

Responses
2372

Segment Data
Sample Size
201
(Business Owners)

Average Absolute
Error Rate
3.92%

Confidence
Interval:
4.38%

Based on
Confidence Level:
95%

49.6% of business owners and managers believe claims made by manufacturers on the labels of LED bulbs, indicating real life experience with bulbs tends to match claims for performance elements such as 'rated lifetime.' However, the remainder remain somewhat unconvinced: 19.4% of business owners and managers rate manufacturer's claims as partially credible, 17.6% as unsure and 13.4% say no, they don't believe claims.

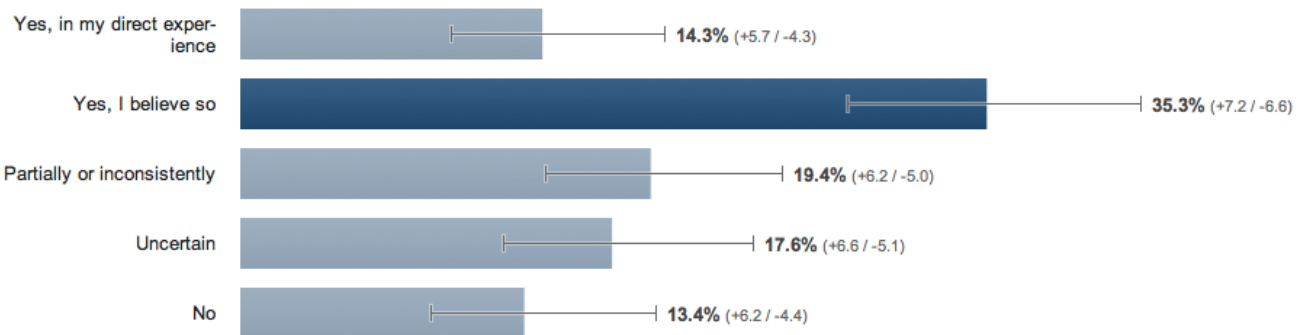
Do LED lighting product manufacturer claims on packaging match real-life performance (for example rated lifetime)?

SINGLE ANSWER

Do LED lighting product manufacturer claims on packaging match real-life performance (for example rated lifetime)?

Results for respondents with demographics. Weighted by Age. (188 responses) 📌

Winner statistically significant. 🏆



Response metrics

Results table

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

Impressions

285

Responses

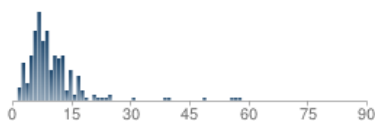
201

Response Rate

70.5%

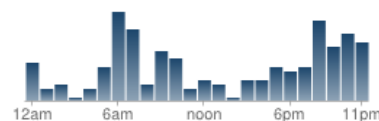
Response Times

Median response time is 7.3 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**

Responses
2372

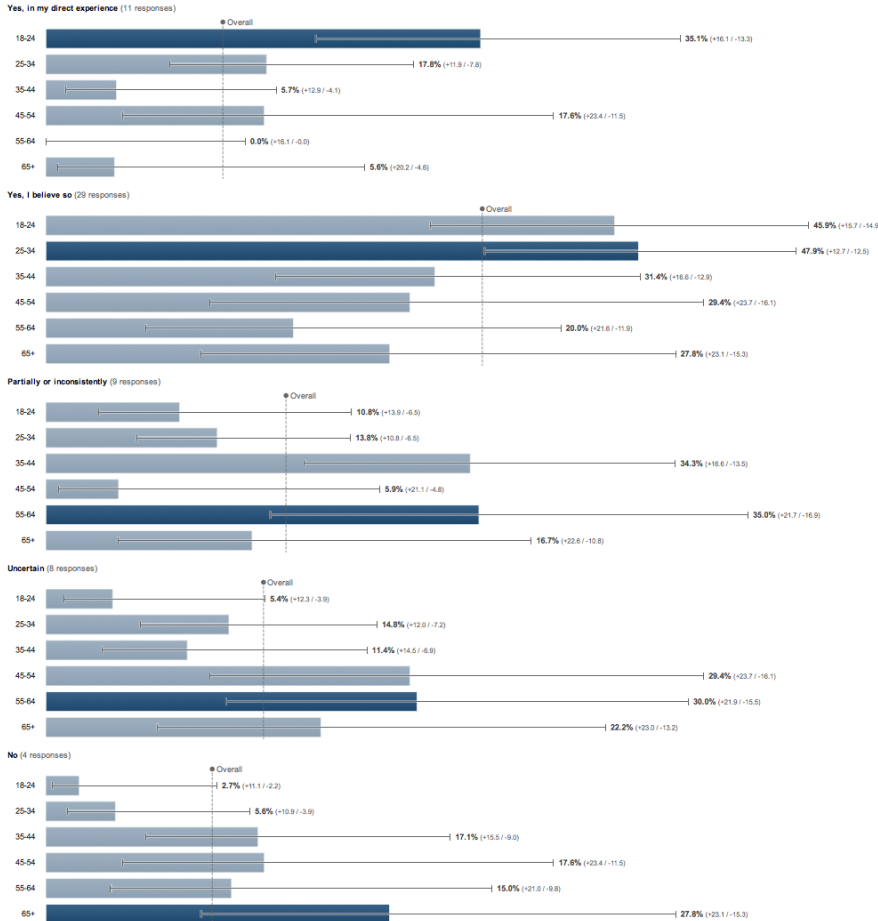
Segment Data
Sample Size
201
(Business Owners)

Average Absolute
Error Rate
3.92%

Confidence
Interval:
4.38%

Based on
Confidence Level:
95%

SINGLE ANSWER
Do LED lighting product manufacturer claims on packaging match real-life performance (for example rated lifetime)?
Results for respondents with demographics: 18-24, 25-34, 35-44, 45-54, 55-64, 65+ were not weighted; 25-34 was weighted by Gender. (188 responses) Ⓜ



Results by Age Cohort

Older cohorts tended to be more likely to answer negatively to the credibility of manufacturer's claims. 18-34 year-olds were most likely to be satisfied.

Yes, in my direct experience

- 45.9% of 18-24 year-olds
- 47.9% of 25-34 year-olds
- 31.4% of 35-44 year-olds
- 29.4% of 45-54 year-olds
- 20% of 55-64 year-olds

Yes, I believe so

- 35.1% of 18-24 year-olds
- 17.8% of 25-34 year-olds
- 5.7% of 35-44 year-olds
- 17.6% of 45-54 year-olds
- 0% of 55-65 year-olds

No

- 2.7% of 18-24 year-olds
- 5.6% of 25-34 year-olds
- 17.1% of 35-33 year-olds
- 17.6% of 45-54 year-olds
- 15% of 55-64 year-olds
- 27.8% of 65+ 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	79.1%	66.7%	48.0%	31.1%
Female	20.9%	33.3%	52.0%	-31.1%
18-24	18.8%	8.0%	14.1%	4.7%
25-34	32.8%	8.0%	19.4%	13.4%
35-44	18.8%	16.0%	18.7%	0.1%
45-54	9.1%	4.0%	19.4%	-10.3%
55-64	10.8%	36.0%	16.0%	-5.3%
65+	9.7%	28.0%	12.3%	-2.6%
Midwest	21.7%	21.4%	22.0%	-0.3%
Northeast	19.2%	28.6%	18.9%	0.3%
South	26.8%	28.6%	35.3%	-8.6%
West	32.3%	21.4%	23.8%	8.5%

RMSE score 6.3% Ⓜ

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. 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 13.4%

Responses
2372

Segment Data
Sample Size
201
(Business Owners)

Average Absolute
Error Rate
3.92%

Confidence
Interval:
4.38%

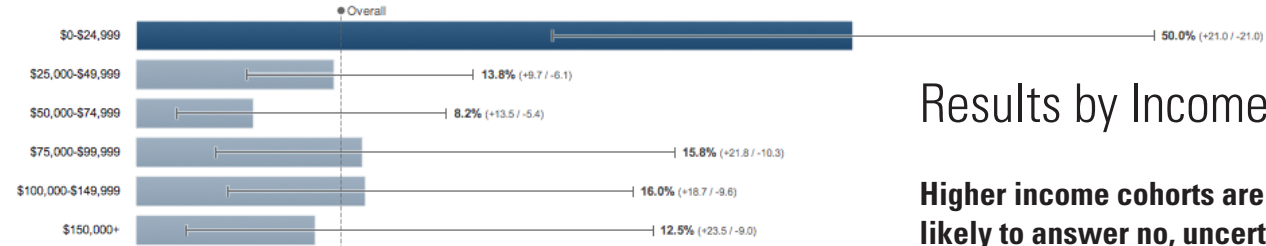
Based on
Confidence Level:
95%

SINGLE ANSWER

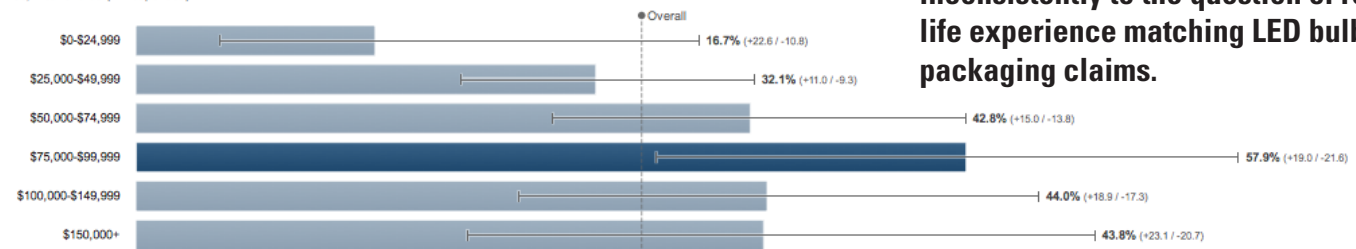
Do LED lighting product manufacturer claims on packaging match real-life performance (for example rated lifetime)?

Results for respondents with demographics. \$0-\$24,999, \$100,000-\$149,999, \$150,000+, \$75,000-\$99,999 were not weighted; \$50,000-\$74,999 was weighted by Gender; \$25,000-\$49,999 was weighted by Region. (198 responses) @

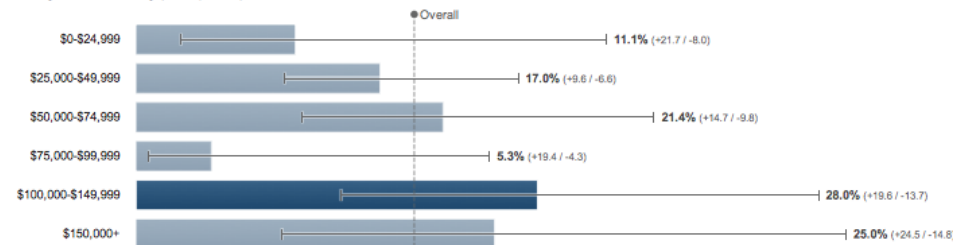
Yes, in my direct experience (15 responses)



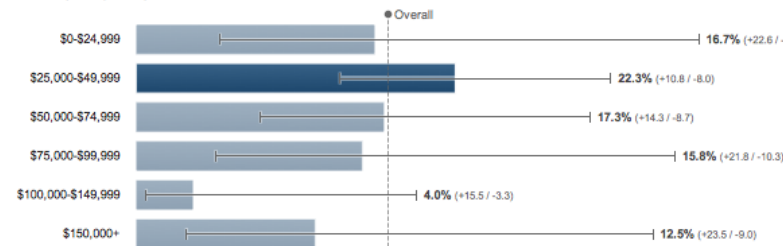
Yes, I believe so (42 responses)



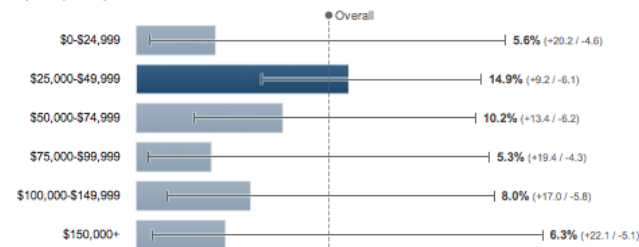
Partially or Inconsistently (23 responses)



Uncertain (23 responses)



No (17 responses)



Results by Income Cohort

Higher income cohorts are more likely to answer no, uncertain or inconsistently to the question of real life experience matching LED bulb packaging claims.

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

- 12.5% rated yes in direct experience
- 43.8% rated yes, I believe so
- 25% rated partially or inconsistently

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

- 16% rated yes in direct experience
- 44% rated yes, I believe so
- 28% rated partially or inconsistently

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

- 15.8% rated yes in direct experience
- 57.9% rated yes, I believe so
- 28% rated partially or inconsistently

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

- 8.2% rated yes in direct experience
- 42.8% rated yes, I believe so
- 21.4% rated partially or inconsistently

Responses
2372

Segment Data
Sample Size
201
(Business Owners)

Average Absolute
Error Rate
3.92%

Confidence
Interval:
4.38%

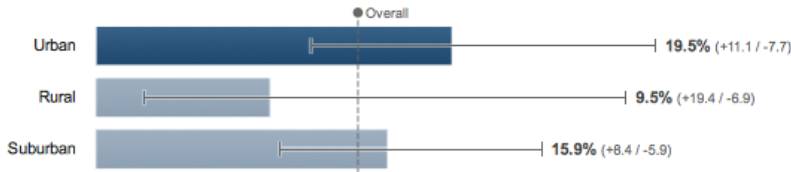
Based on
Confidence Level:
95%

SINGLE ANSWER

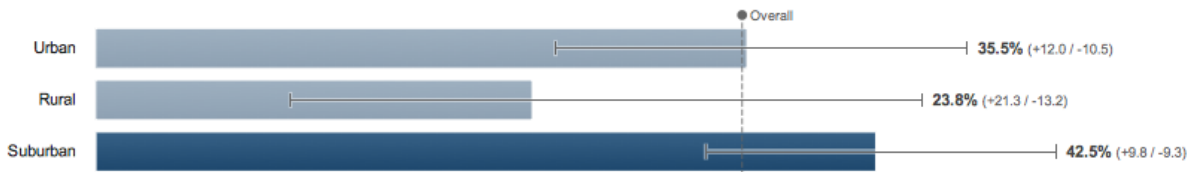
Do LED lighting product manufacturer claims on packaging match real-life performance (for example rated lifetime)?

Results for respondents with demographics. Rural was not weighted; Suburban, Urban were weighted by Region. (200 responses)

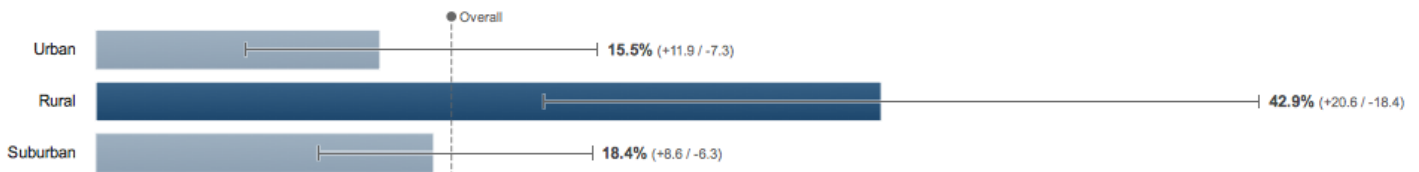
Yes, in my direct experience (32 responses)



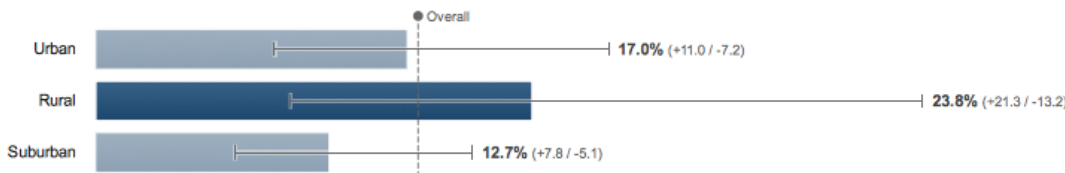
Yes, I believe so (70 responses)



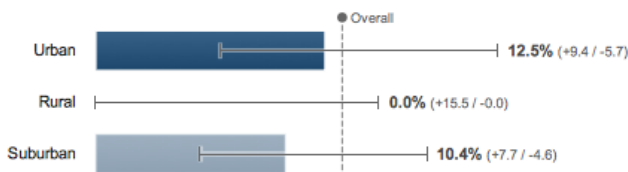
Partially or Inconsistently (28 responses)



Uncertain (27 responses)



No (22 responses)



Results by Lifestyle Cohort

Urban and Suburban are slightly more likely to believe manufacturer's claims, while rural are more likely to be uncertain or believe claims are only partially true.

Urban

- 19.5% yes in my direct experience
- 35.5% yes, I believe so
- 15.5% partially or inconsistently

Suburban

- 15.9% yes in my direct experience
- 42.5% yes, I believe so
- 18.4% partially or inconsistently

Rural

- 9.5% yes in my direct experience
- 23.8% yes, I believe so
- 42.9% partially or inconsistently

Responses
2372

Segment Data
Sample Size
201
(Business Owners)

Average Absolute
Error Rate
3.92%

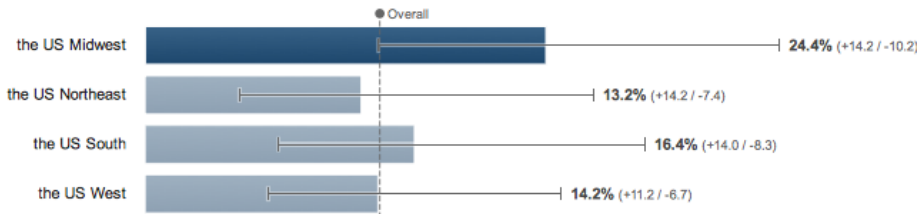
Confidence
Interval:
4.38%

Based on
Confidence Level:
95%

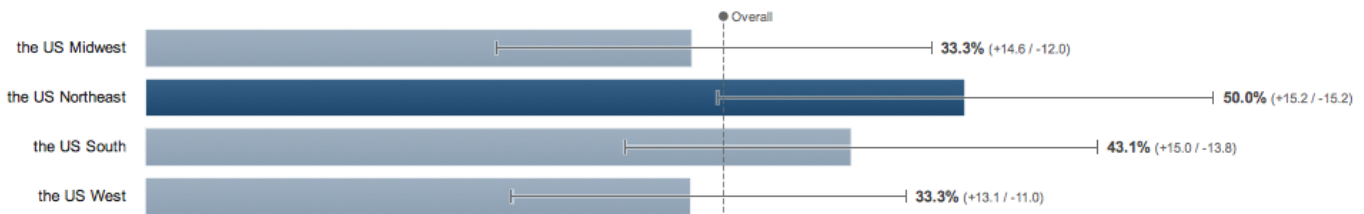
Do LED lighting product manufacturer claims on packaging match real-life performance (for example rated lifetime)?

Results for US. The US Midwest, the US Northeast were not weighted; the US South, the US West were weighted by Gender. (193 responses)

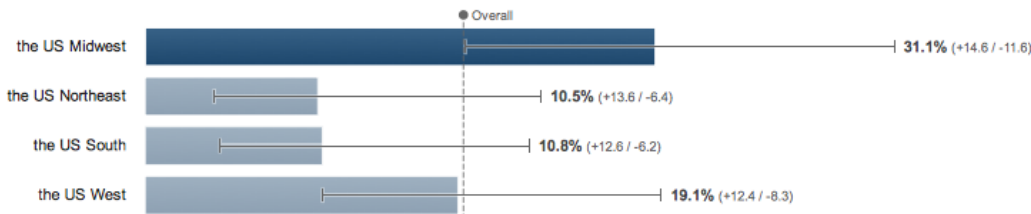
Yes, in my direct experience (17 responses)



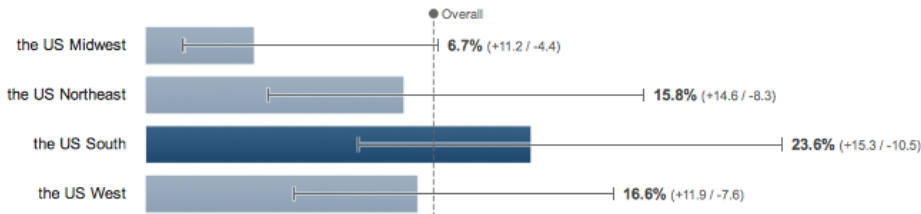
Yes, I believe so (40 responses)



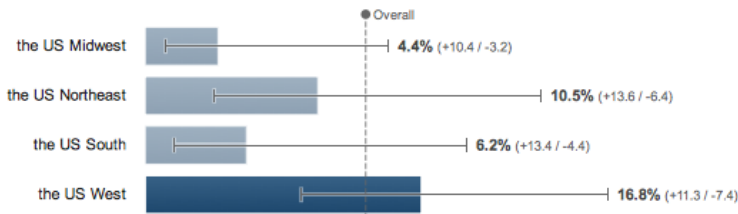
Partially or inconsistently (18 responses)



Uncertain (20 responses)



No (15 responses)



Results by Region

- All regions trend similarly with some small differences.
- The US Midwest are slightly more likely to say "yes"
- The US Northeast is slightly more likely to say "yes, I believe so"
- The US Northeast is slightly more likely to say "partially or inconsistently"
- The US South is slightly more likely to be "uncertain"

Responses
2372

Segment Data
Sample Size
201
(Business Owners)

Average Absolute
Error Rate
3.92%

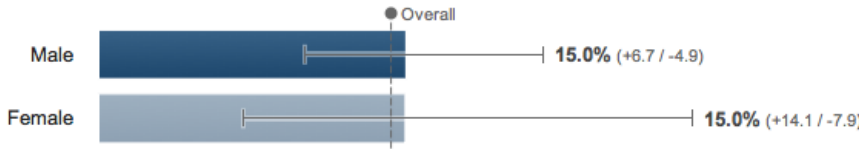
Confidence
Interval:
4.38%

Based on
Confidence Level:
95%

Do LED lighting product manufacturer claims on packaging match real-life performance (for example rated lifetime)?

Results for respondents with demographics. Female was not weighted; Male was weighted by Age. (188 responses)

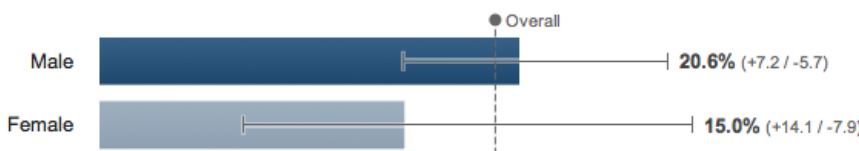
Yes, in my direct experience (24 responses)



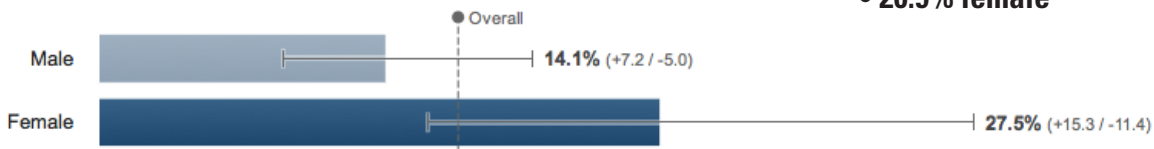
Yes, I believe so (56 responses)



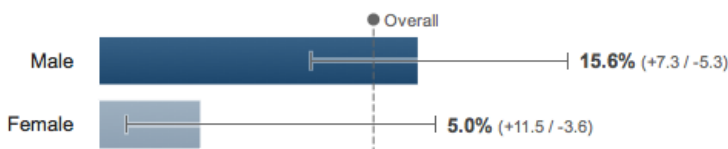
Partially or inconsistently (30 responses)



Uncertain (18 responses)



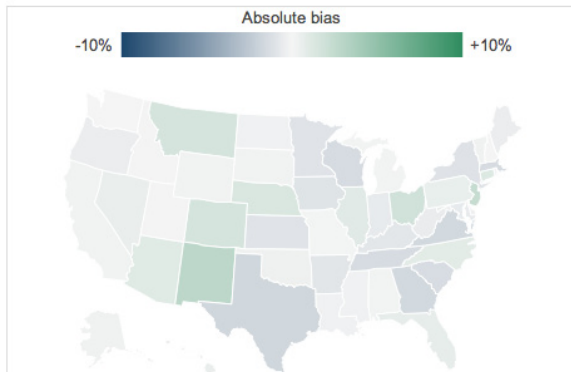
No (20 responses)



Results by Gender

Male and female are consistent in their answers, although the overall respondents ratio leans substantially towards male:

- 79.1% male
- 20.9% female



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.