	1.0	1.0
						d													TU		
3	42	40	2	4	1	25	11	42	-	-	34	8	-	2	14	24	2	-	21	17	4
	6.5	6.9	3.3	7.1	2.3	11.8	3.6	6.5			6.7	5.7		8.0	9.7	8.0	1.3		8.9	11.2	1.6
				e		EG									Q	Q			U	U	
4	73	68	5	8	4	29	31	73	-	-	56	16	-	2	15	42	14	-	28	25	20
	11.4	11.8	7.3	12.8	6.8	13.9	10.2	11.4			11.3	12.2		6.7	10.5	14.1	8.1		12.0	16.6	7.7
						e										q				U	
5-very likely	453	405	49	42	46	134	232	453	-	-	359	91	-	12	85	208	149	-	125	101	223
	70.9	70.1	77.9	66.3	78.4	63.6	75.4	70.9			71.9	67.4		42.8	60.5	70.4	84.4		54.2	67.1	87.8
					DF		dF									No	NOP			S	ST
Mean	4.35	4.34	4.42	4.19	4.43	4.25	4.43	4.35	-	-	4.39	4.23	-	3.19	3.99	4.44	4.67	-	3.81	4.42	4.79
Standard Deviation	1.20	1.20	1.26	1.37	1.24	1.18	1.17	1.20	-	-	1.16	1.32	-	1.79	1.46	1.04	0.90	-	1.52	1.01	0.69
Standard Error	0.06	0.06	0.14	0.12	0.12	0.10	0.08	0.06			0.06	0.13		0.41	0.15	0.07	0.08		0.12	0.10	0.05

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

S9. When the installed burns out, how likely are you to replace it with another CFL?
BASE: Have CFLs installed

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	646	583	63	64	60	211	311	646	-	-	505	135	-	28	141	298	178	-	233	151	257
	100.0	100.0	100.0	100.0	100.0	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	44	38	6	8	4	11	21	44	-	-	30	12	-	9	18	11	6	-	33	6	5
	6.8	6.5	9.1	12.0	7.5	5.2	6.7	6.8			5.9	9.0		30.6	13.1	3.7	3.2		14.1	4.1	1.8
				f										PQ	PQ				TU		
2	28	27	1	1	3	12	13	28	-	-	21	8	-	3	9	11	5	-	24	1	2
	4.4	4.6	2.3	1.7	4.7	5.6	4.1	4.4			4.1	5.6		11.9	6.1	3.7	2.9		10.4	1.0	1.0
						d													TU		
3	42	40	2	4	1	25	11	42	-	-	34	8	-	2	14	24	2	-	21	17	4
	6.5	6.8	3.3	7.0	2.2	11.8	3.5	6.5			6.7	5.7		8.0	9.6	7.9	1.3		8.8	11.2	1.6
				e		EG									Q	Q			U	U	
4	73	68	5	8	4	29	31	73	-	-	56	16	-	2	15	42	14	-	28	25	20
	11.3	11.7	7.3	12.6	6.6	13.9	10.1	11.3			11.1	12.1		6.7	10.5	14.0	8.1		11.9	16.5	7.6
						e										q				U	
5-very likely	453	405	49	42	46	134	232	453	-	-	359	91	-	12	85	208	149	-	125	101	223
	70.2	69.4	77.1	65.5	76.3	63.6	74.5	70.2			71.1	67.0		42.8	60.1	69.6	83.5		53.6	67.0	87.0
					dF		dF									No	NOP			S	ST
Don't know	6	6	1	1	2	-	4	6	-	-	5	1	-	-	1	3	2	-	3	0	2
	1.0	1.0	1.0	1.3	2.6		1.2	1.0			1.1	0.6			0.7	1.1	1.1		1.2	0.2	1.0
Mean	4.35	4.34	4.42	4.19	4.43	4.25	4.43	4.35	-	-	4.39	4.23	-	3.19	3.99	4.44	4.67	-	3.81	4.42	4.79
Standard Deviation	1.20	1.20	1.26	1.37	1.24	1.18	1.17	1.20	-	-	1.16	1.32	-	1.79	1.46	1.04	0.90	-	1.52	1.01	0.69
Standard Error	0.06	0.06	0.14	0.12	0.12	0.10	0.08	0.06			0.06	0.13		0.41	0.15	0.07	0.08		0.12	0.10	0.05

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

E1. When one of the incandescent bulbs you have installed now burns out, would you say you ...
BASE: Aware of CFLs

BANNER 2

		URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	924	815	109	103	96	292	433	753	172	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	32	29	3	4	4	10	13	17	15	-	8	7	1	-	3	6	3	1	8	1	6
Total answering	893	786	106	99	92	283	419	736	157	-	548	181	69	28	139	292	175	69	230	154	269
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Will definitely replace it with a CFL	289	257	32	30	28	73	157	265	24	-	205	60	9	9	37	102	98	9	58	42	148
	32.4	32.7	30.1	30.4	30.9	26.0	37.5	36.0	15.3		37.3	32.8	13.5	30.4	26.4	35.0	56.0	13.5	25.3	27.5	54.9
							F	I							m	M	MNOP		R	R	RST
Will possibly replace it with a CFL	346	303	43	41	31	121	153	271	75	-	218	53	15	10	66	129	41	15	107	84	59
	38.8	38.5	40.7	41.1	34.2	42.9	36.5	36.9	47.7		39.8	29.3	22.3	33.8	47.5	44.1	23.2	22.3	46.4	54.5	21.9
						e			H		L				MQ	MQ			RU	RU	
Will definitely not replace it with a CFL	228	201	26	25	28	83	91	172	56	-	109	59	44	9	36	52	24	44	65	28	36
	25.5	25.6	24.8	25.6	30.1	29.5	21.8	23.4	35.4		19.8	32.6	64.1	33.6	26.1	17.9	13.7	64.1	28.0	18.0	13.3
					g	g			H			K	NOPQ	q	Q			STU	TU		
No incandescent bulbs installed in home	30	25	5	3	4	5	18	27	2	-	17	10	-	1	-	9	12	-	1	-	27
	3.3	3.2	4.5	2.8	4.8	1.6	4.3	3.7	1.6		3.1	5.3		2.2		3.0	7.1		0.3		9.9
							f														S

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

E1. When one of the incandescent bulbs you have installed now burns out, would you say you ...
BASE: Aware of CFLs

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	924	815	109	103	96	292	433	753	172	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Will definitely replace it with a CFL	289	257	32	30	28	73	157	265	24	-	205	60	9	9	37	102	98	9	58	42	148
	31.3	31.5	29.4	29.1	29.5	25.1	36.3	35.2	14.0		36.8	31.7	13.3	30.4	25.9	34.2	55.1	13.3	24.5	27.3	53.8
							F	I							M	M	MNOP		r	R	RST
Will possibly replace it with a CFL	346	303	43	41	31	121	153	271	75	-	218	53	15	10	66	129	41	15	107	84	59
	37.5	37.2	39.7	39.4	32.6	41.5	35.3	36.0	43.7		39.3	28.2	21.9	33.8	46.6	43.2	22.8	21.9	45.0	54.0	21.5
						e					L				MQ	MQ			RU	RU	
Will definitely not replace it with a CFL	228	201	26	25	28	83	91	172	56	-	109	59	44	9	36	52	24	44	65	28	36
	24.6	24.7	24.2	24.6	28.8	28.5	21.1	22.9	32.4		19.6	31.4	62.9	33.6	25.6	17.5	13.5	62.9	27.1	17.8	13.0
					g	g			H			K	NOPQ	q	Q			STU	tU		
No incandescent bulbs installed in home	30	25	5	3	4	5	18	27	2	-	17	10	-	1	-	9	12	-	1	-	27
	3.2	3.1	4.3	2.7	4.5	1.6	4.2	3.6	1.5		3.0	5.1		2.2		2.9	7.0		0.3		9.7
							f	i													S
Don't know	27	25	3	4	4	6	13	13	15	-	6	6	1	-	3	4	3	1	6	1	4
	2.9	3.0	2.5	3.5	4.6	2.0	3.1	1.7	8.5		1.0	3.3	1.0		1.9	1.5	1.7	1.0	2.4	0.9	1.3
									H												
Refused	4	4	-	1	-	4	-	4	-	-	2	1	1	-	-	2	-	1	2	-	2
	0.5	0.5		0.6		1.3		0.6			0.3	0.3	0.9			0.6		0.9	0.8		0.7

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

E3A. What is the main factor preventing you from increasing the number of CFLs you currently have installed in your home?
BASE: Don't have incandescent bulbs installed aware of CFLs

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	895	790	104	100	92	288	415	726	169	-	539	179	70	28	141	290	166	70	237	155	248
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	149	131	17	15	16	41	76	103	46	-	86	17	5	3	13	44	32	5	10	22	61
Total answering	746	659	87	85	76	246	339	622	124	-	453	162	65	24	128	246	134	65	227	133	187
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	164	142	22	25	14	50	75	140	24	-	112	27	7	3	26	55	41	7	43	32	55
	22.0	21.6	25.0	28.9	19.0	20.2	22.1	22.5	19.2		24.8	16.7	10.6	12.3	20.3	22.5	30.8	10.6	18.9	24.0	29.6
				Ef							l					M	MNo			R	RS
Storing incandescent bulbs	30	27	2	1	2	14	13	23	6	-	12	12	3	2	1	11	3	3	9	4	5
	4.0	4.1	2.6	1.6	2.6	5.5	3.8	3.8	4.9		2.6	7.1	4.2	9.2	0.7	4.6	1.9	4.2	4.1	3.3	2.7
						d						k				O					
Operating hours-don't use the other bulbs/ lamps enough	13	9	4	2	1	7	3	12	1	-	3	7	1	2	1	4	3	1	6	1	3
	1.7	1.4	4.6	2.2	1.6	2.9	0.8	1.9	1.0		0.6	4.3	2.2	7.7	1.1	1.5	2.3	2.2	2.9	0.5	1.7
												k									
CFLs are too expensive/ cost too much	80	61	19	17	12	25	26	55	25	-	42	13	5	4	10	24	9	5	20	20	10
	10.7	9.3	21.3	19.7	15.9	10.2	7.7	8.8	20.1		9.3	8.1	8.4	18.1	8.1	9.9	6.7	8.4	8.6	15.1	5.3
			B	FG	G				H											U	
Need dimmable bulbs/ can't get dimmable CFLs	49	45	4	4	7	8	29	48	1	-	41	6	-	2	10	21	12	-	21	9	17
	6.5	6.8	4.6	5.3	9.0	3.4	8.6	7.7	0.8		9.1	3.5		7.7	7.6	8.6	9.2		9.1	6.9	9.0
					f		F	I			L										
Need 3-way bulb/Can't get 3-way CFLs	22	19	2	1	6	4	11	22	-	-	17	4	1	2	2	10	5	1	7	3	9
	2.9	2.9	2.8	1.1	8.4	1.4	3.2	3.5			3.7	2.7	2.2	7.7	1.5	4.3	4.0	2.2	3.1	2.4	5.1
					DFg																

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

E3A. What is the main factor preventing you from increasing the number of CFLs you currently have installed in your home?
BASE: Don't have incandescent bulbs installed aware of CFLs

BANNER 2

		URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Don't like the way CFLs look in fixtures	49 6.6	47 7.1 C	2 2.6	5 5.7	4 4.8	16 6.6	25 7.3	44 7.2	5 4.0	-	26 5.6	19 11.7 k	6 9.6	2 7.7	12 9.5	14 5.8	6 4.7	6 9.6	23 10.2 Tu	4 2.8	10 5.1
Don't like the way CFLs fit in fixtures	31 4.2	28 4.2	4 4.0	3 3.0	2 2.1	13 5.4	14 4.1	29 4.6 i	2 1.9	-	24 5.3	4 2.5	2 2.6	-	9 6.9	15 5.9	4 2.8	2 2.6	9 3.9	8 6.3	10 5.3
CFLs aren't bright enough	66 8.8	60 9.1	6 6.9	6 7.6	5 7.0	22 8.9	32 9.5	54 8.7	12 9.6	-	35 7.7	19 11.5	10 15.9 q	2 9.2	12 9.5	22 8.9	7 5.4	10 15.9 U	28 12.2 U	11 7.9 u	5 2.8
CFL light color isn't what I want/isn't right	32 4.3	29 4.3	3 3.8	4 4.7	2 2.6	9 3.8	16 4.9	24 3.9	7 6.0	-	16 3.5	7 4.1	9 13.8 OpQ	-	4 2.9	10 4.2 Q	0 0.3	9 13.8 stU	9 3.8 U	6 4.6 u	1 0.4
CFLs take to long to light up	15 2.0	13 2.0	1 1.7	1 0.7	1 0.8	6 2.6	7 2.1	11 1.8	3 2.8	-	11 2.4 L	1 0.4	1 0.9	-	3 2.1	6 2.5	2 1.4	1 0.9	3 1.5	4 2.8	4 2.0
Other	196 26.3	179 27.1 c	17 20.1	17 19.7	20 26.2	72 29.1 d	88 26.0	160 25.7	37 29.7	-	114 25.2	45 27.5	19 29.5	5 20.3	38 29.8	52 21.2	41 30.5 p	19 29.5	50 21.9	31 23.5	58 30.9 s

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

E3A. What is the main factor preventing you from increasing the number of CFLs you currently have installed in your home?
BASE: Don't have incandescent bulbs installed aware of CFLs

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	895	790	104	100	92	288	415	726	169	-	539	179	70	28	141	290	166	70	237	155	248
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	164	142	22	25	14	50	75	140	24	-	112	27	7	3	26	55	41	7	43	32	55
	18.3	18.0	20.8	24.6	15.6	17.3	18.1	19.3	14.0		20.9	15.1	9.9	10.9	18.4	19.1	24.9	9.9	18.1	20.6	22.3
				Ef												m	Mn			r	R
Storing incandescent bulbs	30	27	2	1	2	14	13	23	6	-	12	12	3	2	1	11	3	3	9	4	5
	3.3	3.5	2.2	1.3	2.1	4.7	3.1	3.2	3.6		2.2	6.4	3.9	8.2	0.6	3.9	1.6	3.9	3.9	2.8	2.1
						d						k				O					
Operating hours-don't use the other bulbs/ lamps enough	13	9	4	2	1	7	3	12	1	-	3	7	1	2	1	4	3	1	6	1	3
	1.4	1.1	3.8	1.8	1.3	2.5	0.7	1.6	0.7		0.5	3.9	2.1	6.9	1.0	1.3	1.9	2.1	2.7	0.4	1.3
												k							t		
CFLs are too expensive/ cost too much	80	61	19	17	12	25	26	55	25	-	42	13	5	4	10	24	9	5	20	20	10
	8.9	7.8	17.8	16.7	13.1	8.7	6.3	7.6	14.7		7.8	7.3	7.8	16.1	7.3	8.4	5.5	7.8	8.2	12.9	4.0
			B	FG	G				H										u	U	
Need dimmable bulbs/ can't get dimmable CFLs	49	45	4	4	7	8	29	48	1	-	41	6	-	2	10	21	12	-	21	9	17
	5.4	5.7	3.8	4.5	7.4	2.9	7.0	6.6	0.6		7.7	3.1		6.9	6.9	7.3	7.4		8.8	5.9	6.8
					f		F	I			L										
Need 3-way bulb/Can't get 3-way CFLs	22	19	2	1	6	4	11	22	-	-	17	4	1	2	2	10	5	1	7	3	9
	2.4	2.4	2.3	1.0	6.9	1.2	2.6	3.0			3.1	2.5	2.1	6.9	1.4	3.6	3.2	2.1	2.9	2.1	3.8
					DFg																
Don't like the way CFLs look in fixtures	49	47	2	5	4	16	25	44	5	-	26	19	6	2	12	14	6	6	23	4	10
	5.5	6.0	2.2	4.8	4.0	5.6	6.0	6.1	2.9		4.7	10.6	8.9	6.9	8.6	4.9	3.8	8.9	9.7	2.4	3.8
		C						i				K							TU		

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

E3A. What is the main factor preventing you from increasing the number of CFLs you currently have installed in your home?
BASE: Don't have incandescent bulbs installed aware of CFLs

BANNER 2

	Total	URBAN/RURAL Urban	Rural	STATE ID	MT	OR	WA	AWARENESS /PURCHASE Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE With-in the past year	2 or more years ago	# OF CFLS INSTALLED 0	1	2-4	5-12	13+	CFL PENETRATION 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Don't like the way CFLs fit in fixtures	31 3.5	28 3.5	4 3.4	3 2.5	2 1.7	13 4.6	14 3.3	29 4.0 I	2 1.4	-	24 4.4	4 2.2	2 2.4	-	9 6.2	15 5.0	4 2.3	2 2.4	9 3.7	8 5.4	10 4.0
CFLs aren't bright enough	66 7.4	60 7.6	6 5.7	6 6.4	5 5.8	22 7.6	32 7.7	54 7.4	12 7.0	-	35 6.4	19 10.5	10 14.8 Q	2 8.2	12 8.6	22 7.6	7 4.4	10 14.8 U	28 11.7 U	11 6.8 u	5 2.1
CFL light color isn't what I want/isn't right	32 3.6	29 3.6	3 3.1	4 4.0	2 2.1	9 3.3	16 4.0	24 3.4	7 4.4	-	16 2.9	7 3.7	9 12.8 OpQ	-	4 2.6	10 3.6 Q	0 0.2	9 12.8 stU	9 3.6 U	6 3.9 u	1 0.3
CFLs take to long to light up	15 1.7	13 1.7	1 1.4	1 0.6	1 0.7	6 2.3	7 1.7	11 1.6	3 2.0	-	11 2.0 l	1 0.3	1 0.9	-	3 1.9	6 2.2	2 1.1	1 0.9	3 1.4	4 2.4	4 1.5
Other	196 21.9	179 22.6	17 16.8	17 16.8	20 21.6	72 24.9 d	88 21.2	160 22.0	37 21.7	-	114 21.2	45 24.9	19 27.4	5 18.1	38 27.0 p	52 18.0	41 24.7	19 27.4	50 21.0	31 20.1	58 23.3
Don't know	141 15.7	124 15.7	17 16.1	12 12.3	15 16.6	39 13.7	74 17.8	95 13.1	46 26.9 H	-	79 14.6 l	16 9.0	5 7.0	3 11.2	13 9.0	42 14.5 m	28 16.7 Mo	5 7.0	10 4.1	22 13.8 S	54 21.6 RSt
Refused	8 0.9	8 1.0	1 0.6	3 2.7	1 1.1	2 0.7	3 0.6	8 1.1	-	-	7 1.4	1 0.4	-	-	1 0.4	2 0.6	4 2.4	-	-	1 0.4	8 3.0 t

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NEEA Consumer Lighting Survey (#5752)

E3A./E3B. All factors preventing you from increasing the number of CFLs you currently have installed in your home?
BASE: Don't have incandescent bulbs installed aware of CFLs

BANNER 2

		URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	895	790	104	100	92	288	415	726	169	-	539	179	70	28	141	290	166	70	237	155	248
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	149	131	17	15	16	41	76	103	46	-	86	17	5	3	13	44	32	5	10	22	61
Total answering	746	659	87	85	76	246	339	622	124	-	453	162	65	24	128	246	134	65	227	133	187
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	202	176	26	28	19	65	90	170	32	-	135	32	7	6	30	70	44	7	60	38	59
	27.1	26.7	30.3	33.3	25.4	26.4	26.5	27.3	26.1		29.9	19.9	11.2	23.0	23.7	28.5	33.1	11.2	26.4	28.1	31.8
											L				M	M	M		R	R	R
Storing incandescent bulbs	62	58	5	7	4	21	30	50	12	-	31	19	8	3	6	24	7	8	21	10	11
	8.4	8.8	5.3	8.1	5.5	8.7	8.9	8.1	9.7		6.9	11.8	12.0	10.7	4.4	9.7	5.1	12.0	9.1	7.2	5.6
																o					
Operating hours-don't use the other bulbs/ lamps enough	20	15	5	2	2	10	5	18	2	-	9	7	1	2	2	9	3	1	7	6	3
	2.6	2.2	5.5	2.6	2.9	4.0	1.6	2.9	1.3		2.0	4.3	2.2	7.7	1.7	3.8	2.3	2.2	3.2	4.6	1.7
CFLs are too expensive/ cost too much	99	79	20	18	14	32	35	68	31	-	47	21	11	8	10	27	9	11	26	20	10
	13.3	12.0	23.0	21.2	18.5	12.8	10.5	10.9	25.4		10.4	12.7	17.1	33.5	8.1	10.8	7.0	17.1	11.2	15.3	5.6
			B	FG	G				H				q	OpQ				U	u	U	
Need dimmable bulbs/ can't get dimmable CFLs	72	66	7	8	10	13	42	69	4	-	54	14	2	3	10	31	20	2	24	16	23
	9.7	9.9	7.6	9.1	12.8	5.3	12.3	11.0	2.9		11.8	8.6	3.4	12.6	7.6	12.5	14.7	3.4	10.8	12.1	12.3
					F		F	I								M	M		R	R	R
Need 3-way bulb/Can't get 3-way CFLs	38	33	5	3	8	8	19	37	2	-	27	6	3	4	2	17	8	3	13	6	13
	5.1	5.0	5.9	3.8	10.5	3.3	5.6	5.9	1.4		5.9	3.9	4.4	15.4	1.8	6.7	6.1	4.4	5.6	4.3	6.8
					DF			I								O					

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

E3A./E3B. All factors preventing you from increasing the number of CFLs you currently have installed in your home?
BASE: Don't have incandescent bulbs installed aware of CFLs

BANNER 2

		URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Don't like the way CFLs look in fixtures	59	54	6	8	6	16	29	53	6	-	32	21	7	2	16	16	9	7	28	7	10
	8.0	8.1	6.9	9.0	8.5	6.6	8.6	8.6	5.0		7.1	13.2 k	11.5	7.7	12.2	6.4	6.6	11.5	12.3 TU	4.9	5.1
Don't like the way CFLs fit in fixtures	41	34	6	4	3	15	19	38	2	-	30	8	2	-	13	15	7	2	14	11	12
	5.4	5.2	7.4	4.6	3.7	6.0	5.6	6.2 I	1.9		6.6	4.7	3.5		10.5 m	6.2	5.4	3.5	6.0	8.2	6.2
CFLs aren't bright enough	90	81	9	9	9	30	42	75	15	-	45	29	12	5	14	35	9	12	38	16	9
	12.1	12.2	10.9	11.0	12.0	12.2	12.3	12.0	12.5		10.0	17.7 K	18.9 Q	20.9	10.8	14.2 Q	6.4	18.9 U	16.5 U	12.2 U	4.6
CFL light color isn't what I want/isn't right	57	53	5	5	5	18	30	47	10	-	34	12	13	-	8	18	7	13	19	9	6
	7.7	8.0	5.2	6.2	6.3	7.2	8.8	7.6	8.4		7.4	7.2	20.7 OPQ		6.3	7.3	5.1	20.7 STU	8.2 u	7.1	3.1
CFLs take to long to light up	28	25	3	2	2	9	15	24	4	-	23	1	1	-	5	14	3	1	9	6	9
	3.7	3.8	3.3	2.3	2.1	3.7	4.5	3.8	3.3		5.1 L	0.4	0.9		3.9	5.7 M	2.5	0.9	3.8	4.5	4.6
Other	233	211	21	21	22	80	110	188	45	-	139	48	21	6	42	66	47	21	67	33	65
	31.2	32.0	24.6	24.6	28.9	32.5	32.4 d	30.2	36.2		30.8	29.5	32.4	24.8	32.8	26.8	35.3	32.4	29.3	25.1	34.9

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

E3A./E3B. All factors preventing you from increasing the number of CFLs you currently have installed in your home?
BASE: Don't have incandescent bulbs installed aware of CFLs

BANNER 2

		URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	895	790	104	100	92	288	415	726	169	-	539	179	70	28	141	290	166	70	237	155	248
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	202	176	26	28	19	65	90	170	32	-	135	32	7	6	30	70	44	7	60	38	59
	22.6	22.3	25.2	28.3	20.9	22.6	21.6	23.5	19.0		25.1	18.1	10.4	20.4	21.5	24.2	26.7	10.4	25.3	24.1	23.9
											l				m	M	M		R	R	R
Storing incandescent bulbs	62	58	5	7	4	21	30	50	12	-	31	19	8	3	6	24	7	8	21	10	11
	7.0	7.3	4.4	6.9	4.5	7.4	7.2	6.9	7.1		5.8	10.7	11.2	9.5	4.0	8.2	4.1	11.2	8.7	6.1	4.2
												k							u		
Operating hours-don't use the other bulbs/ lamps enough	20	15	5	2	2	10	5	18	2	-	9	7	1	2	2	9	3	1	7	6	3
	2.2	1.9	4.6	2.2	2.4	3.4	1.3	2.5	0.9		1.7	3.9	2.1	6.9	1.5	3.2	1.9	2.1	3.0	4.0	1.3
CFLs are too expensive/ cost too much	99	79	20	18	14	32	35	68	31	-	47	21	11	8	10	27	9	11	26	20	10
	11.1	10.0	19.2	18.0	15.2	11.0	8.5	9.3	18.6		8.7	11.5	15.9	29.8	7.3	9.2	5.7	15.9	10.8	13.1	4.2
			B	fG	G				H				q	OpQ				U	U	U	
Need dimmable bulbs/ can't get dimmable CFLs	72	66	7	8	10	13	42	69	4	-	54	14	2	3	10	31	20	2	24	16	23
	8.1	8.3	6.4	7.7	10.6	4.5	10.1	9.4	2.2		10.0	7.8	3.2	11.2	6.9	10.6	11.9	3.2	10.3	10.4	9.3
					F		F	I								M	M		R	r	r
Need 3-way bulb/Can't get 3-way CFLs	38	33	5	3	8	8	19	37	2	-	27	6	3	4	2	17	8	3	13	6	13
	4.3	4.2	4.9	3.3	8.6	2.8	4.6	5.0	1.0		4.9	3.5	4.1	13.7	1.6	5.7	5.0	4.1	5.4	3.7	5.1
					DF			I								O					
Don't like the way CFLs look in fixtures	59	54	6	8	6	16	29	53	6	-	32	21	7	2	16	16	9	7	28	7	10
	6.7	6.8	5.7	7.6	7.0	5.6	7.0	7.4	3.6		5.9	12.0	10.7	6.9	11.0	5.5	5.3	10.7	11.8	4.2	3.8
								i				K							TU		

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

E3A./E3B. All factors preventing you from increasing the number of CFLs you currently have installed in your home?
BASE: Don't have incandescent bulbs installed aware of CFLs

BANNER 2

		URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Don't like the way CFLs fit in fixtures	41	34	6	4	3	15	19	38	2	-	30	8	2	-	13	15	7	2	14	11	12
	4.5	4.3	6.1	3.9	3.1	5.2	4.6	5.3	1.4		5.6	4.2	3.3		9.5	5.3	4.4	3.3	5.7	7.0	4.7
								I													
CFLs aren't bright enough	90	81	9	9	9	30	42	75	15	-	45	29	12	5	14	35	9	12	38	16	9
	10.1	10.2	9.1	9.3	9.9	10.4	10.0	10.3	9.1		8.4	16.0	17.6	18.5	9.8	12.0	5.2	17.6	15.8	10.4	3.5
												K	Q			Q		U	U	U	
CFL light color isn't what I want/isn't right	57	53	5	5	5	18	30	47	10	-	34	12	13	-	8	18	7	13	19	9	6
	6.4	6.7	4.3	5.3	5.2	6.2	7.1	6.5	6.1		6.2	6.6	19.2		5.7	6.2	4.1	19.2	7.8	6.1	2.3
													OPQ					sTU	U		
CFLs take to long to light up	28	25	3	2	2	9	15	24	4	-	23	1	1	-	5	14	3	1	9	6	9
	3.1	3.2	2.8	1.9	1.7	3.2	3.7	3.3	2.4		4.3	0.3	0.9		3.5	4.9	2.0	0.9	3.6	3.9	3.5
											L					M					
Other	233	211	21	21	22	80	110	188	45	-	139	48	21	6	42	66	47	21	67	33	65
	372.7	365.3	467.2	304.8	528.4	375.1	365.2	372.6	373.2		445.2	249.6	270.1	232.5	746.0	277.7	695.7	270.1	322.9	351.1	619.9
Don't know	141	124	17	12	15	39	74	95	46	-	79	16	5	3	13	42	28	5	10	22	54
	15.7	15.7	16.1	12.3	16.6	13.7	17.8	13.1	26.9		14.6	9.0	7.0	11.2	9.0	14.5	16.7	7.0	4.1	13.8	21.6
									H		l					m	Mo			S	RSt
Refused	8	8	1	3	1	2	3	8	-	-	7	1	-	-	1	2	4	-	-	1	8
	0.9	1.0	0.6	2.7	1.1	0.7	0.6	1.1			1.4	0.4			0.4	0.6	2.4			0.4	3.0
																					t

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

F1. How likely are you to purchase any CFLs in the next year?
BASE: Aware of CFLs

BANNER 2

		URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	924	815	109	103	96	292	433	753	172	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	34	30	4	5	2	17	10	24	10	-	17	6	2	1	6	7	4	2	4	4	14
Total answering	890	786	105	98	94	276	423	729	161	-	538	183	68	27	136	291	174	68	233	151	261
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	211	180	32	29	29	62	91	154	58	-	84	66	43	10	27	42	25	43	56	21	31
	23.7	22.9	30.3	30.0	30.6	22.6	21.5	21.1	35.6		15.6	36.1	62.6	35.1	20.1	14.4	14.6	62.6	23.9	14.0	11.9
			b	G	fG				H			K	NOPQ	pq				STU	TU		
2	69	63	6	5	7	23	35	49	21	-	30	18	5	4	11	21	2	5	17	15	12
	7.8	8.0	5.9	4.9	7.0	8.3	8.3	6.7	12.8		5.6	9.8	7.1	13.8	8.0	7.2	1.4	7.1	7.3	9.8	4.5
									H						Q	Q				u	
3	128	114	14	16	15	40	58	94	34	-	66	26	7	5	25	37	14	7	44	15	23
	14.4	14.5	13.1	16.0	16.0	14.4	13.6	12.9	21.1		12.3	14.0	9.9	19.1	18.8	12.7	8.1	9.9	19.0	10.2	8.6
									H						Q				rTU		
4	107	101	7	8	4	51	44	88	19	-	65	23	4	2	21	45	13	4	31	25	27
	12.0	12.8	6.3	8.6	4.1	18.3	10.5	12.0	12.0		12.1	12.6	6.5	6.1	15.4	15.4	7.7	6.5	13.2	16.8	10.3
		C		e		DEG	E								mq	MQ				R	
5-Very likely	375	328	47	40	40	100	195	345	30	-	294	50	9	7	51	146	119	9	85	74	169
	42.1	41.8	44.4	40.5	42.2	36.3	46.1	47.3	18.5		54.5	27.6	13.8	25.8	37.8	50.2	68.2	13.8	36.5	49.1	64.7
							F	I			L				M	MNO	MNOP		R	RS	RST
Mean	3.41	3.43	3.29	3.25	3.20	3.37	3.52	3.58	2.65	-	3.84	2.86	2.02	2.74	3.43	3.80	4.13	2.02	3.31	3.77	4.11
Standard Deviation	1.63	1.62	1.75	1.71	1.74	1.58	1.62	1.61	1.52	-	1.51	1.66	1.50	1.63	1.54	1.48	1.46	1.50	1.59	1.49	1.41
Standard Error	0.06	0.07	0.15	0.13	0.13	0.12	0.10	0.07	0.13		0.08	0.14	0.21	0.38	0.16	0.10	0.13	0.21	0.12	0.14	0.10

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

F1. How likely are you to purchase any CFLs in the next year?
BASE: Aware of CFLs

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	924	815	109	103	96	292	433	753	172	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	211	180	32	29	29	62	91	154	58	-	84	66	43	10	27	42	25	43	56	21	31
	22.9	22.0	29.1	28.5	29.9	21.3	21.0	20.4	33.5		15.1	35.0	60.9	34.1	19.3	14.0	14.3	60.9	23.5	13.7	11.3
			b	g	fG				H			K	NOPQ	pq				STU	TU		
2	69	63	6	5	7	23	35	49	21	-	30	18	5	4	11	21	2	5	17	15	12
	7.5	7.7	5.7	4.7	6.8	7.8	8.1	6.5	12.0		5.4	9.5	6.9	13.4	7.6	7.1	1.4	6.9	7.2	9.6	4.3
									h						Q	Q				u	
3	128	114	14	16	15	40	58	94	34	-	66	26	7	5	25	37	14	7	44	15	23
	13.9	14.0	12.7	15.2	15.7	13.6	13.3	12.5	19.9		11.9	13.6	9.7	18.6	18.0	12.4	7.9	9.7	18.7	9.9	8.2
									H						Q				rTU		
4	107	101	7	8	4	51	44	88	19	-	65	23	4	2	21	45	13	4	31	25	27
	11.6	12.3	6.1	8.2	4.0	17.3	10.2	11.7	11.3		11.7	12.2	6.4	6.0	14.7	15.1	7.5	6.4	12.9	16.4	9.7
		C		e		DEG	E								mq	MQ				R	
5-Very likely	375	328	47	40	40	100	195	345	30	-	294	50	9	7	51	146	119	9	85	74	169
	40.5	40.2	42.7	38.6	41.3	34.3	45.1	45.8	17.4		52.8	26.7	13.4	25.0	36.3	49.0	66.6	13.4	35.9	47.9	61.5
							F	I			L				M	MNO	MNOP		R	RS	RST
Don't know	33	30	4	5	2	17	10	24	9	-	17	6	2	1	6	7	4	2	4	4	14
	3.6	3.6	3.2	4.8	1.6	5.7	2.3	3.2	5.5		3.1	3.0	2.7	3.0	4.0	2.4	2.3	2.7	1.9	2.5	4.9
				e		Eg															s
Refused	1	-	1	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-
	0.1		0.6		0.6				0.4												
Mean	3.41	3.43	3.29	3.25	3.20	3.37	3.52	3.58	2.65	-	3.84	2.86	2.02	2.74	3.43	3.80	4.13	2.02	3.31	3.77	4.11

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

F1. How likely are you to purchase any CFLs in the next year?
BASE: Aware of CFLs

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-	Aware Non- Pur-		With -in the	2 or more	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	chas- er	chas- er	Un- aware	past year	years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Standard Deviation	1.63	1.62	1.75	1.71	1.74	1.58	1.62	1.61	1.52	-	1.51	1.66	1.50	1.63	1.54	1.48	1.46	1.50	1.59	1.49	1.41
Standard Error	0.06	0.07	0.15	0.13	0.13	0.12	0.10	0.07	0.13		0.08	0.14	0.21	0.38	0.16	0.10	0.13	0.21	0.12	0.14	0.10

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

F2A. Why are you unlikely to purchase CFLs in the next year?
BASE: Not likely to purchase CFLs

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	409	357	52	50	50	125	183	296	112	-	180	109	54	19	64	100	42	54	117	52	66
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	56	46	11	8	8	18	22	32	25	-	17	12	10	2	9	6	2	10	16	3	-
Total answering	352	311	41	42	43	107	161	265	88	-	163	97	44	17	55	94	40	44	102	48	66
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
I am storing a bunch/ brought a multi-pack so I don't need any more	124	113	11	12	15	35	62	111	12	-	73	36	6	7	17	48	25	6	29	26	47
	35.1	36.3	26.1	27.7	35.8	32.5	38.6	42.1	14.1		44.7	36.6	12.6	39.7	31.6	51.4	63.5	12.6	28.8	53.0	71.7
								I						m	M	MO	MO		R	RS	RSt
Other	229	198	30	30	27	72	99	153	75	-	90	62	39	10	38	46	15	39	72	23	19
	64.9	63.7	73.9	72.3	64.2	67.5	61.4	57.9	85.9		55.3	63.4	87.4	60.3	68.4	48.6	36.5	87.4	71.2	47.0	28.3
									H				nOPQ		PQ			STU	TU	u	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

F2A. Why are you unlikely to purchase CFLs in the next year?
BASE: Not likely to purchase CFLs

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	409	357	52	50	50	125	183	296	112	-	180	109	54	19	64	100	42	54	117	52	66
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
I am storing a bunch/ brought a multi-pack so I don't need any more	124	113	11	12	15	35	62	111	12	-	73	36	6	7	17	48	25	6	29	26	47
	30.3	31.7	20.8	23.3	30.3	27.7	33.9	37.6	11.0		40.4	32.6	10.3	35.7	27.4	48.1	60.6	10.3	25.0	49.7	71.7
		c					d	I						m	M	MO	MO		R	RS	RST
Other	229	198	30	30	27	72	99	153	75	-	90	62	39	10	38	46	15	39	72	23	19
	56.0	55.5	58.9	60.7	54.5	57.7	53.9	51.7	67.2		50.0	56.5	71.5	54.2	59.2	45.5	34.9	71.5	61.8	44.1	28.3
									H				PQ		Q			TU	tU		
Don't know	56	46	10	7	8	18	22	32	24	-	17	12	10	2	9	6	2	10	16	3	-
	13.6	12.8	19.1	14.7	15.2	14.6	12.2	10.7	21.3		9.6	10.9	18.2	10.1	13.5	6.4	4.5	18.2	13.2	6.2	
									H				pq								
Refused	1	-	1	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-
	0.1		1.2	1.2					0.5												

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

F2A./F2B. Why are you unlikely to purchase CFLs in the next year?
BASE: Not likely to purchase CFLs

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	409	357	52	50	50	125	183	296	112	-	180	109	54	19	64	100	42	54	117	52	66
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	56	46	11	8	8	18	22	32	25	-	17	12	10	2	9	6	2	10	16	3	-
Total answering	352	311	41	42	43	107	161	265	88	-	163	97	44	17	55	94	40	44	102	48	66
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
I am storing a bunch/	124	113	11	12	15	35	62	111	12	-	73	36	6	7	17	48	25	6	29	26	47
brought a multi-pack so	35.1	36.3	26.1	27.7	35.8	32.5	38.6	42.1	14.1		44.7	36.6	12.6	39.7	31.6	51.4	63.5	12.6	28.8	53.0	71.7
I don't need any more								I						m	M	MO	MO		R	RS	RSt
Other	229	198	30	30	27	72	99	153	75	-	90	62	39	10	38	46	15	39	72	23	19
	64.9	63.7	73.9	72.3	64.2	67.5	61.4	57.9	85.9		55.3	63.4	87.4	60.3	68.4	48.6	36.5	87.4	71.2	47.0	28.3
									H				nOPQ		PQ			STU	TU	u	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

F2A./F2B. Why are you unlikely to purchase CFLs in the next year?
BASE: Not likely to purchase CFLs

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	409	357	52	50	50	125	183	296	112	-	180	109	54	19	64	100	42	54	117	52	66
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
I am storing a bunch/ brought a multi-pack so I don't need any more	124	113	11	12	15	35	62	111	12	-	73	36	6	7	17	48	25	6	29	26	47
	30.3	31.7	20.8	23.3	30.3	27.7	33.9	37.6	11.0		40.4	32.6	10.3	35.7	27.4	48.1	60.6	10.3	25.0	49.7	71.7
		c					d	I						m	M	MO	MO		R	RS	RST
Other	229	198	30	30	27	72	99	153	75	-	90	62	39	10	38	46	15	39	72	23	19
	56.0	55.5	58.9	60.7	54.5	57.7	53.9	51.7	67.2		50.0	56.5	71.5	54.2	59.2	45.5	34.9	71.5	61.8	44.1	28.3
									H				PQ		Q			TU	tU		
Don't know	56	46	10	7	8	18	22	32	24	-	17	12	10	2	9	6	2	10	16	3	-
	13.6	12.8	19.1	14.7	15.2	14.6	12.2	10.7	21.3		9.6	10.9	18.2	10.1	13.5	6.4	4.5	18.2	13.2	6.2	
									H				pq								
Refused	1	-	1	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-
	0.1		1.2	1.2					0.5												

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

F3. Now that you've heard my description, would you say that ...
BASE: Aware of CFLs

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	924	815	109	103	96	292	433	753	172	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	103	96	7	11	8	34	51	88	15	-	67	19	2	3	18	36	21	2	39	14	30
Total answering	821	719	102	92	88	259	382	664	156	-	489	169	68	25	124	263	157	68	199	142	244
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
You are now more likely to purchase CFLs than before you heard the description	428	376	52	48	47	125	209	339	90	-	244	93	25	13	55	143	86	25	87	72	145
	52.2	52.3	51.4	51.8	53.2	48.3	54.7	50.9	57.4		49.8	54.9	37.4	51.0	44.3	54.3	54.7	37.4	43.6	50.9	59.2
																M	M				RS
You are not more likely to purchase CFLs than before you heard the description	393	343	50	44	41	134	173	326	67	-	245	76	42	12	69	120	71	42	112	70	100
	47.8	47.7	48.6	48.2	46.8	51.7	45.3	49.1	42.6		50.2	45.1	62.6	49.0	55.7	45.7	45.3	62.6	56.4	49.1	40.8
													PQ					U	U		

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

F3. Now that you've heard my description, would you say that ...
BASE: Aware of CFLs

BANNER 2

		URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	924	815	109	103	96	292	433	753	172	-	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
You are now more likely to purchase CFLs than before you heard the description	428	376	52	48	47	125	209	339	90	-	244	93	25	13	55	143	86	25	87	72	145
	46.3	46.1	48.1	46.2	48.9	42.7	48.3	45.0	52.3		43.8	49.3	36.2	46.1	38.8	47.8	48.2	36.2	36.5	46.5	52.6
																				s	RS
You are not more likely to purchase CFLs than before you heard the description	393	343	50	44	41	134	173	326	67	-	245	76	42	12	69	120	71	42	112	70	100
	42.5	42.1	45.5	43.0	43.0	45.8	40.0	43.3	38.9		44.1	40.5	60.6	44.3	48.8	40.2	39.9	60.6	47.2	44.8	36.3
													PQ					stU	U		
Don't know	90	84	6	10	8	25	47	78	13	-	65	13	2	3	18	28	18	2	33	12	27
	9.8	10.3	5.9	9.9	8.1	8.7	10.9	10.3	7.4		11.6	6.8	3.2	9.7	12.4	9.5	10.1	3.2	14.0	7.5	10.0
		c									l				M	M	m		Rt		R
Refused	13	13	1	1	-	8	4	11	2	-	2	6	-	-	-	8	3	-	6	2	3
	1.4	1.5	0.6	0.9		2.9	0.9	1.4	1.5		0.4	3.4				2.5	1.7		2.4	1.2	1.1
												k									

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

F4. Now that you've heard my description, how likely will you be to purchase CFLs in the next year?
BASE: Unaware of CFLs and read description

BANNER 2

		URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	76	67	9	5	4	21	45	-	-	76	-	-	-	-	-	-	-	-	-	-	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0											
Don't know/Refused	7	6	1	1	2	-	4	-	-	7	-	-	-	-	-	-	-	-	-	-	-
Total answering	69	61	8	4	3	21	42	-	-	69	-	-	-	-	-	-	-	-	-	-	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0											
1-Not at all likely	15	15	1	0	2	-	13	-	-	15	-	-	-	-	-	-	-	-	-	-	-
	22.2	24.3	7.4	9.6	65.4 D		31.6			22.2											
2	0	0	-	0	-	-	-	-	-	0	-	-	-	-	-	-	-	-	-	-	-
	0.5	0.6		9.6						0.5											
3	8	7	1	0	-	3	5	-	-	8	-	-	-	-	-	-	-	-	-	-	-
	11.9	12.1	10.1	9.6		13.0	12.3			11.9											
4	13	11	2	-	1	4	9	-	-	13	-	-	-	-	-	-	-	-	-	-	-
	19.4	18.3	27.5		21.8	18.0	21.6			19.4											
5-Very likely	32	27	5	3	0	14	14	-	-	32	-	-	-	-	-	-	-	-	-	-	-
	46.0	44.8	55.0	71.2 EG	12.8	69.0 EG	34.4			46.0											
Mean	3.66	3.59	4.23	4.13	2.17	4.56	3.27	-	-	3.66	-	-	-	-	-	-	-	-	-	-	-
Standard Deviation	1.59	1.63	1.20	1.67	2.03	0.73	1.69	-	-	1.59	-	-	-	-	-	-	-	-	-	-	-
Standard Error	0.23	0.26	0.36	0.57	0.92	0.20	0.32			0.23											

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

F4. Now that you've heard my description, how likely will you be to purchase CFLs in the next year?
BASE: Unaware of CFLs and read description

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-	Aware Non- Pur-		With -in the	2 or more	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	chas- er	chas- er	Un- aware	past year	years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	76	67	9	5	4	21	45	-	-	76	-	-	-	-	-	-	-	-	-	-	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0											
1-Not at all likely	15	15	1	0	2	-	13	-	-	15	-	-	-	-	-	-	-	-	-	-	-
	20.3	22.1	6.8	7.3	41.8		29.0			20.3											
					d		d														
2	0	0	-	0	-	-	-	-	-	0	-	-	-	-	-	-	-	-	-	-	-
	0.5	0.5		7.3						0.5											
3	8	7	1	0	-	3	5	-	-	8	-	-	-	-	-	-	-	-	-	-	-
	10.8	11.0	9.4	7.3		13.0	11.3			10.8											
4	13	11	2	-	1	4	9	-	-	13	-	-	-	-	-	-	-	-	-	-	-
	17.7	16.6	25.6		13.9	18.0	19.8			17.7											
5-Very likely	32	27	5	3	0	14	14	-	-	32	-	-	-	-	-	-	-	-	-	-	-
	42.0	40.8	51.3	53.9	8.2	69.0	31.6			42.0											
				E		EG	e														
Don't know	7	6	1	1	2	-	4	-	-	7	-	-	-	-	-	-	-	-	-	-	-
	8.7	8.9	6.8	24.3	36.1		8.3			8.7											
Mean	3.66	3.59	4.23	4.13	2.17	4.56	3.27	-	-	3.66	-	-	-	-	-	-	-	-	-	-	-
Standard Deviation	1.59	1.63	1.20	1.67	2.03	0.73	1.69	-	-	1.59	-	-	-	-	-	-	-	-	-	-	-
Standard Error	0.23	0.26	0.36	0.57	0.92	0.20	0.32			0.23											

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

F4A. Why do you say that?
BASE: Not likely to purchase CFLs

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	16	15	1	1	2	-	13	-	-	16	-	-	-	-	-	-	-	-	-	-	-
	100.0	100.0	100.0	100.0	100.0		100.0			100.0											
UNWEIGHTED BASE	15	14	1	2	3	-	10	-	-	15	-	-	-	-	-	-	-	-	-	-	-
Other	15	14	1	0	1	-	13	-	-	15	-	-	-	-	-	-	-	-	-	-	-
	93.8	93.6	100.0	50.0	66.7		100.0			93.8											
Don't know	1	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
	3.9	4.0			33.3					3.9											
Refused	0	0	-	0	-	-	-	-	-	0	-	-	-	-	-	-	-	-	-	-	-
	2.3	2.4		50.0						2.3											

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

F5. What changed your mind to make you say you're now likely to buy a CFLs in the next year?
BASE: Will now purchase CFLs

BANNER 2

	Total	URBAN/RURAL Urban	Rural	STATE ID	MT	OR	WA	AWARENESS /PURCHASE Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE With-in the past year	2 or more years ago	# OF CFLS INSTALLED 0	1	2-4	5-12	13+	CFL PENETRATION 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	428	376	52	48	47	125	209	339	90	-	244	93	25	13	55	143	86	25	87	72	145
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	167	148	18	18	20	43	85	147	20	-	116	30	3	2	19	63	46	3	36	26	73
Total answering	262	227	34	30	27	82	124	191	70	-	128	63	22	11	36	79	40	22	51	47	72
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Other	262	227	34	30	27	82	124	191	70	-	128	63	22	11	36	79	40	22	51	47	72
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

F5. What changed your mind to make you say you're now likely to buy a CFLs in the next year?
BASE: Will now purchase CFLs

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-	Aware Non- Pur-		With -in the	2 or more	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	chas- er	chas- er	Un- aware	past year	years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	428	376	52	48	47	125	209	339	90	-	244	93	25	13	55	143	86	25	87	72	145
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Other	262	227	34	30	27	82	124	191	70	-	128	63	22	11	36	79	40	22	51	47	72
	61.1	60.5	65.0	62.5	56.6	65.4	59.2	56.5	78.2		52.5	67.7	86.3	84.3	64.9	55.7	46.2	86.3	58.8	64.4	49.7
									H			K	OPQ	PQ	Q			STU		u	
Don't know	159	141	18	17	20	43	78	141	18	-	110	30	3	2	18	63	42	3	33	26	70
	37.1	37.4	35.0	36.2	43.4	34.6	37.4	41.8	19.7		45.1	32.3	13.7	15.7	32.6	44.3	48.6	13.7	37.5	35.6	48.5
								I			l				m	MN	MNo		R	R	R
Refused	8	8	-	1	-	-	7	6	2	-	6	-	-	-	1	-	4	-	3	-	3
	1.8	2.1		1.3			3.4	1.7	2.1		2.4				2.4		5.2		3.7		1.8

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

X1. Have you heard of compact fluorescent fixtures?

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1000	882	118	108	101	313	478	753	172	76	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	30	26	4	5	2	16	7	23	5	1	16	6	6	-	9	8	1	6	12	2	3
Total answering	970	856	114	103	99	298	471	729	167	74	539	182	65	28	133	290	177	65	226	153	272
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	375	336	39	40	39	110	186	311	54	10	238	69	20	7	47	122	96	20	86	56	143
	38.6	39.2	34.1	38.8	39.8	36.8	39.5	42.7	32.3	12.9	44.1	37.8	30.8	26.1	35.6	42.2	54.0	30.8	38.2	36.9	52.7
								IJ	J								MNOP				RST
No	596	520	75	63	59	188	285	418	113	65	301	113	45	21	85	168	82	45	140	97	129
	61.4	60.8	65.9	61.2	60.2	63.2	60.5	57.3	67.7	87.1	55.9	62.2	69.2	73.9	64.4	57.8	46.0	69.2	61.8	63.1	47.3
									H	HI			Q	Q	Q	Q		U	U	U	

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

X1. Have you heard of compact fluorescent fixtures?

BANNER 2

	Total	URBAN/RURAL Urban	Rural	STATE ID	MT	OR	WA	AWARENESS /PURCHASE Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE With-in the past year	2 or more years ago	# OF CFLS INSTALLED 0	1	2-4	5-12	13+	CFL PENETRATION 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1000	882	118	108	101	313	478	753	172	76	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	375	336	39	40	39	110	186	311	54	10	238	69	20	7	47	122	96	20	86	56	143
	37.5	38.1	32.9	36.9	39.0	35.0	38.9	41.4	31.4	12.7	42.8	36.6	28.4	26.1	33.5	41.0	53.7	28.4	36.3	36.3	52.2
								IJ	J							m	MNOP				RST
No	596	520	75	63	59	188	285	418	113	65	301	113	45	21	85	168	82	45	140	97	129
	59.6	59.0	63.8	58.3	59.0	60.0	59.7	55.6	65.7	85.5	54.2	60.3	63.7	73.9	60.5	56.2	45.8	63.7	58.8	62.1	46.8
									H	HI			Q	pQ	Q	q		U	U	U	
Don't know	29	25	4	5	2	16	6	23	4	1	16	6	6	-	9	8	1	6	12	2	3
	2.9	2.8	3.3	4.8	1.9	5.0	1.2	3.1	2.4	1.8	2.9	3.2	8.0		6.0	2.8	0.5	8.0	4.9	1.5	1.0
				G		eG							q		Q	q		u	tU		
Refused	1	1	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-
	0.1	0.1					0.2		0.5												

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

X3. Have you ever purchased one of the fixtures?
BASE: Aware of compact fluorescent fixtures

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	375	336	39	40	39	110	186	311	54	10	238	69	20	7	47	122	96	20	86	56	143
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	12	10	2	2	2	3	6	11	0	-	9	2	-	-	2	6	4	-	2	3	6
Total answering	363	326	37	38	38	107	180	300	53	10	229	67	20	7	45	117	92	20	85	53	137
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	141	130	11	15	13	46	67	122	15	4	89	30	3	3	17	41	46	3	27	25	62
	38.8	39.7	30.9	38.1	34.2	43.3	37.3	40.7	27.2	45.7	39.0	44.3	12.7	38.9	38.2	35.2	49.6	12.7	32.4	47.2	45.1
								i							M	M	Mp		r	R	R
No	222	197	25	24	25	61	113	178	39	5	139	37	17	4	28	76	46	17	57	28	75
	61.2	60.3	69.1	61.9	65.8	56.7	62.7	59.3	72.8	54.3	61.0	55.7	87.3	61.1	61.8	64.8	50.4	87.3	67.6	52.8	54.9
									h				OPQ			q		sTU			

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

X3. Have you ever purchased one of the fixtures?
BASE: Aware of compact fluorescent fixtures

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-	Aware Non- Pur-		With -in the	2 or more	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	chas- er	chas- er	Un- aware	past year	years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	375	336	39	40	39	110	186	311	54	10	238	69	20	7	47	122	96	20	86	56	143
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	141	130	11	15	13	46	67	122	15	4	89	30	3	3	17	41	46	3	27	25	62
	37.6	38.6	29.3	36.5	32.8	42.2	36.2	39.2	27.0	45.7	37.4	43.1	12.7	38.9	36.6	33.6	47.7	12.7	31.8	44.4	43.1
								i							M	M	Mp		r	R	R
No	222	197	25	24	25	61	113	178	39	5	139	37	17	4	28	76	46	17	57	28	75
	59.3	58.6	65.4	59.3	63.1	55.3	60.8	57.2	72.3	54.3	58.6	54.1	87.3	61.1	59.3	61.9	48.4	87.3	66.2	49.7	52.5
									H				OPQ			q		STU	tu		
Don't know	12	10	2	2	2	3	6	11	0	-	9	2	-	-	2	6	4	-	2	3	6
	3.1	2.9	5.3	4.2	4.0	2.5	3.0	3.6	0.7		3.9	2.8			4.1	4.6	3.9		2.0	5.9	4.4
								i													

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

X4. Thinking about your most recent compact fluorescent fixture purchase, why did you choose it over a regular fixtures that uses screw-based bulbs?
BASE: Purchased compact fluorescent fixtures

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	141	130	11	15	13	46	67	122	15	4	89	30	3	3	17	41	46	3	27	25	62
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	17	15	2	1	1	2	13	15	2	-	10	5	-	-	-	10	5	-	1	4	10
Total answering	124	115	9	14	12	44	54	107	13	4	79	24	3	3	17	31	40	3	27	21	51
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Reduce electricity bill	26	25	1	2	2	9	12	24	1	-	19	3	-	2	4	6	8	-	4	4	15
	20.7	21.8 c	6.7	16.2	15.7	20.8	22.9	22.7	11.5		23.3	13.3		66.0	21.8	17.9	19.5		14.2	17.7	28.8
Save/conserve energy	27	25	2	1	1	7	18	21	5	2	16	3	1	2	-	4	10	1	3	1	14
	21.9	22.1	18.5	7.2	11.4	15.3	33.1 DEf	19.3	36.4	42.8	20.7	11.3	33.2	66.0		11.9	25.0	33.2	10.2	5.6	27.2 sT
Remodeling room(s)/ remodeling the home	19	18	1	3	1	5	9	16	2	1	13	3	-	1	6	3	4	-	2	7	7
	15.0	15.7	6.7	18.8	10.5	12.3	17.3	14.8	15.4	19.1	15.9	13.3		21.4	36.2	10.7	10.6		7.3	33.9 s	13.0
Extra cost for compact fluorescent fixture was minimal	2	2	-	-	-	1	1	2	-	-	2	-	-	-	-	-	2	-	-	-	2
	1.3	1.4				1.9	1.3	1.5			2.0						3.9				3.0
Energy savings worth the extra up-front cost/ acceptable payback	5	5	-	0	1	1	3	4	1	-	2	2	-	-	-	0	2	-	2	-	3
	4.2	4.6		2.7	5.2	1.9	6.3	4.1	6.6		2.7	9.3				1.2	5.4		7.1		4.9
Cost savings worth the extra up-front cost/ acceptable payback	3	2	1	0	-	1	1	3	-	-	3	-	-	-	-	0	2	-	0	-	2
	2.1	1.6	9.2	2.7		1.9	2.7	2.5			3.3					1.2	3.9		1.4		3.0

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

X4. Thinking about your most recent compact fluorescent fixture purchase, why did you choose it over a regular fixtures that uses screw-based bulbs?
BASE: Purchased compact fluorescent fixtures

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
It is the "right thing to do"/environmental/ resource conservation benefits	2 1.6	1 0.9	1 9.2	0 2.7	-	-	2 2.9	2 1.8	-	-	2 2.4	-	-	-	-	-	2 4.8	-	-	-	2 3.7
Product works better/ higher quality	5 3.9	5 4.2	-	1 4.5	0 3.1	1 1.9	3 5.6	5 4.5	-	-	4 5.0	1 3.5	-	-	1 4.2	1 4.7	3 6.5	-	1 2.7	2 8.5	2 4.5
Like to have new, high-tech products	6 4.9	6 5.3	-	-	1 10.5	2 4.2	3 5.6	5 4.9	1 6.6	-	5 5.9	1 2.5	-	-	-	1 4.3	3 8.2	-	1 5.0	2 11.7	1 2.8
Salesperson convinced me it was the best choice	1 0.6	1 0.6	-	-	-	-	1 1.3	1 0.7	-	-	1 0.9	-	-	-	-	-	1 1.8	-	-	-	1 1.4
Friends/family suggested I purchase compact fluorescent fixtures	1 1.2	1 0.5	1 9.2	-	1 5.2	-	1 1.5	1 0.6	-	1 19.1	1 0.8	-	-	-	-	1 2.0	-	-	-	1 2.9	-
To try them out	9 7.3	8 7.3	1 6.7	1 8.0	1 5.2	5 10.4	3 5.0	8 7.3	1 9.5	-	5 6.3	3 11.8	0 14.2	-	-	4 12.1	3 7.6	0 14.2	3 12.5	2 8.9	2 4.4
It was on sale	2 2.0	2 1.6	1 6.7	1 4.5	-	2 4.2	-	2 2.3	-	-	1 0.8	2 7.8	-	-	-	2 6.1	1 1.5	-	2 7.1	-	1 1.2
Other	44 35.7	41 35.7	3 36.2	6 41.9	5 43.7	16 35.1	18 32.9	40 37.6	3 25.5	1 19.1	30 37.6	10 42.8	1 52.6	2 78.6	10 59.6	11 34.1	15 37.8	1 52.6	12 46.6	6 28.5	20 38.5

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

X4. Thinking about your most recent compact fluorescent fixture purchase, why did you choose it over a regular fixtures that uses screw-based bulbs?
BASE: Purchased compact fluorescent fixtures

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	141	130	11	15	13	46	67	122	15	4	89	30	3	3	17	41	46	3	27	25	62
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Reduce electricity bill	26	25	1	2	2	9	12	24	1	-	19	3	-	2	4	6	8	-	4	4	15
	18.2	19.4	5.4	15.1	14.2	19.9	18.5	19.9	10.0		20.8	10.9		66.0	21.8	13.6	17.3		13.7	15.0	23.9
		C																			
Save/conserve energy	27	25	2	1	1	7	18	21	5	2	16	3	1	2	-	4	10	1	3	1	14
	19.2	19.6	14.7	6.7	10.3	14.7	26.8	16.9	31.7	42.8	18.5	9.2	33.2	66.0		9.0	22.2	33.2	9.9	4.8	22.6
							De							p							T
Remodeling room(s)/ remodeling the home	19	18	1	3	1	5	9	16	2	1	13	3	-	1	6	3	4	-	2	7	7
	13.2	13.9	5.4	17.6	9.5	11.8	14.0	13.0	13.4	19.1	14.2	10.9		21.4	36.2	8.1	9.4		7.1	28.8	10.8
															pq					s	
Extra cost for compact fluorescent fixture was minimal	2	2	-	-	-	1	1	2	-	-	2	-	-	-	-	-	2	-	-	-	2
	1.1	1.2				1.8	1.1	1.3			1.8						3.4				2.5
Energy savings worth the extra up-front cost/ acceptable payback	5	5	-	0	1	1	3	4	1	-	2	2	-	-	-	0	2	-	2	-	3
	3.7	4.1		2.5	4.7	1.8	5.1	3.6	5.8		2.4	7.6				0.9	4.8		6.9		4.1
Cost savings worth the extra up-front cost/ acceptable payback	3	2	1	0	-	1	1	3	-	-	3	-	-	-	-	0	2	-	0	-	2
	1.9	1.4	7.4	2.5		1.8	2.2	2.2			3.0					0.9	3.4		1.3		2.5
It is the "right thing to do"/environmental/ resource conservation benefits	2	1	1	0	-	-	2	2	-	-	2	-	-	-	-	-	2	-	-	-	2
	1.4	0.8	7.4	2.5			2.3	1.6			2.2						4.2				3.1

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

X4. Thinking about your most recent compact fluorescent fixture purchase, why did you choose it over a regular fixtures that uses screw-based bulbs?
BASE: Purchased compact fluorescent fixtures

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Product works better/ higher quality	5 3.4	5 3.7	-	1 4.2	0 2.8	1 1.8	3 4.5	5 4.0	-	-	4 4.5	1 2.8	-	-	1 4.2	1 3.5	3 5.8	-	1 2.6	2 7.2	2 3.7
Like to have new, high-tech products	6 4.3	6 4.7	-	-	1 9.5	2 4.1	3 4.5	5 4.3	1 5.8	-	5 5.3	1 2.1	-	-	-	1 3.3	3 7.3	-	1 4.9	2 10.0	1 2.4
Salesperson convinced me it was the best choice	1 0.5	1 0.6	-	-	-	-	1 1.1	1 0.6	-	-	1 0.8	-	-	-	-	-	1 1.6	-	-	-	1 1.2
Friends/family suggested I purchase compact fluorescent fixtures	1 1.0	1 0.5	1 7.4	-	1 4.7	-	1 1.2	1 0.5	-	1 19.1	1 0.7	-	-	-	-	1 1.5	-	-	-	1 2.4	-
To try them out	9 6.4	8 6.5	1 5.4	1 7.4	1 4.7	5 10.0	3 4.0	8 6.4	1 8.2	-	5 5.6	3 9.6	0 14.2	-	-	4 9.2	3 6.8	0 14.2	3 12.1	2 7.5	2 3.6
It was on sale	2 1.8	2 1.5	1 5.4	1 4.2	-	2 4.1	-	2 2.0	-	-	1 0.7	2 6.4	-	-	-	2 4.6	1 1.3	-	2 6.9	-	1 1.0
Other	44 31.4	41 31.6	3 28.9	6 39.1	5 39.6	16 33.7	18 26.6	40 33.0	3 22.2	1 19.1	30 33.5	10 34.9	1 52.6	2 78.6 p	10 59.6 P	11 25.9	15 33.6	1 52.6	12 45.2	6 24.2	20 32.0
Don't know	17 12.0	15 11.3	2 20.1	1 6.7	1 9.3	2 4.1	13 19.1 dF	15 12.3	2 13.0	-	10 10.8	5 18.4	-	-	-	10 24.2	5 11.2	-	1 3.1	4 15.0	10 16.9 S

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

X7. How satisfied are you with the fixture(s)?
BASE: Purchased compact fluorescent fixtures

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	141	130	11	15	13	46	67	122	15	4	89	30	3	3	17	41	46	3	27	25	62
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	3	3	-	1	0	-	2	3	-	-	2	1	-	-	-	1	1	-	-	1	2
Total answering	138	127	11	14	13	46	66	119	15	4	87	29	3	3	17	40	44	3	27	24	60
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1-Not at all satisfied	10	9	1	2	2	4	3	6	4	-	2	2	1	-	-	5	0	1	4	1	1
	7.1	7.2	5.4	12.1	12.6	8.1	4.1	5.1	25.4		2.2	7.8	38.4			11.9 q	0.8	38.4	13.7	2.5	1.2
2	3	3	-	0	-	2	1	2	-	1	2	-	-	-	-	-	0	-	-	-	0
	2.2	2.4		2.6		4.1	1.3	1.9		19.1	2.6						0.8				0.6
3	5	5	-	-	0	-	5	5	-	-	2	3	-	-	2	-	3	-	-	4	1
	3.6	3.9			2.9		7.0	4.2			2.6	9.4			10.9		6.9			16.9	1.4
4	1	1	-	-	1	-	1	1	-	-	-	1	-	-	-	-	1	-	-	-	1
	1.0	1.1			4.9		1.1	1.1				4.6					3.0				2.2
5	10	8	1	1	1	5	4	9	-	1	8	1	-	-	1	5	2	-	4	0	4
	7.0	6.5	12.7	7.0	4.9	10.0	5.4	7.5		19.1	9.3	2.9			8.4	11.6	5.6		13.0	1.5	7.3
6	5	5	-	-	1	2	2	3	2	-	3	-	-	-	-	3	-	-	1	2	-
	3.6	3.9			9.8	4.1	2.9	2.6	13.0		3.6					7.8			2.2	10.2	
7	1	1	1	1	-	1	-	1	-	-	1	-	-	-	-	1	1	-	-	-	1
	1.0	0.5	7.4	4.4		1.8		1.2			1.7					2.1	1.4				2.4
8	26	23	2	2	2	8	14	23	2	-	18	5	-	1	4	7	10	-	5	5	14
	18.5	18.4	20.1	11.4	16.5	17.2	21.3	19.6	15.0		20.9	18.0		21.4	23.8	17.4	23.6		16.5	21.8	22.6

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

X7. How satisfied are you with the fixture(s)?
BASE: Purchased compact fluorescent fixtures

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
9	7	6	1	1	1	4	1	7	-	-	5	2	0	0	-	1	3	0	0	2	2
	4.9	4.9	5.4	7.0	10.6	8.1	1.1	5.7			6.0	5.5	14.2	12.6		1.5	6.7	14.2	1.3	10.2	2.8
10-Very satisfied	71	65	6	8	5	22	37	61	7	3	45	15	1	2	10	19	23	1	15	9	36
	51.0	51.2	49.0	55.6	37.9	46.6	55.7	51.2	46.6	61.9	51.3	51.8	47.4	66.0	56.9	47.7	51.2	47.4	53.3	36.9	59.4
Mean	7.93	7.91	8.20	7.92	7.30	7.80	8.14	8.07	6.89	7.52	8.28	7.81	6.40	9.45	8.34	7.61	8.33	6.40	7.68	7.57	8.69
Standard Deviation	2.87	2.91	2.53	3.26	3.24	2.94	2.71	2.71	3.82	3.74	2.40	3.09	5.50	1.02	2.45	3.04	2.36	5.50	3.23	2.77	2.05
Standard Error	0.29	0.31	0.64	0.61	0.69	0.55	0.42	0.29	1.15	2.02	0.30	0.67	2.63	0.72	0.74	0.56	0.41	2.63	0.73	0.69	0.30

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X7. How satisfied are you with the fixture(s)?
BASE: Purchased compact fluorescent fixtures

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	141	130	11	15	13	46	67	122	15	4	89	30	3	3	17	41	46	3	27	25	62
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	10	9	1	2	2	4	3	6	4	-	2	2	1	-	-	5	0	1	4	1	1
	6.9	7.1	5.4	11.6	12.3	8.1	4.0	5.0	25.4		2.2	7.6	38.4			11.5 q	0.8	38.4	13.7	2.4	1.2
2	3	3	-	0	-	2	1	2	-	1	2	-	-	-	-	-	0	-	-	-	0
	2.2	2.4		2.5		4.1	1.2	1.8		19.1	2.5						0.8				0.6
3	5	5	-	-	0	-	5	5	-	-	2	3	-	-	2	-	3	-	-	4	1
	3.5	3.8			2.8		6.9	4.1			2.5	9.2			10.9		6.8			16.5 u	1.4
4	1	1	-	-	1	-	1	1	-	-	-	1	-	-	-	-	1	-	-	-	1
	0.9	1.0			4.7		1.1	1.1				4.5					2.9				2.2
5	10	8	1	1	1	5	4	9	-	1	8	1	-	-	1	5	2	-	4	0	4
	6.9	6.4	12.7	6.7	4.7	10.0	5.3	7.3		19.1	9.1	2.8			8.4	11.2	5.5		13.0	1.4	7.1
6	5	5	-	-	1	2	2	3	2	-	3	-	-	-	-	3	-	-	1	2	-
	3.5	3.9			9.5	4.1	2.8	2.5	13.0		3.5					7.6			2.2	10.0	
7	1	1	1	1	-	1	-	1	-	-	1	-	-	-	-	1	1	-	-	-	1
	1.0	0.5	7.4	4.2		1.8		1.2			1.6					2.0	1.3				2.3
8	26	23	2	2	2	8	14	23	2	-	18	5	-	1	4	7	10	-	5	5	14
	18.2	18.0	20.1	10.9	16.0	17.2	20.8	19.2	15.0		20.5	17.6		21.4	23.8	16.8	22.9		16.5	21.3	21.9
9	7	6	1	1	1	4	1	7	-	-	5	2	0	0	-	1	3	0	0	2	2
	4.8	4.8	5.4	6.7	10.3	8.1	1.1	5.6			5.9	5.3	14.2	12.6		1.5	6.5	14.2	1.3	10.0	2.7

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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

X7. How satisfied are you with the fixture(s)?
BASE: Purchased compact fluorescent fixtures

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
10-Very satisfied	71	65	6	8	5	22	37	61	7	3	45	15	1	2	10	19	23	1	15	9	36
	50.1	50.2	49.0	53.2	36.8	46.6	54.4	50.1	46.6	61.9	50.2	50.5	47.4	66.0	56.9	46.1	49.8	47.4	53.3	36.0	57.5
Don't know	2	2	-	1	-	-	2	2	-	-	1	1	-	-	-	1	1	-	-	1	2
	1.5	1.7		4.2			2.3	1.8			1.6	2.5				3.3	1.8			2.4	2.5
Refused	0	0	-	-	0	-	-	0	-	-	0	-	-	-	-	-	0	-	-	-	0
	0.3	0.3			2.8			0.3			0.4						0.8				0.6
Mean	7.93	7.91	8.20	7.92	7.30	7.80	8.14	8.07	6.89	7.52	8.28	7.81	6.40	9.45	8.34	7.61	8.33	6.40	7.68	7.57	8.69
Standard Deviation	2.87	2.91	2.53	3.26	3.24	2.94	2.71	2.71	3.82	3.74	2.40	3.09	5.50	1.02	2.45	3.04	2.36	5.50	3.23	2.77	2.05
Standard Error	0.29	0.31	0.64	0.61	0.69	0.55	0.42	0.29	1.15	2.02	0.30	0.67	2.63	0.72	0.74	0.56	0.41	2.63	0.73	0.69	0.30

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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1000	882	118	108	101	313	478	753	172	76	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	16	16	-	1	1	6	8	9	5	2	7	2	1	-	4	4	-	1	2	3	3
Total answering	984	866	118	107	99	308	470	744	167	74	548	187	69	28	137	294	178	69	236	153	272
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	258	223	35	27	30	83	118	216	35	6	173	40	23	5	35	89	54	23	64	52	75
	26.2	25.8	29.4	25.6	29.9	27.1	25.0	29.1	21.3	8.8	31.6	21.7	33.1	17.7	25.4	30.1	30.2	33.1	27.2	34.2	27.5
								iJ	J		L										
No	726	643	83	80	70	224	353	528	131	67	375	146	46	23	103	206	124	46	172	101	197
	73.8	74.2	70.6	74.4	70.1	72.9	75.0	70.9	78.7	91.2	68.4	78.3	66.9	82.3	74.6	69.9	69.8	66.9	72.8	65.8	72.5
									h	HI		K									

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1000	882	118	108	101	313	478	753	172	76	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	258	223	35	27	30	83	118	216	35	6	173	40	23	5	35	89	54	23	64	52	75
	25.8	25.3	29.4	25.4	29.5	26.6	24.6	28.7	20.7	8.6	31.2	21.5	32.5	17.7	24.8	29.7	30.2	32.5	27.0	33.7	27.1
								IJ	J		L										
No	726	643	83	80	70	224	353	528	131	67	375	146	46	23	103	206	124	46	172	101	197
	72.6	72.9	70.6	73.7	69.2	71.6	73.8	70.1	76.6	89.0	67.5	77.6	65.6	82.3	72.6	68.9	69.8	65.6	72.2	64.7	71.7
										HI		K									
Don't know	15	15	-	1	1	6	8	9	4	2	7	2	1	-	4	4	-	1	2	3	3
	1.5	1.7		0.9	0.7	1.8	1.6	1.2	2.4	2.5	1.3	0.9	1.9		2.7	1.4		1.9	0.8	1.7	1.2
Refused	1	1	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-
	0.1	0.1			0.6				0.4												

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1000	882	118	108	101	313	478	753	172	76	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	7	7	1	2	1	2	3	4	1	2	2	0	-	-	1	3	-	-	3	-	1
Total answering	993	875	117	106	100	311	476	749	170	74	554	188	70	28	141	295	178	70	235	155	274
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	327	286	41	37	34	108	148	265	50	12	205	57	28	6	44	108	68	28	76	57	102
	32.9	32.7	35.0	35.2	33.7	34.7	31.1	35.4	29.3	16.2	37.0	30.5	39.6	21.1	31.1	36.5	38.3	39.6	32.3	36.4	37.1
								J	J								n				
No	666	589	76	69	66	203	328	483	120	62	349	131	42	22	97	187	110	42	159	99	172
	67.1	67.3	65.0	64.8	66.3	65.3	68.9	64.6	70.7	83.8	63.0	69.5	60.4	78.9	68.9	63.5	61.7	60.4	67.7	63.6	62.9
										HI				q							

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1000	882	118	108	101	313	478	753	172	76	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	327	286	41	37	34	108	148	265	50	12	205	57	28	6	44	108	68	28	76	57	102
	32.7	32.4	34.8	34.7	33.3	34.5	31.0	35.2	29.1	15.8	36.9	30.4	39.6	21.1	30.9	36.1	38.3	39.6	31.9	36.4	37.0
								J	J								n				
No	666	589	76	69	66	203	328	483	120	62	349	131	42	22	97	187	110	42	159	99	172
	66.6	66.8	64.6	63.7	65.7	64.9	68.5	64.2	70.2	81.8	62.8	69.4	60.4	78.9	68.6	62.7	61.7	60.4	66.8	63.6	62.7
										Hi				q							
Don't know	7	7	1	2	1	2	3	4	1	2	2	0	-	-	1	3	-	-	3	-	1
	0.7	0.8	0.5	1.7	1.0	0.6	0.5	0.6	0.7	2.5	0.4	0.2			0.5	1.2			1.4		0.4

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

V3. 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?

BANNER 2

		URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1000	882	118	108	101	313	478	753	172	76	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	5	3	1	1	1	3	1	4	-	1	1	3	1	-	-	2	-	1	-	1	2
Total answering	995	879	117	107	100	311	477	749	172	75	554	186	69	28	141	296	178	69	238	155	272
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	183	155	28	23	22	66	71	154	21	8	124	29	12	8	26	61	37	12	61	27	49
	18.3	17.6	23.9	21.3	22.3	21.4	14.9	20.5	12.4	10.2	22.3	15.4	17.9	27.8	18.6	20.8	20.7	17.9	25.7	17.7	18.1
			b	g	G	g		IJ			l								u		
No	813	724	89	84	78	244	406	595	150	67	431	157	57	20	115	235	141	57	177	127	223
	81.7	82.4	76.1	78.7	77.7	78.6	85.1	79.5	87.6	89.8	77.7	84.6	82.1	72.2	81.4	79.2	79.3	82.1	74.3	82.3	81.9
		c					dEf		H	H		k									s

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

V3. 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?

BANNER 2

		URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1000	882	118	108	101	313	478	753	172	76	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	183	155	28	23	22	66	71	154	21	8	124	29	12	8	26	61	37	12	61	27	49
	18.3	17.5	23.6	21.2	22.2	21.2	14.9	20.4	12.4	10.1	22.2	15.2	17.7	27.8	18.6	20.6	20.7	17.7	25.7	17.6	17.9
				g	G	g		IJ			l								tu		
No	813	724	89	84	78	244	406	595	150	67	431	157	57	20	115	235	141	57	177	127	223
	81.3	82.1	75.2	78.3	77.2	77.9	85.0	79.1	87.6	88.8	77.5	83.4	81.3	72.2	81.4	78.6	79.3	81.3	74.3	82.0	81.2
		c					dEF		H	H											
Don't know	5	3	1	1	1	3	1	4	-	1	1	3	1	-	-	2	-	1	-	1	2
	0.5	0.4	1.2	0.6	0.6	0.9	0.2	0.5		1.1	0.2	1.4	1.0			0.8		1.0		0.4	0.9

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

V4. when traditional 100-watt light bulbs are eliminated, which one of the following things are you most likely to do: switch to a new type of light bulb, keep using traditional light bulbs but switch to a lower wattage, or something else?

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1000	882	118	108	101	313	478	753	172	76	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	205	180	25	21	22	58	105	136	48	21	98	36	9	4	24	59	26	9	44	38	41
Total answering	795	702	93	87	79	256	373	617	123	55	458	152	61	25	117	239	152	61	193	117	234
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	413	361	53	46	39	134	195	334	52	27	270	59	18	8	57	139	99	18	83	74	154
	52.0	51.4	56.9	52.4	48.9	52.3	52.3	54.1	42.4	50.2	59.0	39.1	28.8	34.0	49.0	58.1	64.6	28.8	42.8	62.8	65.6
								I			L				M	Mn	MNO		r	RS	RS
Keep using traditional light bulbs but switch to a lower wattage	266	235	32	32	27	89	119	178	62	27	111	64	39	11	37	59	30	39	68	29	40
	33.5	33.4	34.0	36.6	34.2	34.6	31.9	28.9	49.9	48.5	24.3	42.0	64.2	46.7	31.7	24.5	19.4	64.2	35.3	24.4	17.0
									H	H		K	OPQ	pQ	q			STU	tU		
Something else	115	107	8	10	13	33	59	105	9	1	76	29	4	5	23	42	24	4	43	15	41
	14.5	15.2	9.0	11.0	16.8	13.0	15.8	17.0	7.7	1.3	16.6	18.9	6.9	19.3	19.3	17.5	16.0	6.9	22.0	12.8	17.4
		C						IJ	J						M	M	m		Rt		R

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

V4. when traditional 100-watt light bulbs are eliminated, which one of the following things are you most likely to do: switch to a new type of light bulb, keep using traditional light bulbs but switch to a lower wattage, or something else?

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur- chas- er	Aware Non- Pur- chas- er	Un- aware	With -in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1000	882	118	108	101	313	478	753	172	76	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	413	361	53	46	39	134	195	334	52	27	270	59	18	8	57	139	99	18	83	74	154
	41.3	40.9	44.8	42.3	38.4	42.7	40.8	44.3	30.5	36.2	48.6	31.6	25.1	29.6	40.6	46.5	55.3	25.1	34.8	47.4	55.9
								I			L				M	M	MNO			RS	RS
Keep using traditional light bulbs but switch to a lower wattage	266	235	32	32	27	89	119	178	62	27	111	64	39	11	37	59	30	39	68	29	40
	26.6	26.6	26.8	29.5	26.8	28.3	24.9	23.7	35.9	35.0	20.1	33.9	55.9	40.8	26.3	19.6	16.6	55.9	28.7	18.4	14.5
									H	h		K	OPQ	pQ	q			STU	TU		
Something else	115	107	8	10	13	33	59	105	9	1	76	29	4	5	23	42	24	4	43	15	41
	11.5	12.1	7.1	8.9	13.2	10.6	12.3	13.9	5.5	1.0	13.7	15.3	6.0	16.9	16.0	14.0	13.7	6.0	17.9	9.6	14.8
		C						IJ	j						M	m	m		RT		R
Don't know	194	169	25	20	20	52	101	127	46	21	93	32	8	4	24	57	21	8	38	38	38
	19.4	19.2	20.8	18.8	20.0	16.6	21.2	16.9	26.6	27.8	16.6	17.2	12.1	12.7	17.1	19.1	12.0	12.1	16.1	24.5	13.8
									H	h						q				RsU	
Refused	12	11	1	1	2	6	4	9	2	-	5	4	1	-	-	2	4	1	6	-	2
	1.2	1.2	0.5	0.6	1.6	1.8	0.8	1.2	1.5		1.0	2.0	0.9			0.8	2.5	0.9	2.5		0.9

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

V5. Which type of light bulb are you most likely to switch to?
BASE: Will switch to a new type of bulb

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	413	361	53	46	39	134	195	334	52	27	270	59	18	8	57	139	99	18	83	74	154
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	54	47	7	8	4	13	30	38	12	4	32	6	4	1	11	14	6	4	15	10	9
Total answering	359	314	46	38	35	121	165	296	40	23	238	54	13	7	47	125	92	13	68	64	145
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LED	50	44	6	4	4	17	24	39	5	5	34	4	1	-	4	15	15	1	10	8	18
	13.8	14.0	12.4	11.4	11.5	14.1	14.6	13.1	13.0	23.5	14.4	8.3	5.6		9.2	12.2	16.6	5.6	15.1	11.8	12.7
Halogen	15	14	1	1	1	6	7	12	1	2	8	1	1	-	4	5	2	1	8	1	2
	4.1	4.5	1.3	1.6	2.1	5.0	4.4	3.9	3.3	8.1	3.4	1.3	9.2		8.1	4.0	1.7	9.2	11.1	1.3	1.3
																			TU		
CFL	295	256	39	33	30	98	134	245	34	16	196	48	11	7	39	105	75	11	50	55	125
	82.1	81.5	86.3	87.0	86.5	80.9	81.0	83.0	83.6	68.4	82.2	90.4	85.3	100.0	82.7	83.8	81.6	85.3	73.8	86.9	86.0
														OPQ						s	s

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

V5. Which type of light bulb are you most likely to switch to?
BASE: Will switch to a new type of bulb

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	413	361	53	46	39	134	195	334	52	27	270	59	18	8	57	139	99	18	83	74	154
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LED	50	44	6	4	4	17	24	39	5	5	34	4	1	-	4	15	15	1	10	8	18
	12.0	12.2	10.7	9.5	10.3	12.8	12.4	11.6	10.1	20.0	12.7	7.4	4.1		7.5	11.0	15.6	4.1	12.4	10.2	11.9
Halogen	15	14	1	1	1	6	7	12	1	2	8	1	1	-	4	5	2	1	8	1	2
	3.6	3.9	1.2	1.3	1.9	4.5	3.8	3.4	2.6	6.9	3.0	1.2	6.8		6.6	3.6	1.6	6.8	9.1	1.1	1.3
																			TU		
CFL	295	256	39	33	30	98	134	245	34	16	196	48	11	7	39	105	75	11	50	55	125
	71.4	71.0	74.4	72.6	78.1	73.2	68.6	73.6	64.4	58.2	72.5	81.4	63.5	89.9	67.3	75.4	76.3	63.5	60.6	75.3	81.1
														o						s	S
Don't know	54	47	7	8	4	13	30	38	12	4	32	6	4	1	11	14	6	4	15	10	9
	13.0	12.9	13.8	16.6	9.7	9.5	15.3	11.3	23.0	14.9	11.8	10.0	25.5	10.1	18.6	10.0	6.6	25.5	17.8	13.3	5.7
									h						q				U		

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

D1. What type of home do you live in?

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1000	882	118	108	101	313	478	753	172	76	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	13	12	1	1	2	3	7	5	6	1	3	2	1	-	0	1	3	1	0	2	1
Total answering	987	870	117	107	98	311	471	748	165	75	553	186	69	28	141	298	176	69	237	153	274
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	107	89	19	9	12	43	44	73	27	8	51	20	3	3	14	28	20	3	17	14	33
	10.9	10.2	16.1	8.0	11.9	13.8	9.4	9.7	16.2	10.8	9.2	10.8	4.3	10.2	9.8	9.3	11.2	4.3	7.3	9.2	12.1
			b			d			h								m				R
Single-family (attached or detached)	750	658	91	89	78	232	350	591	113	45	444	140	61	18	98	239	149	61	197	114	213
	75.9	75.7	77.8	83.6	79.6	74.6	74.3	79.1	68.5	60.8	80.4	75.2	88.3	64.2	69.6	80.1	84.7	88.3	82.9	74.5	77.8
				FG				IJ					NO			O	nO	Tu	t		
Apartment	77	75	3	6	5	15	52	46	12	19	34	12	3	3	16	20	3	3	11	15	17
	7.8	8.6	2.3	5.2	4.7	4.7	11.1	6.2	7.6	24.9	6.1	6.6	4.6	12.3	11.5	6.7	2.0	4.6	4.6	9.8	6.3
		C					DEF			HI					Q	Q					
Condo	32	31	1	3	3	10	17	23	7	3	18	4	-	4	9	8	-	-	11	6	5
	3.2	3.5	1.2	2.5	2.6	3.3	3.5	3.0	4.1	3.5	3.3	2.4		13.4	6.5	2.6			4.5	3.9	1.9
		C																			
Other	21	18	3	1	1	11	8	15	6	-	6	9	2	-	4	4	4	2	2	4	5
	2.1	2.0	2.7	0.7	1.2	3.5	1.7	2.0	3.5		1.0	5.1	2.7		2.7	1.2	2.2	2.7	0.8	2.7	1.9
						D						K									

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

D1. What type of home do you live in?

BANNER 2

	Total	URBAN/RURAL: Urban	URBAN/RURAL: Rural	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS /PURCHASE: Pur-chas-er	AWARENESS /PURCHASE: Aware Non-Pur-chas-er	AWARENESS /PURCHASE: Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	# OF CFLS INSTALLED: 0	# OF CFLS INSTALLED: 1	# OF CFLS INSTALLED: 2-4	# OF CFLS INSTALLED: 5-12	# OF CFLS INSTALLED: 13+	CFL PENETRATION: 0	CFL PENETRATION: 1-33	CFL PENETRATION: 34-67	CFL PENETRATION: 68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1000	882	118	108	101	313	478	753	172	76	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	107	89	19	9	12	43	44	73	27	8	51	20	3	3	14	28	20	3	17	14	33
	10.7	10.0	16.0	8.0	11.6	13.7	9.3	9.6	15.6	10.6	9.2	10.7	4.3	10.2	9.7	9.3	11.0	4.3	7.2	9.0	12.1
			b			d			h								m				R
Single-family (attached or detached)	750	658	91	89	78	232	350	591	113	45	444	140	61	18	98	239	149	61	197	114	213
	75.0	74.7	77.4	82.7	78.0	74.0	73.2	78.5	66.0	59.9	80.0	74.5	87.6	64.2	69.4	79.9	83.5	87.6	82.8	73.4	77.6
				FG				IJ					NO			O	nO	Tu	t		
Apartment	77	75	3	6	5	15	52	46	12	19	34	12	3	3	16	20	3	3	11	15	17
	7.7	8.5	2.3	5.2	4.6	4.7	11.0	6.1	7.3	24.6	6.1	6.5	4.6	12.3	11.5	6.6	1.9	4.6	4.6	9.6	6.3
		C					DEF			HI					Q	Q					
Condo	32	31	1	3	3	10	17	23	7	3	18	4	-	4	9	8	-	-	11	6	5
	3.2	3.5	1.2	2.5	2.5	3.3	3.5	3.0	4.0	3.5	3.3	2.3		13.4	6.5	2.6			4.5	3.9	1.9
		c																			
Other	21	18	3	1	1	11	8	15	6	-	6	9	2	-	4	4	4	2	2	4	5
	2.1	2.0	2.7	0.7	1.2	3.5	1.7	2.0	3.4		1.0	5.0	2.7		2.7	1.2	2.1	2.7	0.8	2.7	1.9
						D						K									
Don't know	0	0	-	-	0	-	-	-	0	-	-	-	-	-	-	-	-	-	-	-	-
	*	*			0.4				0.2												
Refused	12	12	1	1	2	3	7	5	6	1	3	2	1	-	0	1	3	1	0	2	1
	1.2	1.3	0.5	1.0	1.7	0.9	1.4	0.7	3.5	1.4	0.5	1.0	0.9		0.3	0.2	1.5	0.9	0.2	1.4	0.3
									h												

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

D2. Do you own your home or do you rent?

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1000	882	118	108	101	313	478	753	172	76	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	16	15	1	2	2	4	8	7	7	2	4	3	2	-	1	1	3	2	0	3	1
Total answering	984	867	117	106	98	310	470	746	164	74	552	186	68	28	141	298	176	68	237	153	274
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	819	720	99	92	83	273	370	638	130	51	476	154	51	24	112	262	154	51	217	130	228
	83.2	83.0	84.9	87.6	84.7	88.1	78.6	85.5	79.1	68.8	86.3	83.2	75.4	86.4	80.0	87.9	87.9	75.4	91.5	84.8	83.1
				G	g	G		iJ								mo	m		RtU		
Rent	165	148	18	13	15	37	101	108	34	23	76	31	17	4	28	36	21	17	20	23	46
	16.8	17.0	15.1	12.4	15.3	11.9	21.4	14.5	20.9	31.2	13.7	16.8	24.6	13.6	20.0	12.1	12.1	24.6	8.5	15.2	16.9
							DeF		h	H			pq		p			S		s	S

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

D2. Do you own your home or do you rent?

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1000	882	118	108	101	313	478	753	172	76	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	819	720	99	92	83	273	370	638	130	51	476	154	51	24	112	262	154	51	217	130	228
	81.9	81.6	83.9	85.7	83.0	87.1	77.3	84.7	75.7	67.1	85.7	82.1	73.1	86.4	79.6	87.7	86.7	73.1	91.3	83.4	82.9
				G		G		IJ								Mo	M		RtU		
Rent	165	148	18	13	15	37	101	108	34	23	76	31	17	4	28	36	21	17	20	23	46
	16.5	16.8	14.9	12.1	15.0	11.7	21.0	14.3	20.0	30.5	13.6	16.5	23.9	13.6	19.9	12.1	11.9	23.9	8.5	14.9	16.8
							DeF			H			pq		pq			S			S
Don't know	2	2	-	1	0	1	-	1	1	-	0	0	0	-	0	-	-	0	-	0	-
	0.2	0.2		0.9	0.4	0.3		0.1	0.8		0.1	0.2	0.5		0.3			0.5		0.2	
Refused	14	12	1	1	2	3	8	6	6	2	3	2	2	-	0	1	3	2	0	2	1
	1.4	1.4	1.2	1.3	1.7	0.9	1.7	0.8	3.4	2.4	0.6	1.2	2.4		0.3	0.2	1.5	2.4	0.2	1.4	0.3

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 2

	Total	URBAN/RURAL Urban	Rural	STATE ID	MT	OR	WA	AWARENESS /PURCHASE Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE With-in the past year	2 or more years ago	# OF CFLS INSTALLED 0	1	2-4	5-12	13+	CFL PENETRATION 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1000	882	118	108	101	313	478	753	172	76	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	16	15	1	2	2	4	8	8	7	2	4	3	1	-	1	2	3	1	1	4	1
Total answering	984	867	117	106	98	310	470	745	165	74	552	185	69	28	141	297	175	69	237	152	274
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	263	231	32	32	34	83	114	175	57	31	107	67	15	10	47	75	20	15	60	40	55
	26.8	26.6	27.8	30.4	34.8	26.8	24.2	23.5	34.4	42.3	19.3	36.5	21.7	33.9	33.6	25.3	11.6	21.7	25.4	26.7	20.1
					fG				H	H		K		Q	Q	Q					
Two	401	356	46	38	35	149	179	325	52	24	255	67	28	8	55	134	81	28	96	77	117
	40.8	41.0	39.2	36.4	35.2	48.0	38.2	43.6	31.4	33.2	46.2	36.0	41.1	29.5	39.3	45.3	46.3	41.1	40.6	50.9	42.6
						DEG		I			L									s	
Three	109	94	15	10	8	26	65	79	23	8	58	19	11	2	9	35	19	11	25	10	32
	11.1	10.8	13.1	9.6	7.8	8.6	13.8	10.6	13.8	10.4	10.5	10.2	15.7	6.7	6.4	11.7	10.8	15.7	10.6	6.3	11.8
							Ef											t			t
Four	125	114	11	13	13	27	71	98	23	4	81	15	8	6	22	28	29	8	37	13	39
	12.7	13.2	9.2	12.3	13.5	8.8	15.2	13.2	14.0	5.2	14.7	8.1	11.3	20.6	15.6	9.4	16.8	11.3	15.7	8.3	14.3
							F	J	J		L						p		t		
Five	53	44	9	6	8	14	26	42	7	4	32	9	4	1	5	16	16	4	9	9	20
	5.4	5.0	7.8	5.5	7.8	4.5	5.4	5.6	4.2	5.9	5.8	5.0	5.5	2.6	3.5	5.5	9.1	5.5	3.7	5.7	7.5
																	o				
Six	20	17	3	5	1	4	10	17	0	2	12	5	1	-	2	7	6	1	5	3	8
	2.0	1.9	2.3	4.6	1.0	1.2	2.1	2.3	0.2	3.0	2.1	2.8	1.9		1.6	2.2	3.3	1.9	2.0	2.1	2.8
				EF				I													

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE					Aware				# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Seven or more	13	12	1	1	-	6	5	10	3	-	7	3	2	2	-	2	4	2	5	-	3
	1.3	1.4	0.7	1.3		2.1	1.1	1.3	2.0		1.2	1.4	2.7	6.7		0.6	2.2	2.7	2.1		1.0

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 2

	Total	URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
		Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1000	882	118	108	101	313	478	753	172	76	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	263	231	32	32	34	83	114	175	57	31	107	67	15	10	47	75	20	15	60	40	55
	26.3	26.2	27.5	29.7	34.0	26.5	23.8	23.3	33.0	41.3	19.2	35.8	21.4	33.9	33.4	25.1	11.3	21.4	25.3	26.0	20.0
					G				H	H		K		Q	Q	Q					
Two	401	356	46	38	35	149	179	325	52	24	255	67	28	8	55	134	81	28	96	77	117
	40.1	40.3	38.7	35.6	34.4	47.5	37.5	43.2	30.2	32.4	45.9	35.4	40.6	29.5	39.1	45.0	45.4	40.6	40.5	49.7	42.4
						DEG		I			L										
Three	109	94	15	10	8	26	65	79	23	8	58	19	11	2	9	35	19	11	25	10	32
	10.9	10.6	13.0	9.4	7.6	8.5	13.5	10.4	13.2	10.2	10.4	10.0	15.5	6.7	6.4	11.6	10.6	15.5	10.5	6.2	11.8
							Ef											t			t
Four	125	114	11	13	13	27	71	98	23	4	81	15	8	6	22	28	29	8	37	13	39
	12.5	13.0	9.1	12.0	13.2	8.7	14.9	13.0	13.5	5.0	14.6	8.0	11.2	20.6	15.5	9.3	16.5	11.2	15.6	8.1	14.2
							F	J	J		L						p		T		t
Five	53	44	9	6	8	14	26	42	7	4	32	9	4	1	5	16	16	4	9	9	20
	5.3	5.0	7.7	5.4	7.6	4.4	5.3	5.5	4.0	5.8	5.8	4.9	5.4	2.6	3.4	5.5	8.9	5.4	3.7	5.5	7.4
																	o				
Six	20	17	3	5	1	4	10	17	0	2	12	5	1	-	2	7	6	1	5	3	8
	2.0	1.9	2.3	4.5	1.0	1.2	2.1	2.2	0.2	3.0	2.1	2.7	1.9		1.6	2.2	3.2	1.9	2.0	2.1	2.8
				EF				I													
Seven or more	13	12	1	1	-	6	5	10	3	-	7	3	2	2	-	2	4	2	5	-	3
	1.3	1.4	0.7	1.2		2.1	1.0	1.3	1.9		1.2	1.4	2.7	6.7		0.6	2.1	2.7	2.1		1.0
Refused	16	15	1	2	2	4	8	8	7	2	4	3	1	-	1	2	3	1	1	4	1
	1.6	1.7	1.0	2.2	2.3	1.1	1.7	1.1	3.8	2.4	0.7	1.8	1.4		0.5	0.7	1.9	1.4	0.3	2.4	0.5
									h												

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 2

	Total	URBAN/RURAL: Urban	URBAN/RURAL: Rural	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS /PURCHASE: Pur-chas-er	AWARENESS /PURCHASE: Aware Non-Pur-chas-er	AWARENESS /PURCHASE: Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	# OF CFLS INSTALLED: 0	# OF CFLS INSTALLED: 1	# OF CFLS INSTALLED: 2-4	# OF CFLS INSTALLED: 5-12	# OF CFLS INSTALLED: 13+	CFL PENETRATION: 0	CFL PENETRATION: 1-33	CFL PENETRATION: 34-67	CFL PENETRATION: 68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1000	882	118	108	101	313	478	753	172	76	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	29	27	1	2	2	9	15	20	8	1	14	5	1	-	3	8	6	1	7	2	8
Total answering	971	855	117	106	98	304	463	733	164	75	542	183	69	28	138	291	172	69	231	153	267
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	36	31	5	5	5	9	17	23	7	6	15	5	1	3	3	8	3	1	8	5	6
	3.7	3.6	4.1	4.9	4.7	3.0	3.7	3.1	4.4	7.8	2.8	2.5	1.7	11.9	2.2	2.8	1.9	1.7	3.6	3.1	2.2
High school graduate	192	165	27	23	27	50	92	126	48	17	83	42	19	10	16	54	19	19	35	23	45
	19.7	19.3	23.1	21.9	27.0	16.5	19.8	17.2	29.3	23.3	15.3	22.9	27.1	35.8	11.7	18.6	11.3	27.1	15.2	15.2	17.1
					Fg				H			k	OQ	OQ		q		s			
Trade or technical school	71	60	11	4	7	19	41	60	10	1	37	23	6	1	17	23	13	6	19	13	23
	7.3	7.1	9.2	4.2	7.2	6.2	8.8	8.2	5.9	1.9	6.8	12.5	8.1	2.6	12.0	7.8	7.4	8.1	8.1	8.2	8.7
							D	J				k			n						
Some college	254	216	37	28	28	81	115	198	36	20	151	45	20	3	39	80	47	20	49	51	77
	26.1	25.3	31.9	26.8	28.9	26.7	24.9	27.0	22.1	26.2	27.9	24.7	28.7	10.7	28.0	27.4	27.6	28.7	21.4	33.2	29.0
													n		N	N	N			S	s
College graduate	251	223	28	31	19	80	122	192	38	21	147	42	13	10	40	62	57	13	72	32	70
	25.9	26.1	24.1	29.2	18.9	26.2	26.4	26.2	23.4	28.1	27.2	23.2	19.2	34.8	29.3	21.4	33.4	19.2	31.3	20.9	26.3
				E		e	e										MP		rT		
Some graduate school	45	44	1	4	3	14	24	31	10	4	26	5	-	-	3	19	7	-	13	6	10
	4.6	5.2	0.5	3.4	3.2	4.5	5.2	4.2	6.1	5.1	4.8	2.7			2.2	6.5	4.2		5.6	4.0	3.8
		C														o					
Graduate degree	123	115	8	10	10	51	52	103	14	6	82	21	10	1	20	45	25	10	34	23	34
	12.7	13.4	7.1	9.5	10.2	16.9	11.2	14.1	8.8	7.6	15.1	11.5	15.2	4.3	14.5	15.5	14.3	15.2	14.9	15.3	12.9
		C				Deg		i							n	N	n				

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1000	882	118	108	101	313	478	753	172	76	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	36	31	5	5	5	9	17	23	7	6	15	5	1	3	3	8	3	1	8	5	6
	3.6	3.5	4.0	4.8	4.6	2.9	3.5	3.0	4.2	7.7	2.8	2.5	1.7	11.9	2.1	2.7	1.9	1.7	3.5	3.1	2.2
High school graduate	192	165	27	23	27	50	92	126	48	17	83	42	19	10	16	54	19	19	35	23	45
	19.2	18.7	22.8	21.5	26.4	16.0	19.2	16.8	28.0	22.9	15.0	22.2	26.5	35.8	11.4	18.1	10.9	26.5	14.8	15.0	16.5
					Fg				H			k	OQ	OQ		q		s			
Trade or technical school	71	60	11	4	7	19	41	60	10	1	37	23	6	1	17	23	13	6	19	13	23
	7.1	6.8	9.1	4.2	7.0	6.0	8.6	8.0	5.6	1.9	6.7	12.1	8.0	2.6	11.8	7.6	7.1	8.0	7.9	8.1	8.5
							D	J				k			n						
Some college	254	216	37	28	28	81	115	198	36	20	151	45	20	3	39	80	47	20	49	51	77
	25.4	24.5	31.5	26.3	28.3	25.9	24.1	26.3	21.1	25.8	27.2	24.0	28.2	10.7	27.4	26.7	26.6	28.2	20.8	32.7	28.2
			b										n		N	N	N			S	s
College graduate	251	223	28	31	19	80	122	192	38	21	147	42	13	10	40	62	57	13	72	32	70
	25.1	25.3	23.8	28.6	18.5	25.5	25.5	25.5	22.3	27.7	26.5	22.5	18.8	34.8	28.7	20.9	32.2	18.8	30.4	20.6	25.5
				E			e										mP		rt		
Some graduate school	45	44	1	4	3	14	24	31	10	4	26	5	-	-	3	19	7	-	13	6	10
	4.5	5.0	0.5	3.4	3.1	4.4	5.0	4.1	5.8	5.0	4.7	2.6			2.2	6.3	4.0		5.4	4.0	3.6
		C														o					
Graduate degree	123	115	8	10	10	51	52	103	14	6	82	21	10	1	20	45	25	10	34	23	34
	12.3	13.0	7.0	9.3	10.0	16.4	10.8	13.7	8.4	7.5	14.8	11.2	14.9	4.3	14.2	15.1	13.8	14.9	14.5	15.1	12.5
		C				Deg		i							n	N	n				
Don't know	2	2	-	-	-	-	2	2	-	-	2	-	-	-	-	-	2	-	2	-	-
	0.2	0.2					0.4	0.3			0.3						1.1		0.8		

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

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

BANNER 2

	Total	URBAN/RURAL		STATE				AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE		# OF CFLS INSTALLED					CFL PENETRATION			
		Urban	Rural	ID	MT	OR	WA	Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Refused	27	25	1	2	2	9	13	18	8	1	12	5	1	-	3	8	4	1	5	2	8
	2.7	2.9	1.2	1.9	2.0	2.9	2.8	2.4	4.5	1.4	2.1	2.9	1.9		2.3	2.7	2.5	1.9	2.0	1.4	3.0

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

D5. Which of the following best describes your age?
BASE: Live alone

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-	Aware Non- Pur-	Un-	With -in the	2 or more	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA	chas- er	chas- er	aware	past year	years ago	0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	263	231	32	32	34	83	114	175	57	31	107	67	15	10	47	75	20	15	60	40	55
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	3	2	1	1	0	-	1	1	2	-	-	1	-	-	1	-	-	-	1	-	-
Total answering	261	229	32	31	34	83	113	174	55	31	107	67	15	10	46	75	20	15	59	40	55
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
6-18	2	2	-	-	-	2	-	2	-	-	2	-	-	-	-	-	-	-	-	-	-
	0.7	0.8				2.3		1.1			1.8										
19-34	10	8	2	-	2	2	5	2	1	6	1	1	1	-	1	1	-	1	1	-	1
	3.7	3.4	5.8		7.2	2.3	4.6	1.1	2.2	20.4	0.6	2.0	4.8		1.3	0.8		4.8	1.0		1.1
										HI											
35-54	38	34	4	3	4	11	21	29	8	1	23	6	3	-	10	7	6	3	6	6	11
	14.6	14.9	11.8	9.5	11.5	12.9	18.1	16.6	14.2	3.8	21.5	9.0	19.0		22.7	9.4	31.3	19.0	10.7	14.8	19.9
								J			L						p				
55-64	60	54	6	8	6	13	33	42	16	2	26	16	4	2	13	20	4	4	19	8	11
	22.9	23.4	18.9	25.6	18.7	15.3	28.9	24.2	28.3	6.0	24.6	23.7	25.3	16.4	27.6	26.3	21.3	25.3	32.0	19.7	20.8
							f	J	J												
65 and over	152	132	20	20	21	56	55	99	30	22	55	44	8	8	22	48	10	8	33	27	32
	58.2	57.5	63.5	64.9	62.5	67.3	48.3	57.0	55.3	69.7	51.5	65.3	50.8	83.6	48.4	63.4	47.4	50.8	56.3	65.5	58.2
				g	g	G								Oq							

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

D5. Which of the following best describes your age?
BASE: Live alone

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	263	231	32	32	34	83	114	175	57	31	107	67	15	10	47	75	20	15	60	40	55
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
6-18	2	2	-	-	-	2	-	2	-	-	2	-	-	-	-	-	-	-	-	-	-
	0.7	0.8				2.3		1.1			1.8										
19-34	10	8	2	-	2	2	5	2	1	6	1	1	1	-	1	1	-	1	1	-	1
	3.6	3.3	5.7		7.2	2.3	4.6	1.1	2.2	20.4	0.6	2.0	4.8		1.3	0.8		4.8	1.0		1.1
										HI											
35-54	38	34	4	3	4	11	21	29	8	1	23	6	3	-	10	7	6	3	6	6	11
	14.4	14.8	11.5	9.1	11.4	12.9	18.0	16.5	13.8	3.8	21.5	8.9	19.0		22.2	9.4	31.3	19.0	10.5	14.8	19.9
								J			L						p				
55-64	60	54	6	8	6	13	33	42	16	2	26	16	4	2	13	20	4	4	19	8	11
	22.6	23.2	18.4	24.6	18.5	15.3	28.7	24.0	27.5	6.0	24.6	23.5	25.3	16.4	27.0	26.3	21.3	25.3	31.5	19.7	20.8
							f	J	J												
65 and over	152	132	20	20	21	56	55	99	30	22	55	44	8	8	22	48	10	8	33	27	32
	57.6	57.0	61.9	62.2	61.9	67.3	48.0	56.7	53.8	69.7	51.5	64.7	50.8	83.6	47.4	63.4	47.4	50.8	55.4	65.5	58.2
						G								Oq							
Don't know/Refused	3	2	1	1	0	-	1	1	2	-	-	1	-	-	1	-	-	-	1	-	-
	1.0	0.7	2.6	4.1	1.1		0.7	0.6	2.7			0.9			2.1				1.6		

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

D5A. How many people live in this home who are ... 5 and under?
BASE: More than person living in home

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	737	651	86	76	66	230	364	577	115	44	449	121	55	19	94	224	158	55	178	115	220
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	27	23	4	2	3	8	13	17	9	1	10	6	3	-	3	6	4	3	7	4	2
Total answering	710	628	82	74	63	222	351	561	106	43	439	115	52	19	91	218	154	52	171	111	218
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	568	504	64	59	53	181	276	455	81	31	358	94	46	16	75	181	115	46	136	95	171
	80.0	80.2	78.1	79.7	83.6	81.4	78.5	81.2	76.5	72.2	81.6	81.6	87.2 q	83.4	83.0	83.1	74.8	87.2	79.6	85.3	78.7
One	73	62	11	10	4	17	43	56	14	4	40	15	2	-	9	23	20	2	17	5	30
	10.3	9.9	13.3	13.1 e	6.4	7.5	12.1 e	9.9	12.8	8.5	9.1	13.1	3.6		10.3	10.5 m	13.2 M	3.6	10.2	4.8	13.9 RT
Two	49	44	5	4	5	15	26	37	6	6	32	3	3	1	6	10	14	3	11	8	14
	6.9	7.0	5.8	4.8	7.9	6.6	7.3	6.6	6.1	13.0	7.3 L	2.5	6.4	6.4	6.3	4.4	9.0	6.4	6.6	7.1	6.5
Three	14	12	1	2	1	5	5	8	4	2	4	3	1	-	0	3	3	1	2	2	2
	1.9	1.9	1.8	2.4	1.5	2.5	1.6	1.4	3.5	4.3	0.9	2.8	2.8		0.4	1.6	1.8	2.8	1.4	2.1	0.9
Four	2	2	-	-	0	2	-	1	1	-	1	-	-	-	-	1	-	-	-	1	-
	0.3	0.3			0.6	0.8		0.1	1.1		0.2					0.4				0.8	
Seven or more	5	4	1	-	-	3	2	4	-	1	4	-	-	2	-	-	2	-	4	-	-
	0.6	0.6	1.0			1.2	0.5	0.7		1.9	0.9			10.1			1.2		2.2		

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

D5A. How many people live in this home who are ... 5 and under?
BASE: More than person living in home

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	737	651	86	76	66	230	364	577	115	44	449	121	55	19	94	224	158	55	178	115	220
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	568	504	64	59	53	181	276	455	81	31	358	94	46	16	75	181	115	46	136	95	171
	77.1	77.4	74.9	77.5	79.5	78.5	75.7	78.9	70.7	70.4	79.8	77.4	82.7	83.4	80.0	81.0	72.9	82.7	76.4	82.6	77.9
One	73	62	11	10	4	17	43	56	14	4	40	15	2	-	9	23	20	2	17	5	30
	9.9	9.5	12.8	12.8	6.1	7.3	11.7	9.7	11.8	8.3	8.9	12.4	3.4		9.9	10.2	12.8	3.4	9.8	4.7	13.8
				e			e									m	M				RT
Two	49	44	5	4	5	15	26	37	6	6	32	3	3	1	6	10	14	3	11	8	14
	6.6	6.8	5.5	4.6	7.5	6.4	7.0	6.4	5.6	12.7	7.1	2.4	6.1	6.4	6.1	4.3	8.8	6.1	6.4	6.8	6.5
											L										
Three	14	12	1	2	1	5	5	8	4	2	4	3	1	-	0	3	3	1	2	2	2
	1.9	1.9	1.7	2.4	1.5	2.4	1.5	1.4	3.3	4.2	0.9	2.7	2.6		0.4	1.6	1.7	2.6	1.3	2.0	0.9
Four	2	2	-	-	0	2	-	1	1	-	1	-	-	-	-	1	-	-	-	1	-
	0.3	0.3			0.5	0.7		0.1	1.0		0.2					0.4				0.7	
Seven or more	5	4	1	-	-	3	2	4	-	1	4	-	-	2	-	-	2	-	4	-	-
	0.6	0.6	1.0			1.2	0.5	0.7		1.9	0.8			10.1			1.2		2.1		
Don't know/Refused	27	23	4	2	3	8	13	17	9	1	10	6	3	-	3	6	4	3	7	4	2
	3.6	3.6	4.1	2.7	4.9	3.5	3.6	2.9	7.5	2.4	2.3	5.1	5.2		3.7	2.6	2.6	5.2	3.9	3.2	1.0

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

D5B. How many people live in this home who are ... 6-18?
BASE: More than person living in home

BANNER 2

	Total	URBAN/RURAL Urban	Rural	STATE ID	MT	OR	WA	AWARENESS /PURCHASE Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE With-in the past year	2 or more years ago	# OF CFLS INSTALLED 0	1	2-4	5-12	13+	CFL PENETRATION 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	737	651	86	76	66	230	364	577	115	44	449	121	55	19	94	224	158	55	178	115	220
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	35	32	4	2	3	10	20	22	11	3	16	6	3	-	5	8	4	3	11	3	3
Total answering	701	619	82	73	63	220	344	556	104	41	433	115	52	19	89	216	153	52	167	112	216
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	487	429	57	48	40	167	232	385	71	31	302	79	34	9	67	158	100	34	119	86	140
	69.4	69.3	70.0	64.8	63.1	75.7	67.5	69.4	67.7	73.9	69.7	69.0	65.4	47.2	75.0	73.5	65.1	65.4	71.7	77.0	64.7
						DEg									n	n				U	
One	104	93	11	10	12	32	51	81	21	2	65	15	8	4	9	27	26	8	21	12	37
	14.9	15.0	13.9	13.0	18.4	14.4	14.9	14.5	20.1	6.0	14.9	13.0	15.6	24.1	10.3	12.3	17.0	15.6	12.5	10.8	17.0
								j	J												
Two	76	66	10	11	8	13	43	61	11	3	49	10	5	5	10	20	18	5	20	10	26
	10.8	10.6	12.0	15.5	13.4	5.7	12.5	11.0	10.8	8.1	11.3	8.8	10.3	26.7	11.7	9.2	11.7	10.3	11.8	8.8	12.1
				F	F		F														
Three	24	22	2	3	3	5	13	19	1	4	13	6	3	0	2	8	5	3	3	4	9
	3.4	3.6	2.0	4.1	4.6	2.1	3.9	3.3	1.0	10.0	2.9	5.3	5.0	1.9	2.5	3.7	3.1	5.0	2.1	3.5	4.0
Four	5	4	1	2	-	2	2	5	-	-	3	2	-	-	0	2	3	-	2	-	3
	0.7	0.7	1.0	2.1		0.9	0.5	0.9			0.7	1.6			0.4	0.9	1.9		1.3		1.3
Five	2	2	-	-	-	-	2	2	-	-	2	-	-	-	-	-	2	-	-	-	2
	0.2	0.3					0.5	0.3			0.4						1.0				0.7
Six	1	0	1	0	-	1	-	0	-	1	0	-	-	-	-	-	0	-	-	-	0
	0.2	0.1	1.0	0.5		0.4		0.1		2.0	0.1						0.2				0.2

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

D5B. How many people live in this home who are ... 6-18?
BASE: More than person living in home

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Seven or more	3	3	-	-	0	2	1	3	0	-	-	3	2	-	-	1	-	2	1	-	-
	0.4	0.5			0.6	0.9	0.2	0.5	0.3			2.4	3.6			0.4		3.6	0.5		

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

D5B. How many people live in this home who are ... 6-18?
BASE: More than person living in home

BANNER 2

	Total	URBAN/RURAL Urban	Rural	STATE ID	MT	OR	WA	AWARENESS /PURCHASE Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE With-in the past year	2 or more years ago	# OF CFLS INSTALLED 0	1	2-4	5-12	13+	CFL PENETRATION 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	737	651	86	76	66	230	364	577	115	44	449	121	55	19	94	224	158	55	178	115	220
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	487	429	57	48	40	167	232	385	71	31	302	79	34	9	67	158	100	34	119	86	140
	66.1	65.9	67.2	62.7	60.2	72.4	63.8	66.7	61.5	69.0	67.3	65.7	61.6	47.2	70.8	70.9	63.2	61.6	67.2	75.1	63.7
						dEg														u	
One	104	93	11	10	12	32	51	81	21	2	65	15	8	4	9	27	26	8	21	12	37
	14.2	14.3	13.3	12.6	17.6	13.7	14.1	14.0	18.3	5.6	14.4	12.4	14.7	24.1	9.7	11.9	16.5	14.7	11.7	10.5	16.7
								j	J												
Two	76	66	10	11	8	13	43	61	11	3	49	10	5	5	10	20	18	5	20	10	26
	10.3	10.1	11.5	15.0	12.8	5.5	11.8	10.6	9.8	7.5	10.9	8.4	9.7	26.7	11.1	8.9	11.3	9.7	11.1	8.5	11.9
				F	F		F														
Three	24	22	2	3	3	5	13	19	1	4	13	6	3	0	2	8	5	3	3	4	9
	3.2	3.4	2.0	4.0	4.3	2.0	3.6	3.2	0.9	9.3	2.8	5.0	4.7	1.9	2.4	3.6	3.0	4.7	1.9	3.4	3.9
								i													
Four	5	4	1	2	-	2	2	5	-	-	3	2	-	-	0	2	3	-	2	-	3
	0.7	0.7	1.0	2.1		0.8	0.5	0.9			0.7	1.6			0.4	0.8	1.8		1.3		1.3
Five	2	2	-	-	-	-	2	2	-	-	2	-	-	-	-	-	2	-	-	-	2
	0.2	0.2					0.4	0.3			0.3						1.0				0.7
Six	1	0	1	0	-	1	-	0	-	1	0	-	-	-	-	-	0	-	-	-	0
	0.2	0.1	1.0	0.5		0.4		0.1		1.9	0.1						0.2				0.2
Seven or more	3	3	-	-	0	2	1	3	0	-	-	3	2	-	-	1	-	2	1	-	-
	0.4	0.5			0.5	0.8	0.2	0.5	0.3			2.3	3.4			0.4		3.4	0.5		

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

D5B. How many people live in this home who are ... 6-18?
BASE: More than person living in home

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Don't know/Refused	35	32	4	2	3	10	20	22	11	3	16	6	3	-	5	8	4	3	11	3	3
	4.8	4.9	4.1	3.2	4.5	4.4	5.5	3.8	9.2	6.7	3.5	4.7	5.8		5.7	3.6	2.8	5.8	6.3	2.5	1.6
									h										U		

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

D5C. How many people live in this home who are ... 19-34?
BASE: More than person living in home

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	737	651	86	76	66	230	364	577	115	44	449	121	55	19	94	224	158	55	178	115	220
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	38	34	4	2	4	15	17	26	11	1	17	8	3	-	3	11	5	3	10	4	8
Total answering	699	617	82	74	62	216	347	552	104	43	432	113	52	19	91	212	153	52	168	111	212
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	525	464	61	56	45	167	257	419	77	29	323	91	42	12	71	160	112	42	126	91	153
	75.2	75.3	74.4	75.4	72.5	77.5	74.1	75.9	74.4	67.0	74.8	80.1	80.6	65.1	78.1	75.2	73.7	80.6	75.2	81.5 u	72.1
One	82	73	9	12	11	22	38	64	14	5	45	17	8	2	12	24	16	8	18	9	27
	11.7	11.8	11.5	15.9	17.3 f	10.1	10.9	11.5	13.0	11.5	10.4	15.3	14.6	10.1	12.7	11.5	10.3	14.6	11.0	8.4	12.7
Two	73	65	9	5	6	19	43	60	7	7	55	5	2	1	7	25	24	2	19	8	30
	10.5	10.5	10.5	6.9	9.2	9.0	12.4 d	10.8	6.5	15.3	12.7 L	4.6	4.8	4.5	7.6	11.6	15.8 Mo	4.8	11.2	7.6	14.1 R
Three	9	8	1	1	-	3	5	7	2	-	7	-	-	2	1	3	0	-	2	3	2
	1.2	1.3	1.0	1.0		1.3	1.5	1.2	1.8		1.6			10.1	1.6	1.5	0.2		1.1	2.4	1.1
Four	6	6	-	-	-	4	2	2	4	-	2	-	-	2	-	-	-	-	2	-	-
	0.8	0.9				1.7	0.5	0.3	3.6		0.4			10.1					1.1		
Six	1	-	1	1	-	-	-	1	-	-	1	-	-	-	-	1	-	-	1	-	-
	0.1		0.7	0.8				0.1			0.1					0.3			0.4		
Seven or more	3	2	1	-	1	1	2	-	1	3	-	-	-	-	-	-	-	-	-	-	-
	0.5	0.3	1.8		1.0	0.4	0.5		0.6	6.3											

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

D5C. How many people live in this home who are ... 19-34?
BASE: More than person living in home

BANNER 2

	Total	URBAN/RURAL: Urban	URBAN/RURAL: Rural	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS /PURCHASE: Pur-chas-er	AWARENESS /PURCHASE: Aware Non-Pur-chas-er	AWARENESS /PURCHASE: Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	# OF CFLS INSTALLED: 0	# OF CFLS INSTALLED: 1	# OF CFLS INSTALLED: 2-4	# OF CFLS INSTALLED: 5-12	# OF CFLS INSTALLED: 13+	CFL PENETRATION: 0	CFL PENETRATION: 1-33	CFL PENETRATION: 34-67	CFL PENETRATION: 68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	737	651	86	76	66	230	364	577	115	44	449	121	55	19	94	224	158	55	178	115	220
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	525	464	61	56	45	167	257	419	77	29	323	91	42	12	71	160	112	42	126	91	153
	71.3	71.3	71.4	73.3	68.2	72.6	70.7	72.6	67.3	65.3	71.9	75.0	76.4	65.1	75.2	71.4	71.2	76.4	70.9	78.9	69.5
One	82	73	9	12	11	22	38	64	14	5	45	17	8	2	12	24	16	8	18	9	27
	11.1	11.2	11.1	15.5	16.3 f	9.4	10.4	11.0	11.8	11.2	10.0	14.4	13.9	10.1	12.3	10.9	9.9	13.9	10.4	8.1	12.2
Two	73	65	9	5	6	19	43	60	7	7	55	5	2	1	7	25	24	2	19	8	30
	9.9	9.9	10.1	6.7	8.6	8.5	11.8 d	10.4	5.9	14.9	12.2 L	4.3	4.5	4.5	7.3	11.0	15.3 Mo	4.5	10.6	7.4	13.6 R
Three	9	8	1	1	-	3	5	7	2	-	7	-	-	2	1	3	0	-	2	3	2
	1.2	1.2	1.0	0.9		1.2	1.4	1.2	1.6		1.5			10.1	1.5	1.4	0.2		1.0	2.4	1.0
Four	6	6	-	-	-	4	2	2	4	-	2	-	-	2	-	-	-	-	2	-	-
	0.8	0.9				1.6	0.5	0.3	3.3		0.4			10.1					1.1		
Six	1	-	1	1	-	-	-	1	-	-	1	-	-	-	-	1	-	-	1	-	-
	0.1		0.7	0.8				0.1			0.1					0.3			0.3		
Seven or more	3	2	1	-	1	1	2	-	1	3	-	-	-	-	-	-	-	-	-	-	-
	0.5	0.3	1.7		0.9	0.4	0.5		0.5	6.1											
Don't know/Refused	38	34	4	2	4	15	17	26	11	1	17	8	3	-	3	11	5	3	10	4	8
	5.1	5.3	4.1	2.7	6.0	6.4	4.7	4.4	9.6 j	2.4	3.9	6.3	5.2		3.7	5.1	3.4	5.2	5.7	3.2	3.6

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

D5D. How many people live in this home who are ... 35-54?
BASE: More than person living in home

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur- chas- er	Aware Non- Pur- chas- er	Un- aware	With -in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	737	651	86	76	66	230	364	577	115	44	449	121	55	19	94	224	158	55	178	115	220
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	34	32	3	2	4	14	14	22	11	1	15	7	3	-	3	10	3	3	7	4	7
Total answering	703	620	83	74	62	216	350	555	104	43	434	114	52	19	91	214	155	52	170	111	213
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	393	348	44	39	34	142	179	302	65	26	233	64	32	7	51	124	77	32	90	76	100
	55.9	56.2	53.6	53.1	53.8	65.4	51.0	54.4	62.2	60.9	53.7	56.3	61.8	35.7	56.0	58.1	49.7	61.8	52.7	68.1	46.8
						DeG												u		SU	
One	126	108	18	15	8	33	70	104	13	8	82	22	11	4	21	33	30	11	35	9	49
	17.9	17.4	21.9	19.9	13.6	15.3	19.9	18.8	12.9	19.2	18.9	18.9	20.3	20.3	23.5	15.2	19.7	20.3	20.5	7.8	23.2
																		t	T		T
Two	179	158	20	20	20	42	97	144	26	9	117	26	9	8	19	54	47	9	46	27	59
	25.4	25.6	24.5	26.5	32.6	19.3	27.8	26.0	25.0	19.9	26.9	22.6	17.9	44.0	20.5	25.4	30.4	17.9	26.8	24.1	27.7
					F		f							m							
Three	3	3	-	-	-	-	3	3	-	-	2	1	-	-	-	3	-	-	-	-	3
	0.4	0.4					0.7	0.5			0.4	0.6				1.2					1.2
Four	2	2	-	0	-	-	2	2	-	-	0	2	-	-	-	-	0	-	-	-	2
	0.3	0.4		0.5			0.5	0.4			0.1	1.7					0.2				1.1

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

D5D. How many people live in this home who are ... 35-54?
BASE: More than person living in home

BANNER 2

	Total	URBAN/RURAL Urban	Rural	STATE ID	MT	OR	WA	AWARENESS /PURCHASE Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE With-in the past year	2 or more years ago	# OF CFLS INSTALLED 0	1	2-4	5-12	13+	CFL PENETRATION 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	737	651	86	76	66	230	364	577	115	44	449	121	55	19	94	224	158	55	178	115	220
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	393	348	44	39	34	142	179	302	65	26	233	64	32	7	51	124	77	32	90	76	100
	53.3	53.5	51.9	51.7	50.5	61.5	49.0	52.3	56.2	59.4	51.9	53.1	58.6	35.7	53.9	55.6	48.6	58.6	50.5	66.0	45.3
						deG														SU	
One	126	108	18	15	8	33	70	104	13	8	82	22	11	4	21	33	30	11	35	9	49
	17.1	16.6	21.2	19.3	12.8	14.4	19.1	18.1	11.6	18.8	18.3	17.8	19.3	20.3	22.7	14.6	19.3	19.3	19.6	7.5	22.4
								i										t	T		T
Two	179	158	20	20	20	42	97	144	26	9	117	26	9	8	19	54	47	9	46	27	59
	24.3	24.3	23.7	25.8	30.6	18.1	26.7	25.0	22.6	19.4	26.0	21.3	17.0	44.0	19.7	24.4	29.7	17.0	25.7	23.3	26.9
					F		F							m			m				
Three	3	3	-	-	-	-	3	3	-	-	2	1	-	-	-	3	-	-	-	-	3
	0.4	0.4					0.7	0.5			0.4	0.6				1.2					1.2
Four	2	2	-	0	-	-	2	2	-	-	0	2	-	-	-	-	0	-	-	-	2
	0.3	0.3		0.5			0.5	0.4			0.1	1.6					0.2				1.0
Don't know/Refused	34	32	3	2	4	14	14	22	11	1	15	7	3	-	3	10	3	3	7	4	7
	4.6	4.8	3.1	2.7	6.0	6.0	3.9	3.8	9.6	2.4	3.3	5.6	5.2		3.7	4.3	2.2	5.2	4.1	3.2	3.2
									hj												

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

D5E. How many people live in this home who are ... 55-64?
BASE: More than person living in home

BANNER 2

	Total	URBAN/RURAL Urban	URBAN/RURAL Rural	STATE ID	STATE MT	STATE OR	STATE WA	AWARENESS /PURCHASE Pur-chas-er	AWARENESS /PURCHASE Aware Non-Pur-chas-er	AWARENESS /PURCHASE Un-aware	DATE OF MOST RECENT PURCHASE With-in the past year	DATE OF MOST RECENT PURCHASE 2 or more years ago	# OF CFLS INSTALLED 0	# OF CFLS INSTALLED 1	# OF CFLS INSTALLED 2-4	# OF CFLS INSTALLED 5-12	# OF CFLS INSTALLED 13+	CFL PENETRATION 0	CFL PENETRATION 1-33	CFL PENETRATION 34-67	CFL PENETRATION 68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	737	651	86	76	66	230	364	577	115	44	449	121	55	19	94	224	158	55	178	115	220
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	41	35	6	2	5	16	19	26	12	4	18	7	3	-	5	9	5	3	12	5	5
Total answering	696	616	80	74	62	215	345	552	103	41	431	114	52	19	89	214	153	52	166	110	215
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	472	420	52	51	42	139	240	361	80	31	280	74	33	16	50	138	111	33	100	69	152
	67.9	68.2	65.3	69.5	67.3	64.8	69.5	65.4	77.9	75.6	64.9	65.1	62.9	85.4	56.4	64.7	72.7	62.9	60.3	62.2	70.9
									H					mOp			O				s
One	103	88	15	9	8	35	50	87	11	5	71	16	8	-	16	37	22	8	27	16	36
	14.8	14.3	19.2	12.8	13.6	16.4	14.5	15.7	11.1	12.9	16.4	14.0	14.7		17.7	17.3	14.2	14.7	16.2	14.1	16.7
Two	115	104	11	12	12	39	52	102	9	5	80	22	11	3	22	39	19	11	38	26	26
	16.6	16.9	13.7	16.9	19.1	18.0	15.2	18.4	8.6	11.5	18.5	19.5	20.8	14.6	25.0	18.1	12.6	20.8	23.1	23.7	12.0
								I							Q				U	U	
Three	3	2	1	1	-	2	1	3	1	-	1	2	1	-	1	-	1	1	1	-	1
	0.4	0.3	1.8	0.8		0.8	0.2	0.5	0.6		0.2	1.5	1.6		0.9		0.5	1.6	0.5		0.4
Four	2	2	-	-	-	-	2	-	2	-	-	-	-	-	-	-	-	-	-	-	-
	0.3	0.3					0.5		1.8												

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

D5E. How many people live in this home who are ... 55-64?
BASE: More than person living in home

BANNER 2

	Total	URBAN/RURAL Urban	Rural	STATE ID	MT	OR	WA	AWARENESS /PURCHASE Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	DATE OF MOST RECENT PURCHASE With-in the past year	2 or more years ago	# OF CFLS INSTALLED 0	1	2-4	5-12	13+	CFL PENETRATION 0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	737	651	86	76	66	230	364	577	115	44	449	121	55	19	94	224	158	55	178	115	220
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	472	420	52	51	42	139	240	361	80	31	280	74	33	16	50	138	111	33	100	69	152
	64.1	64.5	60.8	67.6	62.7	60.4	65.9	62.5	70.0	69.1	62.3	61.4	59.6	85.4	53.2	61.9	70.2	59.6	56.2	59.7	69.3
														MOP			O				S
One	103	88	15	9	8	35	50	87	11	5	71	16	8	-	16	37	22	8	27	16	36
	14.0	13.5	17.9	12.5	12.6	15.3	13.8	15.0	9.9	11.8	15.7	13.2	14.0		16.7	16.5	13.7	14.0	15.1	13.5	16.3
Two	115	104	11	12	12	39	52	102	9	5	80	22	11	3	22	39	19	11	38	26	26
	15.6	16.0	12.8	16.4	17.8	16.8	14.4	17.6	7.7	10.5	17.7	18.4	19.7	14.6	23.5	17.3	12.2	19.7	21.5	22.8	11.7
								I							q				U	U	
Three	3	2	1	1	-	2	1	3	1	-	1	2	1	-	1	-	1	1	1	-	1
	0.4	0.3	1.7	0.8		0.7	0.2	0.4	0.5		0.2	1.4	1.5		0.9		0.5	1.5	0.5		0.4
Four	2	2	-	-	-	-	2	-	2	-	-	-	-	-	-	-	-	-	-	-	-
	0.3	0.3					0.5		1.6												
Don't know/Refused	41	35	6	2	5	16	19	26	12	4	18	7	3	-	5	9	5	3	12	5	5
	5.6	5.4	6.8	2.7	6.9	6.7	5.2	4.4	10.1	8.6	4.1	5.6	5.2		5.7	4.2	3.4	5.2	6.7	3.9	2.3
									h										u		

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

D5F. How many people live in this home who are ... 65 and over?
BASE: More than person living in home

BANNER 2

	Total	URBAN/RURAL Urban	URBAN/RURAL Rural	STATE ID	STATE MT	STATE OR	STATE WA	AWARENESS /PURCHASE Pur-chas-er	AWARENESS /PURCHASE Aware Non-Pur-chas-er	AWARENESS /PURCHASE Un-aware	DATE OF MOST RECENT PURCHASE With-in the past year	DATE OF MOST RECENT PURCHASE 2 or more years ago	# OF CFLS INSTALLED 0	# OF CFLS INSTALLED 1	# OF CFLS INSTALLED 2-4	# OF CFLS INSTALLED 5-12	# OF CFLS INSTALLED 13+	CFL PENETRATION 0	CFL PENETRATION 1-33	CFL PENETRATION 34-67	CFL PENETRATION 68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	737	651	86	76	66	230	364	577	115	44	449	121	55	19	94	224	158	55	178	115	220
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	37	32	6	2	5	14	17	24	10	4	16	7	3	-	3	9	5	3	8	6	5
Total answering	699	620	80	74	62	217	347	554	105	41	433	114	52	19	91	214	153	52	170	109	215
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	493	442	51	51	46	140	256	405	59	29	319	80	35	17	63	148	119	35	129	70	165
	70.5	71.3	63.9	69.0	73.7	64.8	73.7	73.1	56.5	70.9	73.8	69.8	67.0	93.6	69.0	68.9	77.7	67.0	76.1	64.3	77.0
							f	I						MOPQ					t		T
One	71	59	12	10	6	23	31	54	16	1	42	11	7	0	9	27	9	7	10	19	17
	10.2	9.6	14.5	13.3	10.2	10.8	9.0	9.7	15.6	2.1	9.8	10.0	14.3	1.9	10.0	12.5	5.6	14.3	6.1	17.4	8.0
								J	J				n			NQ				SU	
Two	133	118	15	13	9	52	59	94	28	11	70	23	9	1	19	40	25	9	30	20	32
	19.1	19.1	18.7	17.7	15.1	24.0	17.0	17.1	26.5	27.0	16.2	20.3	17.1	4.5	21.0	18.6	16.7	17.1	17.8	18.4	15.0
						e			h						N	N	n				
Three	2	-	2	-	1	1	1	1	1	-	1	-	1	-	-	-	-	1	-	-	-
	0.3		2.9		1.0	0.4	0.2	0.2	1.4		0.2		1.6					1.6			

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

D5F. How many people live in this home who are ... 65 and over?
BASE: More than person living in home

BANNER 2

	Total	URBAN/RURAL: Urban	URBAN/RURAL: Rural	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS /PURCHASE: Pur-chas-er	AWARENESS /PURCHASE: Aware Non-Pur-chas-er	AWARENESS /PURCHASE: Un-aware	DATE OF MOST RECENT PURCHASE: With-in the past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	# OF CFLS INSTALLED: 0	# OF CFLS INSTALLED: 1	# OF CFLS INSTALLED: 2-4	# OF CFLS INSTALLED: 5-12	# OF CFLS INSTALLED: 13+	CFL PENETRATION: 0	CFL PENETRATION: 1-33	CFL PENETRATION: 34-67	CFL PENETRATION: 68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	737	651	86	76	66	230	364	577	115	44	449	121	55	19	94	224	158	55	178	115	220
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	493	442	51	51	46	140	256	405	59	29	319	80	35	17	63	148	119	35	129	70	165
	66.9	67.8	59.6	67.2	68.6	60.9	70.3	70.1	51.7	64.8	71.1	65.8	63.6	93.6	66.5	66.0	75.0	63.6	72.6	60.7	75.2
							f	I						MOPQ					t		T
One	71	59	12	10	6	23	31	54	16	1	42	11	7	0	9	27	9	7	10	19	17
	9.6	9.1	13.5	12.9	9.5	10.2	8.6	9.3	14.3	1.9	9.4	9.4	13.6	1.9	9.6	12.0	5.5	13.6	5.8	16.4	7.8
								J	J				n			NQ				Su	
Two	133	118	15	13	9	52	59	94	28	11	70	23	9	1	19	40	25	9	30	20	32
	18.1	18.2	17.5	17.2	14.0	22.6	16.2	16.4	24.3	24.7	15.6	19.1	16.2	4.5	20.3	17.8	16.1	16.2	17.0	17.3	14.7
						e			h						N	N	n				
Three	2	-	2	-	1	1	1	1	1	-	1	-	1	-	-	-	-	1	-	-	-
	0.3		2.7		0.9	0.4	0.2	0.1	1.3		0.2		1.5					1.5			
Don't know/Refused	37	32	6	2	5	14	17	24	10	4	16	7	3	-	3	9	5	3	8	6	5
	5.1	4.8	6.8	2.7	6.9	5.9	4.7	4.1	8.5	8.6	3.6	5.6	5.2		3.7	4.2	3.4	5.2	4.6	5.6	2.3

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

D6. Which of the following categories contains your annual household income from all sources in 2009 before taxes?

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1000	882	118	108	101	313	478	753	172	76	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused	237	212	26	28	24	65	121	172	44	21	113	56	22	9	34	57	39	22	52	40	52
Total answering	763	670	92	80	77	248	357	581	127	54	443	133	48	20	107	242	139	48	185	116	223
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	126	108	19	17	17	42	50	79	36	12	53	25	9	4	22	25	15	9	23	14	29
	16.6	16.1	20.4	20.9	22.6	16.9	14.1	13.6	28.2	21.7	12.0	18.8	18.9	20.3	20.8	10.1	10.5	18.9	12.3	12.5	12.9
				g	G				H						Pq						
$20,000 to $49,000	250	212	38	32	30	83	106	176	46	28	126	47	14	8	32	82	34	14	49	34	78
	32.8	31.6	41.1	39.5	38.5	33.5	29.6	30.3	36.1	51.2	28.5	35.3	28.3	38.6	29.8	33.8	24.8	28.3	26.3	29.5	34.9
			b	g	g					H											
$50,000 to $74,000	157	134	23	17	14	52	74	130	21	6	105	24	9	4	24	50	38	9	44	25	50
	20.6	20.0	24.9	21.5	18.2	21.1	20.6	22.4	16.5	10.5	23.6	18.1	19.1	20.0	22.7	20.6	27.4	19.1	24.0	21.7	22.5
								J													
$75,000 to $99,000	101	96	5	9	7	31	55	85	13	4	71	14	4	-	18	39	18	4	28	18	35
	13.2	14.3	5.8	10.9	8.5	12.5	15.3	14.6	9.8	6.9	16.0	10.4	7.4		16.7	16.3	13.3	7.4	15.4	15.5	15.6
		C					E	j								m					
$100,000 or more	128	121	7	6	9	40	73	111	12	5	88	23	13	4	11	47	33	13	41	24	31
	16.8	18.0	7.9	7.3	12.3	16.1	20.4	19.1	9.4	9.6	19.8	17.4	26.3	21.1	10.0	19.2	24.0	26.3	22.0	20.9	14.0
		C				D	DE	Ij					O			O	O		u		

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

D6. Which of the following categories contains your annual household income from all sources in 2009 before taxes?

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1000	882	118	108	101	313	478	753	172	76	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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	126	108	19	17	17	42	50	79	36	12	53	25	9	4	22	25	15	9	23	14	29
	12.6	12.2	16.0	15.5	17.3	13.4	10.5	10.5	20.9	15.6	9.6	13.2	13.0	14.2	15.8	8.2	8.2	13.0	9.6	9.3	10.5
					G				H						pq						
$20,000 to $49,000	250	212	38	32	30	83	106	176	46	28	126	47	14	8	32	82	34	14	49	34	78
	25.0	24.1	32.2	29.3	29.5	26.5	22.1	23.4	26.8	36.8	22.7	24.9	19.5	26.9	22.6	27.4	19.3	19.5	20.5	22.0	28.3
			B	g	g					h						q					s
$50,000 to $74,000	157	134	23	17	14	52	74	130	21	6	105	24	9	4	24	50	38	9	44	25	50
	15.7	15.2	19.5	16.0	13.9	16.7	15.4	17.3	12.3	7.6	18.8	12.7	13.1	13.9	17.2	16.7	21.4	13.1	18.7	16.1	18.2
								J			l										
$75,000 to $99,000	101	96	5	9	7	31	55	85	13	4	71	14	4	-	18	39	18	4	28	18	35
	10.1	10.8	4.5	8.1	6.5	9.9	11.4	11.2	7.3	5.0	12.7	7.3	5.1		12.7	13.2	10.4	5.1	12.0	11.5	12.6
		C					e	j			l				m	M			r		r
$100,000 or more	128	121	7	6	9	40	73	111	12	5	88	23	13	4	11	47	33	13	41	24	31
	12.8	13.7	6.1	5.4	9.4	12.7	15.2	14.7	6.9	6.9	15.8	12.3	18.0	14.7	7.6	15.6	18.7	18.0	17.2	15.6	11.4
		C				D	De	IJ					o			O	O				
Don't know	50	44	6	7	3	10	29	34	11	4	24	8	6	0	10	10	6	6	7	9	9
	5.0	5.0	5.1	6.8	3.3	3.3	6.1	4.5	6.7	5.9	4.4	4.2	8.1	1.3	6.8	3.4	3.4	8.1	3.0	5.6	3.4
Refused	187	168	20	20	20	54	92	137	33	17	89	48	16	8	24	46	33	16	45	31	43
	18.7	19.0	16.6	18.9	20.1	17.3	19.3	18.2	19.2	22.3	16.0	25.4	23.2	29.0	17.2	15.6	18.6	23.2	19.0	20.0	15.6
												K									

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA Consumer Lighting Survey (#5752)

Gender

	BANNER 2																				
								AWARENESS /PURCHASE			DATE OF MOST RECENT PURCHASE										
		URBAN/RURAL		STATE				Pur-chas-er	Aware Non-Pur-chas-er	Un-aware	With-in the past year	2 or more years ago	# OF CFLS INSTALLED					CFL PENETRATION			
	Total	Urban	Rural	ID	MT	OR	WA						0	1	2-4	5-12	13+	0	1-33	34-67	68+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1000	882	118	108	101	313	478	753	172	76	556	188	70	28	141	298	178	70	238	155	275
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Male	351	311	40	35	35	110	171	276	46	29	206	66	19	10	42	124	69	19	100	52	102
	35.1	35.3	33.5	32.2	34.6	35.1	35.7	36.7	26.6	37.8	37.1	35.0	27.2	35.3	29.9	41.4	38.9	27.2	41.9	33.5	36.9
								I								MO			R		
Female	649	571	78	73	66	203	307	476	126	47	350	122	51	18	99	175	109	51	138	103	173
	64.9	64.7	66.5	67.8	65.4	64.9	64.3	63.3	73.4	62.2	62.9	65.0	72.8	64.7	70.1	58.6	61.1	72.8	58.1	66.5	63.1
									H				P		P			S			

Comparison Groups: BC/DEFG/HIJ/KL/MNOPQ/RSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
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F. Consumer Focus Group Findings

F.1 Overview

In December 2010, KEMA's project manager conducted six focus groups with consumers in Portland, OR; Seattle, WA; and Spokane, WA. Each group consisted of 7 to 8 participants as shown in Table 21 below. The purpose of the focus groups was to closely examine consumer choices with regard to CFL purchase, installation, and usage patterns and to probe consumers regarding the on the barriers to replacing incandescent lamps with CFLs.[35]

Table 21: Number of Focus Group Participants by Group Location and Time, 2010

Location	Group Time		Total Participants
	5:30-7:00pm	7:30-9:00pm	
Portland	8	8	**16**
Seattle	8	8	**16**
Spokane	7	8	**15**
Total Participants	**23**	**24**	**47**

The groups began with a brief discussion of how participants would describe CFLs to others who were unfamiliar with them. The moderator then led participants in discussions regarding their light bulb shopping, installation, and usage behaviors; and impressions of various CFL attributes. Each session closed with a discussion of barriers to increasing CFL installations in participants' homes.

F.2 CFL Description

The moderator started each focus group discussion with a conversation about how one might describe CFLs to others who are not familiar with them. In more than half of the groups, the first response related to the general shape of the lamps: participants referred to them as "pigtail-shaped," "squiggly," "swirly," "twisty," and so on. At least one participant in each group mentioned CFLs in shapes other than the standard twister shape (including a-lamp, u-tube, globe, and others). A handful of participants also mentioned base types other than the standard screw-base lamp (such as pin-based).

After mentioning the shape of CFLs, however, the discussion quickly moved to CFL attributes with which participants were especially disappointed (or, in a few cases, pleased). Many focus group

[35] The focus groups also assisted with scoping for the consumer telephone surveys by helping to understand how consumers frame issues regarding CFL selection and use, which provided useful insights into appropriate wording for telephone survey questions.

participants voiced impressions that CFLs are not bright enough when describing them, and a slightly smaller proportion mentioned that CFLs take longer to reach full brightness:

- "The swirly ones don't light up very much – you know the dark rooms in my house? Those are the ones with swirly bulbs in them."
- "They're dimmer than the regular ones."
- "You'll be waiting a little longer for them to warm up."
- "[My son] refused to use it because when he first turns it on, it's too dull."
- "They don't get bright as quickly as other lights."

Because of issues with brightness, some participants also mentioned the impression that CFLs are not good for reading or other "close work" (such as sewing or needlepoint).

A handful mentioned that CFLs have a "different kind of light" or a "different color of light" as compared to traditional incandescent lamps, and a small number mentioned that CFLs can't be used in enclosed fixtures and/or that they're difficult to dispose of because they contain hazardous materials (i.e., mercury).

Not surprisingly, the initial discussion regarding how to describe CFLs also revealed some disagreement within the group about certain CFL characteristics – for example, some participants mentioned that CFLs last a long time, while others asserted that they don't last as long as they should. Some participants also had differing perspectives over whether CFLs can or cannot be used outdoors.

F.3 CFL Purchase, Installation, and Disposal Behaviors

Focus group participants reported purchasing CFLs in a variety of store types (primarily large home improvement and mass merchandise stores), and a small number of participants reported that they received some CFLs free of charge from their energy utility (e.g., Seattle City Light, Inland Power) or other organizations such as Energy Trust of Oregon.

When shopping for CFLs, focus group participants were split fairly evenly between those who purchase CFLs when they're on sale (whether they need them or not) and those who purchase them as needed. Many participants mentioned that they have at least one CFL on hand (in storage) in case another CFL burns out. Some also mentioned the impression that retail store salespeople are not knowledgeable about CFLs.

The vast majority of focus group participants had several CFLs installed in their homes, and a handful had all (or nearly all) of their sockets filled with CFLs. Installation behaviors differed among respondents. For example, a small proportion of participants reported that they made a conscious decision or effort to transition all or most of their light bulbs to CFLs (either gradually or all at once), and most of these individuals were motivated by potential money and energy savings. Most participants reported other CFL installation strategies, however, including focusing their CFLs installations in:

- **Fixtures with high hours of operation (for energy savings)** – e.g., "For awhile we didn't put them in the bathroom because we're only in there [for] a few minutes at a time, but [we put them] in the kitchen where you might be for an hour or so."
- **Difficult-to-reach fixtures (based on the long life expectancy of CFLs)** – in other words, to reduce the need to access these fixtures to replace burned-out lamps. For example, one participant noted, "I use them in the entryway because it's high and I don't want to pull out the ladder all the time."
- **Specific rooms, fixture types, control types, or applications** (see below).

Of the strategies described above, the majority of focus group participants mentioned that they prefer not to use CFLs in certain rooms or fixture types or for specific applications. However, there was no consensus on these issues:

- **Room type**. Several focus group participants mentioned that they prefer not to use CFLs in bathroom vanity fixtures in particular (typically because they dislike the color or quality of the light). Interestingly, a smaller number of participants mention that they especially like to use CFLs in their bathrooms.
- **Fixture type.** Several participants mentioned that they do not like to use CFLs in fixtures where the lamps are visible, while others mentioned that they dislike using CFLs in fixtures that are totally enclosed. The former group explained their reasoning based on aesthetics while the latter mentioned fit and performance issues.
- **Application.** Many focus group participants mentioned a preference for non-CFL light sources for "close work" such as reading or sewing, but a handful of others mentioned that CFLs are fine for these applications.
- **Control types.** Some focus group participants mentioned dissatisfaction with CFLs used in sockets controlled by dimmer switches, explaining that the lamps flickered, hummed, or buzzed when in use. All of the focus group participants who mentioned using CFLs with dimmer switches reported some trouble in these circumstances.

In five of the six focus groups, participants mentioned that CFLs contain mercury and/or that they need to be disposed of differently than "regular" (incandescent) lamps. None of the participants seemed to be particularly frightened by these facts, but a small number were concerned. None of the participants reported that they had stopped using CFLs (or planned to stop) as a result of these issues. Not surprisingly, some of the participants who weighed in on the mercury issue were ill-informed – for example:

- "I've heard that if one breaks in your home you're supposed to evacuate your house for 24 hours."
- "You put them in a couple of plastic bags and seal them up and [then] they go in the trash."

In all of the groups where CFL disposal was mentioned, one or more participants mentioned various disposal or collection sites for CFLs. These included specific retail chains, waste transfer stations, and/or local household hazardous waste collection events.

F.4 Impressions of CFL Attributes

During the focus groups, the moderator provided a worksheet to each participant. The worksheet included 7 statements regarding CFLs, and next to each statement the moderator asked participants to write the letter "D" if they mostly disagreed with it, "A" if they mostly agreed, or both letters if they were neither agreed nor disagreed (i.e., if they were unsure of how to respond).[36] Table 22 below shows the statements included on the worksheets as well as the participants' responses to each of the seven statements.

Table 22: Participant Agreement/Disagreement with Statements Regarding CFL Attributes

Statements	Participant Response			Total Responses
	Agree	Disagree	Unsure	
CFLs come in a variety of shapes and sizes	36	8	3	**47**
When installing CFLs, it makes sense to wait until the bulbs I have installed burn out first	31	13	3	**47**
CFLs take a long time to reach full brightness	30	12	5	**47**
CFLs provide good light quality	31	11	5	**47**
CFLs fit well in my light fixtures	24	14	9	**47**
CFLs can be used in every room in my home	20	25	2	**47**
CFLs take a long time to turn on when I flip the light switch	14	27	6	**47**

Below we summarize the discussions that occurred with regard to each statement on the worksheet:

- **CFLs come in a variety of shapes and sizes.** As mentioned above (in section F.2), the majority of participants were familiar with CFL shapes in addition to the standard spiral.
- **When installing CFLs, it makes sense to wait until the bulbs I have installed burn out first.** Most focus group participants agreed with this statement. Many participants stated that they prefer not to remove or discard working lamps – in other words, they will retain their working incandescent lamps if they replace them with CFLs, or they will wait until the incandescents lamps burn out to replace them with CFLs. A small number of participants expressed no difficulty with removing or discarding working incandescent lamps, but most reported that they feel "guilty" or "wasteful" when they remove or discard working incandescent lamps regardless of the potential to save energy or money from CFLs.
- **CFLs take a long time to reach full brightness.** More than half of focus group participants mentioned that CFLs don't reach their full brightness right away:
    - "It takes [CFLs] a minute to get to full brightness."
    - "I don't have the patience to wait for [CFLs] to get bright. I want it on right away so I can see what I'm doing."
    - "I've noticed that it takes a little longer for [CFLs] to get brighter."

[36] Worksheets included the same set of seven statements arranged in a different order for each focus group. Evaluators determined the order of phrases at random for each focus group worksheet.

- **CFLs provide good light quality.** About two-thirds of focus group participants agreed with this statement. There was some discussion regarding the "different" quality of the light emitted by CFLs, and a handful of participants mentioned having seen CFLs of different color temperatures using terms like "full-spectrum," "daylight color," "yellower," "warm," "greenish," and other terms to describe some CFLs. Others related light quality to brightness.
- **CFLs fit well in my light fixtures.** Roughly half of the focus group participants agreed with the statement that CFLs fit well in their light fixtures. Many mentioned that the lamps "stick out" of their fixtures in a way that "looked tacky" or "isn't fashionable." Others mentioned that some CFLs are simply too bulky to fit inside their enclosed fixtures.
- **CFLs can be used in every room in my home.** Less than half of the focus group participants agreed that CFLs can be used in every room in their homes. In all of the groups, participants discussed the distinction between the idea that CFLs "can" be used (technical suitability) versus where they would prefer to use CFLs. They explained that while CFLs could technically be used in any room, they have preferences that guide their installation patterns by room type:
    - "I wouldn't put them in my bedroom. I read in bed a lot."
    - "I won't put them in my living room or bedroom; I don't like the way the light looks in there."
    - "I don't like a bright light in my bathroom so I won't use them [in the bathroom]."

  As evidenced by some of the participants' quotes above, these preferences may be related to perceptions of light quality, brightness and/or how participants use the fixtures in which the CFLs are installed.
- **CFLs take a long time to turn on when I flip the light switch.** About one-quarter of participants agreed that CFLs take a long time to start up when they are first switched on. There was some discussion about the meaning of the phrase "a long time," and most participants agreed that they might not consider it a "long" time but that the delay is noticeable and/or is longer than they would associate with incandescent lamps.

F.5 Barriers to Increasing CFL Installations

When the focus group moderator turned the discussion toward barriers to increasing the number of CFLs installed in participant's homes, focus group participants mentioned many of the same issues described above in terms of preferences to use or not use CFLs in certain room types or fixture types, for specific applications, or with dimmer controls. When participants moved into deeper discussions regarding barriers to increasing CFL installations in their homes, participants began talking about their satisfaction with specific CFL attributes

From the perspective of barriers to increasing CFL installations, these include:

- **Brightness.** Several participants reported dissatisfaction with CFL brightness, reporting that CFLs are not bright enough. In many cases, this affected participants' choices regarding the rooms or applications for which they prefer non-CFL light sources. Many mentioned that some CFLs can take awhile to reach full brightness. The perception that CFLs are not bright enough appears to be more of a barrier to increased CFL installations than the slow start-up times, as

most participants who mentioned the latter also mentioned that they've adjusted to this issue or aren't really bothered by it.

- **Light color or light quality.** A small number of participants expressed dissatisfaction with the color or quality of the light from CFLs – and again, this affected some participants' choices regarding the rooms or applications for which they'd prefer to use or not use CFLs.
- **Length of life.** A small number of participants mentioned dissatisfaction with how long their CFLs last, explaining that some CFLs burned out long before the life expectancy stated on the lamp packaging.
- **Incompatibility with dimmer switches.** All of the focus group participants who mentioned using CFLs with dimmer switches reported some trouble in these circumstances. Interestingly, few explicitly expressed dissatisfied with CFLs as a result of this trouble, however – many simply stated matter-of-factly that CFLs cannot be used in applications where dimming was required.

G. Rural Urban Continuum Codes (RUCC) Memo

memo

To: Anu Teja and Rob Russell, NEEA Date: July 21, 2011

From: Jenna Canseco, KEMA Inc.
Tami Rasmussen, Evergreen Economics

Subject: 2010-11 Long-Term Northwest Residential Lighting Tracking Study Results by Rural-Urban Continuum Code Classifications

Background

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

In 2011, NEEA shifted its focus toward a different set of classifications of metropolitan versus nonmetropolitan areas utilized by the United States Department of Agriculture Economic Research Service (ERS). The ERS utilizes Rural Urban Continuum Codes (RUCC) that further classifies counties based on population sizes and functional adjacency to one or more metropolitan areas. These RUCC are comprised of nine categories based on population size, with category 1 indicating the greatest degree of urbanity (i.e., largest population centers) and category 9 indicating the greatest degree of ruralness (i.e., smallest populations). Based on these definitions, NEEA has grouped categories 1 through 5 as “urban” and categories 6 through 9 as “rural.”

While the MSA/Non-MSA classifications described above include many suburban areas in the “nonmetropolitan” category, the RUCC deem many suburban areas to be in the “urban” category (provided that they meet minimum population thresholds). Because of this re-categorization of suburban areas, the RUCC “rural” designation comprises a smaller proportion of the total Northwest population than the MSA “nonmetropolitan” designation.

Objective

Because NEEA has shifted its focus toward the RUCC classifications versus MSA/Non-MSA classifications, NEEA has asked the residential lighting research team (comprised of KEMA, Inc. and Evergreen Economics) to revisit results from the 2010-11 Long-Term Northwest Residential Lighting Tracking Study to examine the extent to which the data can be presented in the "urban" versus "rural" categories based on the RUCC. There were three data collection and analysis efforts in the study that included data at the zip code level and are thus potentially feasible candidates for this reexamination: the 2010 retail lighting store shelf survey data, the 2011 consumer telephone survey data, and the 2010 compact fluorescent lamp (CFL) sales data. Thus, the purpose of this memorandum is to review the extent to which these data can be presented in terms of "urban" versus "rural" designation and present results where feasible.

Datasets

Below we present the available data for characterizing the urban versus rural results for the shelf survey, consumer survey, and CFL sales data.

Shelf Survey

Overview

During late 2010, experienced field researchers conducted 58 shelf surveys in Northwest retail stores that carry residential lighting products. Researchers followed the same sampling protocol as used in previous years. Table 1 shows that of the 58 sites visited, 36 were categorized as "metro" based on the MSA classifications and 22 were categorized as "non-metro." When the zip code data for these sites are reexamined based on the RUCC classifications (Table 2), 53 of the sites are categorized as "urban" while only 5 are categorized as "rural."

Table 1: Disposition of Shelf Surveys by State and MSA Classification

	MSA Classification		
State	Metro	Non-Metro	Total
Idaho	12	7	19
Montana	2	5	7
Oregon	12	8	20
Washington	10	2	12
Total	**36**	**22**	**58**
Percent of Total	**62%**	**38%**	**100%**

Table 2: Disposition of Shelf Surveys by RUCC Classification

State	RUCC Classification		Total
	Urban	Rural	
Idaho	16	3	19
Montana	7	0	7
Oregon	18	2	20
Washington	12	0	12
Total	**53**	**5**	**58**
Percent of Total	**91%**	**9%**	**100%**

Based on these results, this memo does not present additional analyses of the shelf survey data (given the small sample size associated with rural stores). However, a brief review of results based on the rural/urban classifications suggests some substantial differences in results between stores in these locations. To determine whether these differences truly exist between rural and urban areas (i.e., are statistically significant[37]), analyses based on larger sample size would be necessary.

Consumer Survey

Overview

KEMA hired an experienced survey research firm to conduct 1,000 surveys with residents of Idaho, Montana, Oregon and Washington in early 2011. The sampling approach was the same as in previous rounds of consumer surveys, oversampling residents in non-metropolitan areas. Results were weighted to reflect the population. As shown in Table 3, 71 percent of the respondents were in metropolitan areas and 29 percent in nonmetropolitan areas. When the results were reclassified based on RUCC, 88 percent of the respondents were in urban areas and 12 percent of respondents were in rural areas.

Table 3: Disposition of Consumer Surveys by State and MSA Classification

State	MSA Classification		Total
	Metro	Non-Metro	
Idaho	46	62	108
Montana	28	73	101
Oregon	228	86	314
Washington	408	69	477
Total	**710**	**290**	**1,000**
Percent of Total	**71%**	**29%**	**100%**

[37] Statistical significance is reported at the 90 percent level of confidence throughout this memorandum.

Table 4: Disposition of Consumer Surveys by RUCC Classification

State	RUCC Classification		Total
	Urban	Rural	
Idaho	75	33	108
Montana	65	35	100
Oregon	285	29	314
Washington	458	20	478
Total	**883**	**117**	**1,000**
Percent of Total	**88%**	**12%**	**100%**

Although the number of respondents for rural areas is fairly small (n=117), the sample size is still robust enough to reveal statistically significant differences between some results for urban versus rural respondents.

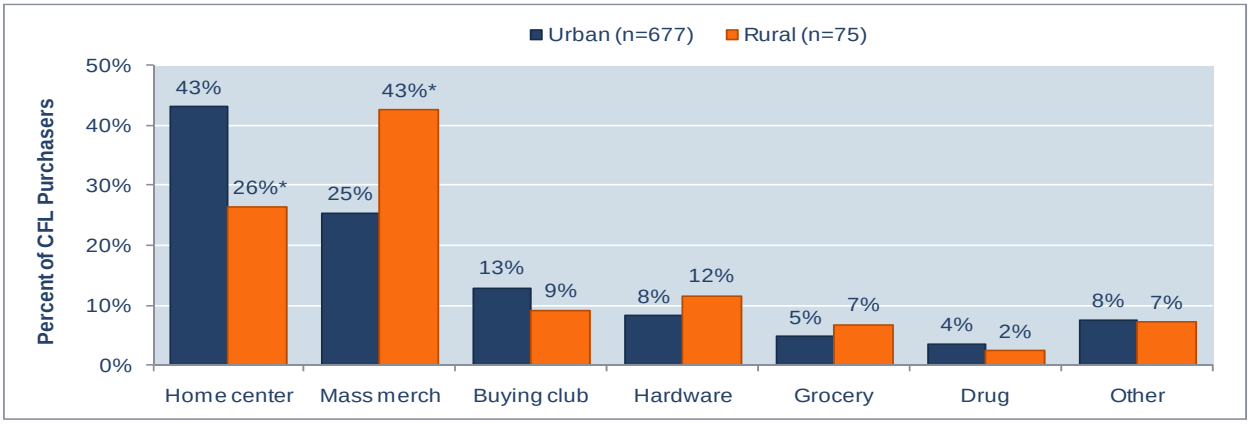
Key Findings from Consumer Surveys

Key findings for urban versus rural consumer telephone survey respondents include the following:

- There is no statistically significant difference in CFL awareness between urban and rural consumers in the Northwest. Of consumers who are aware of CFLs, a significantly higher proportion of urban consumers report having purchased CFLs as compared to rural consumers (84% versus 70 percent, respectively) but purchasers in both areas report having purchased similar quantities of CFLs within the past year (approximately 11 lamps).
    - There is no difference in awareness of specialty lamps among CFL purchasers in urban versus rural areas, with 39 percent of urban CFL purchasers aware of specialty lamps and 38 percent of rural purchasers.
- Among CFL purchasers, there is no statistically significant difference in the proportion of respondents who have CFLs installed in their homes among urban versus rural respondents (91% and 89% of purchasers, respectively). The average number of lamps installed per household is also fairly consistent between urban and rural areas (roughly 11 to 12 lamps, on average).
- Among CFL purchasers, the proportion of respondents storing CFLs does not differ between urban and rural areas (75% of urban respondents have CFLs in storage versus 73% of rural respondents). The average number of CFLs stored per household is also fairly consistent between urban and rural areas (roughly 5 to 6 lamps, on average); however, urban respondents store more incandescent lamps on average than rural respondents (roughly 7 versus 4 lamps, respectively).
    - Urban purchasers reported that, on average, they have purchased CFLs on approximately 9.1 occasions, while rural purchasers report having purchased CFLs on an average of approximately 5.7 occasions. These results may help explain the higher storage rates for urban versus rural purchasers

- Results suggest that urban CFL purchasers typically buy CFLs in home centers (such as Lowes and The Home Depot) while rural purchasers tend to buy CFLs in mass merchandise stores (such as Wal-Mart and KMart; see Figure 1).
    - Forty-three percent of urban CFL purchasers report that their most recent CFL purchase occurred in a home center compared to only 26 percent of rural purchasers.
    - The opposite is true for mass merchandise stores: 43 percent of rural CFL purchasers report that their most recent CFL purchase occurred in a mass merchandise store compared to only 25 percent of urban purchasers.
    - There were no other statistically significant differences in CFL purchase locations between urban and rural purchasers.

Figure 1: Most Recent CFL Purchase Location by Store Type and RUCC, 2011



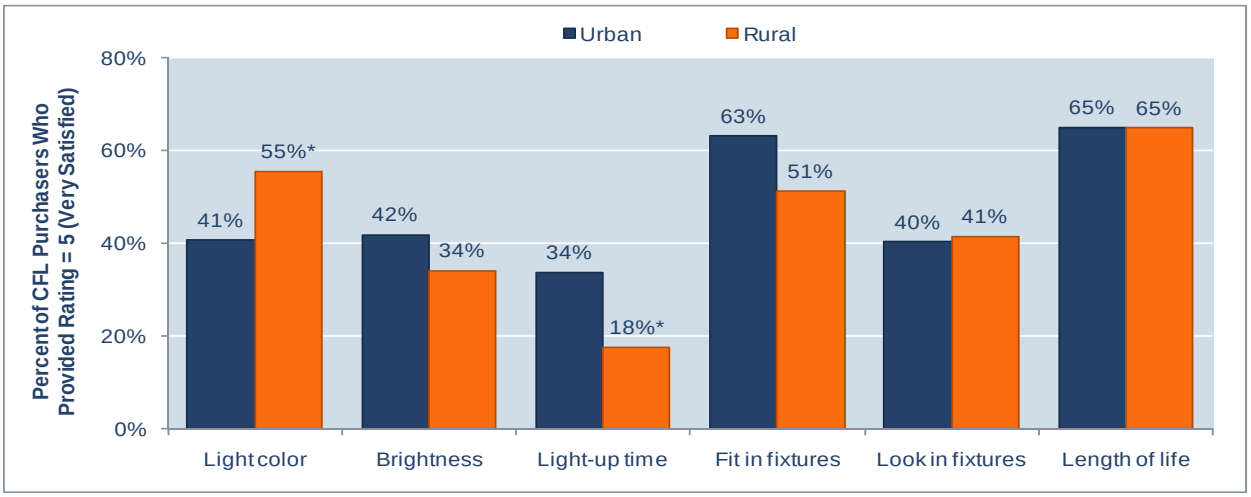
* Difference between Urban and Rural is statistically significant.

- Among CFL purchasers, average satisfaction ratings with the most recently-purchased CFLs are fairly high among both urban and rural consumers. When asked to rate their level of satisfaction with CFLs on a 10-point scale where 1 means “not at all satisfied” and 10 means “very satisfied,” the average satisfaction rating for urban CFL purchasers was 7.4 compared to 7.8 for rural purchasers.
- When asked about satisfaction with specific CFL attributes, there are some noteworthy differences in responses between urban and rural CFL purchasers on a scale of 1 to 5 where 1 means “not at all satisfied” and 10 means “very satisfied” (Figure 2).
    - In terms of the color of the light CFLs provide, the average overall rating was similar between urban and rural purchasers, but a significantly greater proportion of rural consumers provided the highest satisfaction rating (55% of rural purchasers, 41% of urban).
    - The opposite pattern is apparent with regard to satisfaction with the amount of time it takes for CFLs to light up, with 34 percent of urban purchasers providing the highest satisfaction rating (5) compared to only 18 percent of rural purchasers.

There were no noteworthy differences among urban versus rural purchaser satisfaction with CFL brightness, the way they fit into light fixtures, the way they look in light fixtures, or how long they last.

Figure 2: Percent of Respondents Who Provided Highest Satisfaction Rating (5) by CFL Attribute and RUCC, 2011

Satisfaction Scale: 1 = Not at all satisfied; 5 = Very satisfied



* Difference between Urban and Rural is statistically significant.

- The surveys included other questions to gauge satisfaction with CFLs, including questions that asked consumers to rate their level of agreement or disagreement with a series of statements. Respondents were asked to use ratings on a 5-point scale where 1 means "strongly disagree" and 5 means "strongly agree."
    - There were no significant differences between urban and rural respondents for the statements, "I would use a CFL in a reading lamp," "CFLs are worth the up-front cost," and "I have some lamps or fixtures where I would not use a CFL."
    - For the statement, "CFLs can be used in every room in my home," the overall average rating was similar between urban and rural CFL purchasers, but a larger proportion of rural purchasers provided the highest level of agreement (5) with this statement than urban purchasers (55% and 42%, respectively).
- Urban and rural CFL purchasers provided similar ratings for likelihood of replacing a CFL with another CFL upon burnout and for likelihood of replacing an incandescent lamp with a CFL upon burnout. There were no significant geographic differences in the reasons that consumers don't have more CFLs installed in their homes.
- Awareness and purchase rates for compact fluorescent fixtures are similar between consumers in urban and rural areas, as are satisfaction levels with fixtures among fixture purchasers.

- Urban and rural survey respondents had similar levels of awareness of the 2007 Energy Independence and Security Act. A statistically higher proportion of rural respondents, however, reported that they were aware before the survey that "traditional 100-watt light bulbs will no longer be sold by 2012" (24% of rural respondents versus 18% of urban).

When taken together, these results suggest that there are few differences between urban and rural consumers in the Northwest with regard to CFL and compact fluorescent fixture awareness, purchase, and installation rates and behaviors. Of note, however, is the higher purchase rate among urban versus rural purchasers, the fact that rural and urban shoppers tend to purchase CFLs in different store types, that urban purchasers have purchased CFLs on more occasions and are storing more CFLs in general than rural purchasers, and some differences in satisfaction with specific CFL attributes between rural and urban purchasers (although there is no discernible pattern in these results).

CFL Sales Data

Overview

Fluid Market Strategies has collected CFL sales data throughout the region on behalf of NEEA for several years. The current method relies upon reports of actual CFL sales through several major retail channels in the Northwest, reports from local utilities and other energy-efficiency program sponsors, and extrapolation of these data to retailers representing the Northwest region. Fluid Market Strategies collects data on sales through seven retail channels: do-it-yourself, mass merchants, wholesale clubs, small hardware, drug, grocery and lighting specialty stores.

In early July 2011, KEMA staff requested CFL sales by zip code from Fluid Market Strategies to examine the possibility of analyzing sales data by RUCC for NEEA. KEMA received an Excel workbook from Fluid Market Strategies that included partial data for a subset of the retail channels (because data is not available for all channels by zip code). The data file included sales in the do-it-yourself, mass merchandise, wholesale club, and small hardware channels.

As shown in Table 5, the CFL sales with zip code data for do-it-yourself stores represent 99 percent of total tracked CFL sales in the region. Closer examination of these data reveals that these sales are distributed among both urban and rural stores. This cursory review suggests that the data for which zip code information is available (and thus for which RUCC classification is possible) are relatively representative of sales through do-it-yourself channels in the Northwest.

For mass merchandise stores, sales for which RUCC classification is possible represent approximately two-thirds of total sales through these stores in the region. However, further examination of these data suggests that the zip code data represents only urban stores. This suggests that the data for which zip code information is available are not representative of total regional sales for the region through mass merchandise stores.

For the other two store types for which zip code level data is available—wholesale club and small hardware stores—the percent of total sales represented by the zip level data are much smaller. These data cannot be said to be representative of sales through wholesale club and small hardware stores in the Northwest.

These analyses suggest that at this time, the only sales data from 2010 for which zip code information is available (and thus for which RUCC classification is possible) with a high degree of representativeness of total regional sales would be sales through the do-it-yourself channel, which accounts for approximately one-third of 2010 total Northwest CFL sales (34%).

Table 5: Total 2010 Northwest Residential ENERGY STAR CFL Sales and Sales for Which RUCC Classification is Possible

Store Type	2010 Total CFL Sales	2010 CFL Sales with Zip Code Data	Percent of 2010 CFL Sales with Zip Code Data	Analyze sales by RUCC?
Do It Yourself	6,448,303	6,380,479	99%	Yes
Mass Merchants	5,128,418	3,437,438	67%	No; sample includes urban only
Wholesale Club	5,065,408	1,596,364	32%	No; sample too small
Small Hardware	2,011,230	52,630	3%	No; sample too small
Drug	210,270	0	0%	No; no zip codes
Grocery	123,230	0	0%	No; no zip codes
Lighting Specialty	39,029	0	0%	No; no zip codes
Total / Overall	**19,025,888**	**11,466,911**	**60%**	**34%**

Key Findings from CFL Sales Data

Key findings for do-it-yourself (DIY) stores in the Northwest are as follows:

- Approximately 99 percent of all CFLs sold through DIY channels in the Northwest are sold in urban stores (see Table 6).

Table 6: Northwest Residential ENERGY STAR CFL Sales in DIY Stores by RUCC, 2011*

RUCC	2010 DIY CFL Sales	Percent of Sales
Urban	69,174	1%
Rural	6,311,305	99%
Total / Overall	6,380,479	100%

* Note that 2010 sales for which RUCC classification is possible for the DIY channel represent 99% of total 2010 sales for DIY stores (6,380,479 of 6,448,303 total CFLs sold).

- Four out of five CFLs sold through DIY stores in the Northwest are general purpose CFLs, while approximately 21 percent are specialty CFLs (Table 7).
    - Urban and rural DIY stores in the Northwest sell similar proportions of specialty CFLs – 21 percent of CFLs sold in urban stores are specialty lamps compared to 18 percent in rural stores.

Table 7: Northwest Residential CFL Sales in DIY Stores by CFL Type and RUCC, 2011*

	2010 DIY CFL Sales			Percent of 2010 DIY CFL Sales		
RUCC	Urban	Rural	Total	Urban	Rural	Total
General Purpose	4,991,082	56,687	5,047,769	79%	82%	79%
Specialty	1,320,223	12,487	1,332,710	21%	18%	21%
Total / Overall	6,311,305	69,174	6,380,479	100%	100%	100%

* Note that 2010 sales for which RUCC classification is possible for the DIY channel represent 99% of total 2010 sales for DIY stores (6,380,479 of 6,448,303 total CFLs sold).

- Seventeen percent of CFLs sold in the region are sold with energy efficiency program incentives (Table 8).
    - A higher proportion of CFLs sold in rural DIY stores are sold with incentives (26%) than in urban DIY stores (17%).

Table 8: Northwest Residential CFL Sales in DIY Stores by Incentive/Non-Incentive and RUCC, 2011*

	2010 DIY CFL Sales			Percent of 2010 DIY CFL Sales		
RUCC	Urban	Rural	Total	Urban	Rural	Total
Incentive Sales	1,069,007	17,834	1,086,841	17%	26%	17%
Non-Incentive Sales	5,242,298	51,340	5,293,638	83%	74%	83%
Total / Overall	6,311,305	69,174	6,380,479	100%	100%	100%

* Note that 2010 sales for which RUCC classification is possible for the DIY channel represent 99% of total 2010 sales for DIY stores (6,380,479 of 6,448,303 total CFLs sold).

H. Review of NEEA's ACE Model Inputs

memo

To:	Anu Teja, Northwest Energy Efficiency Alliance	Date:	April 22, 2011
From:	Jenna Canseco, KEMA Inc. Tami Rasmussen, Evergreen Economics		
Subject:	Review of ACE Model Key Assumptions – final results		

This memorandum provides independent estimates of key NEEA lighting ACE model assumptions[38] based on the primary and secondary research that is underway for the Long-Term Northwest Residential Lighting Market Tracking Study. This memorandum completes an earlier preliminary version.

1. Total Market Size – Northwest CFL and Incandescent Sales

1.1 Sales and Market Share data analysis

Fluid generates estimates of total and ENERGY STAR CFL sales in the Northwest. For 2010, the estimate of total CFL sales was 20,195,963 – 19,025,888 of those were ENERGY STAR CFLs.

2. Total Market Size – Northwest Specialty CFLs

We do not have a primary or secondary data source that provides an estimate of Northwest specialty CFLs. However, we use the consumer survey and supplier interviews to provide an estimate of the share of total Northwest CFL sales that are specialty lamps. Fluid also broke out their CFL sales estimate for specialty CFLs. We will apply an estimate of the fraction of specialty CFL sales to the total Northwest CFL sales to provide an estimate of Northwest specialty CFL sales.

2.1 Share of Total CFLs that are Specialty CFLs

Consumer Surveys

The 2010 consumer lighting survey included the following questions regarding recent CFL purchases:

- M1. When was your most recent CFL purchase? Would you say it was either during 2010 or 11, or sometime before 2010?

[38] For standard CFLs, *Assumptions Table 10.25.2010.xls*, provided by NEEA in October 2010 and for specialty CFLs, *Assumptions_Table_20101227.xls*, provided by NEEA in January 2011.

- M2. Thinking about your most recent CFL purchase, how many did you buy? If a package contained more than one bulb, please count each one separately.
- M2a. How many of the CFLs you bought during your most recent purchase were the spiral, twisty, or curlicue shape?
- M2b. How many of the CFLs you bought during your most recent purchase were shaped like regular light bulbs?

To estimate the fraction of CFLs purchased within the last year that were specialty lamps versus standard CFLs (twisters and a-lamps), we first and excluded all respondents who did not purchase CFLs in 2010 or 2011 (based on responses to question M1). Using data from these respondents only, we calculated the fraction of specialty CFLs purchased in two ways:

(1) Method 1 (weighted average): We calculated the total number of CFLs purchased in the past year for each survey respondent individually (question M2). We then compared these results to the total number of twisters and a-lamps purchased by each respondent (questions M2a and M2b) and excluded all inaccurate responses (e.g., cases in which respondents said they said they purchased more twisters in the past year than the total number of CFLs purchased in the last year). We then calculated the percentage of standard versus specialty CFLs purchased by each respondent and took the weighted average of these percentages to estimate standard versus specialty CFL purchases in the past year.

(2) Method 2 (un-weighted average): We calculated the total number of CFLs purchased in the past year across *all* survey respondents (sum of all responses to M2). We then totaled the number of standard spiral and a-lamp CFLs purchased across all respondents and added these two numbers together to represent total standard CFLs purchased in the past year (sum of M2a and M2b), eliminating the same cases as described in Method 1 above. We then divided the latter estimate by the former to yield the percentage of CFLs purchased that were standard CFLs, and subtracted this estimate from 1 to yield the percentage of specialty CFLs purchased over the past year.

As shown in Table 1 below, these two methods yielded similar results, suggesting that approximately 8 to 10 percent of CFLs purchased by consumers in 2010 were specialty lamps.

Table 1: Percentage of Lamps Purchased in 2010 for Standard and Specialty CFLs by Method

CFL Type	Method	
	Method 1	Method 2
Standard (Twister and A-lamp)	92%	90%
Specialty	8%	10%
All CFL Types	**100%**	**100%**

Source: Preliminary results from the 2010 Consumer Lighting Survey. Results will be included in the 2010-11 Long Term Northwest Residential CFL Tracking Study report (2011).

Supplier Interviews

In January of 2011 we reached out to nine people involved in the process of supplying retail stores, both from within the store and as outside manufacturers. Our survey included the following questions:

- Q1a. Did the extent of theses (national CFL sales from 2009 to 2010) changes differ by lamp type, retailer type, geography, or anything else?
- Q1b. What do you think caused the changes in sales?
- Q1c. Have you seen changes in the proportion of sales that are standard CFLs versus specialty CFLs? (IF NECESSARY: standard CFLs are spirals, twisters, and a-lamps)
- Q6. Have you seen changes in the proportion of sales that are standard CFLs versus specialty CFLs in the Northwest between 2009 and 2010? (IF NECESSARY: standard CFLs are spirals, twisters, and a-lamps)
- Q6a (If Q6=yes) What do you think caused that shift?

While it was difficult to get hard sales figures, those interviewed commended on directional trends, mentioning that the past year has brought a decline in CFL twister (spiral) sales and an increase in the sale of floods and decorative CFLs. Many of those interviewed lacked sales figures but maintained a general consensus that specialty lamps are lagging behind twisters in sales, but are becoming more popular as awareness grows.

Only one manufacturer was able to give sales figures related to the portion of CFL sales that are specialty versus standard, and they said that on a nationwide level, 25% of their CFL sales are specialty.

Fluid Sales Estimate

Fluid estimated specialty CFL sales based on SKU data and extrapolation. They estimate that 30.4 percent of Northwest CFL sales in 2010 were specialty CFLs – or 6,133,258.

2.2 Northwest Specialty CFL Sales

We combined the average of consumer survey estimates and Fluid specialty CFL sales estimate to yield an estimate of the fraction of Northwest CFL sales in 2010 that were specialty CFLs. We use a weighted average, with the Fluid estimate weight equal to 2/3 since it is considered more reliable (mostly based on actual SKU data, but with some extrapolation) and the consumer survey estimate weight equal to 1/3.

2/3 [weight on Fluid estimate] * 30.4% [Fluid estimate] + 1/3 [weight on consumer survey estimate] * 9% [consumer survey estimate] = 23%

We combines the 23 percent estimate to Fluid's overall estimate of Northwest CFL sales for 2010 to yield an independent estimate of 2010 Northwest specialty CFL sales:

23% * 20,195,963 [Fluid estimate of 2010 Northwest CFL sales] = 4,694,718 CFLs

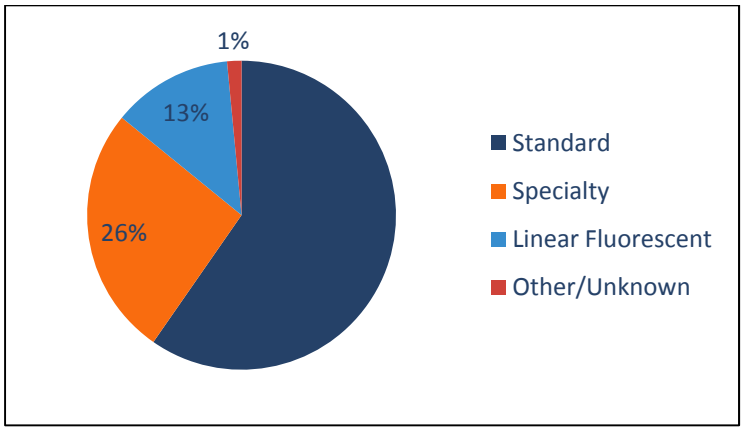
3. Total Market Size – Technical Market Potential for CFLs

3.1 Literature Review

As part of the 2006-2008 Upstream Lighting Evaluation[39] conducted for the California Public Utilities Commission (CPUC), the KEMA CFL hours of use study included a detailed inventory of lighting sockets in California homes. Field inspectors recorded information on every type of lighting in the home – regardless of base type or lamp type – except for lamps in electric garage door openers, lamps built into appliances, plug-in nightlights, and fixtures with incandescent lamps of fewer than 20 watts. These data will provide a basis for estimating the fraction of sockets that may be filled with CFLs and specialty CFLs.

As shown in Figure 1, approximately 60 percent of household sockets in California are suitable for standard[40] lamps. Approximately 26 percent of sockets are specialty sockets[41], 13 percent are linear fluorescents, and 1 percent is other or unknown.

Figure 1: Percentage of Sockets by Socket Type



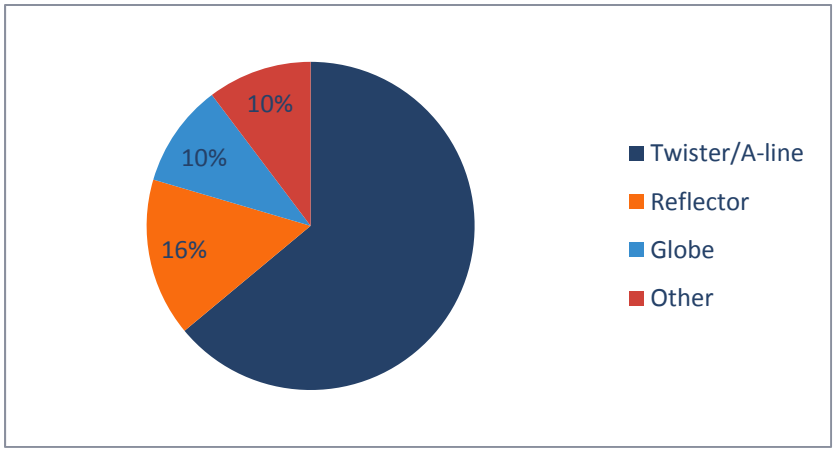
[39] KEMA, Inc., 2010. Final Evaluation Report: Upstream Lighting Program - Volume 1. Supported by The Cadmus Group, Inc.; Itron, Inc.; PA Consulting Group; and Jai J. Mitchell Analytics. Prepared for the California Public Utilities Commission, Energy Division. February 8, 2010.

[40] "Standard" consists of all sockets which are medium screw-based, non-dimmable, and non-three-way sockets.

[41] "Specialty" consists of all sockets which are either small screw-based, pin-based, dimmable, or three-way sockets (or any combination).

As shown in Figure 2, approximately 64 percent of Standard sockets in California were found to contain twister or A-line lamps. Sixteen percent contained reflectors, 10 percent contained globes, and 10 percent contained other lamp styles.[42]

Figure 2: Percentage of Standard Sockets by Lamp Type



4. Baseline Market Share

4.1 Overall CFLs

The baseline estimate is the theoretical level of CFL sales that would have occurred in absence of regional market interventions. The baseline is theoretical and difficult to estimate because there is no way to really know what would have happened in the absence of NEEA, utility and other regional promotions.

Last year, we provided NEEA with an estimate of 2009 CFL baseline sales that extrapolated 2008 CFL baseline estimates from various regional sources based on assumptions that the change in baseline was roughly equivalent to the change in overall CFL sales.[43]

Similar to the past two years, we will apply a rate of change equal to that of the CFL market over the past year to yield an estimate of 2010 CFL baseline sales. 2010 national CFL sales data will come from ENERGY STAR's contractor, D&R International, that compiles sales and market share data.

[42] These "other" bulb styles include empty sockets, U-shaped, decorative, bullet/post, and circline bulbs.

[43] ECONorthwest memorandum on 2009 CFL ACE model assumptions from Tami Rasmussen to NEEA on May 3, 2010.

Sales and Market Share data analysis

The rate of change in CFL sales for the nation from 2009 to 2010 was 39 percent, per estimates provided by D&R International on April 18, 2011.[44] The estimate of Northwest CFL baseline sales for 2009 was 9.58 million CFLs, or 1.868 CFLs per household.[45] The 2010 Northwest baseline CFL estimate is equal to:

1.039 * 1.868 CFLs per household * 5,170,832 NW households[46] = 13,417,525 CFLs

Literature Review

A review of recent reports and papers on the federal lighting legislation (EISA) indicates that the legislation will lead to slower market transformation than previously thought, with less aggressive energy savings than anticipated.[47] For example, in 2012, the least efficient lamp will be only about 30 percent more efficient than the today's least efficient lamp. Moorefield predicts that the actual increased efficiency will be closer to 22 percent because the same standard is applied across multiple lighting output levels.[48] The literature does not provide quantitative data. However, the emerging industry consensus on EISA impacts may argue for NEEA to increase the timeframe during which the maximum achievable potential is met. NEEA may also adjust the shape of its curve such that the near-term naturally occurring baseline market share (e.g., through 2015) ramps up much slower than the later years (e.g., 2016-2020) to reflect the fact that the near-term EISA impacts are quite modest and the substantial impacts are expected in later years as the legislation is phased into effect.

4.2 Specialty CFLs

We will work with NEEA under separate contract to develop a scope of work for assessing the assumption for the baseline market share of specialty CFLs.

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[44] Personal correspondence from Toby Swope to Jennifer Canseco and Tami Rasmussen.

[45] ECONorthwest May 3, 2010.

[46] From US Census 2010 population estimates by state and US Census 2000 number of people per household by state.

[47] First Tracks Consulting Service, Inc., Applied Proactive Technologies, and Opinion Dynamics Corporation. EISA Lighting AESP Brown Bag Presentations. Association of Energy Service Professionals. January, 2011.

[48] Moorefield, L., 2010. Residential Lighting at a Crossroads: Why Next-Generation Technologies Are More Important than Ever. Presented at the ACEEE Summer Study on Energy Efficiency in Buildings. August, 2010.

5. Savings Rate

5.1 Literature Review

California's *Final Upstream Lighting Report,Volume 1* includes estimates of the average daily hours of use for residential CFLs. Evaluators derived these estimates from analyses of lighting logger data collected through the Residential Lighting Metering Study.[49] The Metering Study included approximately 8,400 lighting loggers installed in 1,232 homes throughout California from July 2008 through June 2009. The Residential Lighting Metering Study utilized a sample stratified by investor-owned utility (IOU) service territory and geographic region. Researchers selected sample through a simple random sampling process within each region giving each residential account in the IOU records an equal probability of selection into the sample. The sample included single-family, multi-family, and manufactured homes.

Table 2 below shows the average daily hours of use reported in the *Final Upstream Lighting Report*. As shown, the average daily hours of use for standard (twister and a-lamp style) CFLs is approximately 2.0 hours per day, and the average across all CFL types is approximately 1.9 hours per day. The analyses also included hours of use estimates for CFLs discounted through IOU programs and found slightly lower hours of use for standard CFLs (1.9 hours) and all CFL styles (1.8 hours) as compared to all CFLs purchased and installed by Metering Study participants.

The estimates from California are very close to those used in the current ACE model (1.8) and we recommend that NEEA continue to use their estimates.

[49] KEMA, Inc., 2010. Final Evaluation Report: Upstream Lighting Program - Volume 1. Supported by The Cadmus Group, Inc.; Itron, Inc.; PA Consulting Group; and Jai J. Mitchell Analytics. Prepared for the California Public Utilities Commission, Energy Division. February 8, 2010.

Table 2: Average Daily Hours of Use for California CFLs by Style for All CFLs and IOU-Discounted CFLs

CFL Style	Average Daily Hours of Use - California	
	All CFLs	IOU-Discounted CFLs
Twister and A-lamp	2.0	1.9
Globe	1.5	1.6
Reflector	1.9	1.8
All CFL Styles	**1.9**	**1.8**

Source: "Table 38: Average Statewide Residential Daily Hours-of-Use (HOU) – By CFL Type" (KEMA, 2010).

6. Incremental Cost

6.1 Shelf Survey

In December of 2010, we conducted a fourth round of shelf surveys in the Northwest. Field staff conducted 58 surveys including 19 in Idaho, 7 in Montana, 20 in Oregon and 12 in Washington. During these surveys, field staff recorded the price per package for all CFLs they found in each store.

Based on these data, the cost in the past year appears to have increased by an average of 30 cents per lamp. Average price of CFLs rose in both metro and non-metro areas by 24 and 41 cents respectively within the past year. The average price for standard CFLs (including a-lamps) is estimated at $3.79 and specialty CFLs (excluding a-lamps) is $6.63.