

Responses
2372

Segment Data
Sample Size
201
(Business Owners)

Average Absolute
Error Rate
3.92%

Confidence
Interval:
4.38%

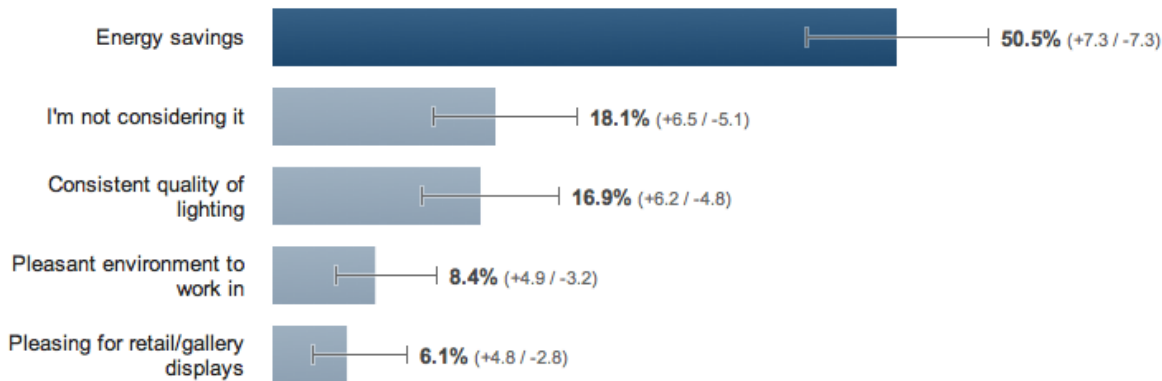
Based on
Confidence Level:
95%

50.5% of business owners and managers chose to use LED lighting because of energy savings. 31.4% of respondents chose LED lighting for its qualities: 16.9% for consistent quality of lighting, 8.4% for the pleasant environment it creates, and 6.1% because it enhanced retail and gallery displays. Only 18.1% of business owners were not considering LED lighting solutions.

What is the most important reason you are considering (or have used) LED lighting in your business?

What is the most important reason you are considering (or have used) LED lighting in your business?

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
271

Responses
201

Response Rate
74.2%

Response Times
Median response time is 7.9 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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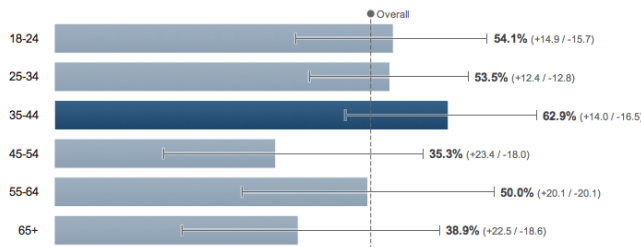
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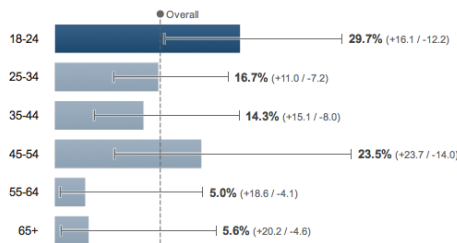
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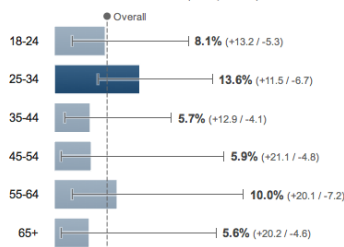
Energy savings (33 responses)



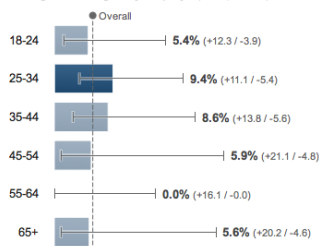
Consistent quality of lighting (11 responses)



Pleasant environment to work in (8 responses)



Pleasing for retail/gallery displays (5 responses)



Results by Age Cohort

35-44 year-olds were the most likely to choose "energy savings", while 45-54 year-olds and 18-24 year-olds were the most likely to say "consistent quality of lighting"

Energy Savings

- 54.1% of 18-24 year-olds
- 53.5% of 25-34 year-olds
- 62.9% of 35-44 year-olds
- 35.4% of 45-54 year-olds
- 50% of 55-64 year-olds

Consistent Quality

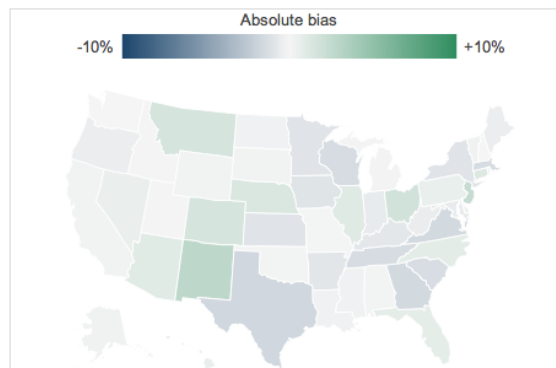
- 29.7% of 18-24 year-olds
- 16.7% of 25-34 year-olds
- 14.3% of 35-44 year-olds
- 23.5% of 45-54 year-olds
- 5% of 55-65 year-olds

Pleasant Environment

- 8.1% of 18-24 year-olds
- 13.6% of 25-34 year-olds
- 5.7% of 35-33 year-olds
- 5.9% of 45-54 year-olds
- 10% of 55-64 year-olds
- 5.6% of 65+ year-olds

Sampling Bias

Group	Response	Non-response	Internet Population	Bias
Male	79.0%	66.7%	48.0%	31.0%
Female	21.0%	33.3%	52.0%	-31.0%
18-24	18.4%	0.0%	14.1%	4.3%
25-34	33.0%	12.5%	19.4%	13.6%
35-44	18.9%	0.0%	18.7%	0.2%
45-54	9.2%	0.0%	19.4%	-10.2%
55-64	10.8%	43.8%	16.0%	-5.2%
65+	9.7%	43.8%	12.3%	-2.6%
Midwest	21.8%	42.9%	22.0%	-0.1%
Northeast	19.3%	28.6%	18.9%	0.4%



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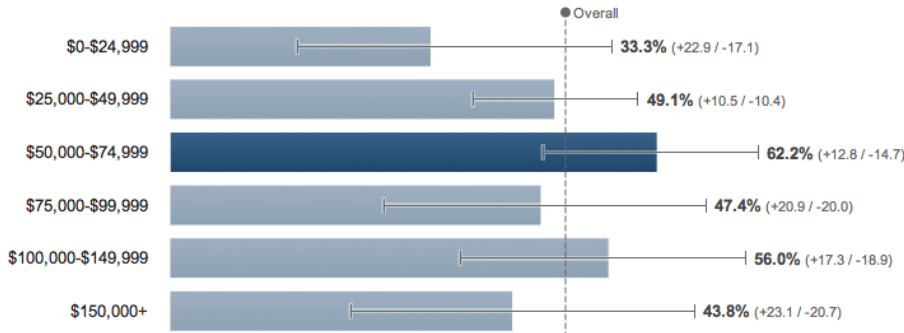
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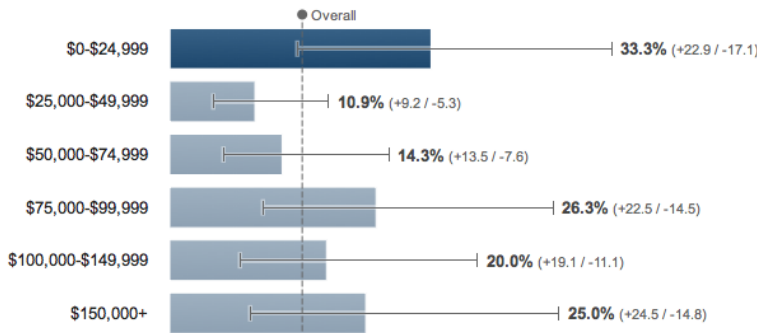
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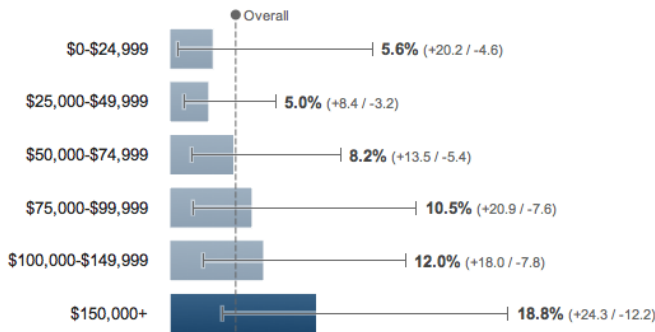
Energy savings (66 responses)



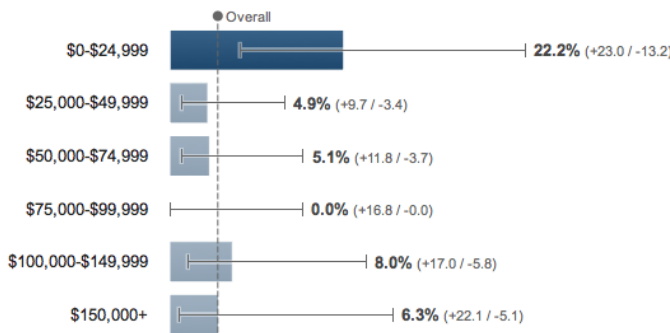
Consistent quality of lighting (15 responses)



Pleasant environment to work in (8 responses)



Pleasing for retail/gallery displays (5 responses)



Results by Income Cohort
Although all cohorts highly rate “energy savings, higher income cohorts were most likely to choose “pleasant environment” or “consistent quality”.

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

- 25% chose “consistent quality of lighting”
- 18.8% chose “pleasant environment
- 43.8% chose “energy savings” below the average of 50%.

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

- 20% chose “consistent quality of lighting”
- 12% chose “pleasant environment
- 56% chose “energy savings” above the average of 50%.

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

- 26.3% chose “consistent quality of lighting”
- 10.5% chose “pleasant environment
- 47.5% chose “energy savings” below the average of 50%.

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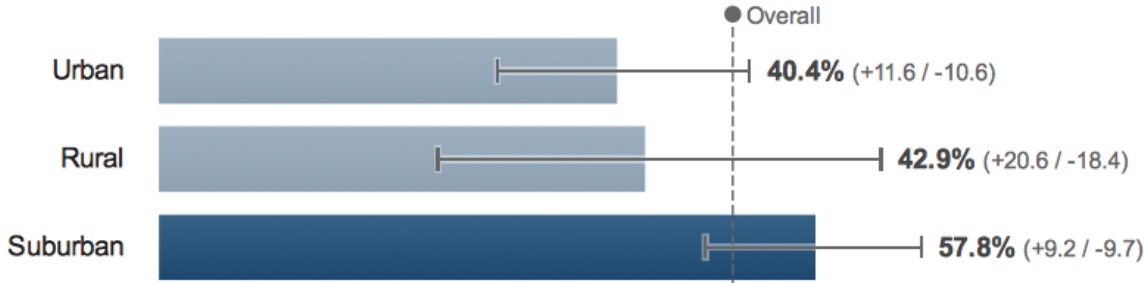
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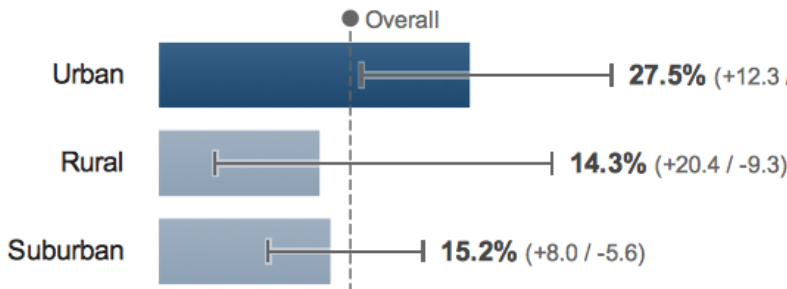
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Energy savings (93 responses)



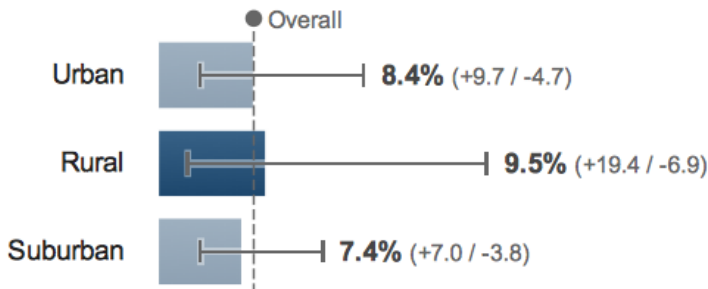
Consistent quality of lighting (34 responses)



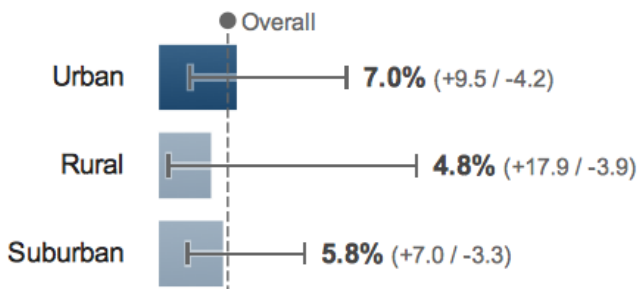
Results by Lifestyle

Urban business owners were most likely to choose “consistent quality of light” at 27.5%, while suburban was most likely to choose “energy savings” at 57.8. Rural was slightly more likely to choose “pleasant environment”

Pleasant environment to work in (15 responses)



Pleasing for retail/gallery displays (11 responses)



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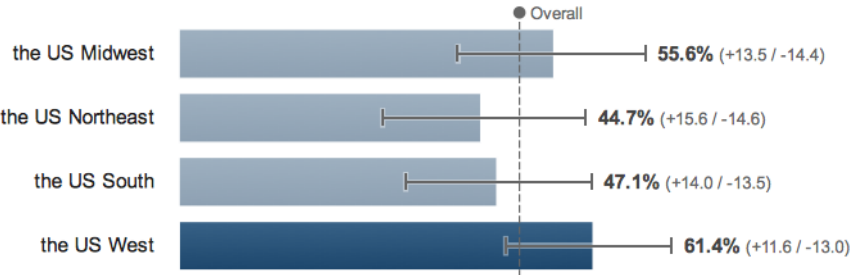
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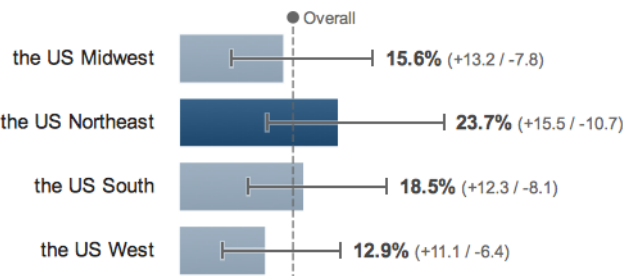
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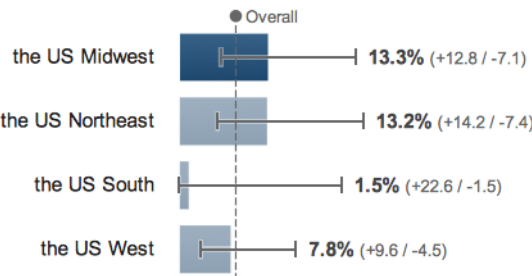
Energy savings (57 responses)



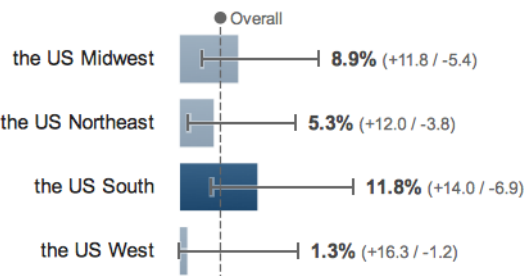
Consistent quality of lighting (20 responses)



Pleasant environment to work in (6 responses)



Pleasing for retail/gallery displays (6 responses)



Results by Region

- All regions trend similarly with some small differences.
- The US Midwest are slightly more likely to choose “please environment”
- The US Northeast is slightly more likely to choose “consistent quality”
- The US South is most likely to choose “pleasing for retail display”
- The US West is most likely to choose “energy savings”

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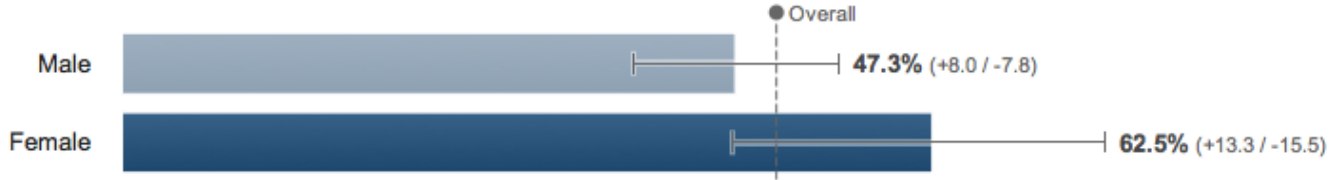
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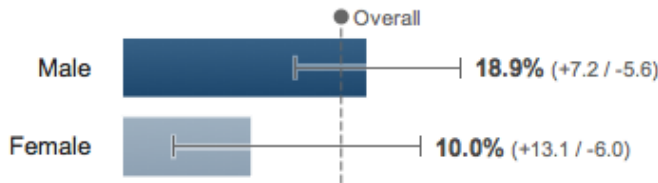
What is the most important reason you are considering (or have used) LED lighting in your business?

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

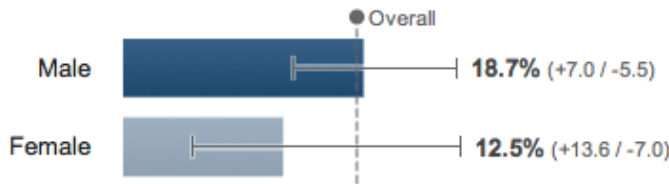
Energy savings (73 responses)



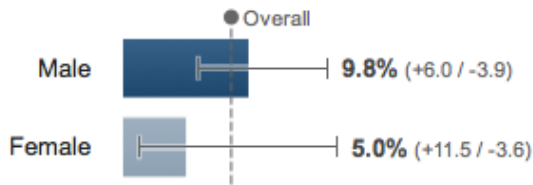
Consistent quality of lighting (29 responses)



I'm not considering it (23 responses)



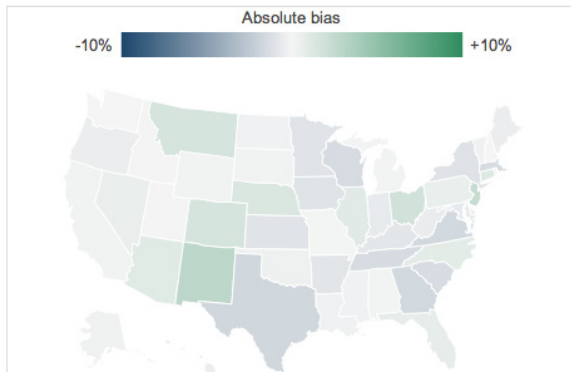
Pleasant environment to work in (15 responses)



Results by Gender

Females are somewhat more likely to choose "energy savings" at 62.5%, above the 50% average versus male at 47.3%.

Males are somewhat more likely to choose "consistent quality of lighting" at 18.9% and also "pleasant environment" at 9.8%



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.