

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, 66.3% of business owners and managers indicated that financing the upfront cost of energy-saving LED bulbs would make the difference in their decision to implement. 20.2% indicated yes, unconditionally, another 32.1% yes, dependent on terms and the remaining 14% yes, when they are ready. Another 17.2% of business owners will implement LED lighting without financing.

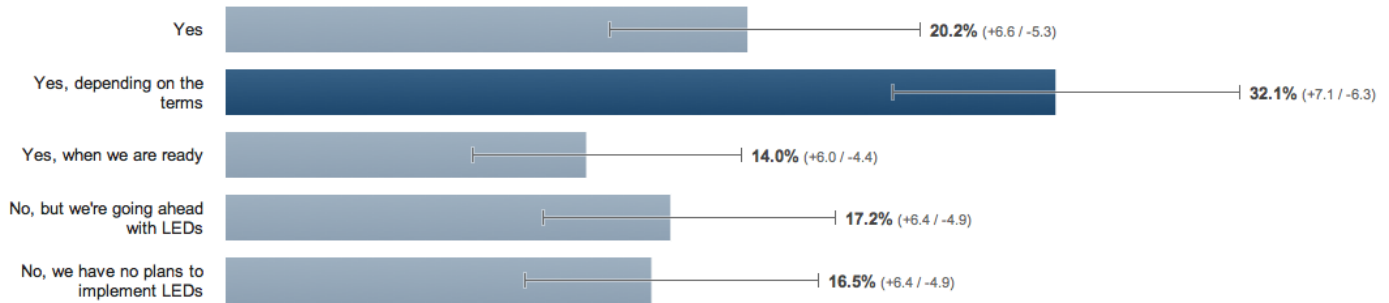
Does the option of financing upfront costs of LED lighting make a difference to your decision to use LED bulbs?

SINGLE ANSWER

Does the option of financing upfront costs of LED lighting make a difference to your decision to use LED bulbs?

Results for respondents with demographics. Weighted by Age. (186 responses)

Winner statistically significant.



[Response metrics](#) [Results table](#)

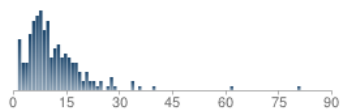
Metrics only apply to the topline results for this question. Filters and weighting do not apply.

Impressions
258

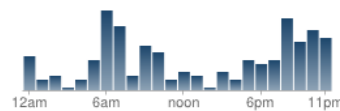
Responses
199

Response Rate
77.1%

Response Times
Median response time is 8.2 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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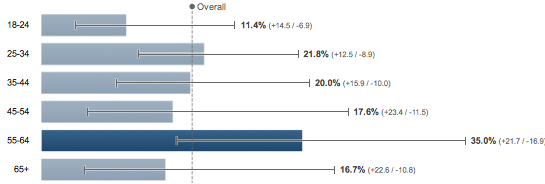
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SINGLE ANSWER

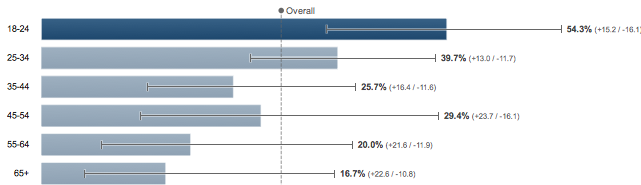
Does the option of financing upfront costs of LED lighting make a difference to your decision to use LED bulbs?

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. (186 responses) |

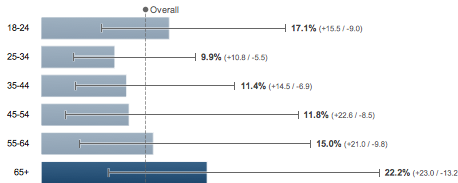
Yes (13 responses)



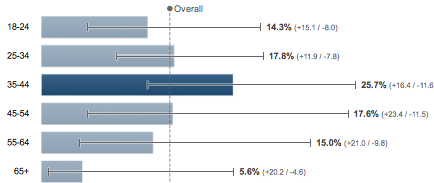
Yes, depending on the terms (24 responses)



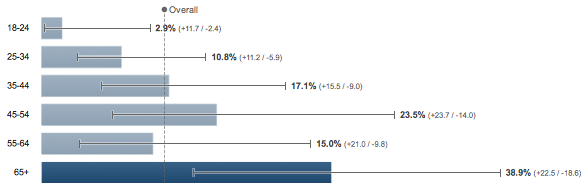
Yes, when we are ready (7 responses)



No, but we're going ahead with LEDs (11 responses)



No, we have no plans to implement LEDs (6 responses)



Results by Age Cohort

55-64 year-olds were the most likely to finance unconditionally, while 18-24 year olds and 25-34 year-olds were more influenced in their decision by the terms. 65+ year-olds were the most likely to indicate "yes, when we are ready."

Yes

- 11.4% of 18-24 year-olds
- 21.8% of 25-34 year-olds
- 20% of 35-44 year-olds
- 17.6% of 45-54 year-olds
- 35% of 55-64 year-olds

Yes, depending on the terms

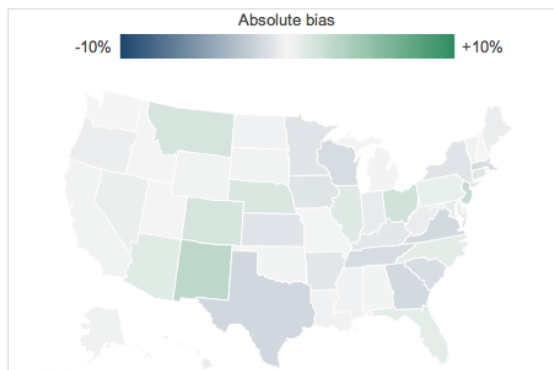
- 54.3% of 18-24 year-olds
- 39.7% of 25-34 year-olds
- 25.7% of 35-44 year-olds
- 29.4% of 45-54 year-olds
- 20% of 55-65 year-olds

Yes, when we are ready

- 9.9% of 25-34 year-olds
- 11.4% of 35-44 year-olds
- 11.8% of 45-54 year-olds
- 22.2% 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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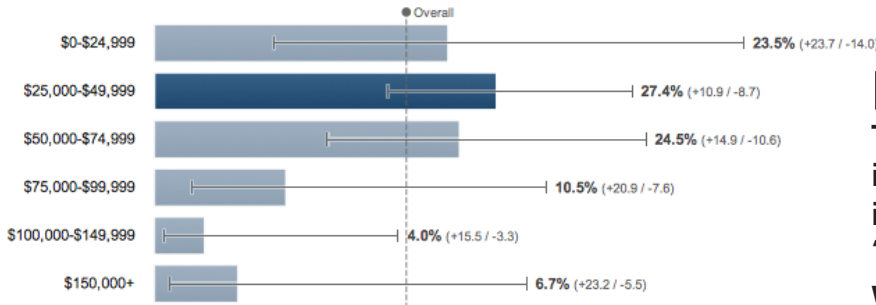
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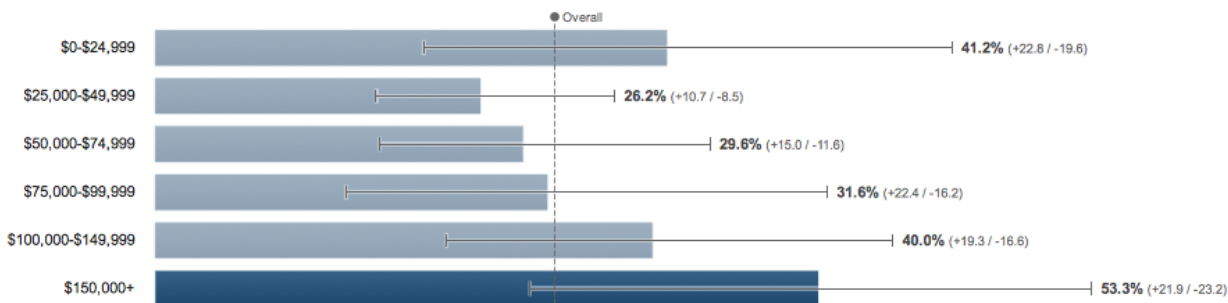
Based on
Confidence Level:
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Yes (32 responses)

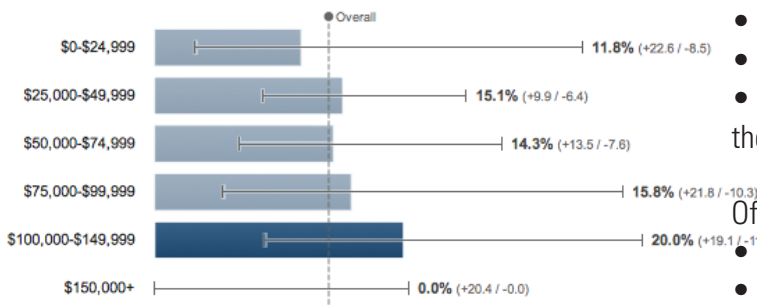


Results by Income Cohort
There are no significant trends in terms of age, although higher income tended to pull the response "depending on the terms." or "when we are ready."

Yes, depending on the terms (34 responses)



Yes, when we are ready (17 responses)



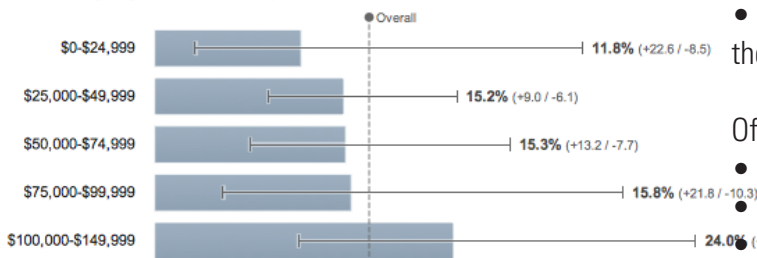
Of those surveyed who earned more than \$150,000

- 53.3% chose "yes,depending on the terms"
- 6.7% chose "yes" (unconditional)
- 33.3% indicated financing made no difference but they are "going ahead with LEDs" anyway.

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

- 40% chose "yes,depending on the terms"
- 4% chose "yes" (unconditional)
- 20% chose "yes, when we are ready"
- 24% indicated financing made no difference but they are "going ahead with LEDs" anyway.

No, but we're going ahead with LEDs (19 responses)



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

- 31.6% chose "yes,depending on the terms"
- 10.5% chose "yes" (unconditional)
- 15.8% chose "yes, when we are ready"
- 15.8% indicated financing made no difference but they are "going ahead with LEDs" anyway.

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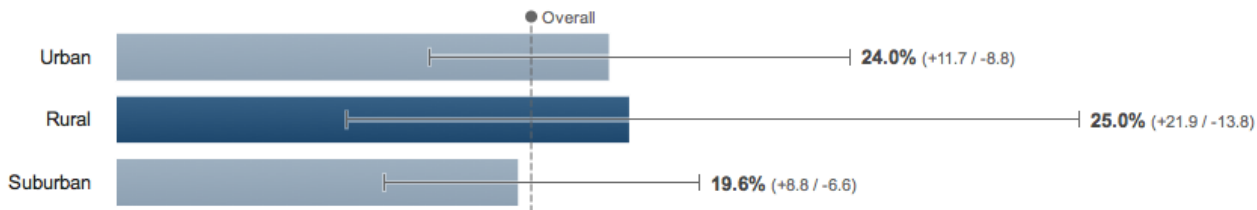
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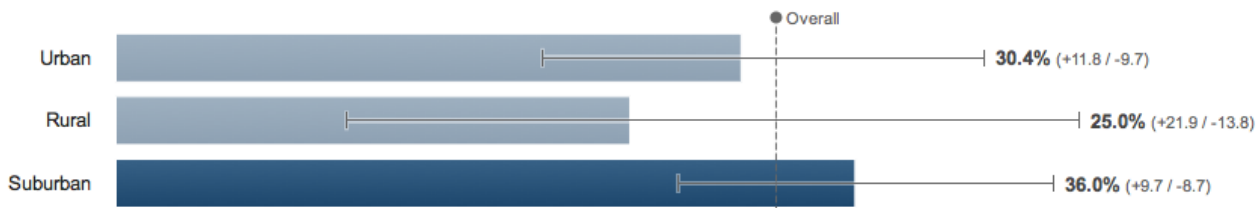
Results by Lifestyle

Suburban business owners and managers were most likely to choose “yes, depending on terms” or indicated they were going ahead with LEDs without financing. Rural respondents were slightly more likely to unconditionally choose “yes” or indicated they were going ahead with LEDs without financing. Urban were the most likely to choose “yes, when we are ready.”

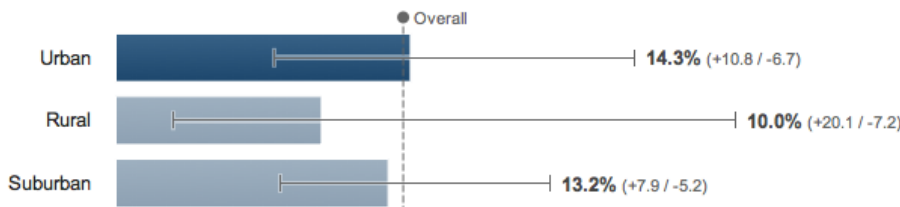
Yes (38 responses)



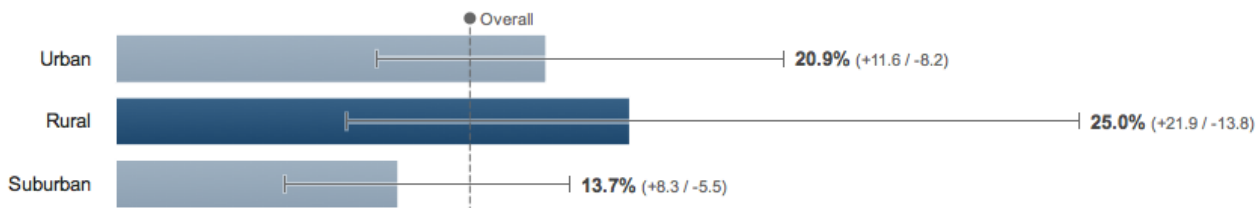
Yes, depending on the terms (60 responses)



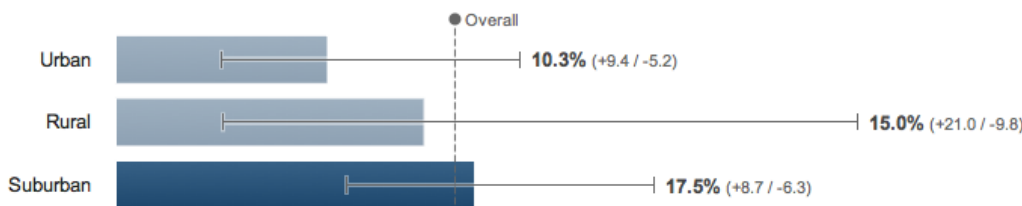
Yes, when we are ready (25 responses)



No, but we're going ahead with LEDs (29 responses)



No, we have no plans to implement LEDs (26 responses)



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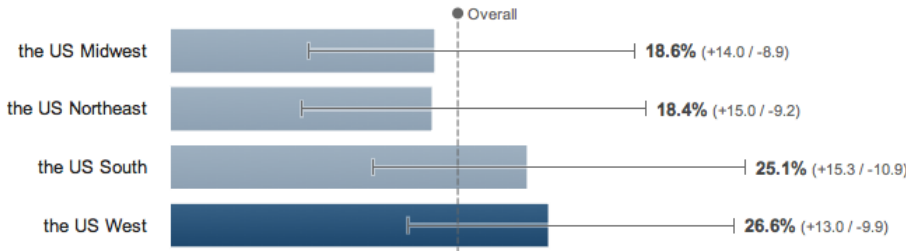
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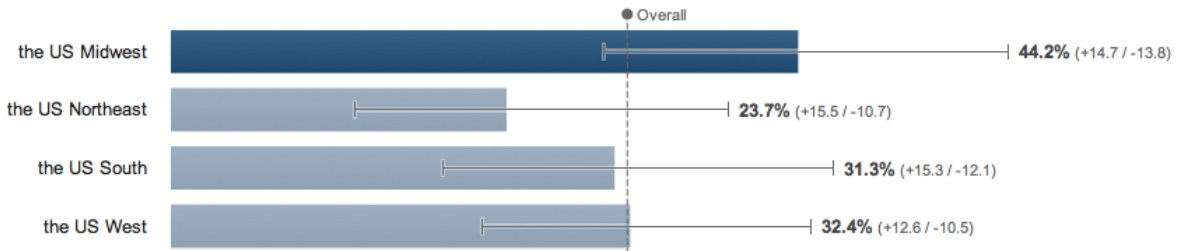
Results by Region

The US West respondents were the most likely to indicate "yes" or "yes depending on terms." The US Midwest respondents were the most likely to indicate "yes, depending on terms." US Northeast were the most likely to indicate they were going ahead with LED without financing.

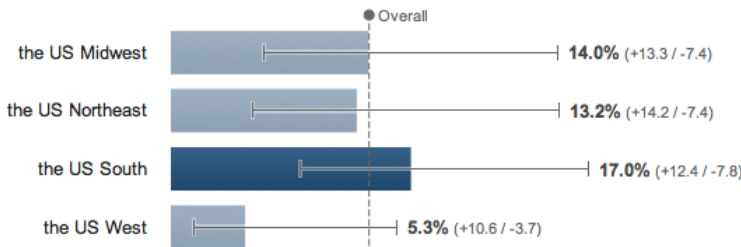
Yes (26 responses)



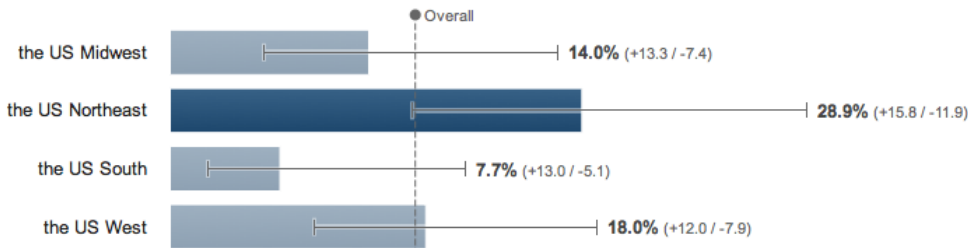
Yes, depending on the terms (36 responses)



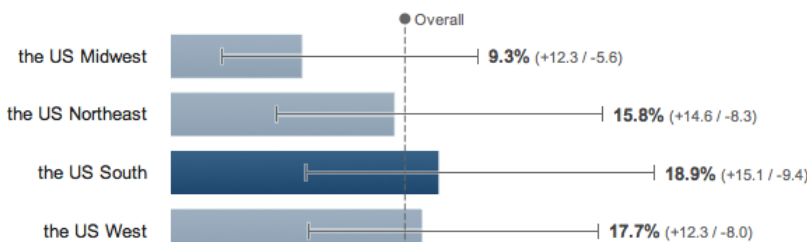
Yes, when we are ready (15 responses)



No, but we're going ahead with LEDs (16 responses)



No, we have no plans to implement LEDs (17 responses)



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Results by Gender

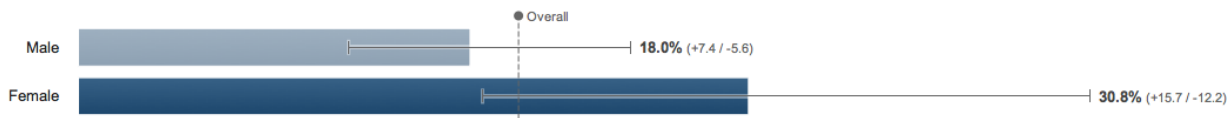
Females are more likely to choose “yes” unconditionally or indicated they would go ahead without financing. Males were more likely to chose “yes, depending on terms” or “yes, when we are ready.”

SINGLE ANSWER

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Results for respondents with demographics. Female was not weighted; Male was weighted by Age. (186 responses)

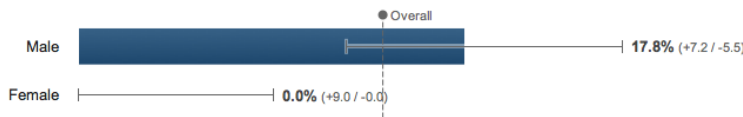
Yes (25 responses)



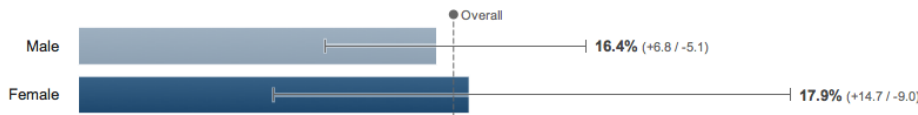
Yes, depending on the terms (53 responses)



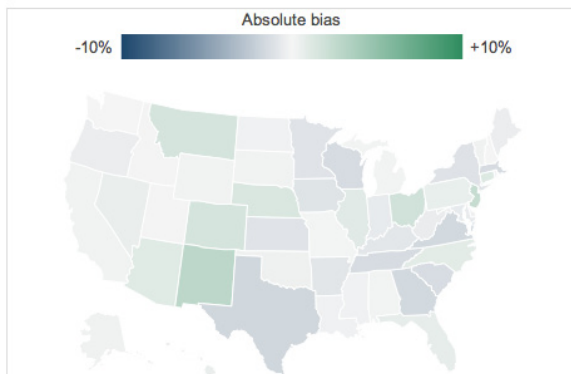
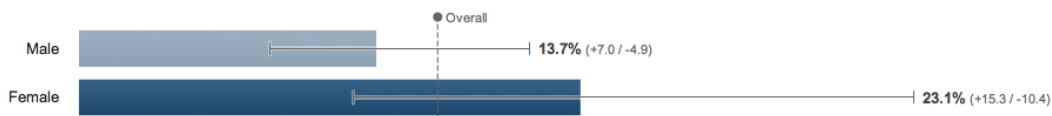
Yes, when we are ready (26 responses)



No, but we're going ahead with LEDs (25 responses)



No, we have no plans to implement LEDs (18 responses)



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.