

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 recent survey, 81.9% of business owners and managers use or are planning to use LED bulbs in their business. [1] Of these, 50.9% gave upfront costs as the main reason why they delayed implementation. Another 18% were "convinced" of the benefits of LED bulbs, while 19.6% were not convinced of the value. Importantly, only 6.1% were not convinced of the energy savings of LED bulbs.

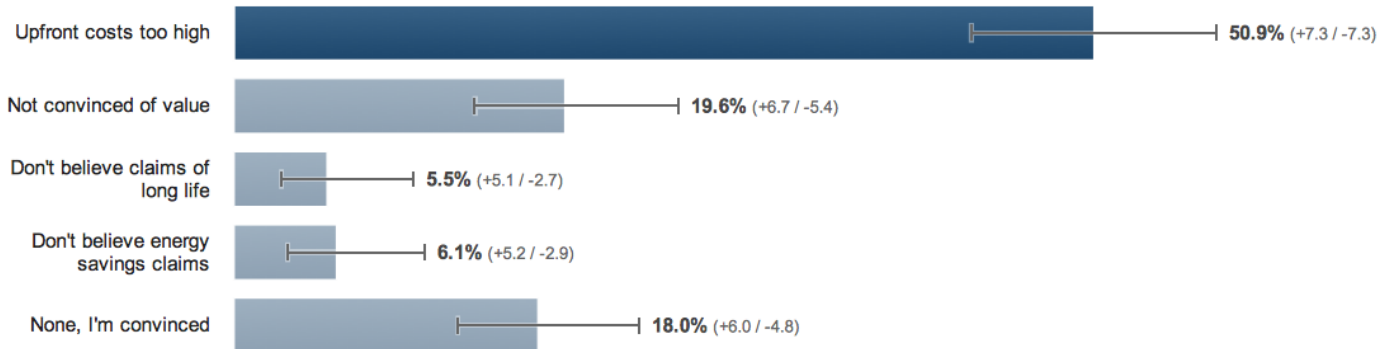
What is the main reason you delayed implementation of LED light bulbs in your workplace?

SINGLE ANSWER

What is the main reason you delayed implementation of LED light bulbs in your workplace?

Results for respondents with demographics. Weighted by Age. (186 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
266

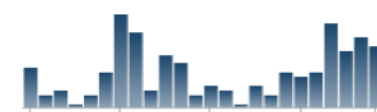
Responses
199

Response Rate
74.8%

Response Times
Median response time is 7.0 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**

[1] Please refer to poll Leapfrog Lighting Manufacturer's Claims Versus Real Life Experience. The report can be downloaded here: <http://www.leapfroglighting.com/new-poll-leapfrog-lighting-49-6-business-owners-managers-entirely-believe-claims-led-bulb-packaging/>

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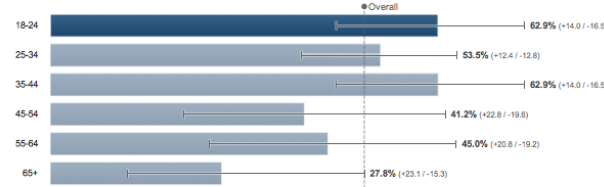
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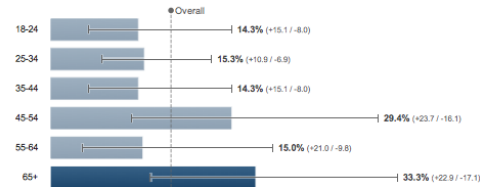
What is the main reason you delayed implementation of LED light bulbs in your workplace?

Results for respondents with demographics. 18-24, 35-44, 45-54, 55-64, 65+ were not weighted; 25-34 was weighted by Gender. (196 responses) |

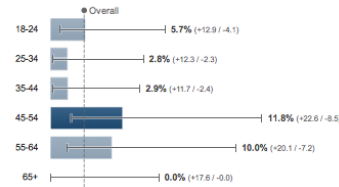
Upfront costs too high (33 responses)



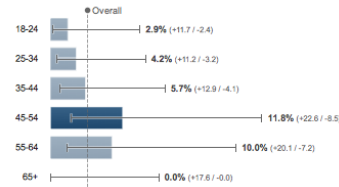
Not convinced of value (10 responses)



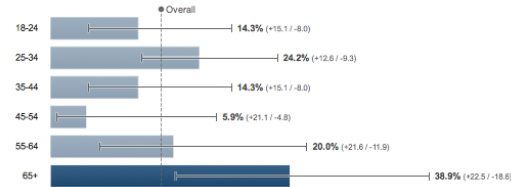
Don't believe claims of long life (2 responses)



Don't believe energy savings claims (3 responses)



None, I'm convinced (13 responses)



Results by Age Cohort

65+ year-olds were the most likely to be "convinced" of the benefits of LED lighting, followed closely by 55-64 year-olds and 25-34 year-olds. 18-24 and 35-44 year-olds were mostly likely to cite "upfront costs" as the main barrier to adoption of LED bulbs.

Fully Convinced of LED benefits

- 14.3% of 18-24 year-olds
- 24.2% of 25-34 year-olds
- 5.9% of 35-44 year-olds
- 20% of 45-54 year-olds
- 38.9% of 55-64 year-olds

Upfront Costs too High

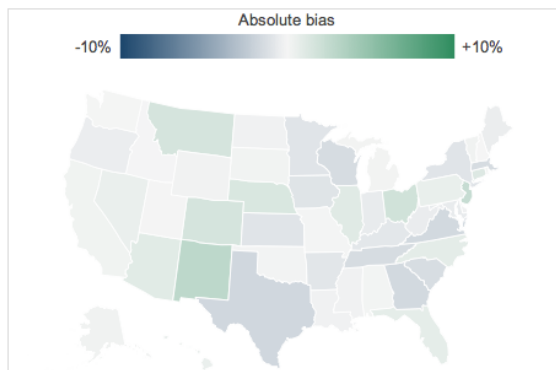
- 62.9% of 18-24 year-olds
- 53.5% of 25-34 year-olds
- 62.9% of 35-44 year-olds
- 41.2% of 45-54 year-olds
- 45% of 55-65 year-olds

Don't Believe energy Savings

- 2.8% of 25-34 year-olds
- 2.9% of 35-33 year-olds
- 11.8% of 45-54 year-olds
- 10% of 55-64 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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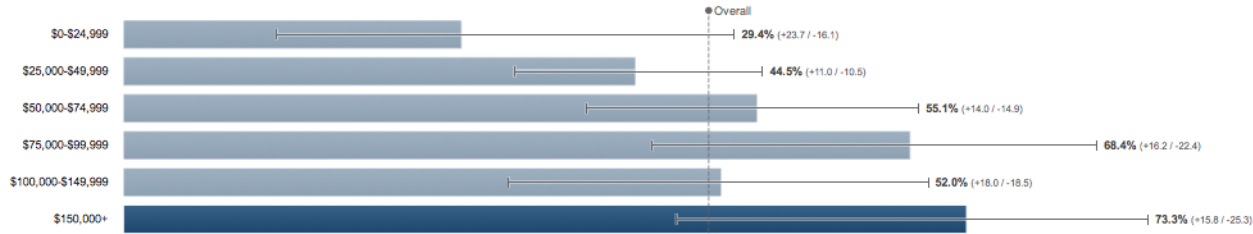
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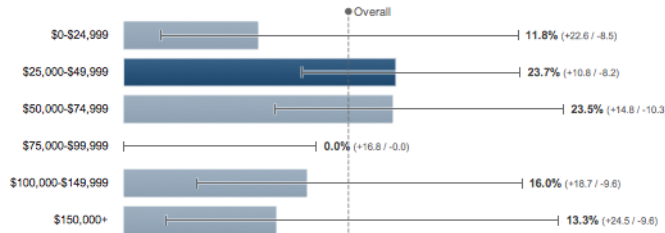
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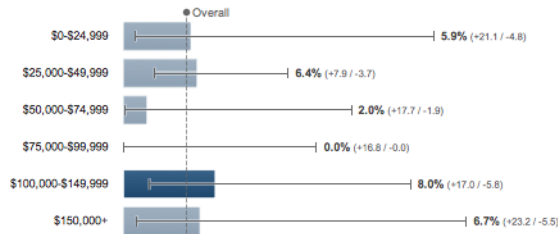
Upfront costs too high (59 responses)



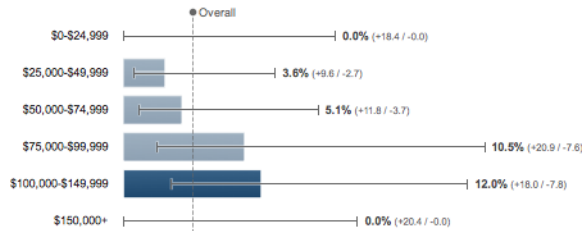
Not convinced of value (27 responses)



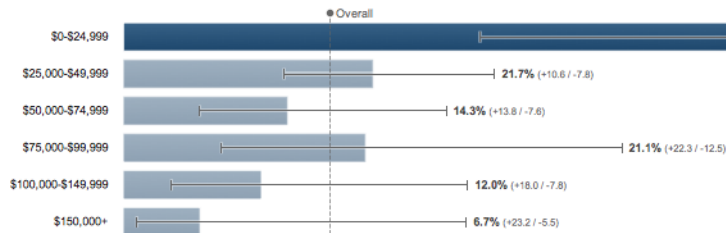
Don't believe claims of long life (6 responses)



Don't believe energy savings claims (5 responses)



None, I'm convinced (23 responses)



Results by Income Cohort
Higher Income tended to draw the highest responses in "upfront costs too high."
Significantly, 0% of middle income earners were "not convinced of value."

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

- 73.3% chose "costs too high"
- 13.3% chose "not convinced of value"
- 6.7% chose "none, I'm convinced."

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

- 52.2% chose "costs too high"
- 16% chose "not convinced of value"
- 8% "don't believe claims of long life"

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

- 68.4% chose "costs too high"
- 0% chose "not convinced of value"
- 0% chose "don't believe claims of long life."

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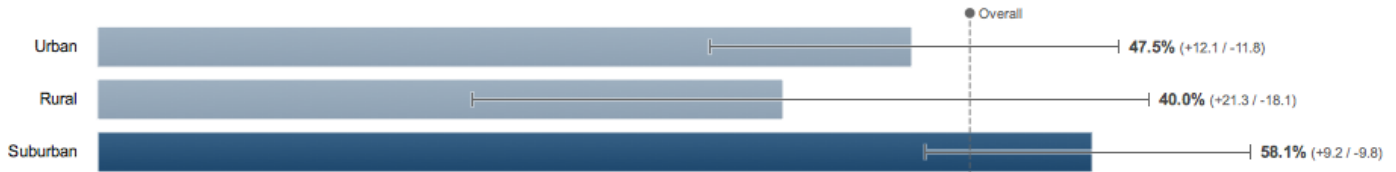
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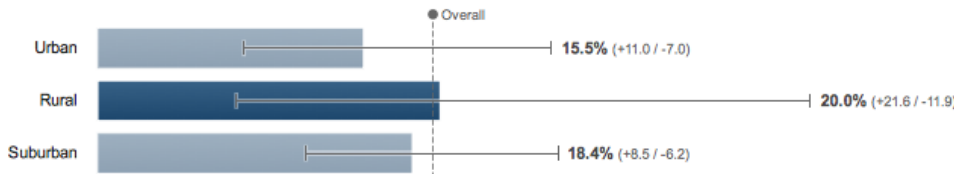
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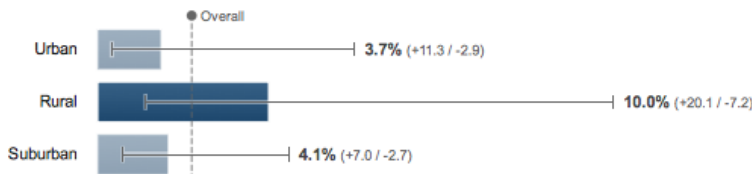
Upfront costs too high (93 responses)



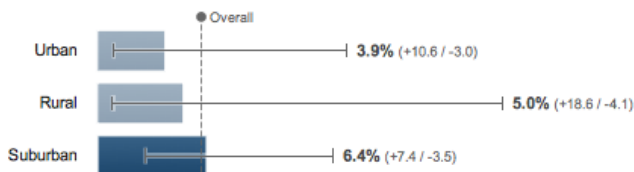
Not convinced of value (31 responses)



Don't believe claims of long life (8 responses)



Don't believe energy savings claims (10 responses)



Results by Lifestyle

Suburban business owners and managers were most likely to choose “upfront costs too high” while rural businesses were least likely to choose cost as a factor. Rural were most likely to choose “not convinced of value” or “don’t believe claims of long life.”

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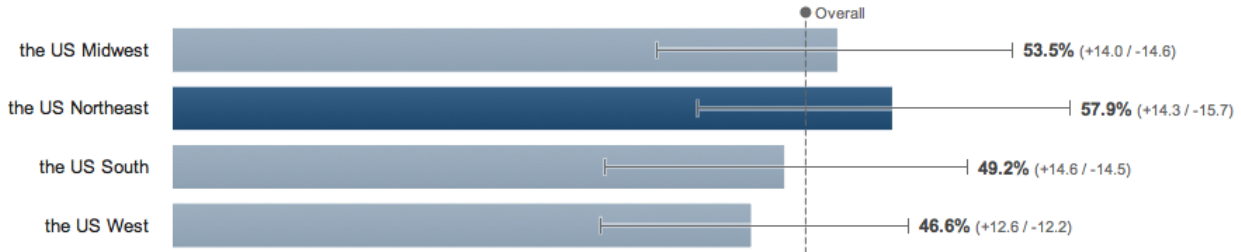
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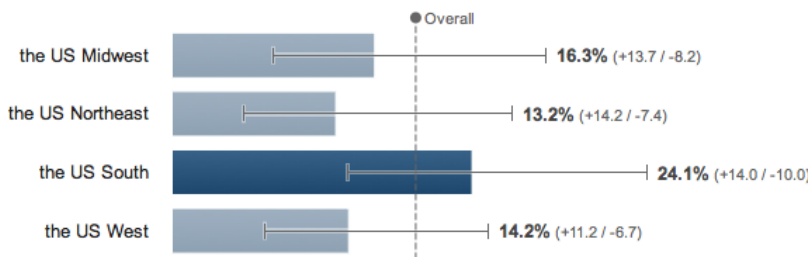
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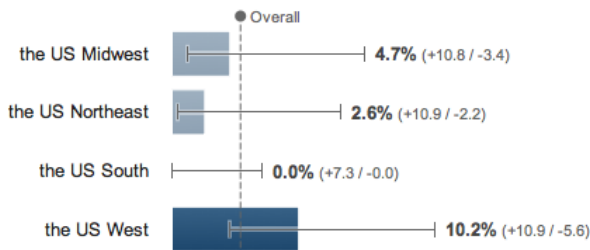
Upfront costs too high (54 responses)



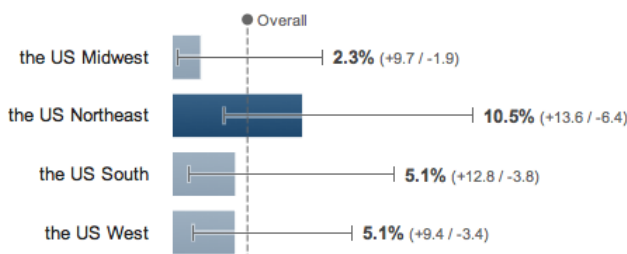
Not convinced of value (22 responses)



Don't believe claims of long life (6 responses)



Don't believe energy savings claims (5 responses)



Results by Region

- **The US Northeast: most likely to choose "upfront costs too high"**
- **The US South: most likely to choose "not convinced of value"**
- **The US West: most likely to choose "don't believe long life claims"**

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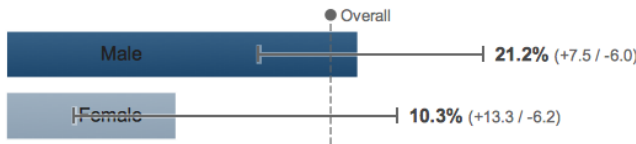
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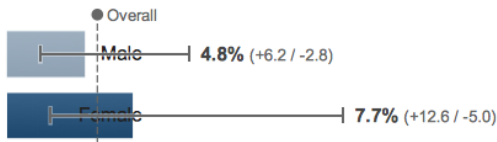
Upfront costs too high (82 responses)



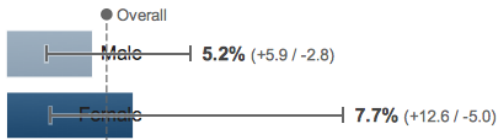
Not convinced of value (30 responses)



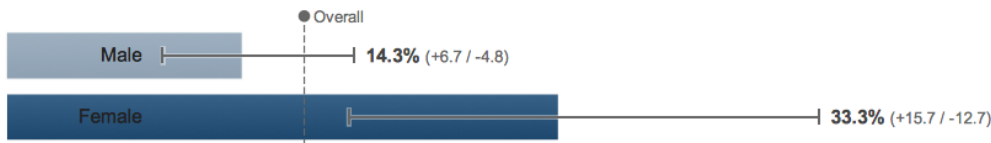
Don't believe claims of long life (6 responses)



Don't believe energy savings claims (7 responses)



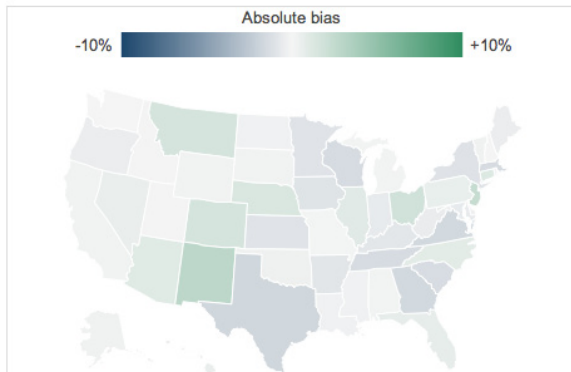
None, I'm convinced (22 responses)



Results by Gender

Females are somewhat more likely to be fully convinced of the value of LED lighting versus male.

Males are considerably more likely to choose "upfront costs too high" as their initial barrier to entry.



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.