

Responses
2372

Segment Data
Sample Size
201
(Business Owners)

Average Absolute
Error Rate
3.92%

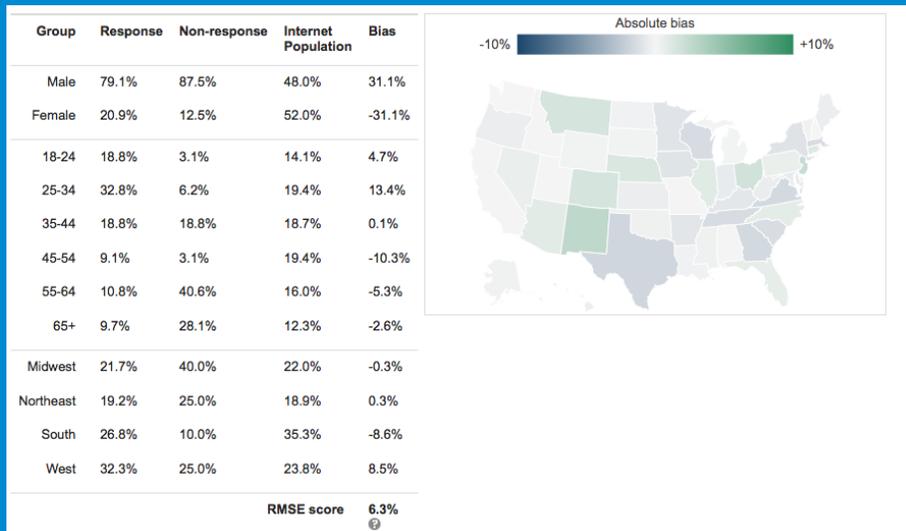
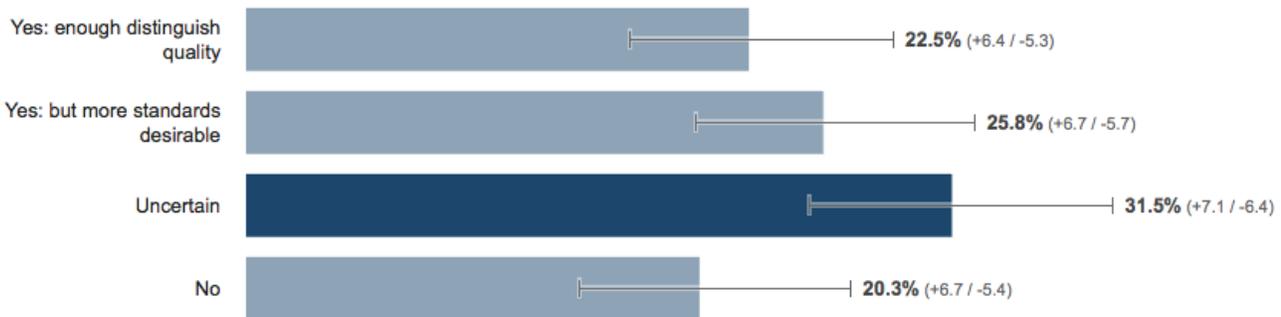
Confidence
Interval:
4.38%

Based on
Confidence Level:
95%

In a statistically significant poll, over 31.5% of business owners and managers are unsure if there is “sufficient standardization in the LED bulb industry”—while only 22.5% believe there are sufficient standards. Another 25.8% believe that there are sufficient standards, but more standards are desirable. 20.3% unequivocally indicated they did not believe there was sufficient standards.

The data supports the hypothesis that uncertainty on standards is one of the reasons higher quality architect-spec or spec-quality LED bulbs are preferred by business owners and managers.

Do you believe there is sufficient standardization in the LED bulb industry (Energy Star, etc)?



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

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Yes: enough distinguish quality (48 responses)



Yes: but more standards desirable (53 responses)



Uncertain (55 responses)



No (38 responses)



Owners vs. Managers

Business managers and business owners answered in a similar pattern, although owners are slightly more likely to be uncertain or to say no.

Yes, enough to distinguish quality

- 25.4% of owners
- 22.9% of business managers

Yes, but more standards desirable

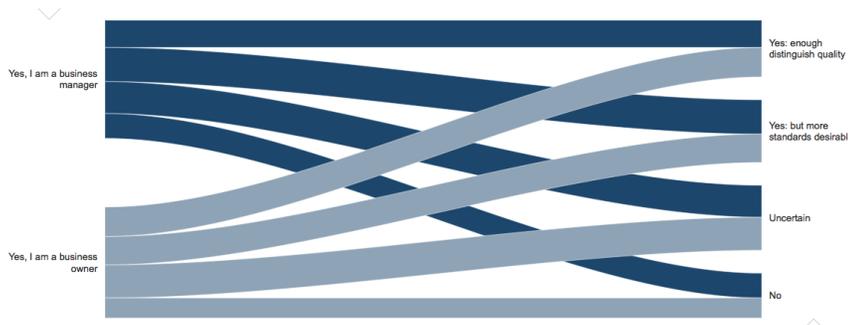
- 26.1% of business owners
- 26.9% of business managers

Uncertain

- 30% of business owners
- 27.2% of business managers

No, not enough standards

- 18.5% of business owners
- 23% of business managers



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 79.1%, with a Root Mean Square Error or 31.1%. 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.

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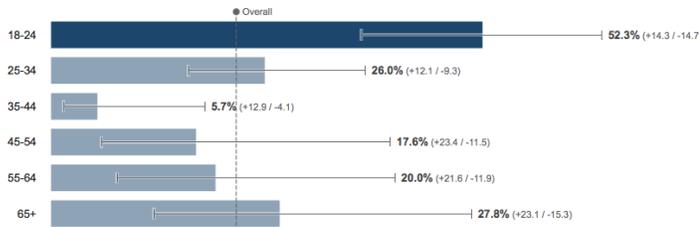
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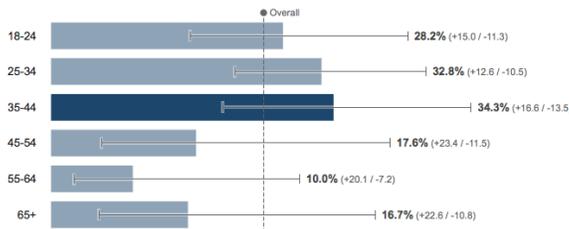
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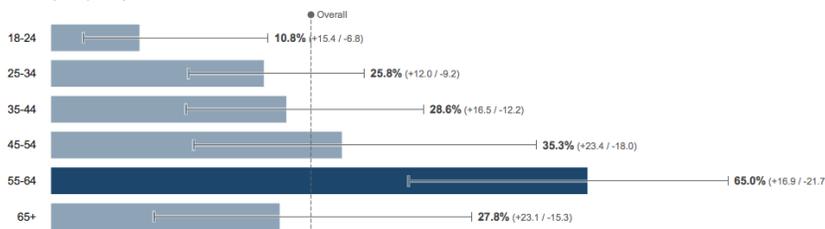
Yes: enough distinguish quality (32 responses)



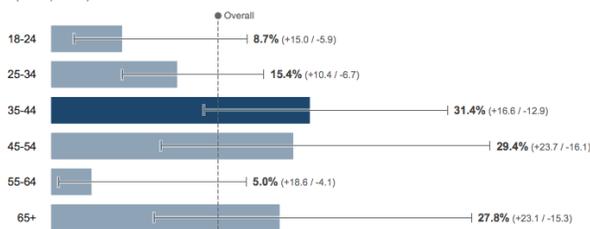
Yes: but more standards desirable (32 responses)



Uncertain (21 responses)



No (13 responses)



Results by Age Cohort

55-64 year olds are the most likely to be uncertain on standards, while 18-24 year olds are the most likely to be certain standards are sufficient.

Yes, enough to distinguish quality

- 52.3% of 18-24 year-olds
- 26% of 25-34 year-olds
- 5.7% of 35-44 year-olds
- 17.6% of 45-54 year-olds
- 20% of 55-64 year-olds
- 27.8% of 65+

Yes, but more standards desirable

- 28.2% of 18-24 year-olds
- 32.8% of 25-34 year-olds
- 34.3% of 35-44 year-olds
- 17.6% of 45-54 year-olds
- 10% of 55-65 year-olds

Uncertain

- 10.8% of 18-24 year-olds
- 25.8% of 25-34 year-olds
- 28.6% of 35-33 year-olds
- 35.3% of 45-54 year-olds
- 65% of 55-64 year-olds

Responses

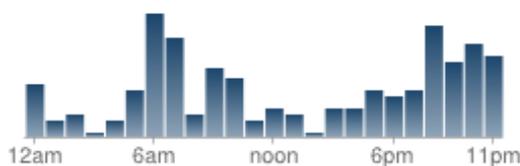
201

Response Rate

66.6%

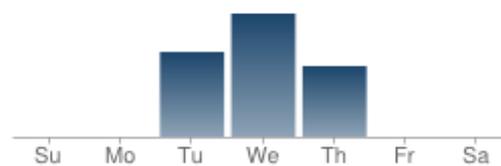
Responses by hour of day

Local times of respondents



Responses by day of week

Local times of respondents



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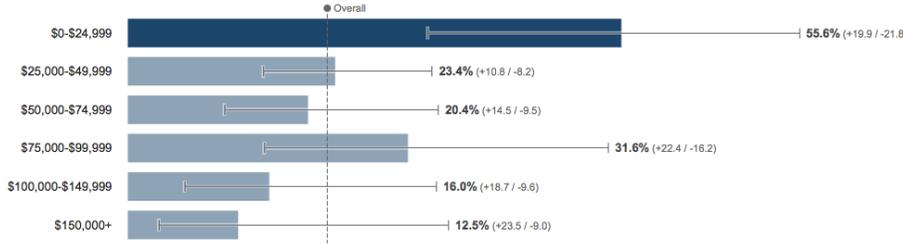
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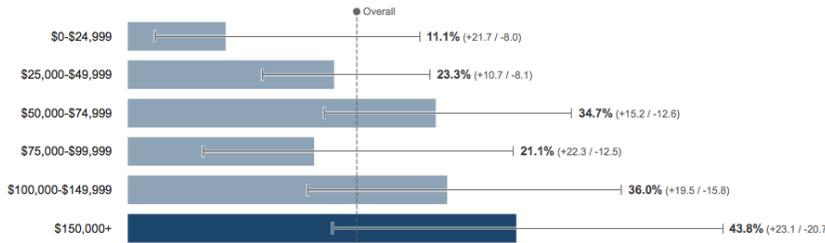
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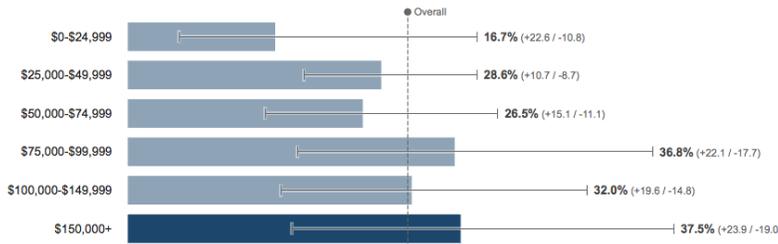
Yes: enough distinguish quality (26 responses)



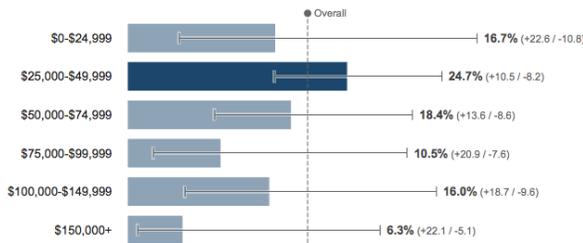
Yes: but more standards desirable (33 responses)



Uncertain (33 responses)



No (28 responses)



Results by Income Cohort

Higher income earners are more likely to choose a qualified yes or uncertain. Lower income earners are more likely to choose no or unqualified yes.

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

- 43.8% "yes but more standards desirable"
- 37.5% "uncertain"
- 12.5% yes unqualified
- 6.3% no unqualified

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

- 36% "yes but more standards desirable"
- 32% "uncertain"
- 16% yes unqualified

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

- 36.8% "uncertain"
- 31.6% unqualified yes
- 21.1% "yes but more standards desirable"

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

- 34.7% "yes but more standards desirable"
- 26.5% "uncertain"
- 20.4% yes unqualified

Of those earning less than \$25,000

- 55.6% unqualified yes

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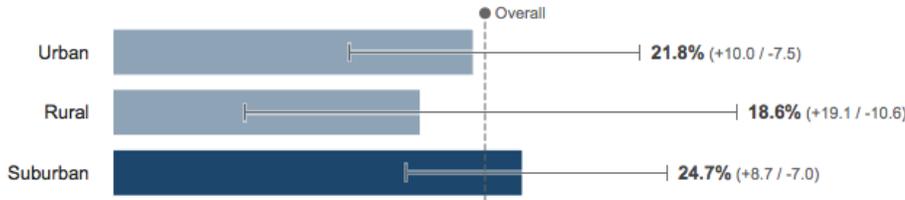
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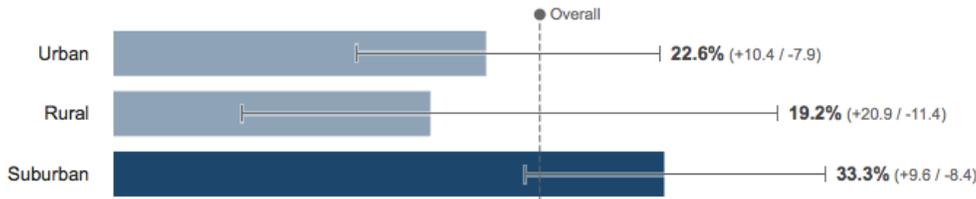
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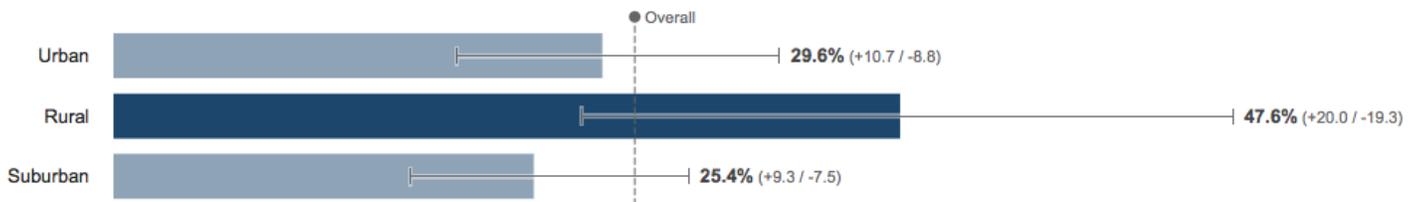
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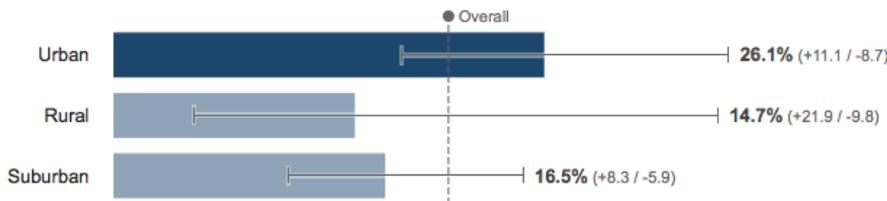
Yes: but more standards desirable (53 responses)



Uncertain (57 responses)



No (37 responses)



Results by Lifestyle Cohort

Suburban cohorts are more likely to indicate yes or “yes but more standards desirable” while rural are most likely to be uncertain. Urban are the most likely to indicate uncertain or no.

Urban

- 29.6% uncertain
- 26.1% no
- 22.6% “yes but more standards desirable”

Suburban

- 33.3% “yes but more standards desirable”
- 25.4% uncertain
- 24.7% yes unqualified

Rural

- 47.6% uncertain
- 19.2% “yes but more standards desirable”
- 18.6% yes unqualified

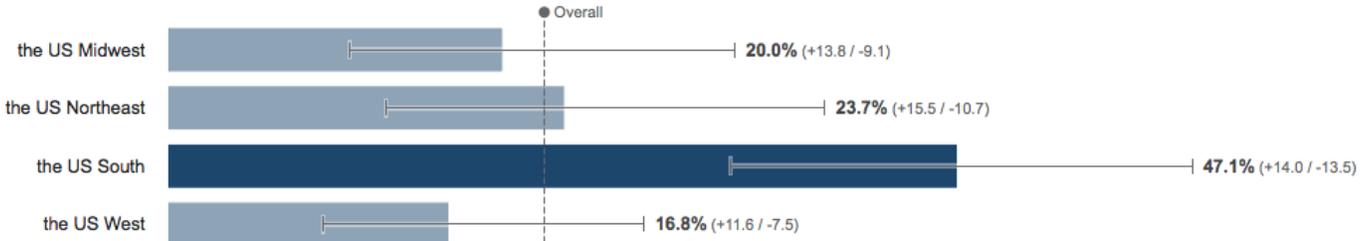
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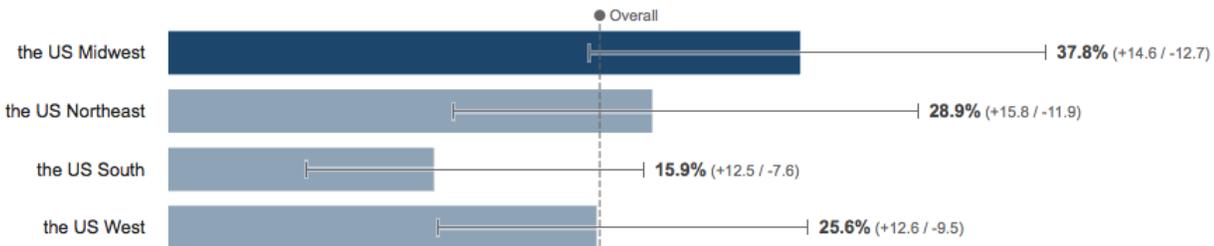
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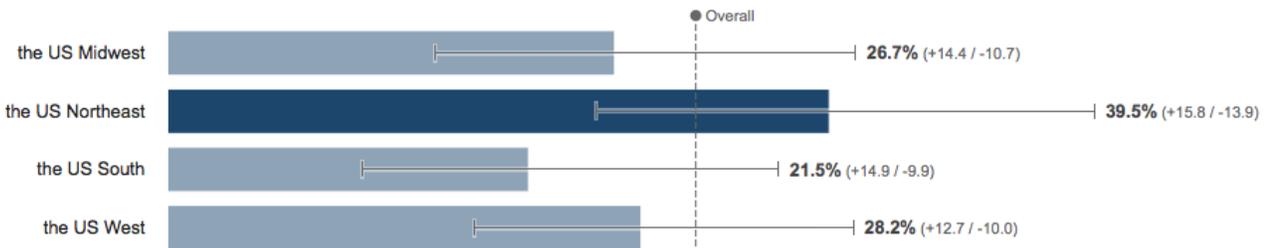
Based on
Confidence Level:
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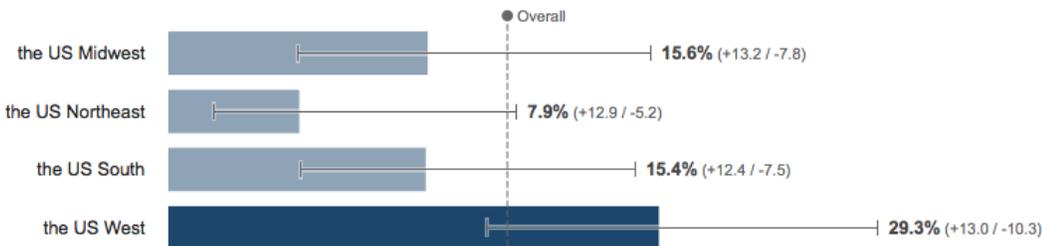
Yes: but more standards desirable (25 responses)



Uncertain (28 responses)



No (26 responses)



Results by Region

- **US South is most likely to indicate unqualified yes**
- **US West is most likely to indicate “yes but more standards desirable”**
- **US Northeast is most likely to indicate uncertain**
- **US West is most likely to indicate no.**

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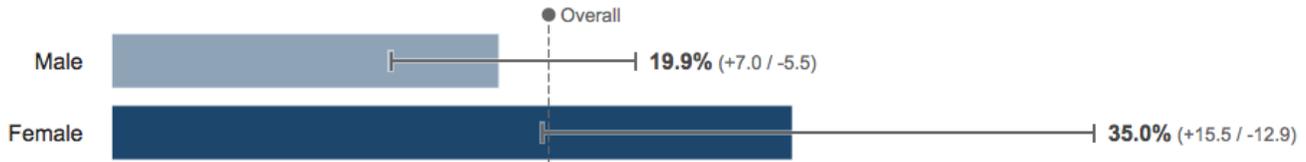
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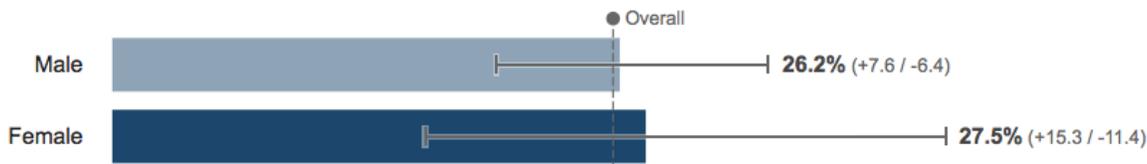
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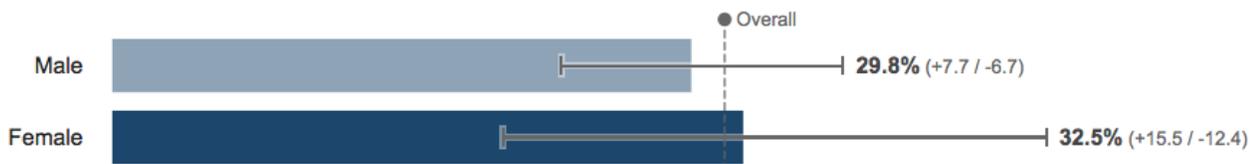
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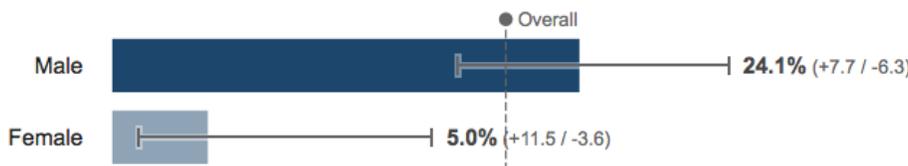
Yes: but more standards desirable (41 responses)



Uncertain (42 responses)



No (33 responses)



Results by Gender

The survey biases strongly towards male in the total sample versus female. 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 with some noticeable differences:

- **Males more likely to say No or Uncertain**
- **Females less likely to say no, more likely to say yes.**

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.