

Responses
2372

Segment Data
Sample Size
201
(Business Owners)

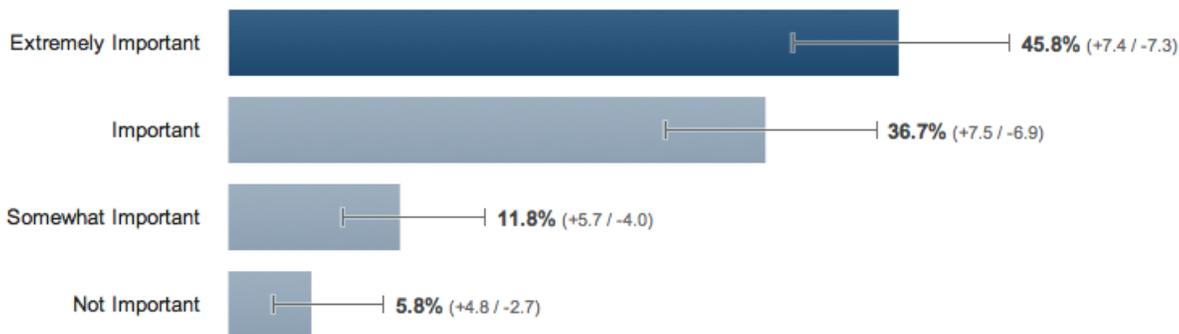
Average Absolute
Error Rate
3.92%

Confidence
Interval:
4.38%

Based on
Confidence Level:
95%

A majority of business owners rate "quality of light" as their most important criterion in choosing LED lighting for their environment. 82% rated "quality of light" as extremely important or important. 45.8% rated it as extremely important.

How important is the quality of light in your business environment as a factor in choosing an LED bulb?



Response metrics

Results table

Metrics only apply to the topline results for this question. Filters and weighting do not apply.

Impressions

2,372

Responses

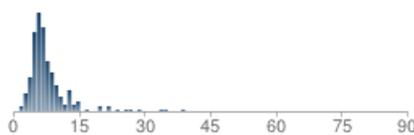
201

Response Rate

8.5%

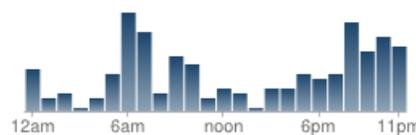
Response Times

Median response time is 5.4 seconds



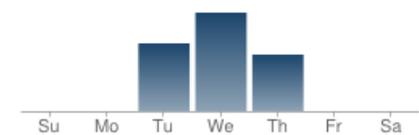
Responses by hour of day

Local times of respondents



Responses by day of week

Local times of respondents



Date of Poll: **April 2014** | Cohorts: **Age Range, Region, Lifestyle, Income** | Bias: **Male 25-34 years of age**

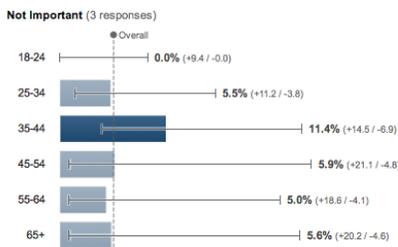
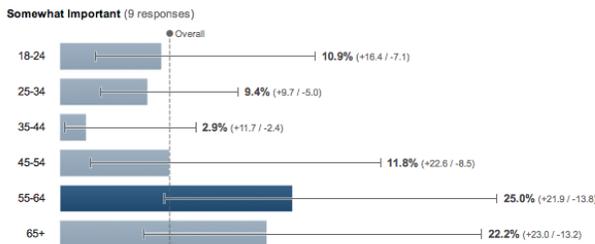
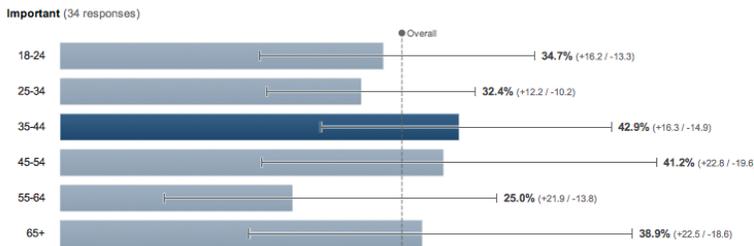
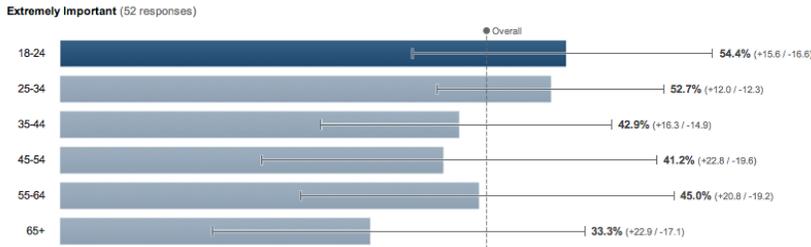
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Results by Age Cohort

There is no major age bias in terms of importance emphasis on quality, with most age groups choosing quality as "extremely important."

Extremely Important

- 54.4% of 18-24 year-olds
- 52.7% of 25-34 year-olds
- 42.9% of 35-44 year-olds
- 41.2% of 45-54 year-olds
- 45% of 55-64 year-olds

Important

- 34.7% of 18-24 year-olds
- 32.4% of 25-34 year-olds
- 42.9% of 35-44 year-olds
- 41.2% of 45-54 year-olds
- 25% of 55-65 year-olds

Somewhat Important

- 10.9% of 18-24 year-olds
- 9.4% of 25-34 year-olds
- 2.9% of 35-33 year-olds
- 11.8% of 45-54 year-olds
- 25% of 55-64 year-olds

Sampling bias
Comparing this question's sample distribution to the Internet Population data for US.

Group	Response	Non-response	Internet Population	Bias
Male	78.8%	56.4%	48.0%	30.8%
Female	21.2%	43.6%	52.0%	-30.8%
18-24	18.6%	7.0%	14.1%	4.5%
25-34	33.3%	5.3%	19.4%	13.9%
35-44	18.6%	10.5%	18.7%	-0.2%
45-54	8.7%	10.5%	19.4%	-10.6%
55-64	10.9%	40.4%	16.0%	-5.1%
65+	9.8%	26.3%	12.3%	-2.5%
Midwest	22.1%	23.9%	22.0%	0.1%
Northeast	19.5%	19.6%	18.9%	0.6%
South	26.7%	23.9%	35.3%	-8.7%
West	31.8%	32.6%	23.8%	8.0%
RMSE score				6.2%

Sampling Bias

Comparing this question's sample distribution to the US Census Current Population Data, the survey has a strong bias towards male at 78.8%, with a Root Mean Square Error or 30.8%. Root Mean Square error is a weighted average of the difference between the population sample and the actual sample. This means there's a strong bias towards male, not unexpected in the business owner segment. In terms of AGE Bias, root mean error was closer to national distribution, with a slight bias on the 25-34 year-old audiences at 13.9%

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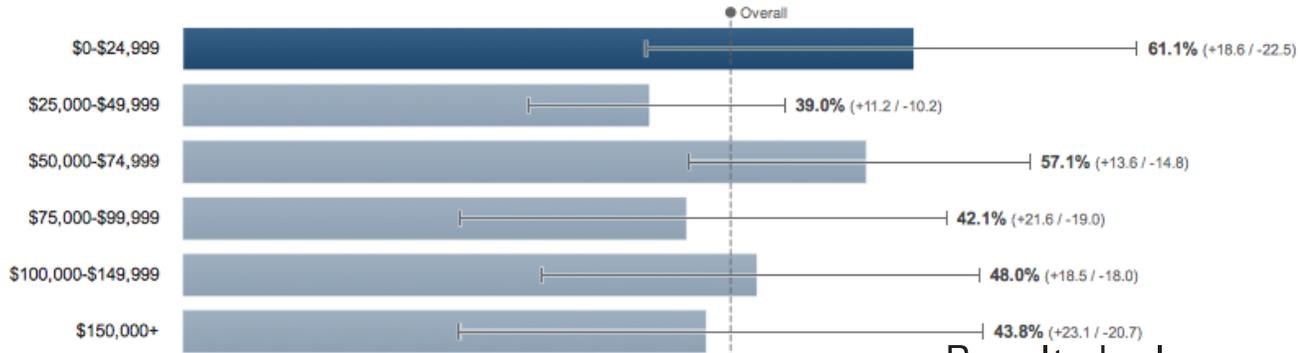
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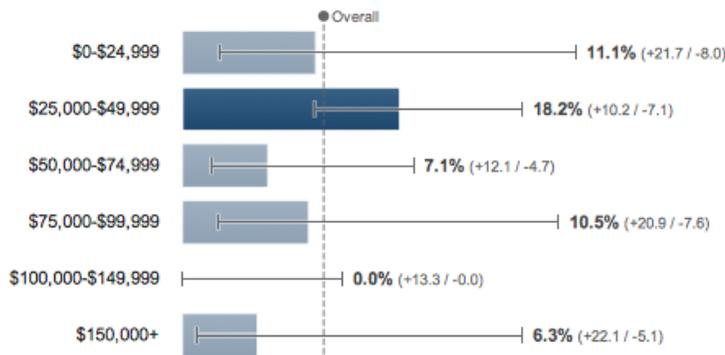
Extremely Important (55 responses)



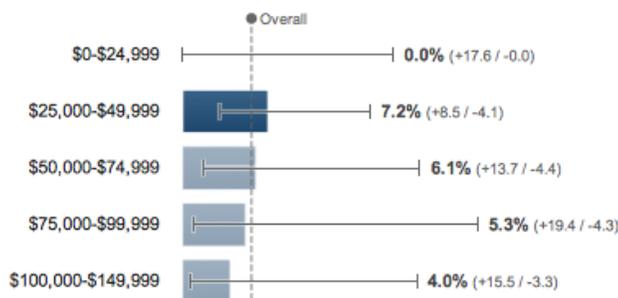
Important (39 responses)



Somewhat Important (17 responses)



Not Important (9 responses)



Results by Income Cohort

The majority of income cohorts rate quality as extremely important, important or somewhat important. There is no correlation between income and preference for quality.

Of those surveyed who earned more than \$150,000

- 43.8% rated quality as extremely important
- 50% rated quality as important
- 6.3% rated quality as somewhat important

Of those surveyed who earned \$100,000-\$149,999

- 48% rated quality as extremely important
- 48% rated quality as important

Of those surveyed who earned \$75,000-\$99,999

- 42.1% rated quality as extremely important
- 42.1% rated quality as important
- 10.5% rated quality as somewhat important

Of those surveyed who earned \$50,000-\$74,999

- 57.1% rated quality as extremely important
- 29.6% rated quality as important
- 7.1% rated quality as important

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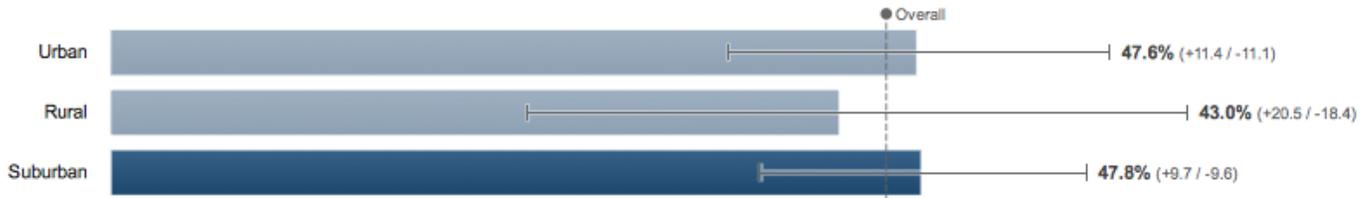
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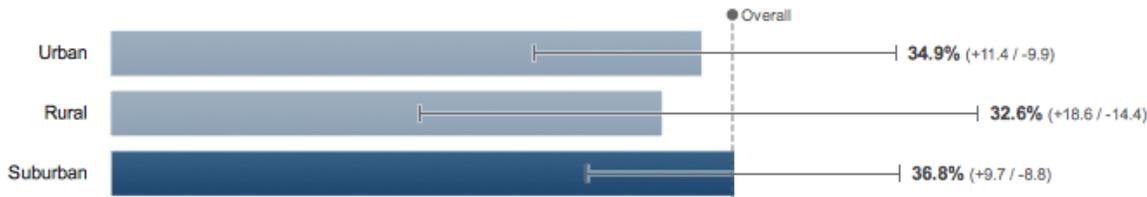
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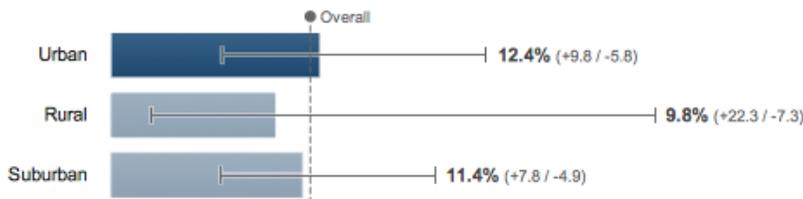
Extremely Important (92 responses)



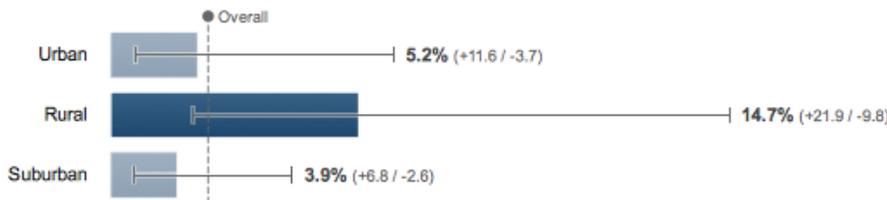
Important (71 responses)



Somewhat Important (22 responses)



Not Important (10 responses)



Results by Lifestyle Cohort

Urban and Suburban are slightly more likely to choose quality as the main choice criterion for an LED bulb, while rural are slightly less likely. Rural business owners were the only significant deviation in terms of preference for quality.

Urban

- 47.6% rated quality as extremely important
- 34.9% rated quality as important
- 5.2% rated quality as NOT important

Suburban

- 47.8% rated quality as extremely important
- 32.6% rated quality as important
- 23.9% rated quality as NOT important

Rural

- 43% rated quality as extremely important
- 32.6% rated quality as somewhat important
- 14.7% rated quality as NOT important.

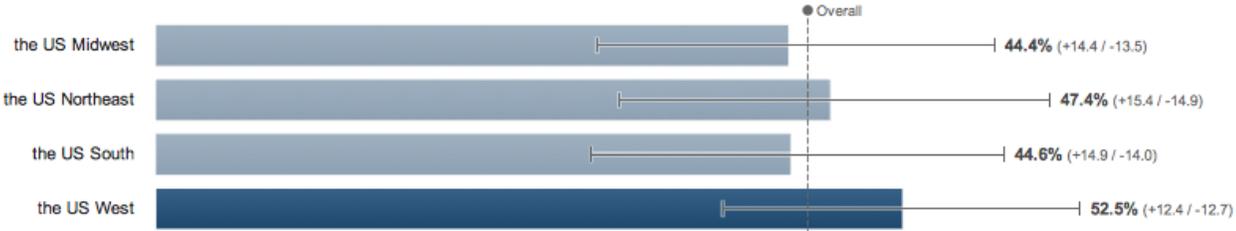
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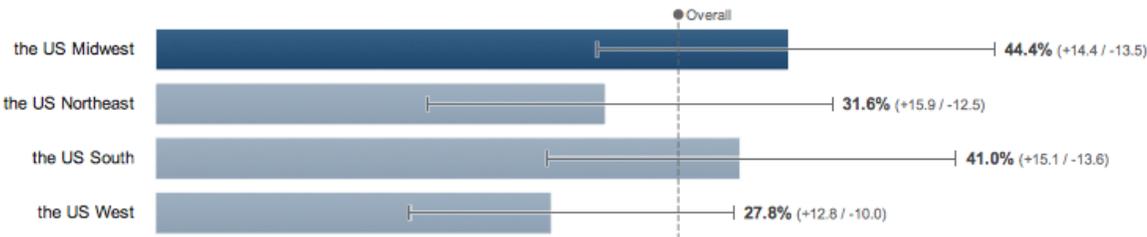
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Confidence
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Based on
Confidence Level:
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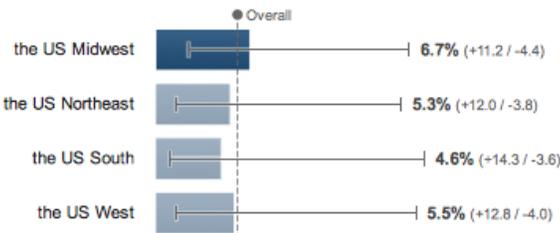
Important (37 responses)



Somewhat Important (14 responses)



Not Important (6 responses)



Results by Region

- All regions trend similarly with some small differences.
- The US West is most likely to say quality is "extremely important" at 52.2%, followed closely by US Northeast at 47.4%
- US Midwest is most likely to rate quality as "important" at 44.4%
- Us Northeast is slightly more likely to choose "somewhat important".

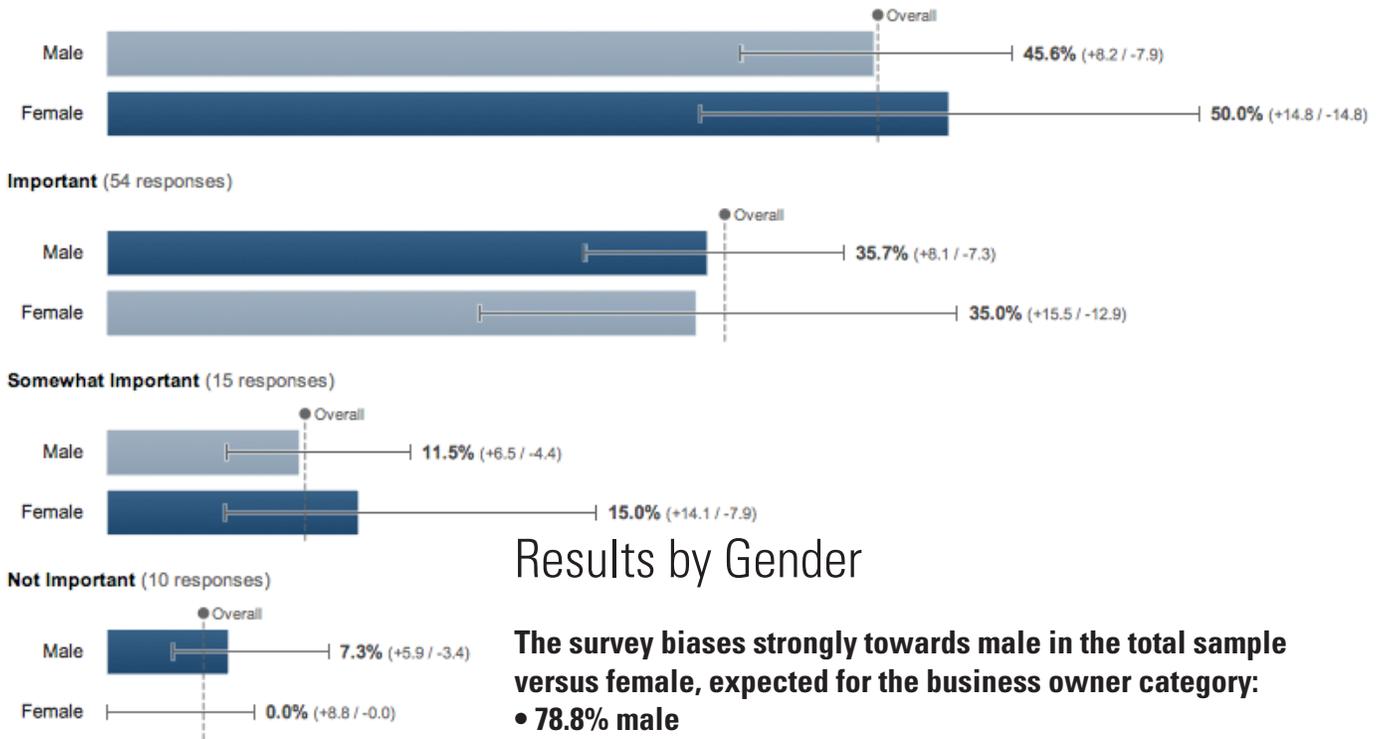
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Results by Gender

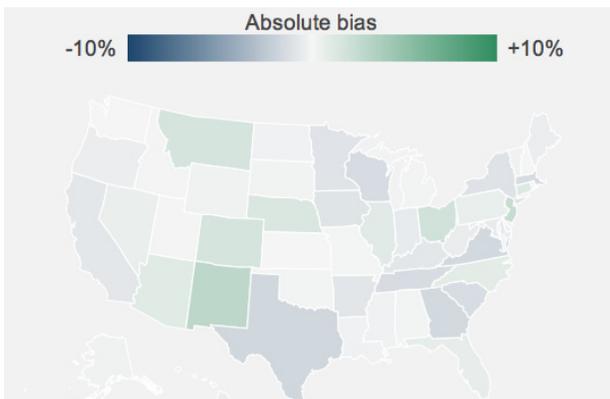
The survey biases strongly towards male in the total sample versus female, expected for the business owner category:

- **78.8% male**
- **21.2% female**

Results by Gender

However, despite the bias in the overall sample, male and female respondents, as a percentage of the respondents within their gender, answered with similar preferences:

- **50% of female cohort rated quality as "extremely important versus 45.6% for male**
- **35% of female cohort rated quality as "important" versus 35.7% male**
- **15% of female cohort rated quality as "somewhat important versus 11.5% for male**
- **ZERO % (0) of female cohort chose "not important, versus 7.3% for male.**



Notes

* Confidence level is estimated based on industry-standards that take into account confidence level required, targeting, sample size, population size. The larger the sample size, the higher the likelihood answers reflect the targeted audience. Estimates of absolute error is an average of Consumer Surveys. Model is internet poll randomized. Data presented represents only the business owner cohort.