LAMP LABELING
CONSUMER RESEARCH SUPPLEMENT
to the Notice of Proposed Rulemaking related to the Effectiveness of the Current Lamp Labeling Requirements (16 C.F.R. Part 305)

The purpose of this document is to provide additional information about the consumer research discussed in the Notice of Proposed Rulemaking related to current lamp labeling requirements, which seeks comment on amendments to the Appliance Labeling Rule (16 C.F.R. Part 305). A summary of each document and its relevance to the proposed amendments appears below:

- *Section I* summarizes the study methodology and contains a table of the treatment groups.
- *Section II* presents the questionnaire, which was administered online by a contractor to members of its online panel in Spring 2009.
- *Section III* includes examples of the labels employed in the research for each treatment group.
- *Section IV* presents each of the lamp models used in the study.
- *Section V* presents an overview of the research results, prepared by the study contractor.
- *Section VI* presents the statistical analysis prepared by FTC staff, including the probit models, Pearson's chi-squared test results, and t-test results.

Section I:

Study Summary

Summary of FTC Label Study for Light Bulbs

The FTC conducted a quantitative label study for light bulbs in the Spring of 2009.[1] The FTC and it's contractor used a nationwide Internet panel to conduct and administer questions online. As discussed in more detail below, the study involved asking respondents to consider various labels and explore their labeling preferences, as well as their understanding of relevant lighting concepts.

The FTC label study employed standard consumer survey methodologies, including choice experiments, to explore how different disclosure approaches impact consumer decision-making regarding light bulb purchases.[2] The FTC analyzed the data using a multi-variate probit model to determine which disclosure approaches were most successful in helping respondents choose correct answers, holding other factors constant.[3] The study did not generate information about national public opinion and did not provide nationally representative results. Instead, the results provided the FTC with information about the comparative effectiveness of various label approaches.

Specifically, the study examined various approaches to bulb labeling. The basic label design for the study included certain information disclosures on the front of the package, as well as more comprehensive disclosures on the rear or side panel. The test labels on the front of the packages included four types of disclosures: light output (or "brightness"), energy (*e.g.*, efficiency, cost), life, and color temperature (*i.e.*, the color characteristics of a light source). The study explored different approaches for making these disclosures on the front of the packages. For instance, the study tested respondents' perception of energy use disclosures displayed in the form of annual energy (operating) cost, efficiency expressed as lumens per watt, and a five-star rating system.

The study arranged respondents into 16 cells of approximately 350 respondents each. Respondents in each cell viewed one out of 16 randomly-assigned disclosures. For example, one group answered the questionnaire while viewing labels displaying the current disclosure format, while another group viewed an alternative format. Table 1 contains a list of the variables included on the labels for each treatment.[4] All respondents answered a single questionnaire

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[1] The Commission announced this study in a December 1, 2008 notice (73 FR 72800) and provided details regarding the research in a February 20, 2009 notice (74 FR 7894). Comments received in response to the February 20, 2009 notice are available at http://www.ftc.gov/os/comments/lampstudypra2/index.shtm.

[2] The labeling study involved a sample of approximately 5,600 respondents who were at least 18 years old and were recent or likely future light bulb purchasers. The FTC's contractor administered questions to the respondents online over the Internet.

[3] A probit analysis is a statistical technique that uses several independent variables to predict the probability of some outcome, such as the probability that a correct answer will be selected. In some cases, the FTC staff also performed Pearson's chi-squared tests between treatment groups to test for significant differences across treatment groups in the proportion of respondents selecting the correct answer.

[4] The study employed eleven different hypothetical lamp models (listed in Section 4 of this document), each with different brightness, energy use, life, and color temperature characteristics. In answering questions, respondents viewed labels for these eleven bulbs. For example, in

about the characteristics of the products described in the labels and their preferences pertaining to those products.

The questionnaire asked respondents to view labels for different bulbs and choose the correct bulb based on various disclosures relating to brightness, energy use and efficiency, life and color temperature. For instance, the questionnaire displayed three separate bulbs and asked "Which of the following light bulbs is most energy efficient?" Other questions sought information on the interaction of the different label treatments with the ENERGY STAR logo. The questionnaire also asked about possible "reliability" differences between bulbs that use different amounts of energy to gauge whether certain labeling approaches tend to communicate quality differences where none exist. Finally, the study sought information about the usefulness of current disclosures and sought to gauge whether the respondents had preferences regarding how certain types of information should be communicated.[5]

TABLE 1 - Labels Variation Used in Study

Label Treatment (*i.e.* Cell)	**Front - Light Output**	**Front - Energy**	**Front - Life**	**Front - Color Temperature**	**Back - Lighting Facts**	**Other**
1 (current)	Light Output - Lumens	Watts	Hours	—	No Lighting Facts	Front explanatory statement required by current rule
2 (current)	Light Output - Lumens	Watts	Hours	— Lighting	Facts, with color word descriptor	Front explanatory statement required by current rule
3 (current)	Light Output - Lumens	Watts	Hours	— Lighting	Facts with watt equivalence chart,[6] with color scale	Front explanatory statement required by current rule

Question 201, respondents were asked to pick the brightest bulb out of three choices. These choices were bulbs B, H, and I (see table in Section 4).

[5] The study also contained questions related to respondents' experiences with current light bulb labels.

[6] Several treatments included information on the rear-panel Lighting Facts label that provides the brightness (in lumens) of typical incandescent bulbs at various wattage.

4	Brightness - Lumens	Energy Cost[7]	Years	Word Descriptor (*e.g.*, soft white)[8]	Lighting Facts	
5	Light Output - Lumens	Energy Cost	Years	Color Boxes[9]	Lighting Facts	
6	Brightness - Lumens	Energy Cost	Years	Color Scale[10]	Lighting Facts	
7	Brightness - Lumens	5 Star Rating[11]	Years	Word Descriptor	Lighting Facts, with stars	

[7] The yearly energy cost estimate based on a 2008 DOE national average residential electricity cost of 10.8 cents/kWh and a usage rate of 3 hours per day. See 73 FR 11406 (March 3, 2008) (DOE national average energy cost figures for 2008). Similarly, yearly bulb life information in the study were based on a usage rate of 3 hours per day.

[8] The color temperature word descriptors used in the study were based on ANSI C78.376-2001 and draft "ENERGY STAR Program Requirements for CFLs [Compact Fluorescent]" (Fourth Draft, Feb. 27, 2007) (*http://www.energystar.gov/ia/partners/prod_development/revisions/downloads/cfls/Criteria_CFLs_Version4.0_draft4.pdf*). The Consortium for Energy Efficiency also suggested such an approach in their comments. See *http://www.ftc.gov/os/comments/lightbulbs/536795-00011.pdf*. The descriptors and associated color temperatures used in the study are as follows: ("Soft White") 2700K , ("Warm White") 3000K, ("White") 3500K , ("Cool White") 4100K , ("Natural") 5000K, and ("Daylight") 6500K .

[9] "Color boxes" refers to a scale consisting of six-colored boxes. The colored boxes were considered in earlier research. See Leslie, R., and Rea, M., "A System for Communicating Color: What Do Consumers Think," Lighting Research Center, Rensselaer Polytechnical Institute (*http://www.lrc.rpi.edu/programs/lightingTransformation/colorCommunication/pdf/whatDoConsumersThink.pdf*). This study was conducted with funding from the Department of Energy and Environmental Protection Agency.

[10] The "color scale" was a simple black and white scale with "warm" on the left side and "cool" on the right. The "warm" end of the scale indicates bulbs that appear yellow (*e.g.*, 2700K) and "cool" end represents bulbs that appear white or bluish (*e.g.*, 6500K).

[11] This categorical energy efficiency scale assigned bulbs an efficiency rating from one to five stars (with five stars indicating the most efficient bulb). Several commenters recommended such a rating system. For example, see Natural Resources Defense Council comments (*http://www.ftc.gov/os/comments/lightbulbs/536795-00003.pdf*); American Council for an Energy-Efficient Economy comments (*http://www.ftc.gov/os/comments/lightbulbs/536795-00012.pdf*); and Joint Comments from Pacific Gas and Electric Company, Southern California Edison, Sempra Energy Utilities, and Ecos Consulting comments (*http://www.ftc.gov/os/comments/lightbulbs/536795-00010.pdf*).

8	Brightness - Lumens	5 Star Rating	Years	Color Scale	Lighting Facts, with stars	
9	Brightness - Lumens	Lumens per watt	Years W	ord Descriptor	Lighting Facts	
10	Brightness - Lumens	Lumens per watt	Years	Color Scale	Lighting Facts	
11	Brightness - Lumens	Lumens per watt	Years	Color Boxes	Lighting Facts	
12	Brightness - Lumens	Energy Cost	Years	Color Scale "tempera-ture" not "appear-rance"	Lighting Facts	
13	Brightness - Lumens	5-Star Rating	Years	Color Scale	Lighting Facts with watt equivalence chart, with stars	
14	Brightness - Lumens	5-Star Rating + Energy Cost	Years	Color Scale	Lighting Facts, with stars	
15					Lighting Facts, with color scale, color word descriptor & color temperature	*Note that "Lighting Facts" will appear as the "front" in this treatment
16	Brightness - Lumens	Energy Cost	Years	Color Scale	No Lighting Facts	

Section II:

Questionnaire

LAMP LABELING STUDY – QUESTIONNAIRE

Duration: 25 minutes
Respondents: 5600
Label Design Treatments: 16
Responses per Treatment: 350

[PROGRAMMER: ALL OPEN-ENDED QUESTIONS ARE NON-MANDATORY]

SCREENING AND INTRO

BASE ALL RESPONDENTS

Q100 *We would like to thank you for agreeing to participate in this study. We are interested in hearing your opinions about light bulbs.*

This survey is being conducted for a Federal agency. A Federal agency may not conduct or sponsor, and a person is not required to respond to, a collection of information, unless it displays a currently valid OMB control number. The OMB control number for this survey is 3084-0151.

BASE: ALL RESPONDENTS

Q101 Are you…?

[PROGRAMMER: SINGLE RESPONSE]
[RANDOMIZE]

1 Male
2 Female

BASE: ALL RESPONDENTS

Q102 In what year were you born? Please enter as a four-digit number, e.g., 1963.

[PROGRAMMER: 4 DIGIT RESPONSE]
[RANGE: 1890-1999]

|__|__|__|__|

BASE: ALL RESPONDENTS

Q104 We are interested in including people who work in a variety of industries. Do you, or does anyone in your immediate family, work for any of the following types of companies? Please select all that apply.

[PROGRAMMER: MULTIPLE RESPONSE]
[RANDOMIZE 1-7]

1 A lighting manufacturer or retailer
2 An advertising agency or public relations firm
3 A marketing or marketing research company
4 A college or university
5 A technology services firm
6 A health care services organization
7 A credit or charge card company
97 None of these

BASE: ALL RESPONDENTS

Q107 Where you currently live, do you or someone in your home pay for electricity?

1 Yes
2 No
99 Not sure

[PROGRAMMER:

- **IF AGE 18+ (Q102=1991-), AND DOES NOT WORK FOR SENSITIVE INDUSTRY (Q104=4-97), ASK Q114;**
- **OTHERWISE JUMP TO SECTION 1100 AND ASSIGN TO QUOTA 17 AND TREATMENT = 17.]**

BASE: ALL RESPONDENTS AGED 18+ (Q102=1991-) AND NOT IN AN IDENTIFIED INDUSTRY (Q104=4-97)

Q114 Have you purchased a light bulb in the past two years for your home?

1 Yes
2 No
99 Not sure

[PROGRAMMER:

- **IF PURCHASED LIGHT BULB (Q114=1), ASK Q115 AND Q120;**
- **OTHERWISE (Q114=2 OR 99), JUMP TO Q150]**

BASE: PURCHASED LAMP (Q114=1)

Q115 Which of these types of light bulbs, if any, have you purchased in the past two (2) years? Please select all that apply.

[PROGRAMMER: MULTIPLE RESPONSE]
[RANDOMIZE 1-4]

1 Incandescent
2 Compact Fluorescent (CFL)
3 Light Emitting Diode (LED)
4 Halogen
5 Other
99 Not sure

BASE: PURCHASED LIGHT BULB (Q114=1)

Q120 Which of the following best describes your role in deciding which light bulb(s) to purchase?

1 I was the main decision-maker.
2 I shared equally in the decision.
3 Someone else made the decision.

[PROGRAMMER:

- **IF DECISIONMAKER (Q120=1 OR 2), ASK Q135;**
- **IF NOT A DECISIONMAKER (Q120=3), JUMP TO Q150.]**

BASE: PURCHASED LAMP (Q114 =1) AND IS MAIN DECISION MAKER (Q120=1 OR 2)

Q135 Do you recall seeing information describing light bulb characteristics on the front of the package for the light bulb you purchased?

1 Yes
2 No
99 Not sure

[PROGRAMMER:

- **IF RECALL SEEING LABEL (Q135=1), ASK Q140-Q146;**
- **OTHERWISE (Q135=2 OR 99) JUMP TO Q150.]**

BASE: RECALL LABEL (Q135=1)

Q140 To the best of your knowledge, what information about light bulb characteristics was included on the front of the package?

[INSERT TEXT BOX]

BASE: RECALL LABEL (Q135=1)

Q145 Using a scale from 0 to 10, where 0 is "Not at all Useful" and 10 is "Extremely Useful", how useful was the information about light bulb characteristics on the package in your most recent light bulb purchase decision?

Not at all Useful										**Extremely Useful**	**Not sure**
0	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**99**

[PROGRAMMER:

- **SHOW 10 POINT SCALE WITH "Not at all Useful" ON THE LEFT AND "Extremely Useful" ON THE RIGHT.**
- **SHOW "Not Sure" (99) AS LAST POINT ON THE RIGHT, BUT DO NOT DISPLAY CODE NUMBER.]**

BASE: RECALL LABEL (Q135=1)

Q146 Was there any other information about lighting characteristics that you would have found useful but could not find on the package?

[INSERT TEXT BOX]

[PROGRAMMER:

- **IF QUALIFIED AS A 2 YEAR PURCHASER (Q114=1) AND DECISION MAKER (Q120= 1 OR 2), JUMP TO Q200 TRANSITION SCREEN;**
- **OTHERWISE, JUMP TO Q150.]**

BASE: NOT A 2 YEAR PURCHASER (Q114=2 OR 99) OR NOT A DECISION MAKER (Q120=3)

Q150 In the next two (2) years are you likely to shop for a new light bulb?

1	Yes
2	No
99	Not sure

[PROGRAMMER:

- **IF YES (Q150=1), JUMP TO Q200 TRANSITION SCREEN AND ASSIGN RANDOMLY TO QUOTA 1-16 AND RECORD TREATMENT = (Quota 1 group #);**
- **IF"NO" OR "NOT SURE" (Q150=2 OR 99), JUMP TO SECTION 1100 AND ASSIGN TO QUOTA 17 AND TREATMENT = 17.]**

LIGHT OUTPUT, LIFE, COLOR, ENERGY USE & ENERGY EFFICIENCY

BASE: ALL QUALIFIED RESPONDENTS

Q200 *Now we are going to show you the labels for several light bulbs and ask you questions about how you might use the labels to choose light bulbs.*

[PROGRAMMER:

- **RANDOMIZE SECTIONS "LIGHT OUTPUT" (Q201-Q203), "LIFE" (Q205-Q207), "COLOR" (Q209-Q211), & "ENERGY USE & ENERGY EFFICIENCY" (Q213-Q219.1);**
- **IF LAST SECTION IN RANDOMIZATION, ASK CLOSING QUESTIONS FOR THAT SPECIFIC SECTION (Q204a-c, Q208a-c, Q212a-c, Q220a-c).]**

LIGHT OUTPUT

BASE: ALL QUALIFIED RESPONDENTS

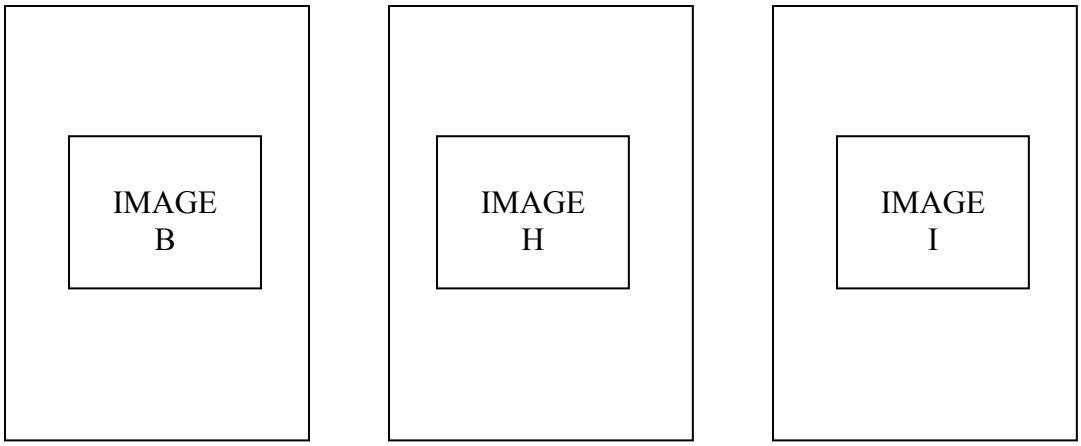
Q201 Suppose you want to buy a light bulb that will fill your room with as much light as possible. Which of these light bulbs would you select?

At any time, you may click on each label to see a larger version. You may also click on the link below the label titled "Back Label" to see the back of the package.

[PROGRAMMER:

- **ALLOW FRONT LABEL TO BE ENLARGED IF RESPONDENT CLICKS ON LABEL;**
- **INSERT LINK TO BACK LABEL IMAGE UNDER EACH FRONT LABEL IMAGE, AND TITLE THE LINK "Back Label"]**

[USE IMAGES B, H, I]
[RANDOMIZE IMAGES]



1	**2**	**3**
[BACK LABEL LINK]	**[BACK LABEL LINK]**	**[BACK LABEL LINK]**

1	Light bulb # 1
2	Light bulb # 2
3	Light bulb # 3
99	Not sure

[PROGRAMMER:

- **IF Q201=1-3, ASK Q202;**
- **IF Q201=99, JUMP TO Q203.]**

BASE: QUALIFIED RESPONDENTS THAT ANSWERED Q201=1-3

Q202 Which light bulb would be your ++second++ choice?

At any time, you may click on each label to see a larger version. You may also click on the link below the label titled "Back Label" to see the back of the package.

[PROGRAMMER:

- **ALLOW FRONT LABEL TO BE ENLARGED IF RESPONDENT CLICKS ON LABEL;**
- **INSERT LINK TO BACK LABEL IMAGE UNDER EACH FRONT LABEL IMAGE, AND TITLE THE LINK "Back Label"]**

[USE IMAGES B, H, I]
[KEEP IMAGES IN SAME ORDER AS Q201]

IMAGE B	IMAGE H	IMAGE I
1	**2**	**3**
[BACK LABEL LINK]	**[BACK LABELLINK]**	**[BACK LABEL LINK]**

1 Light bulb # 1
2 Light bulb # 2
3 Light bulb # 3
99 Not sure

BASE: ALL QUALIFIED RESPONDENTS

Q203 When making a light bulb purchase, how important to you is the amount of light that a light bulb provides?

Not At All Important									**Extremely Important**		**Not Sure**
0	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**99**

[PROGRAMMER:

- **SHOW 10 POINT SCALE WITH "Not at all Important" ON THE LEFT AND "Extremely Important" ON THE RIGHT.**
- **SHOW "Not Sure" (99) AS THE LAST POINT ON THE RIGHT BUT DO NOT SHOW CODE NUMBER.]**

[PROGRAMMER:

- **ASK QUESTIONS Q204a-Q204c ONLY IF Q201–Q203 ARE LAST IN ROTATION.**
- **OTHERWISE SKIP TO NEXT RANDOMLY ASSIGNED SECTION.]**

BASE: ALL QUALIFIED RESPONDENTS AND Q201-Q203 ARE LAST MODULE

Q204a Which of the following label information did you use to select the light bulb with the most light? (You may choose up to two (2) answers)

[PROGRAMMER: ALLOW UP TO TWO (2) RESPONSES]
[RANDOMIZE 1-12]

	1	Color information on front panel
	2	Color information on back panel
	3	Life in years
4		Life in hours
5		Lumens
	6	Energy cost
7		Watts
	8	Energy efficiency in lumens/watt
	9	Energy efficiency in number of stars
	10	Watt equivalency
	11	Energy Star
12		Voltage
	97	None of the above
99		Not Sure

[PROGRAMMER:
- **IF Q204a = 1-12, FOR EACH ANSWER IN Q204a, ASK Q204b AND Q204c;**
- **IF Q204a = 97 OR 99, JUMP TO Q402]**

BASE: IF Q201-Q203 ARE LAST MODULE AND RESPONDED Q204a=1-12

Q204b Using a scale from 0 to 10, where 0 is "Not at all Useful" and 10 is "Extremely Useful," how useful **[IF Q204a=5 OR 7, DISPLAY "were", ELSE, DISPLAY "was"]** the **[INSERT ANSWER Q204a IN LOWERCASE, ORANGE, BOLD]** in choosing the light bulb with the most amount of light?

Not at all Useful										**Extremely Useful**	**Not sure**
0	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**99**

[PROGRAMMER:
- **SHOW 10 POINT SCALE WITH "Not at all Useful" ON THE LEFT AND "Extremely Useful" ON THE RIGHT.**
- **SHOW "Not Sure" (99) AS LAST POINT ON THE RIGHT, BUT DO NOT DISPLAY CODE NUMBER.]**

BASE: IF Q201-Q203 ARE LAST MODULE AND RESPONDED Q204a=1-12

Q204c Using a scale from 0 to 10, where 0 is "Not at all Trustworthy" and 10 is "Extremely Trustworthy", how trustworthy was the information about **[IF Q204a=1 DISPLAY "color on the front panel"; IF Q204a=2, DISPLAY "color on the back label"; ELSE, INSERT ANSWER Q204a IN LOWERCASE, ORANGE, BOLD]**?

Not at all Trustworthy								**Extremely Trustworthy**			**Not sure**
0	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**99**

[PROGRAMMER:

- **SHOW 10 POINT SCALE WITH "Not at all Trustworthy" ON THE LEFT AND "Extremely Trustworthy" ON THE RIGHT.**
- **SHOW "Not Sure" (99) AS LAST POINT ON THE RIGHT, BUT DO NOT DISPLAY CODE NUMBER.]**

LIFE

BASE: ALL QUALIFIED RESPONDENTS

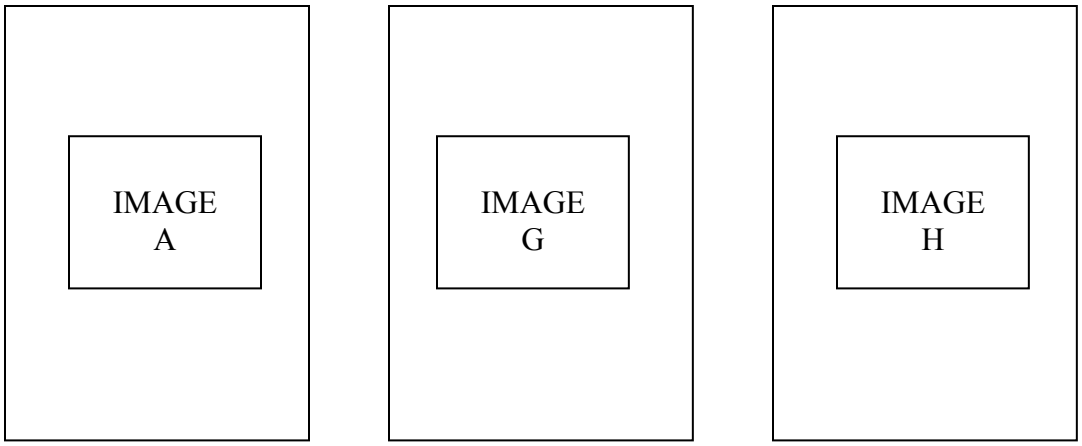
Q205 Suppose you want to buy a light bulb that will last as long as possible before burning out. Which of these light bulbs would you select?

At any time, you may click on each label to see a larger version. You may also click on the link below the label titled "Back Label" to see the back of the package.

[PROGRAMMER:

- **ALLOW FRONT LABEL TO BE ENLARGED IF RESPONDENT CLICKS ON LABEL;**
- **INSERT LINK TO BACK LABEL IMAGE UNDER EACH FRONT LABEL IMAGE, AND TITLE THE LINK "Back Label"]**

[USE IMAGES A, G, H]
[RANDOMIZE IMAGES]



1	**2**	**3**
[BACK LABEL LINK]	**[BACK LABEL LINK]**	**[BACK LABEL LINK]**

1 Light bulb # 1
2 Light bulb # 2
3 Light bulb # 3
99 Not sure

[PROGRAMMER:

- **IF Q205=1-3, ASK Q206;**
- **IF Q205=99, JUMP TO Q207.]**

BASE: ALL QUALIFIED RESPONDENTS AND ANSWERED Q205=1-3

Q206 Which light bulb would be your ++second++ choice?

At any time, you may click on each label to see a larger version. You may also click on the link below the label titled "Back Label" to see the back of the package.

[PROGRAMMER:

- **ALLOW FRONT LABEL TO BE ENLARGED IF RESPONDENT CLICKS ON LABEL;**
- **INSERT LINK TO BACK LABEL IMAGE UNDER EACH FRONT LABEL IMAGE, AND TITLE THE LINK "Back Label"]**

[USE IMAGES A, G, H]
[KEEP IMAGES IN SAME ORDER AS Q205]

IMAGE A	IMAGE G	IMAGE H
1	**2**	**3**
[BACK LABEL LINK]	**[BACK LABEL LINK]**	**[BACK LABEL LINK]**

1 Light bulb # 1
2 Light bulb # 2
3 Light bulb # 3
99 Not sure

BASE: ALL QUALIFIED RESPONDENTS

Q207 When making a light bulb purchase, how important to you is the length of time the light bulb will last?

Not At All Important									**Extremely Important**		**Not Sure**
0	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**99**

[PROGRAMMER:

- **SHOW 10 POINT SCALE WITH "Not at all Important" ON THE LEFT AND "Extremely Important" ON THE RIGHT.**
- **SHOW "Not Sure" (99) AS THE LAST POINT ON THE RIGHT BUT DO NOT SHOW CODE NUMBER.]**

[PROGRAMMER:

- **ASK Q208a-Q208c ONLY IF Q205-Q207 ARE THE LAST IN ROTATION.**
- **OTHERWISE SKIP TO NEXT RANDOMLY ASSIGNED SECTION.]**

BASE: ALL QUALIFIED RESPONDENTS AND Q205-Q207 ARE LAST MODULE

Q208a Which of the following label information did you use to choose the light bulb that lasts the longest time? (You may choose up to two (2) answers)

[PROGRAMMER: ALLOW UP TO TWO (2) RESPONSES]
[RANDOMIZE 1-12]

1	Color information on front panel
2	Color information on back panel
3	Life in years
4	Life in hours
5	Lumens
6	Energy cost
7	Watts
8	Energy efficiency in lumens/watt
9	Energy efficiency in number of stars
10	Watt equivalency
11	Energy Star
12	Voltage
97	None of the above
99	Not Sure

[PROGRAMMER:

- **IF Q208a = 1-12, FOR EACH ANSWER IN Q208a, ASK Q208b AND Q208c;**
- **IF Q208a = 97 OR 99, JUMP TO Q402]**

BASE: IF Q205-Q207 ARE LAST MODULE AND RESPONDED Q208a=1-12

Q208b Using a scale from 0 to 10, where 0 is "Not at all Useful" and 10 is "Extremely Useful," how useful **[IF Q208a=5 OR 7, DISPLAY "were", ELSE, DISPLAY "was"]** the **[INSERT ANSWER FROM Q208a IN LOWERCASE, ORANGE, BOLD]** in choosing the light bulb that lasts the longest time?

Not at all Useful										**Extremely Useful**	**Not sure**
0	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**99**

[PROGRAMMER:

- **SHOW 10 POINT SCALE WITH "Not at all Useful" ON THE LEFT AND "Extremely Useful" ON THE RIGHT.**
- **SHOW "Not Sure" (99) AS LAST POINT ON THE RIGHT, BUT DO NOT DISPLAY CODE NUMBER.]**

BASE: IF Q205-Q207 ARE LAST MODULE AND RESPONDED Q208a=1-12

Q208c Using a scale from 0 to 10, where 0 is "Not at all Trustworthy" and 10 is "Extremely Trustworthy", how trustworthy was the information about **[IF Q208a=1 DISPLAY "color on the front panel"; IF Q208a=2, DISPLAY "color on the back label"; ELSE, INSERT ANSWER Q208a IN LOWERCASE, ORANGE, BOLD**?

Not at all Trustworthy										**Extremely Trustworthy**	**Not sure**
0	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**99**

[PROGRAMMER:

- **SHOW 10 POINT SCALE WITH "Not at all Trustworthy" ON THE LEFT AND "Extremely Trustworthy" ON THE RIGHT;**
- **SHOW "Not Sure" (99) AS LAST POINT ON THE RIGHT BUT DO NOT DISPLAY CODE NUMBER.]**

COLOR

[PROGRAMMER: ROTATE Q209 AND Q210]

BASE: ALL QUALIFIED RESPONDENTS

Q209 Suppose you want to buy a light bulb with light that looks most like the light in ++photograph B++. Which of the following light bulbs would you choose?

[USE PHOTOS A=2700K, B=4100K, C=6500K]
[DO NOT RANDOMIZE PHOTOS]

A

B

C

At any time, you may click on each label to see a larger version. You may also click on the link below the label titled "Back Label" to see the back of the package.

[PROGRAMMER:

- **ALLOW FRONT LABEL TO BE ENLARGED IF RESPONDENT CLICKS ON LABEL;**
- **INSERT LINK TO BACK LABEL IMAGE UNDER EACH FRONT LABEL IMAGE, AND TITLE THE LINK "Back Label"]**

[USE IMAGES C, D, E]
[RANDOMIZE IMAGES]

IMAGE C	IMAGE D	IMAGE E
1	**2**	**3**
[BACK LABEL LINK]	**[BACK LABEL LINK]**	**[BACK LABEL LINK]**

1	Light bulb # 1
2	Light bulb # 2
3	Light bulb # 3
99	Not sure

BASE: ALL QUALIFED RESPONDENTS

Q210 Suppose you want to buy a light bulb with light that looks most like the light in ++photograph A++. Which of the following light bulbs would you choose?

[USE PHOTOS A=2700K, B=4100K, C=6500K]
[DO NOT RANDOMIZE PHOTOS]

A

B

C

At any time, you may click on each label to see a larger version. You may also click on the link below the label titled "Back Label" to see the back of the package.

[PROGRAMMER:

- **ALLOW FRONT LABEL TO BE ENLARGED IF RESPONDENT CLICKS ON LABEL;**
- **INSERT LINK TO BACK LABEL IMAGE UNDER EACH FRONT LABEL IMAGE, AND TITLE THE LINK "Back Label"]**

[USE IMAGES C, D, E]
[KEEP IMAGES IN SAME ORDER AS Q209]

IMAGE C	IMAGE D	IMAGE E
1	**2**	**3**
[BACK LABEL LINK]	**[BACK LABEL LINK]**	**[BACK LABEL LINK]**

1 Light bulb # 1
2 Light bulb # 2
3 Light bulb # 3
99 Not sure

BASE: ALL QUALIFIED RESPONDENTS

Q211 When making a light bulb purchase, how important to you is the appearance of the light that the light bulb produces?

Not At All Important									**Extremely Important**		**Not Sure**
0	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**99**

[PROGRAMMER:

- **SHOW 10 POINT SCALE WITH "Not at all Important" ON THE LEFT AND "Extremely Important" ON THE RIGHT.**
- **SHOW "Not Sure" (99) AS THE LAST POINT ON THE RIGHT BUT DO NOT SHOW CODE NUMBER.]**

[PROGRAMMER:

- **ASK QUESTIONS Q212a-Q212c ONLY IF Q209-211 ARE THE LAST IN ROTATION;**
- **OTHERWISE SKIP TO NEXT RANDOMLY ASSIGNED SECTION.]**

BASE: ALL QUALIFIED RESPONDENTS AND Q209-Q211 ARE LAST MODULE

Q212a Which of the following information did you use to choose the light bulb with light that looks most like the light in photograph B? (You may choose up to two (2) answers)

[PROGRAMMER: ALLOW UP TO TWO (2) RESPONSES]
[RANDOMIZE 1-12]

1	Color information on front panel
2	Color information on back panel
3	Life in years
4	Life in hours
5	Lumens
6	Energy cost
7	Watts
8	Energy efficiency in lumens/watt
9	Energy efficiency in number of stars
10	Watt equivalency
11	Energy Star
12	Voltage
97	None of the above
99	Not Sure

[PROGRAMMER:
- **IF Q212a = 1-12, FOR EACH ANSWER IN Q212a, ASK Q212b AND Q212c;**
- **IF Q212a = 97 OR 99, JUMP TO Q402]**

BASE: IF Q209-Q211 ARE LAST MODULE AND RESPONDED Q212a=1-12

Q212b Using a scale from 0 to 10, where 0 is "Not at all Useful" and 10 is "Extremely Useful," how useful **[IF Q212a=5 OR 7, DISPLAY "were", ELSE, DISPLAY "was"]** the **[INSERT ANSWER Q212a IN LOWERCASE, ORANGE, BOLD]** in choosing the light bulb with light that would look most like the light in photograph B?

Not at all Useful										**Extremely Useful**	**Not sure**
0	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**99**

[PROGRAMMER:
- **SHOW 10 POINT SCALE WITH "Not at all Useful" ON THE LEFT AND "Extremely Useful" ON THE RIGHT.**
- **SHOW "Not Sure" (99) AS LAST POINT ON THE RIGHT, BUT DO NOT DISPLAY CODE NUMBER.]**

BASE: IF Q209-Q211 ARE LAST MODULE AND RESPONDED Q212a=1-12

Q212c Using a scale from 0 to 10, where 0 is "Not at all Trustworthy" and 10 is "Extremely Trustworthy", how trustworthy was the information about **[IF Q212a=1 DISPLAY "color on the front panel"; IF Q212a=2, DISPLAY "color on the back label"; ELSE, INSERT ANSWER Q212a IN LOWERCASE, ORANGE, BOLD**?

Not at all Trustworthy								**Extremely Trustworthy**			**Not sure**
0	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**99**

[PROGRAMMER:

- **SHOW 10 POINT SCALE WITH "Not at all Trustworthy" ON THE LEFT AND "Extremely Trustworthy" ON THE RIGHT;**
- **SHOW "Not Sure" (99) AS LAST POINT ON THE RIGHT BUT DO NOT DISPLAY CODE NUMBER.]**

ENERGY USE AND ENERGY EFFICIENCY

[PROGRAMMER:

- **ROTATE SECTION Q213-Q216 WITH SECTION Q213.1-Q216.1.**
- **AFTER BOTH SECTIONS ANSWERED, ASK Q217-Q218]**

ENERGY USE

BASE: ALL QUALIFIED RESPONDENTS

Q213 Which of the following light bulbs uses the ++least++ amount of energy to operate?

At any time, you may click on each label to see a larger version. You may also click on the link below the label titled "Back Label" to see the back of the package.

[PROGRAMMER:

- **ALLOW FRONT LABEL TO BE ENLARGED IF RESPONDENT CLICKS ON LABEL;**
- **INSERT LINK TO BACK LABEL IMAGE UNDER EACH FRONT LABEL IMAGE, AND TITLE THE LINK "Back Label"]**

[USE IMAGES A, K, I]
[RANDOMIZE IMAGES]

IMAGE A	IMAGE K	IMAGE I
1	**2**	**3**
[BACK LABEL LINK]	**[BACK LABEL LINK]**	**[BACK LABEL LINK]**

1 Light bulb # 1
2 Light bulb # 2
3 Light bulb # 3
99 Not sure

BASE: ALL QUALIFIED RESPONDENTS

Q214 Which light bulb uses the ++most++ amount of energy to operate?

At any time, you may click on each label to see a larger version. You may also click on the link below the label titled "Back Label" to see the back of the package.

[PROGRAMMER:

- **ALLOW FRONT LABEL TO BE ENLARGED IF RESPONDENT CLICKS ON LABEL;**
- **INSERT LINK TO BACK LABEL IMAGE UNDER EACH FRONT LABEL IMAGE, AND TITLE THE LINK "Back Label"]**

[USE IMAGES A, K, I]
[KEEP IMAGES IN SAME ORDER AS Q213]

IMAGE A	IMAGE K	IMAGE I
1	**2**	**3**
[BACK LABEL LINK]	**[BACK LABEL LINK]**	**[BACK LABEL LINK]**

1 Light bulb # 1
2 Light bulb # 2
3 Light bulb # 3
99 Not sure

BASE: ALL QUALIFIED RESPONDENTS

Q215 Which of the following light bulbs uses the ++least++ amount of energy to operate?

At any time, you may click on each label to see a larger version. You may also click on the link below the label titled "Back Label" to see the back of the package.

[PROGRAMMER:

- **ALLOW FRONT LABEL TO BE ENLARGED IF RESPONDENT CLICKS ON LABEL;**
- **INSERT LINK TO BACK LABEL IMAGE UNDER EACH FRONT LABEL IMAGE, AND TITLE THE LINK "Back Label"]**

[USE IMAGES B, G, H]
[RANDOMIZE IMAGES]

IMAGE B	IMAGE G	IMAGE H
1	**2**	**3**
[BACK LABEL LINK]	**[BACK LABEL LINK]**	**[BACK LABEL LINK]**

1 Light bulb # 1
2 Light bulb # 2
3 Light bulb # 3
99 Not sure

BASE: ALL QUALIFIED RESPONDENTS

Q216 Which light bulb uses the ++most++ amount of energy to operate?

At any time, you may click on each label to see a larger version. You may also click on the link below the label titled "Back Label" to see the back of the package.

[PROGRAMMER:

- **ALLOW FRONT LABEL TO BE ENLARGED IF RESPONDENT CLICKS ON LABEL;**
- **INSERT LINK TO BACK LABEL IMAGE UNDER EACH FRONT LABEL IMAGE, AND TITLE THE LINK "Back Label"]**

[USE IMAGES B, G, H]
[KEEP IMAGES IN SAME ORDER AS Q215]

IMAGE B	IMAGE G	IMAGE H
1	**2**	**3**
[BACK LABEL LINK]	**[BACK LABEL LINK]**	**[BACK LABEL LINK]**

1 Light bulb # 1
2 Light bulb # 2
3 Light bulb # 3
99 Not sure

ENERGY EFFICIENCY

BASE: ALL QUALIFIED RESPONDENTS

Q213.1 Which of the following light bulbs is the ++most++ **energy efficient**?

At any time, you may click on each label to see a larger version. You may also click on the link below the label titled "Back Label" to see the back of the package.

[PROGRAMMER:

- **ALLOW FRONT LABEL TO BE ENLARGED IF RESPONDENT CLICKS ON LABEL;**
- **INSERT LINK TO BACK LABEL IMAGE UNDER EACH FRONT LABEL IMAGE, AND TITLE THE LINK "Back Label"]**

[USE IMAGES A, K, I]
[RANDOMIZE IMAGES]

IMAGE A	IMAGE K	IMAGE I
1	**2**	**3**
[BACK LABEL LINK]	**[BACK LABEL LINK]**	**[BACK LABEL LINK]**

1 Light bulb # 1
2 Light bulb # 2
3 Light bulb # 3
99 Not sure

BASE: ALL QUALIFIED RESPONDENTS

Q214.1 Which light bulb is the ++least++ **energy efficient**?

At any time, you may click on each label to see a larger version. You may also click on the link below the label titled "Back Label" to see the back of the package.

[PROGRAMMER:

- **ALLOW FRONT LABEL TO BE ENLARGED IF RESPONDENT CLICKS ON LABEL;**
- **INSERT LINK TO BACK LABEL IMAGE UNDER EACH FRONT LABEL IMAGE, AND TITLE THE LINK "Back Label"]**

[USE IMAGES A, K, I]
[KEEP IMAGES IN SAME ORDER AS Q213.1]

IMAGE A	IMAGE K	IMAGE I
1	**2**	**3**
[BACK LABEL LINK]	**[BACK LABEL LINK]**	**[BACK LABEL LINK]**

1 Light bulb # 1
2 Light bulb # 2
3 Light bulb # 3
99 Not sure

BASE: ALL QUALIFIED RESPONDENTS

Q215.1 Which of the following light bulbs is the ++most++ **energy efficient**?

At any time, you may click on each label to see a larger version. You may also click on the link below the label titled "Back Label" to see the back of the package.

[PROGRAMMER:

- **ALLOW FRONT LABEL TO BE ENLARGED IF RESPONDENT CLICKS ON LABEL;**
- **INSERT LINK TO BACK LABEL IMAGE UNDER EACH FRONT LABEL IMAGE, AND TITLE THE LINK "Back Label"]**

[USE IMAGES B, G, H]
[RANDOMIZE IMAGES]

IMAGE B	IMAGE G	IMAGE H
1	**2**	**3**
[BACK LABEL LINK]	**[BACK LABEL LINK]**	**[BACK LABEL LINK]**

1 Light bulb # 1
2 Light bulb # 2
3 Light bulb # 3
99 Not sure

BASE: ALL QUALIFIED RESPONDENTS

Q216.1 Which light bulb is the ++least++ **energy efficient**?

At any time, you may click on each label to see a larger version. You may also click on the link below the label titled "Back Label" to see the back of the package.

[PROGRAMMER:

- **ALLOW FRONT LABEL TO BE ENLARGED IF RESPONDENT CLICKS ON LABEL;**
- **INSERT LINK TO BACK LABEL IMAGE UNDER EACH FRONT LABEL IMAGE, AND TITLE THE LINK "Back Label"]**

[USE IMAGES B, G, H]
[KEEP IMAGES IN SAME ORDER AS Q215.1]

IMAGE B	IMAGE G	IMAGE H
1	**2**	**3**
[BACK LABEL LINK]	**[BACK LABEL LINK]**	**[BACK LABEL LINK]**

1 Light bulb # 1
2 Light bulb # 2
3 Light bulb # 3
99 Not sure

BASE: ALL QUALIFIED RESPONDENTS

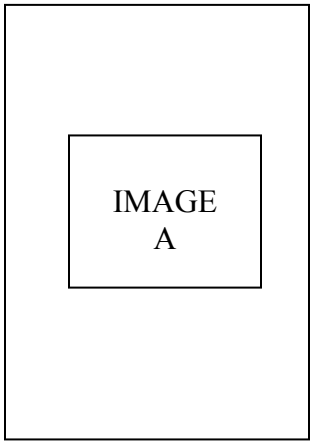
Q217 Suppose light bulb A has a purchase price of $0.50 per light bulb. Based on the information on the packages for light bulb A and light bulb B, how much would you be willing to pay for light bulb B?

At any time, you may click on each label to see a larger version. You may also click on the link below the label titled "Back Label" to see the back of the package.

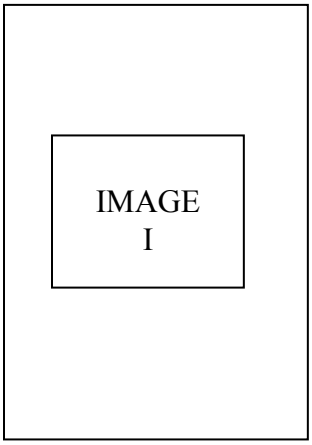
[PROGRAMMER:

- **ALLOW FRONT LABEL TO BE ENLARGED IF RESPONDENT CLICKS ON LABEL;**
- **INSERT LINK TO BACK LABEL IMAGE UNDER EACH FRONT LABEL IMAGE, AND TITLE THE LINK "Back Label"]**

[USE IMAGE A = LIGHT BULB A, IMAGE I = LIGHT BULB B]
[DO NOT RANDOMIZE]



A
[BACK LABEL LINK]



B
[BACK LABEL LINK]

1 Less than $0.50
2 About $0.50
3 More than $0.50
99 Not sure

[PROGRAMMER:

- **IF Q217=1 OR 2 OR 99, GO TO Q219;**
- **IF Q217=3, GO TO Q218.]**

BASE: ALL QUALIFIED RESPONDENTS AND ANSWERED Q217=3

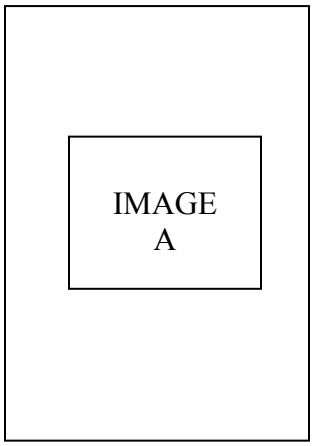
Q218 You said "More than $0.50." How much would you be willing to pay for light bulb B? Please be as specific as possible.

At any time, you may click on each label to see a larger version. You may also click on the link below the label titled "Back Label" to see the back of the package.

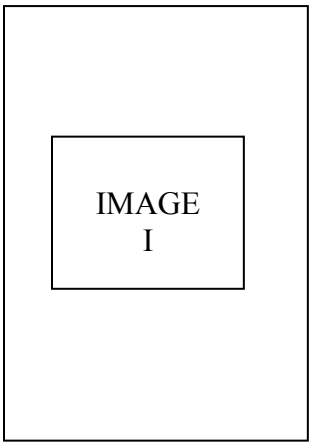
[PROGRAMMER:

- **ALLOW FRONT LABEL TO BE ENLARGED IF RESPONDENT CLICKS ON LABEL;**
- **INSERT LINK TO BACK LABEL IMAGE UNDER EACH FRONT LABEL IMAGE, AND TITLE THE LINK "Back Label"]**

[USE IMAGE A = LIGHT BULB A, IMAGE I = LIGHT BULB B]
[DO NOT RANDOMIZE]



A
[BACK LABEL LINK]



B
[BACK LABEL LINK]

$_____ **[RANGE $0.51-$99.99]**

BASE: ALL QUALIFIED RESPONDENTS

Q219 When making a light bulb purchase, how important to you is the ++amount of energy needed++ to operate the light bulb?

Not At All Important									**Extremely Important**		**Not Sure**
0	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**99**

[PROGRAMMER:

- **SHOW 10 POINT SCALE WITH "Not at all Important" ON THE LEFT AND "Extremely Important" ON THE RIGHT.**
- **SHOW "Not Sure" (99) AS THE LAST POINT ON THE RIGHT BUT DO NOT SHOW CODE NUMBER.]**

BASE:

Q219.1 When making a light bulb purchase, how important to you is the ++energy efficiency++ of the light bulb?

Not At All Important									**Extremely Important**		**Not Sure**
0	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**99**

[PROGRAMMER:

- **SHOW 10 POINT SCALE WITH "Not at all Important" ON THE LEFT AND "Extremely Important" ON THE RIGHT.**
- **SHOW "Not Sure" (99) AS THE LAST POINT ON THE RIGHT BUT DO NOT SHOW CODE NUMBER.]**

[PROGRAMMER:

- **ASK QUESTIONS Q220a–Q220c ONLY IF Q213-Q219.1 ARE THE LAST IN THIS ROTATION;**
- **OTHERWISE SKIP TO NEXT RANDOMLY ASSIGNED SECTION.]**

BASE: ALL QUALIFIED RESPONDENTS AND Q213-Q219 ARE LAST MODULE

Q220a Which of the following label information did you use to answer questions related to energy use and energy efficiency? (You may choose up to two (2) answers)

[PROGRAMMER: ALLOW UP TO TWO (2) REPSONSES]
[RANDOMIZE 1-12]

	1	Color information on front panel
	2	Color information on back panel
	3	Life in years
4		Life in hours
5		Lumens
	6	Energy cost
7		Watts
	8	Energy efficiency in lumens/watt
	9	Energy efficiency in number of stars
	10	Watt equivalency
	11	Energy Star
12		Voltage
	97	None of the above
99		Not Sure

[PROGRAMMER:
- **IF Q220a = 1-12, FOR EACH ANSWER IN Q220a, ASK Q220b AND Q220c;**
- **IF Q220a = 97 OR 99, JUMP TO Q402]**

BASE: IF Q213-Q219.1 ARE LAST MODULE AND RESPONDED Q220a=1-12

Q220b Using a scale from 0 to 10, where 0 is "Not at all Useful" and 10 is "Extremely Useful," how useful **[IF Q220a=5 OR 7, DISPLAY "were", ELSE, DISPLAY "was"]** the **[INSERT ANSWER Q220a IN LOWERCASE, ORANGE, BOLD]** in choosing light bulbs based on energy use and energy efficiency?

Not at all Useful										**Extremely Useful**	**Not sure**
0	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**99**

[PROGRAMMER:
- **SHOW 10 POINT SCALE WITH "Not at all Useful" ON THE LEFT AND "Extremely Useful" ON THE RIGHT.**
- **SHOW "Not Sure" (99) AS LAST POINT ON THE RIGHT BUT DO NOT DISPLAY CODE NUMBER.]**

BASE: IF Q213-Q219.1 ARE LAST MODULE AND RESPONDED Q220a=1-12

Q220c Using a scale from 0 to 10, where 0 is "Not at all Trustworthy" and 10 is "Extremely Trustworthy", how ++trustworthy++ was the information about **[IF Q220a=1 DISPLAY "color on the front panel"; IF Q220a=2, DISPLAY "color on the back label"; ELSE, INSERT ANSWER Q204a IN LOWERCASE, ORANGE, BOLD]**?

Not at all Trustworthy									**Extremely Trustworthy**		**Not sure**
0	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**99**

[PROGRAMMER:

- **SHOW 10 POINT SCALE WITH "Not at all Trustworthy" ON THE LEFT AND "Extremely Trustworthy" ON THE RIGHT;**
- **SHOW "Not Sure" (99) AS LAST POINT ON THE RIGHT BUT DO NOT DISPLAY CODE NUMBER.]**

SECTION 400: ENERGY STAR

[PROGRAMMER: RANDOMIZE Q402 AND Q403]

BASE: ALL QUALIFIED RESPONDENTS

Q402 Which light bulb qualifies for the U.S. Government's Energy Star program? (You may select more than one light bulb.)

At any time, you may click on each label to see a larger version. You may also click on the link below the label titled "Back Label" to see the back of the package.

[PROGRAMMER:

- **ALLOW FRONT LABEL TO BE ENLARGED IF RESPONDENT CLICKS ON LABEL;**
- **INSERT LINK TO BACK LABEL IMAGE UNDER EACH FRONT LABEL IMAGE, AND TITLE THE LINK "Back Label"]**

[USE IMAGES A, D, I]
[RANDOMIZE IMAGES]

IMAGE A	IMAGE D	IMAGE I
1	**2**	**3**
[BACK LABEL LINK]	**[BACK LABEL LINK]**	**[BACK LABEL LINK]**

[PROGRAMMER: MULTIPLE RESPONSE]
[RANDOMIZE]

1	Light bulb # 1
2	Light bulb # 2
3	Light bulb # 3
4	None of these qualify for the Energy Star program
99	Not sure

BASE: ALL QUALIFIED RESPONDENTS

Q403 Which light bulb qualifies for the U.S. Government's Energy Star program? (You may select more than one light bulb.)

At any time, you may click on each label to see a larger version. You may also click on the link below the label titled "Back Label" to see the back of the package.

[PROGRAMMER:

- **ALLOW FRONT LABEL TO BE ENLARGED IF RESPONDENT CLICKS ON LABEL;**
- **INSERT LINK TO BACK LABEL IMAGE UNDER EACH FRONT LABEL IMAGE, AND TITLE THE LINK "Back Label"]**

[USE IMAGES A, B, F]
[RANDOMIZE IMAGES]

IMAGE A	IMAGE B	IMAGE F
1	**2**	**3**
[BACK LABEL LINK]	**[BACK LABEL LINK]**	**[BACK LABEL LINK]**

[PROGRAMMER: MULTIPLE RESPONSE]
[RANDOMIZE]

1 Light bulb # 1
2 Light bulb # 2
3 Light bulb # 3
4 None of these qualify for the Energy Star program
99 Not sure

SECTION 700: QUALITY

BASE: ALL QUALIFIED RESPONDENTS

Q701 Of these light bulbs, which one will provide the most reliable performance?

At any time, you may click on each label to see a larger version. You may also click on the link below the label titled "Back Label" to see the back of the package.

[PROGRAMMER:

- **ALLOW FRONT LABEL TO BE ENLARGED IF RESPONDENT CLICKS ON LABEL;**
- **INSERT LINK TO BACK LABEL IMAGE UNDER EACH FRONT LABEL IMAGE, AND TITLE THE LINK "Back Label"]**

[USE IMAGES A, J, I]
[RANDOMIZE IMAGES]

IMAGE A	IMAGE J	IMAGE I
1	**2**	**3**
[BACK LABEL LINK]	**[BACK LABEL LINK]**	**[BACK LABEL LINK]**

1 Light bulb # 1
2 Light bulb # 2
3 Light bulb # 3
99 Not sure **[PROG: SKIP TO Q905]**

BASE: ALL QUALIFIED RESPONDENTS

Q702 What information on the label did you use to judge reliability?

[INSERT TEXT BOX]

SECTION 900: FRONT & BACK

BASE: ALL QUALIFIED RESPONDENTS

Q905 During this survey, was there information (other than price) that was not provided to you that would be helpful when purchasing light bulbs?

1 Yes
2 No

[PROGRAMMER: IF Q905 =1 (Yes) GO TO Q906, IF Q905 = 2 (No), SKIP TO Q907]

BASE: ALL QUALIFIED RESPONDENTS AND ANSWERED Q905=1

Q906 Please describe what information would be helpful.

[INSERT TEXT BOX]

BASE: ALL QUALIFIED RESPONDENTS

Q907 During this survey, did you refer to the back label?

1 Yes
2 No

[PROGRAMMER: IF Q907 =1 (Yes) GO TO Q908, IF Q907 = 2 (No), SKIP TO Q1101]

BASE: ALL QUALIFIED RESPONDENTS AND ANSWERED Q907=1

Q908 Which information did you use on the back label? Please select all that apply.

[PROGRAMMER: MULTIPLE RESPONSE]
[RANDOMIZE]

1 Brightness (lumens)
2 Light Output (lumens)
3 Yearly Energy Cost~~s~~
4 Watt equivalency
5 Life in years
6 Life in hours
7 Voltage
8 Energy Use (watts)
9 Energy Efficiency in lumens/watt
10 Energy Efficiency in number of stars
11 Color Temperature
12 Color Appearance
13 None of the above

SECTION 1100: DEMOGRAPHICS

BASE: ALL RESPONDENTS

Q1101 What is the highest grade in school or year of college that you have completed?

1 Less than 12 years (high school)
2 12 years/High School Graduate/GED
3 1 or 2 years of college/junior college/Associate's Degree/ 3 or more years of college but no degree
4 Trade School
5 Bachelor's Degree (for example. B.A., A.B., B.S.)
6 Advanced Degree (for example, Master's, Ph.D., M.D., J.D.)

BASE: ALL RESPONDENTS

Q1102 Are you currently:

1 Married
2 Separated
3 Divorced
4 Widowed
5 Single, never been married
6 Living with partner

BASE: ALL RESPONDENTS

Q1103 Are you:

1 Male
2 Female

BASE: ALL RESPONDENTS

Q1104 Are you of Hispanic or Latino origin?

1 Yes, of Hispanic origin
2 No, not of Hispanic origin
98 Not sure
99 Prefer not to answer

BASE: ALL RESPONDENTS

Q1105 Please choose one or more categories to indicate your race. Are you…?

[PROGRAMMER:

- **MULTIPLE RESPONSE**
- **RANDOMIZE 1-5.**

1 White
2 Black or African American
3 American Indian or Alaska Native
4 Asian
5 Native Hawaiian or Other Pacific Islander
99 Prefer not to answer

BASE: ALL RESPONDENTS

Q1106 Thinking of the income that your household earned or received from all sources in 2008, how much was the total amount, before taxes and other deductions?

1 Less than $20,000
2 $20,000 to less than $40,000
3 $40,000 to less than $60,000
4 $60,000 to less than $80,000
5 $80,000 to less than $100,000
6 $100,000 to less than $200,000
7 $200,000 or more
99 Prefer not to answer

Conclusion Text

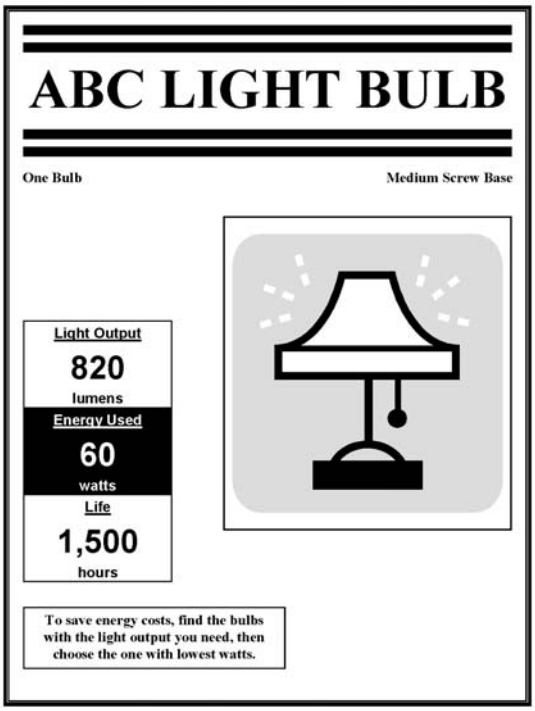
You have reached the end of this study. Thank you very much for your participation.

Section III:

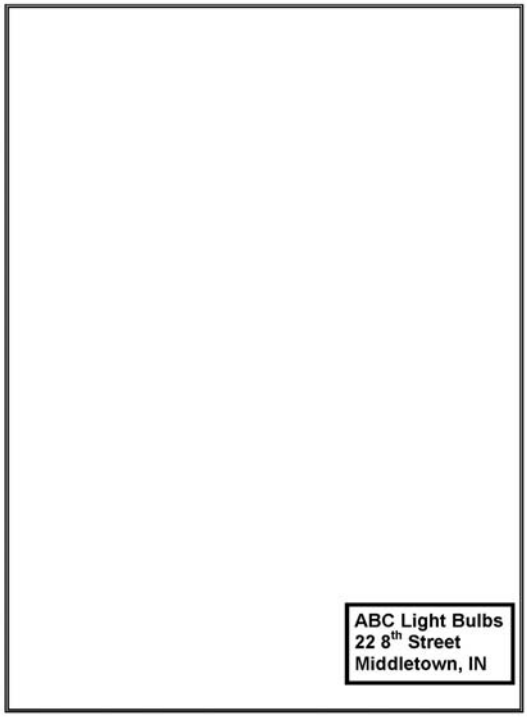
Examples of Study Labels

Treatment 1: Bulb A

Front Panel

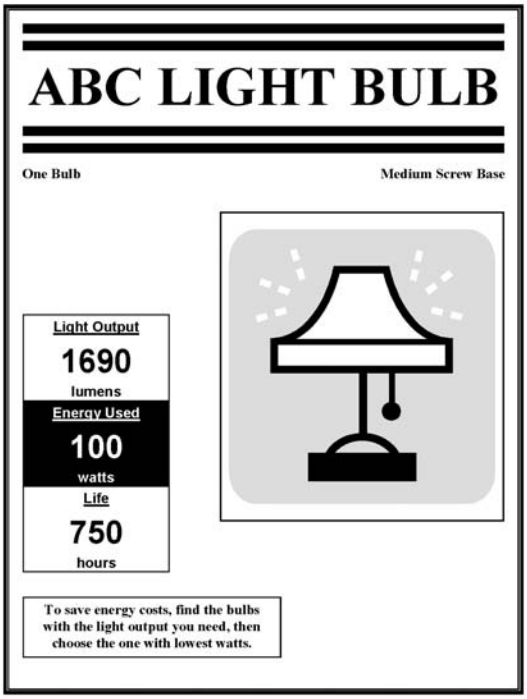


Rear Panel

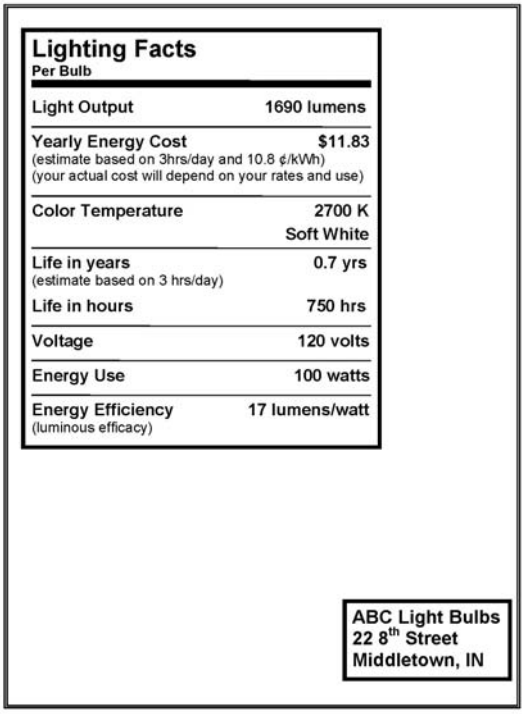


Treatment 2: Bulb B

Front Panel

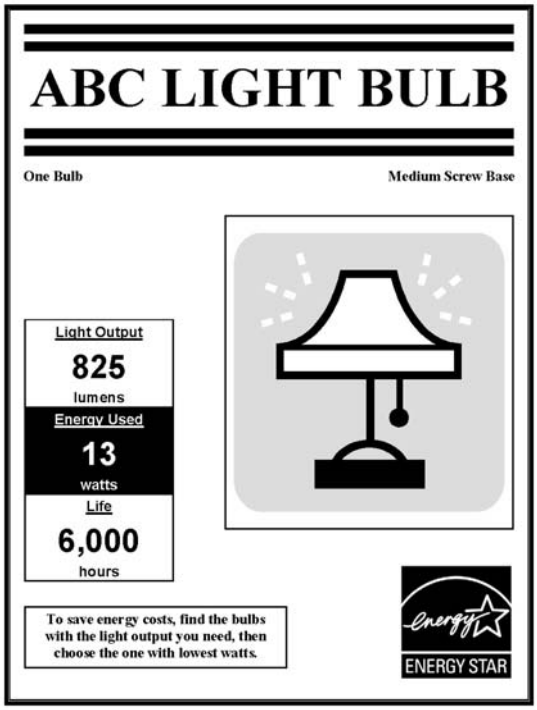


Rear Panel

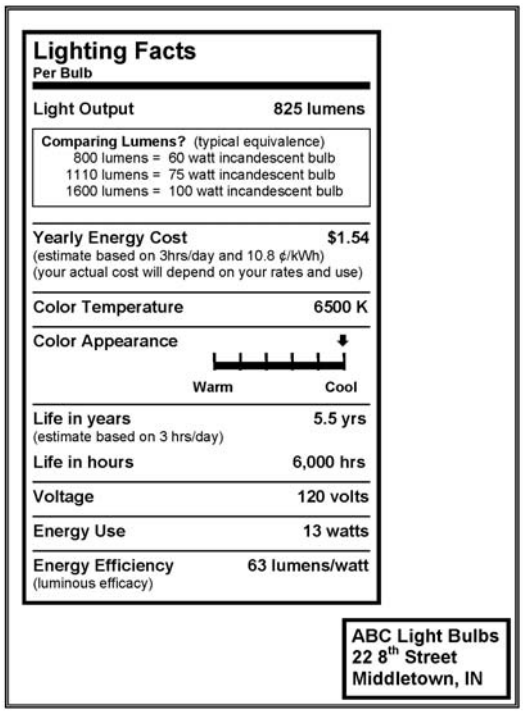


Treatment 3: Bulb C

Front Panel

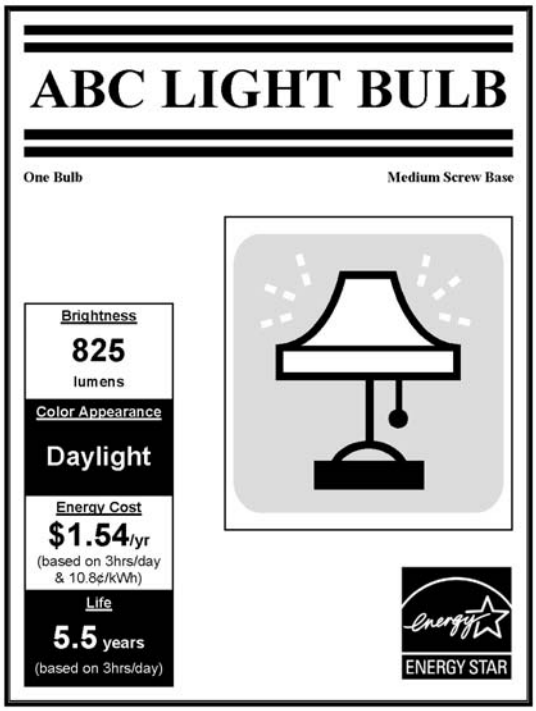


Rear Panel

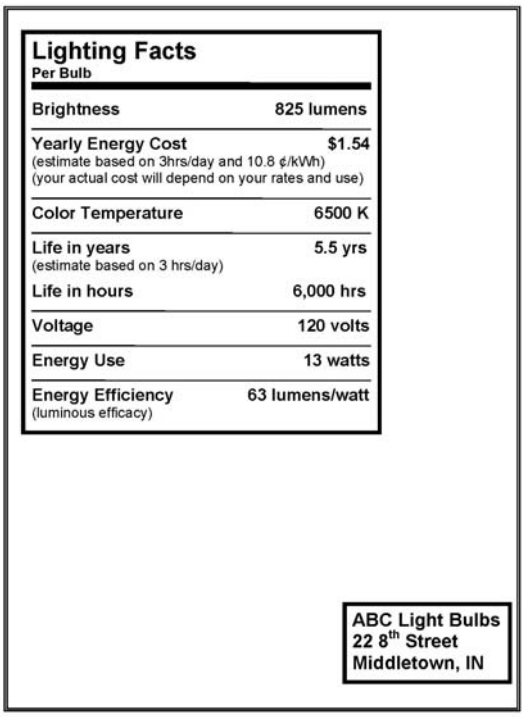


Treatment 4: Bulb C

Front Panel

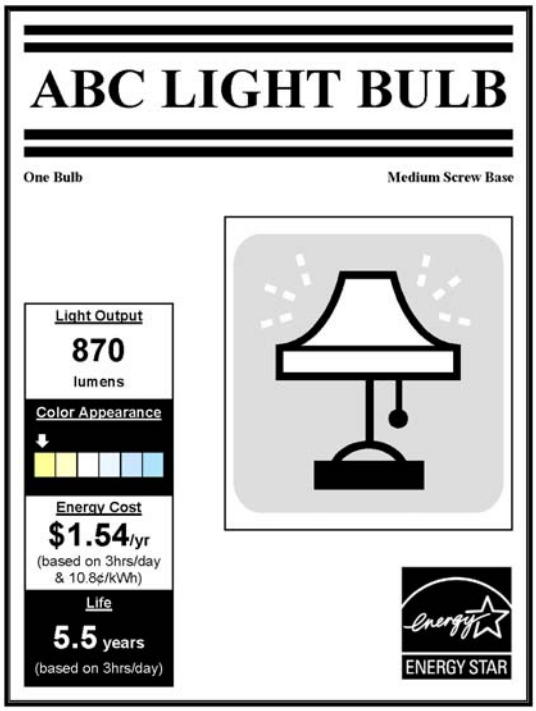


Rear Panel

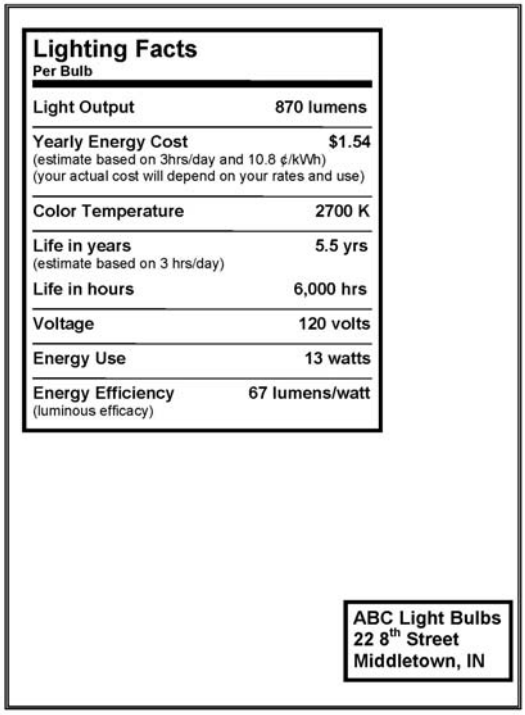


Treatment 5: Bulb D

Front Panel

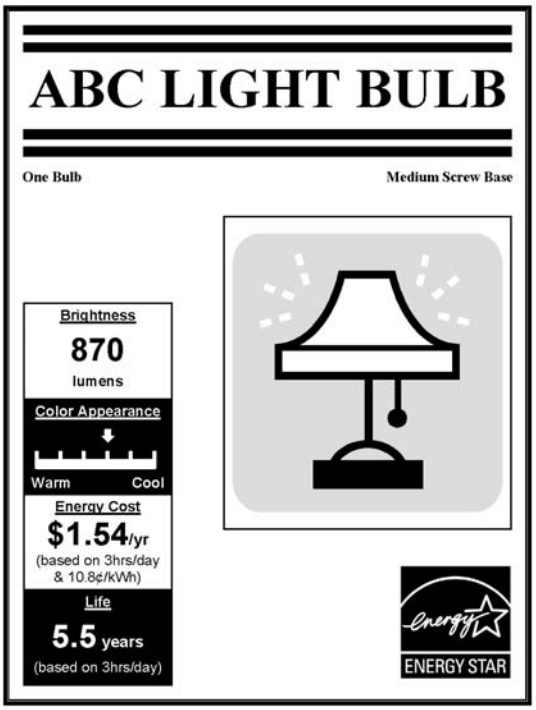


Rear Panel

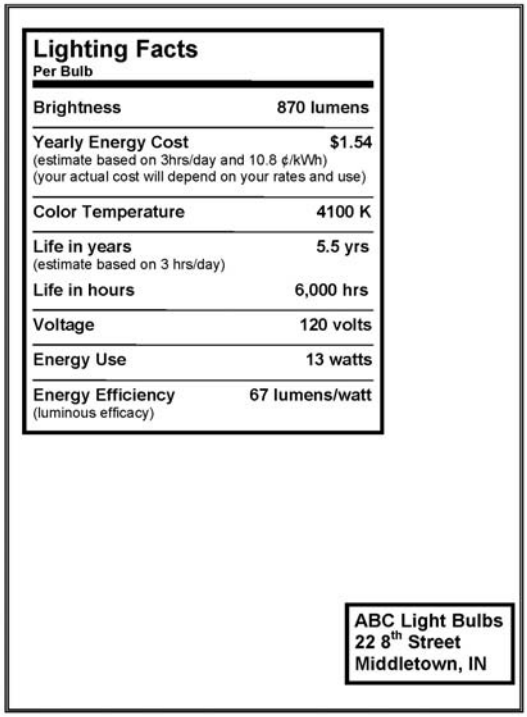


Treatment 6: Bulb E

Front Panel

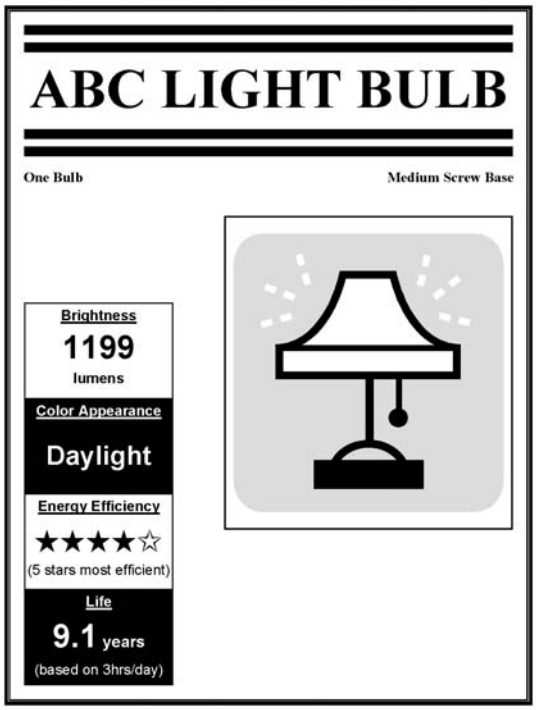


Rear Panel

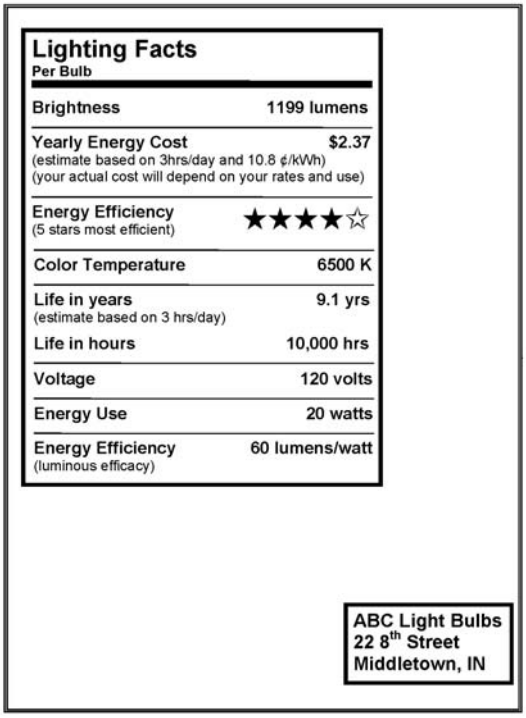


Treatment 7: Bulb F

Front Panel

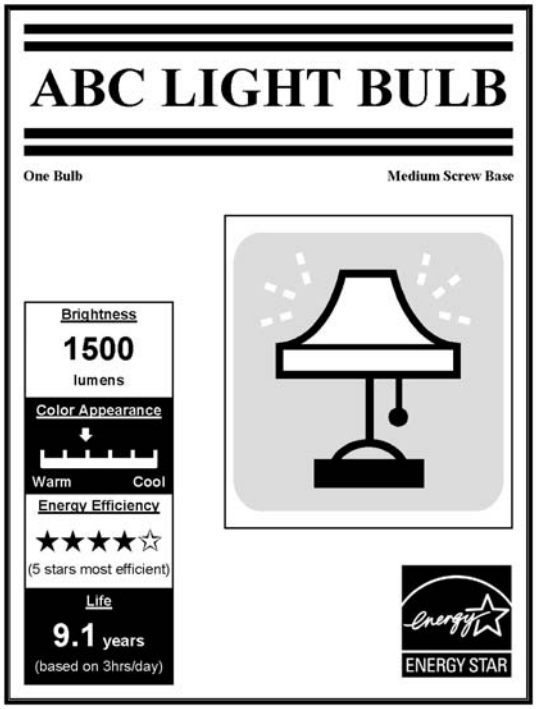


Rear Panel

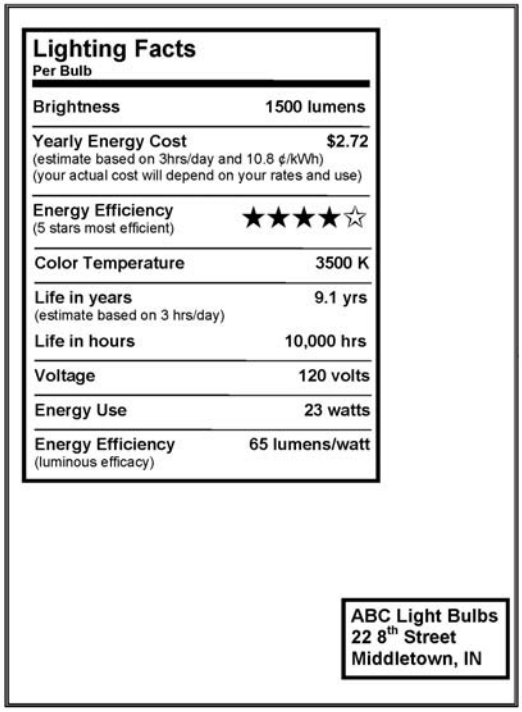


Treatment 8: Bulb G

Front Panel

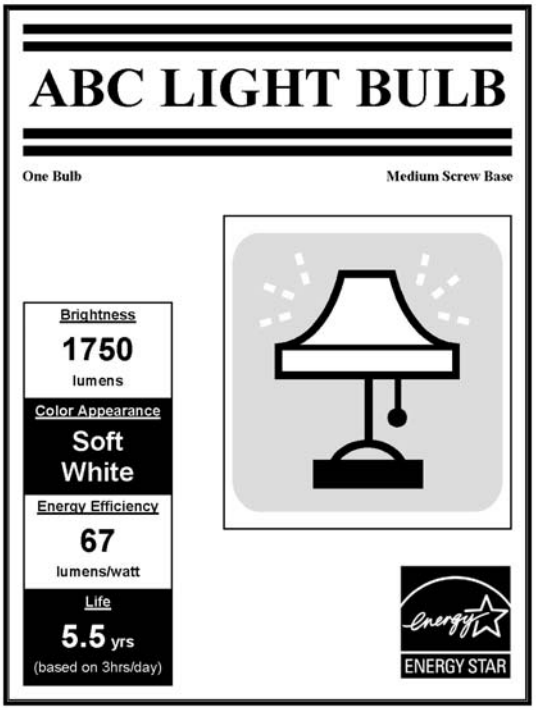


Rear Panel

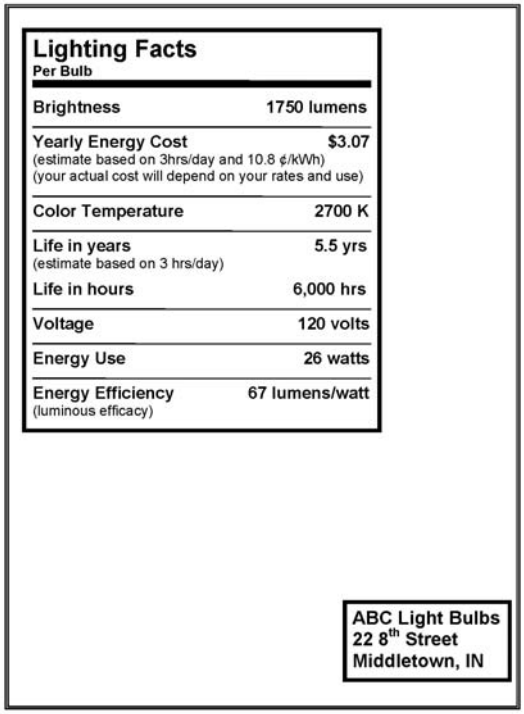


Treatment 9: Bulb H

Front Panel

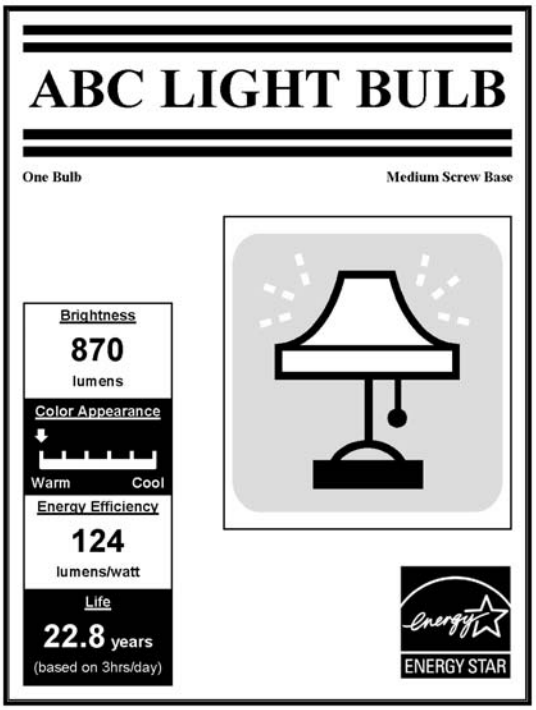


Rear Panel

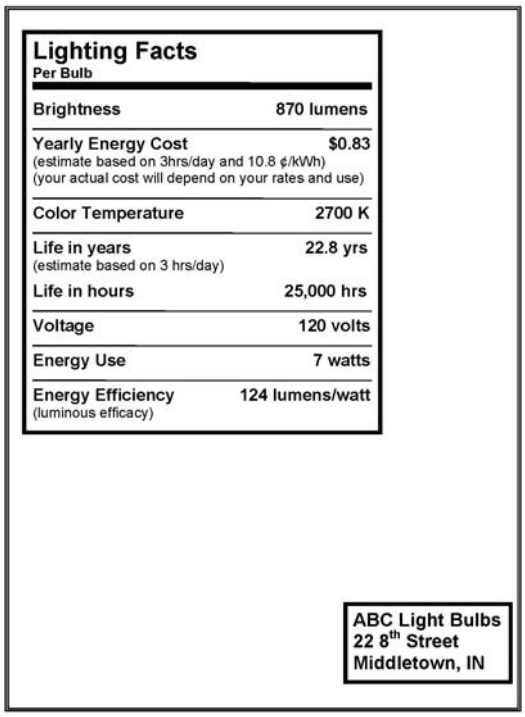


Treatment 10: Bulb I

Front Panel

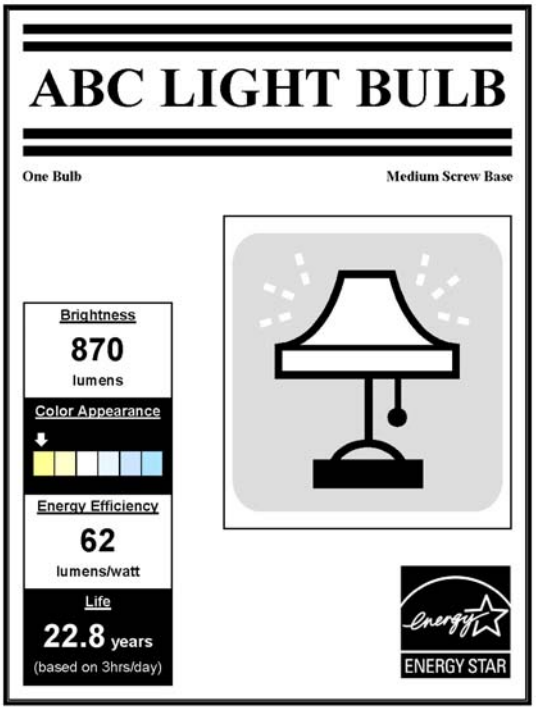


Rear Panel

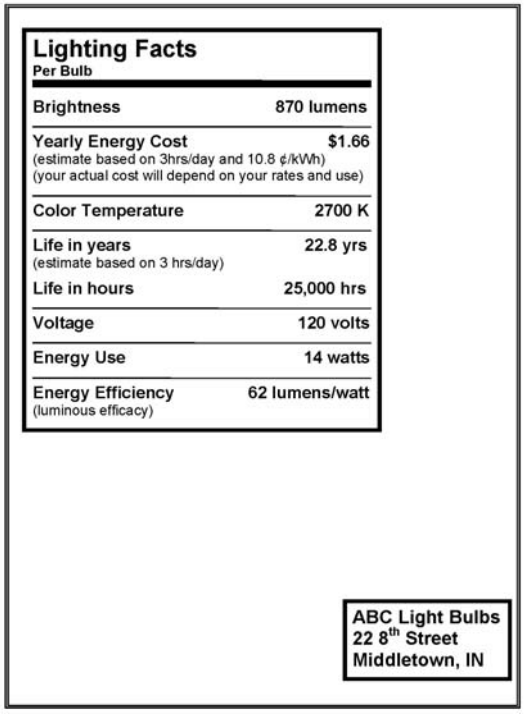


Treatment 11: Bulb J

Front Panel

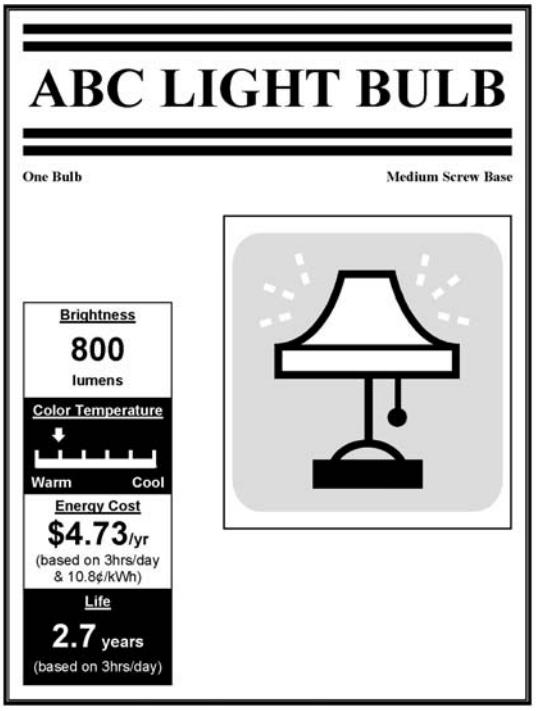


Rear Panel

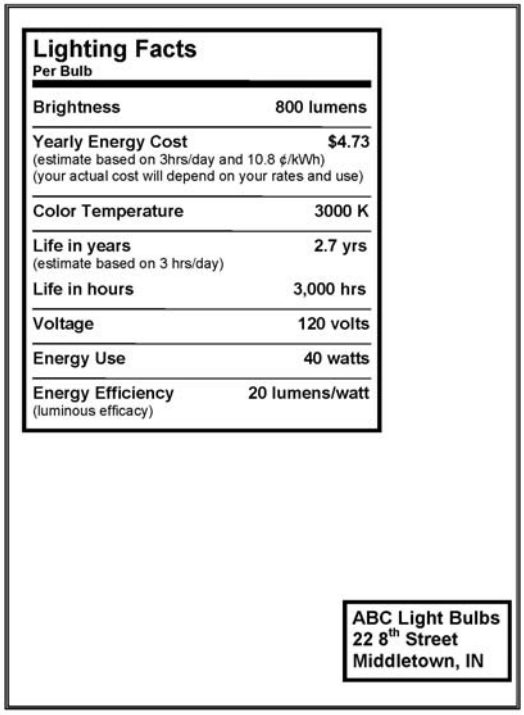


Treatment 12: Bulb K

Front Panel

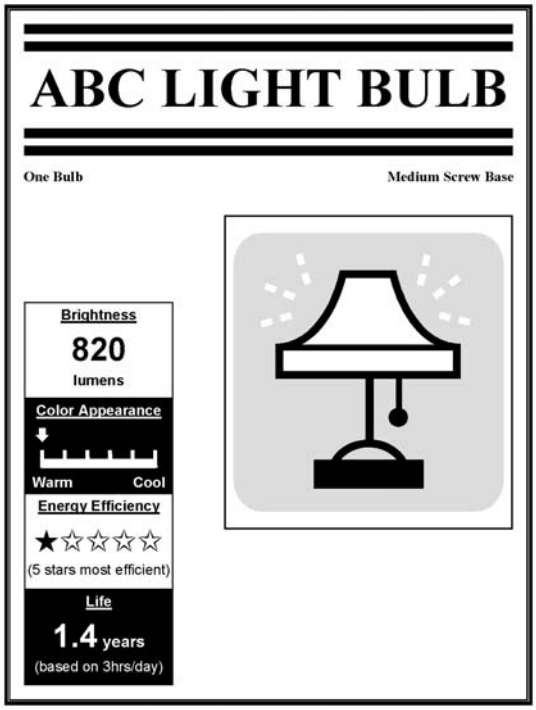


Rear Panel

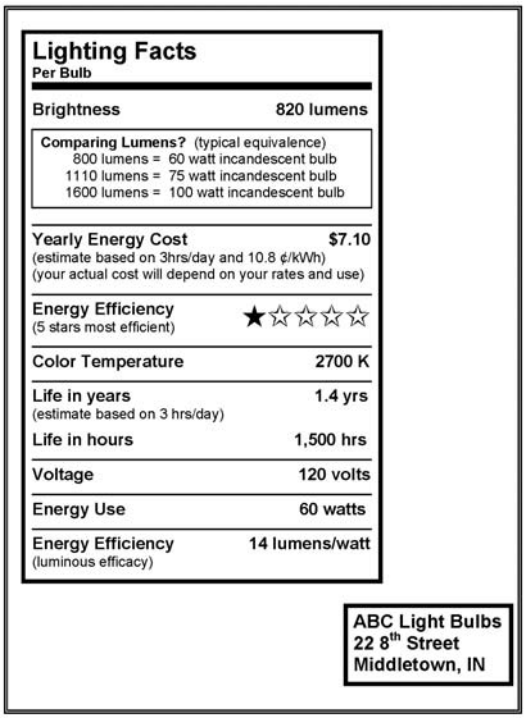


Treatment 13: Bulb A

Front Panel

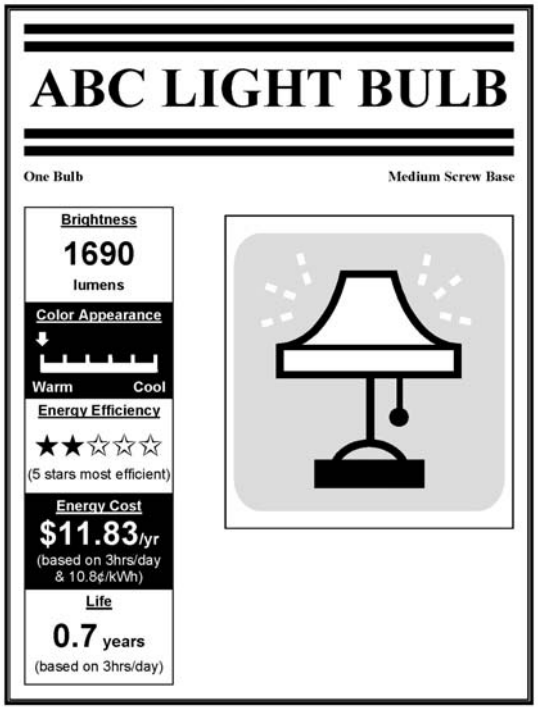


Rear Panel

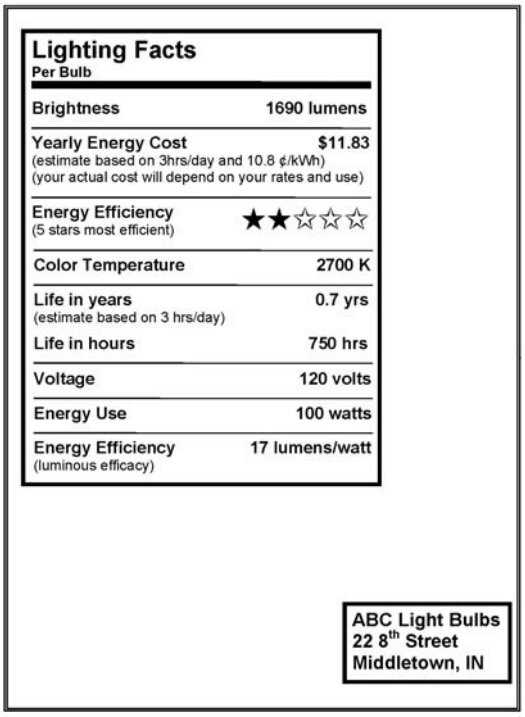


Treatment 14: Bulb B

Front Panel

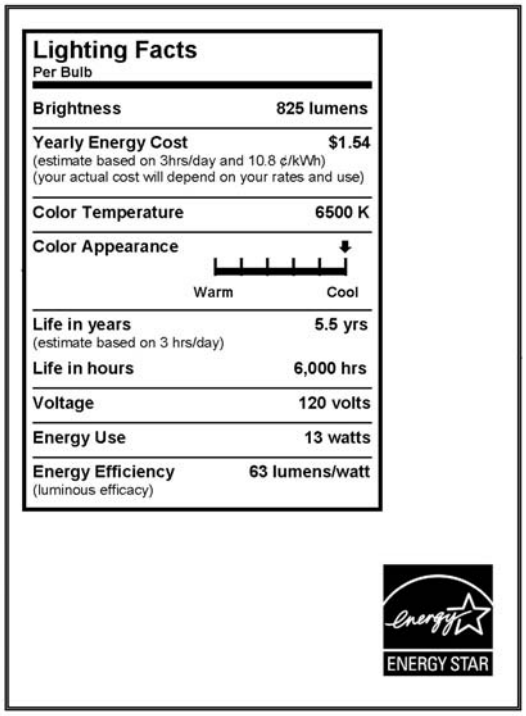


Rear Panel

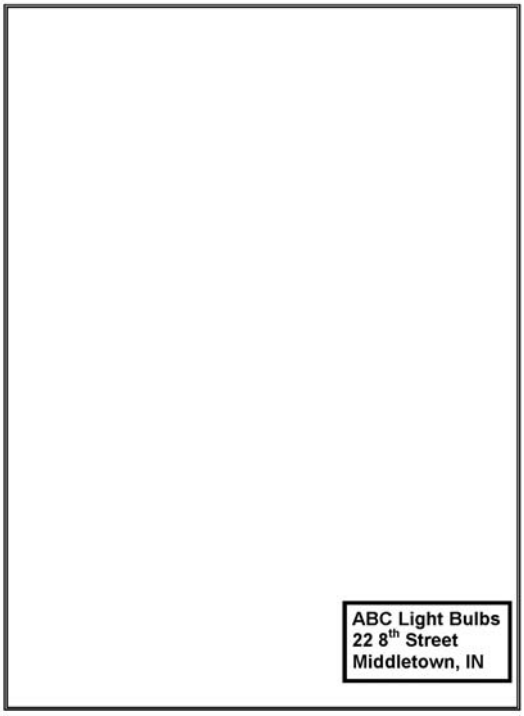


Treatment 15: Bulb C

Front Panel

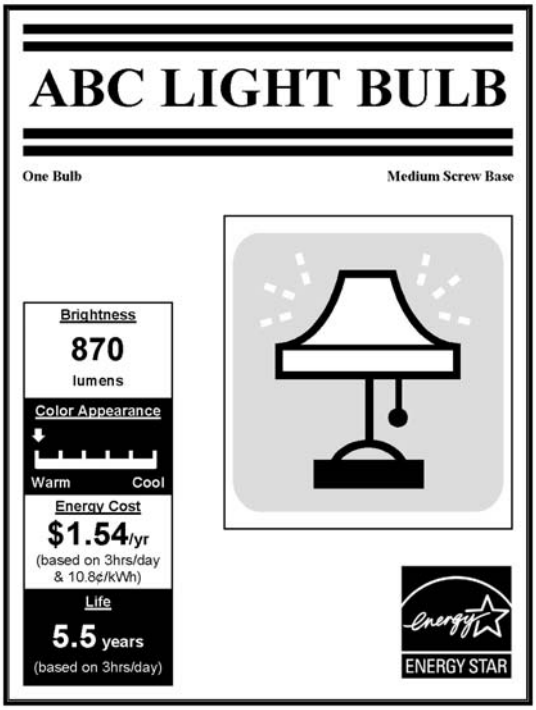


Rear Panel

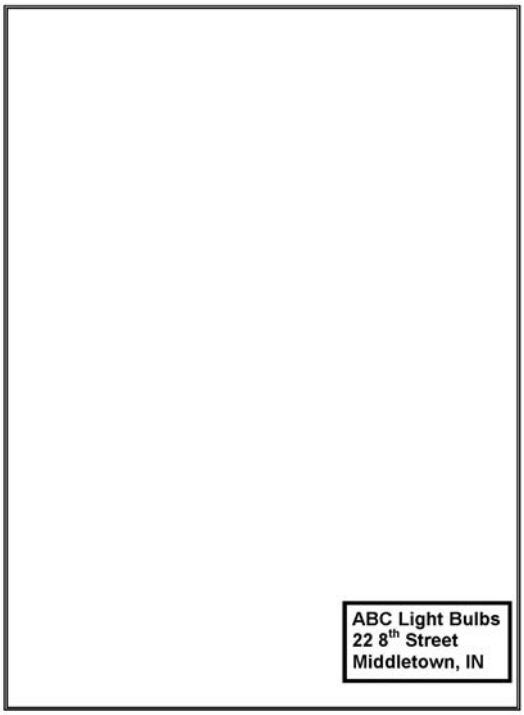


Treatment 16: Bulb D

Front Panel



Rear Panel



Section IV:

Lamp Models

Lamp Models

Image Name	Lamp Technology	Lumens	Watts	Life (Hours)	Life (Years)(1)	Color (Kelvin)	Color (ANSI Name)	Operating Cost ($/year)(2)	Lumens/ Watt	Categorical (# Stars)(3)	Energy Star(4)
A	INC	820	60	1,500	1.4	~2700	SOFT WHITE	$7.10	14	1	No
B	INC	1690	100	750	0.7	~2700	SOFT WHITE	$11.83	17	~2	No
C	CFL	825	13	6,000	5.5	6500	DAYLIGHT	$1.54	63	4	Yes
D	CFL	870	13	6,000	5.5	2700	SOFT WHITE	$1.54	67	4	Yes
E	CFL	870	13	6,000	5.5	4100	COOL WHITE	$1.54	67	4	Yes
F	CFL	1199	20	10,000	9.1	6500	DAYLIGHT	$2.37	60	4	No
G	CFL	1500	23	10,000	9.1	3500	WHITE	$2.72	65	4	Yes
H	CFL	1750	26	6,000	5.5	2700	SOFT WHITE	$3.07	67	4	Yes
I	LED	870	7	25,000	22.8	2700	SOFT WHITE	$0.83	124	5	Yes
J	LED	870	14	25,000	22.8	2700	SOFT WHITE	$1.66	62	4	Yes
K	HAL	800	40	3,000	2.7	3000	WARM WHITE	$4.73	20	3	No

(1) Based on 3 hours/day, 365 days/year of use
(2) Based on $0.108/kWh, and 3 hours/day
(3) Based on NRDC's Curved Efficacy (Option 2 in written comments)
(4) We should have some non-energy star high efficiency/ high categorical star products.
~ Indicates approximation

Section V:

Data Tables

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 101

Gender

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	5635	353	353	350	352	353	354	351	355	350	352	353	350	352	353	352	352
Male	2820 50.0	165 46.7	189 53.5b LO	172 49.1o	170 48.3	178 50.4O	195 55.1B ehLmO	169 48.1	175 49.3o	184 52.6l O	182 51.7O	162 45.9	170 48.6	176 50.0o	151 42.8	201 57.1B DEfHI LMnO	181 51.4O
Female	2815 50.0	188 53.3c GP	164 46.5	178 50.9P	182 51.7g P	175 49.6p	159 44.9	182 51.9g P	180 50.7P	166 47.4	170 48.3	191 54.1C GjP	180 51.4g P	176 50.0p	202 57.2C dFGiJ KnPQ	151 42.9	171 48.6

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

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Question 102

Age

	Total	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
		TREATMENT															
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	5635	353	353	350	352	353	354	351	355	350	352	353	350	352	353	352	352
18-24	406	22	25	25	29	28	22	20	26	31	16	31	18	30	31	22	30
	7.2	6.2	7.1	7.1	8.2K	7.9k	6.2	5.7	7.3	8.9Km	4.5	8.8Km	5.1	8.5Km	8.8Km	6.3	8.5Km
25-34	1341	80	95	81	86	86	82	71	79	85	98	92	86	65	84	86	85
	23.8	22.7	26.9H N	23.1	24.4n	24.4n	23.2	20.2	22.3	24.3n	27.8H iN	26.1h N	24.6N	18.5	23.8n	24.4n	24.1n
35-44	1006	65	63	66	57	33	75	67	65	72	67	61	56	65	63	64	67
	17.9	18.4F	17.8F	18.9F	16.2F	9.3	21.2e Fm	19.1F	18.3F	20.6F	19.0F	17.3F	16.0F	18.5F	17.8F	18.2F	19.0F
45-54	1081	69	63	64	75	68	69	62	70	65	68	67	59	76	66	71	69
	19.2	19.5	17.8	18.3	21.3	19.3	19.5	17.7	19.7	18.6	19.3	19.0	16.9	21.6	18.7	20.2	19.6
55-64	1039	74	61	58	60	72	64	72	64	56	64	61	78	70	66	61	58
	18.4	21.0j	17.3	16.6	17.0	20.4	18.1	20.5	18.0	16.0	18.2	17.3	22.3c deJlq	19.9	18.7	17.3	16.5
65+	762	43	46	56	45	66	42	59	51	41	39	41	53	46	43	48	43
	13.5	12.2	13.0	16.0k l	12.8	18.7B CEGJK LNOpQ	11.9	16.8b gjKLo q	14.4	11.7	11.1	11.6	15.1	13.1	12.2	13.6	12.2
Mean	45.5	45.7	44.8	45.8	45.1	47.2c eJKLo Q	45.3	47.3C egJKL oQ	46.1	44.3	44.6	44.4	46.8c JkLQ	46.2	45.0	45.4	44.4
Standard Deviation	15.7	15.2	15.9	16.0	15.3	17.1	15.4	16.1	15.6	15.7	15.3	15.8	15.8	15.3	15.6	15.7	15.7
Standard Error	0.2	0.8	0.8	0.9	0.8	0.9	0.8	0.9	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8
Median	45	46	44	45	45	48	44	47	47	43	44	44	48	47	44	45	44

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

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Question 104

Security Screener

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	5635	353	353	350	352	353	354	351	355	350	352	353	350	352	353	352	352
A health care services organization	313 5.6	21 5.9m	31 8.8DG iJMNP Q	17 4.9	25 7.1gM	20 5.7	14 4.0	21 6.0m	18 5.1	15 4.3	27 7.7Gj Mn	22 6.2m	11 3.1	16 4.5	21 5.9m	17 4.8	17 4.8
A college or university	195 3.5	8 2.3	19 5.4BD FjmP	8 2.3	18 5.1BD FP	8 2.3	12 3.4	12 3.4	13 3.7	10 2.9	13 3.7	13 3.7	10 2.9	18 5.1BD FP	14 4.0	7 2.0	12 3.4
A technology services firm	77 1.4	5 1.4Q	8 2.3dp Q	2 0.6	7 2.0dp Q	5 1.4Q	3 0.8q	6 1.7Q	5 1.4Q	5 1.4Q	8 2.3dp Q	4 1.1Q	7 2.0dp Q	5 1.4Q	5 1.4Q	2 0.6	- -
A credit or charge card company	8 0.1	- -	- -	1 0.3	1 0.3	- -	- -	- -	- -	- -	1 0.3	1 0.3	- -	- -	2 0.6	- -	2 0.6
None of these	5076 90.1	320 90.7C k	298 84.4	325 92.9C EKlo	307 87.2	320 90.7C k	325 91.8C EK	314 89.5C	321 90.4C	321 91.7C eK	305 86.6	315 89.2c	323 92.3C EK	319 90.6C k	315 89.2c	326 92.6C EK	322 91.5CeK

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

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Question 107

Whether pay for electricity

	Total	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
		TREATMENT															
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	5635	353	353	350	352	353	354	351	355	350	352	353	350	352	353	352	352
Yes	5481 97.3	346 98.0c	337 95.5	337 96.3	347 98.6C dFlP	339 96.0	350 98.9C DFhLP q	340 96.9	345 97.2	343 98.0c	342 97.2	341 96.6	344 98.3C fp	344 97.7c	347 98.3C fp	338 96.0	341 96.9
No	144 2.6	7 2.0	15 4.2bE GjMnO	13 3.7eG m	5 1.4	13 3.7eG m	4 1.1	11 3.1g	9 2.5	7 2.0	10 2.8	11 3.1g	5 1.4	7 2.0	6 1.7	13 3.7eG m	8 2.3
Not sure	10 0.2	- -	1 0.3	- -	- -	1 0.3	- -	- -	1 0.3	- -	- -	1 0.3	1 0.3	1 0.3	- -	1 0.3	3 0.9bdeghjko

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 114

Whether have purchased a light bulb in the past two years for your home

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	5635	353	353	350	352	353	354	351	355	350	352	353	350	352	353	352	352
Yes	5391	340	338	337	330	337	343	336	339	334	337	336	340	338	341	339	326
	95.7	96.3Q	95.8q	96.3Q	93.8	95.5	96.9E Q	95.7q	95.5	95.4	95.7q	95.2	97.1E Q	96.0q	96.6e Q	96.3Q	92.6
No	212	11	13	12	20	16	10	14	13	13	13	12	9	13	12	11	20
	3.8	3.1	3.7	3.4	5.7bg Mp	4.5	2.8	4.0	3.7	3.7	3.7	3.4	2.6	3.7	3.4	3.1	5.7bgMp
Not sure	32	2	2	1	2	-	1	1	3	3	2	5	1	1	-	2	6
	0.6	0.6	0.6	0.3	0.6	-	0.3	0.3	0.8fo	0.9fo	0.6	1.4FO	0.3	0.3	-	0.6	1.7dFghmnO

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

Types of bulbs have purchased in past two years
(Base: Purchased light bulb in the past two years)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	5391	340	338	337	330	337	343	336	339	334	337	336	340	338	341	339	326
Compact Fluorescent (CFL)	3208 59.5	206 60.6L	201 59.5l	192 57.0	196 59.4l	193 57.3	209 60.9L	221 65.8c DeFIL Mn	193 56.9	200 59.9l	211 62.6L	177 52.7	194 57.1	199 58.9	214 62.8L	206 60.8L	196 60.1l
Incandescent	2443 45.3	161 47.4k L	145 42.9	163 48.4K L	146 44.2l	149 44.2l	166 48.4K Lq	156 46.4k L	153 45.1L	167 50.0c KLQ	135 40.1	126 37.5	152 44.7l	155 45.9L	174 51.0C efKLm Q	158 46.6k L	137 42.0
Halogen	1106 20.5	61 17.9	71 21.0m	75 22.3l M	73 22.1l M	71 21.1m	66 19.2	69 20.5	79 23.3b LM	81 24.3B LMp	68 20.2	56 16.7	54 15.9	74 21.9l M	82 24.0b LMp	63 18.6	63 19.3
Light Emitting Diode (LED)	658 12.2	42 12.4	35 10.4	48 14.2j	39 11.8	41 12.2	47 13.7j	47 14.0j	39 11.5	32 9.6	42 12.5	45 13.4	36 10.6	44 13.0	44 12.9	35 10.3	42 12.9
Other	587 10.9	41 12.1cj	27 8.0	42 12.5c hj	42 12.7Ch j	30 8.9	43 12.5ch j	28 8.3	43 12.7Ch j	27 8.1	40 11.9c	41 12.2c hj	37 10.9	41 12.1c j	34 10.0	30 8.8	41 12.6chj
Not sure	722 13.4	43 12.6	48 14.2	38 11.3	43 13.0	56 16.6D J	44 12.8	43 12.8	45 13.3	34 10.2	42 12.5	60 17.9b DeghJ ko	46 13.5	45 13.3	43 12.6	46 13.6	46 14.1

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 120

Role in purchasing light bulbs
(Base: Purchased light bulb in the past two years)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	5391	340	338	337	330	337	343	336	339	334	337	336	340	338	341	339	326
I was the main decision-maker.	3733 69.2	241 70.9O	242 71.6O	222 65.9	224 67.9	231 68.5	244 71.1O	226 67.3	235 69.3o	226 67.7	228 67.7	240 71.4O	233 68.5	245 72.5dO	215 63.0	253 74.6DefHJKmO	228 69.9o
I shared equally in the decision.	1444 26.8	86 25.3	87 25.7	98 29.1P	95 28.8P	94 27.9p	82 23.9	95 28.3P	91 26.8	97 29.0P	98 29.1P	83 24.7	90 26.5	82 24.3	105 30.8GlnP	73 21.5	88 27.0
Someone else made the decision.	214 4.0	13 3.8	9 2.7	17 5.0	11 3.3	12 3.6	17 5.0	15 4.5	13 3.8	11 3.3	11 3.3	13 3.9	17 5.0	11 3.3	21 6.2Cejknq	13 3.8	10 3.1

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 135

Whether recall seeing information describing light bulb characteristics on the front of the package
for the purchased light bulb
(Base: Decision maker for purchasing light bulbs)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	5177	327	329	320	319	325	326	321	326	323	326	323	323	327	320	326	316
Yes	3085 59.6	206 63.0c fIl	185 56.2	211 65.9C FILmP Q	198 62.1I	184 56.6	195 59.8I	193 60.1I	167 51.2	195 60.4I	203 62.3I l	180 55.7	192 59.4I	205 62.7c Il	205 64.1C fILpq	187 57.4	179 56.6
No	1100 21.2	79 24.2e Op	90 27.4D EghJK mnOP	61 19.1	60 18.8	79 24.3e Op	68 20.9	69 21.5	77 23.6O p	63 19.5	62 19.0	71 22.0o	68 21.1	68 20.8	53 16.6	59 18.1	73 23.1O
Not sure	992 19.2	42 12.8	54 16.4	48 15.0	61 19.1B	62 19.1B	63 19.3B	59 18.4b	82 25.2B CDefg HKmNo	65 20.1B d	61 18.7B	72 22.3B cDn	63 19.5B	54 16.5	62 19.4B	80 24.5B CDefh kN	64 20.3Bd

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

Light bulb information

	Total	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
		TREATMENT															
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	3085	206	185	211	198	184	195	193	167	195	203	180	192	205	205	187	179
ENERGY USE (NET)	2301	157	132	154	151	132	142	145	130	140	150	129	146	156	166	140	131
	74.6	76.2	71.4	73.0	76.3	71.7	72.8	75.1	77.8	71.8	73.9	71.7	76.0	76.1	81.0C dFgJk Lq	74.9	73.2
Wattage/bulb wattage	1803	116	104	122	118	107	106	113	106	116	112	101	114	122	134	111	101
	58.4	56.3	56.2	57.8	59.6	58.2	54.4	58.5	63.5g	59.5	55.2	56.1	59.4	59.5	65.4b cGKlq	59.4	56.4
Saves energy	397	35	20	24	24	20	27	21	19	23	33	19	22	31	31	25	23
	12.9	17.0c fhl	10.8	11.4	12.1	10.9	13.8	10.9	11.4	11.8	16.3	10.6	11.5	15.1	15.1	13.4	12.8
Uses less electricity	161	10	11	5	14	8	10	18	8	12	6	6	18	10	10	5	10
	5.2	4.9	5.9d	2.4	7.1Dk P	4.3	5.1	9.3bD fiKLn oP	4.8	6.2d	3.0	3.3	9.4bD fiKLn oP	4.9	4.9	2.7	5.6
Amount of energy/ electricity used	138	10	4	8	7	11	10	6	7	8	9	12	5	11	10	13	7
	4.5	4.9	2.2	3.8	3.5	6.0c	5.1	3.1	4.2	4.1	4.4	6.7Cm	2.6	5.4	4.9	7.0Ch M	3.9
Voltage	83	5	7	12	-	3	4	7	5	2	5	7	5	4	8	5	4
	2.7	2.4E	3.8Ej	5.7bEFg JkNq	-	1.6e	2.1E	3.6Ej	3.0E	1.0	2.5E	3.9Ej	2.6E	2.0E	3.9Ej	2.7E	2.2E
Power	62	4	6	4	-	5	5	4	2	3	6	4	3	3	5	4	4
	2.0	1.9E	3.2E	1.9e	-	2.7E	2.6E	2.1E	1.2	1.5e	3.0E	2.2E	1.6e	1.5e	2.4E	2.1E	2.2E
Amps	10	-	-	-	-	-	-	1	-	2	-	4	-	1	-	-	2
	0.3	-	-	-	-	-	-	0.5	-	1.0	-	2.2BCDE FGiKMOP	-	0.5	-	-	1.1
All other energy use mentions	2	-	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-
	0.1	-	-	-	-	-	-	0.5	-	-	-	-	-	-	0.5	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

Lamp Labeling Study - 3W88

June 9-15, 2009

Question 140

Light bulb information

	Total	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
		TREATMENT															
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	3085	206	185	211	198	184	195	193	167	195	203	180	192	205	205	187	179
LIFE (NET)	1199	70	67	81	69	72	80	85	67	83	76	76	79	79	79	69	67
	38.9	34.0	36.2	38.4	34.8	39.1	41.0	44.0Be	40.1	42.6b	37.4	42.2b	41.1	38.5	38.5	36.9	37.4
Bulb life/length of use/life expectancy	798	44	44	57	39	44	59	54	46	58	54	47	51	55	57	48	41
	25.9	21.4	23.8	27.0e	19.7	23.9	30.3BE	28.0e	27.5e	29.7bE	26.6	26.1	26.6	26.8e	27.8e	25.7	22.9
Lasts longer	423	30	26	27	30	28	23	33	23	25	23	30	29	25	22	21	28
	13.7	14.6	14.1	12.8	15.2	15.2	11.8	17.1o	13.8	12.8	11.3	16.7o	15.1	12.2	10.7	11.2	15.6
All other life mentions	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	0.5	-	-	-	-	-	-	-	-	-	-	-
LIGHT OUTPUT (NET)	485	24	27	51	19	34	36	38	31	25	28	27	24	30	31	34	26
	15.7	11.7	14.6	24.2BCEJKLMNOQ	9.6	18.5bE	18.5bE	19.7BEjm	18.6bE	12.8	13.8	15.0	12.5	14.6	15.1e	18.2bE	14.5
Lumens	243	10	15	27	7	14	19	21	20	16	10	13	11	15	15	17	13
	7.9	4.9	8.1e	12.8BEfKlMnoq	3.5	7.6e	9.7bEk	10.9BEKm	12.0BEKM	8.2E	4.9	7.2	5.7	7.3e	7.3e	9.1bE	7.3
Light output	161	8	9	20	8	12	13	9	7	6	13	8	7	12	12	11	6
	5.2	3.9	4.9	9.5BcEhIJlMQ	4.0	6.5	6.7	4.7	4.2	3.1	6.4	4.4	3.6	5.9	5.9	5.9	3.4
Brightness	86	5	5	6	6	10	5	7	3	2	4	5	7	4	5	6	6
	2.8	2.4	2.7	2.8	3.0	5.4iJkn	2.6	3.6j	1.8	1.0	2.0	2.8	3.6j	2.0	2.4	3.2	3.4
All other light output mentions	13	1	-	-	-	2	1	2	1	1	2	1	-	-	-	1	1
	0.4	0.5	-	-	-	1.1	0.5	1.0	0.6	0.5	1.0	0.6	-	-	-	0.5	0.6

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

Lamp Labeling Study - 3W88

June 9-15, 2009

Question 140

Light bulb information

	Total	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
		TREATMENT															
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	3085	206	185	211	198	184	195	193	167	195	203	180	192	205	205	187	179
BULB TYPE (NET)	356	22	21	28	13	26	22	26	24	18	24	15	22	23	27	21	24
	11.5	10.7	11.4	13.3E	6.6	14.1El	11.3	13.5E	14.4El	9.2	11.8e	8.3	11.5e	11.2	13.2E	11.2	13.4E
Type (unsp)	154	9	11	10	6	9	7	9	16	10	10	4	10	9	13	11	10
	5.0	4.4	5.9l	4.7	3.0	4.9	3.6	4.7	9.6BdEfGhkLN	5.1	4.9	2.2	5.2	4.4	6.3l	5.9l	5.6
CFL/Compact Flourescent Lamp	101	4	5	7	3	11	8	12	5	3	7	7	3	9	8	4	5
	3.3	1.9	2.7	3.3	1.5	6.0BEJMp	4.1	6.2BEJMP	3.0	1.5	3.4	3.9	1.6	4.4ej	3.9	2.1	2.8
Incandescent light bulb	53	2	5	4	3	4	7	3	1	2	4	3	4	3	3	-	5
	1.7	1.0	2.7P	1.9p	1.5p	2.2P	3.6bijP	1.6p	0.6	1.0	2.0p	1.7p	2.1P	1.5p	1.5p	-	2.8P
Indoor/outdoor	22	5	1	-	-	3	1	2	-	-	3	2	-	1	1	2	1
	0.7	2.4DEIJM	0.5	-	-	1.6deijm	0.5	1.0	-	-	1.5dejm	1.1	-	0.5	0.5	1.1	0.6
3-way	21	-	1	3	-	-	1	3	1	2	1	2	1	1	2	3	-
	0.7	-	0.5	1.4be	-	-	0.5	1.6befq	0.6	1.0	0.5	1.1	0.5	0.5	1.0	1.6befq	-
Halogen	10	-	1	2	-	1	1	-	2	-	1	1	-	1	-	-	-
	0.3	-	0.5	0.9	-	0.5	0.5	-	1.2	-	0.5	0.6	-	0.5	-	-	-
LED (Light Emitting Diode)	6	2	-	2	-	-	1	-	-	-	-	-	1	-	-	-	-
	0.2	1.0	-	0.9	-	-	0.5	-	-	-	-	-	0.5	-	-	-	-
All other bulb type mentions	24	2	-	3	2	1	2	2	1	1	1	1	3	-	1	1	3
	0.8	1.0	-	1.4n	1.0	0.5	1.0	1.0	0.6	0.5	0.5	0.6	1.6cn	-	0.5	0.5	1.7cn

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

Lamp Labeling Study - 3W88

Light bulb information

	Total	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
		TREATMENT															
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	3085	206	185	211	198	184	195	193	167	195	203	180	192	205	205	187	179
COLOR (NET)	339	24	18	19	38	21	25	23	22	16	17	12	19	23	25	24	13
	11.0	11.7l	9.7	9.0	19.2B CDFgH JKLMN opQ	11.4	12.8L q	11.9l	13.2Lq	8.2	8.4	6.7	9.9	11.2	12.2l	12.8Lq	7.3
Soft white	112	12	5	6	8	10	8	10	6	4	6	3	9	5	7	10	3
	3.6	5.8jL nQ	2.7	2.8	4.0	5.4jl q	4.1	5.2jl q	3.6	2.1	3.0	1.7	4.7	2.4	3.4	5.3jl q	1.7
Color	86	6	7	7	11	2	4	4	7	4	4	4	7	4	7	4	4
	2.8	2.9	3.8f	3.3	5.6Fg hjkln p	1.1	2.1	2.1	4.2f	2.1	2.0	2.2	3.6	2.0	3.4	2.1	2.2
Soft light	56	1	1	3	8	5	8	3	5	2	2	3	1	3	5	4	2
	1.8	0.5	0.5	1.4	4.0BC jkMq	2.7bc m	4.1BC djKMq	1.6	3.0bc m	1.0	1.0	1.7	0.5	1.5	2.4b	2.1	1.1
Daylight	34	2	2	1	5	4	1	2	1	1	-	1	1	3	5	3	2
	1.1	1.0	1.1	0.5	2.5dK	2.2K	0.5	1.0	0.6	0.5	-	0.6	0.5	1.5k	2.4dK	1.6k	1.1
White/clear light	34	2	1	-	5	1	2	4	3	3	2	-	1	3	3	2	2
	1.1	1.0	0.5	-	2.5DL	0.5	1.0	2.1Dl	1.8dl	1.5dl	1.0	-	0.5	1.5d	1.5d	1.1	1.1
Natural light	21	3	1	1	2	-	2	3	-	-	2	-	-	4	1	2	-
	0.7	1.5jm	0.5	0.5	1.0	-	1.0	1.6fjlm q	-	-	1.0	-	-	2.0fi jlmq	0.5	1.1	-
Cool	19	1	2	-	2	-	2	2	2	1	1	-	-	2	-	2	2
	0.6	0.5	1.1	-	1.0	-	1.0	1.0	1.2	0.5	0.5	-	-	1.0	-	1.1	1.1
Heat/warm	18	1	-	1	2	-	1	-	1	1	1	1	2	4	1	2	-
	0.6	0.5	-	0.5	1.0	-	0.5	-	0.6	0.5	0.5	0.6	1.0	2.0cf hq	0.5	1.1	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

Lamp Labeling Study - 3W88

Light bulb information

	Total	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
		TREATMENT															
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	3085	206	185	211	198	184	195	193	167	195	203	180	192	205	205	187	179
Frosted	6	-	1	-	-	-	1	2	1	-	-	-	-	1	-	-	-
	0.2	-	0.5	-	-	-	0.5	1.0	0.6	-	-	-	-	0.5	-	-	-
All other color mentions	10	-	-	3	2	-	1	1	-	1	-	-	-	-	1	-	1
	0.3	-	-	1.4bk mn	1.0	-	0.5	0.5	-	0.5	-	-	-	-	0.5	-	0.6
OPERATING COSTS (NET)	319	23	20	17	13	28	20	21	19	22	20	16	22	19	21	18	20
	10.3	11.2	10.8	8.1	6.6	15.2D Eln	10.3	10.9	11.4	11.3	9.9	8.9	11.5e	9.3	10.2	9.6	11.2
Saves money/costs less	259	19	16	15	13	23	16	17	17	15	17	13	17	15	19	13	14
	8.4	9.2	8.6	7.1	6.6	12.5dE lnp	8.2	8.8	10.2	7.7	8.4	7.2	8.9	7.3	9.3	7.0	7.8
Warranty/guarantee	34	2	1	2	-	3	3	4	1	4	2	2	1	2	2	2	3
	1.1	1.0	0.5	0.9	-	1.6e	1.5e	2.1E	0.6	2.1E	1.0	1.1	0.5	1.0	1.0	1.1	1.7e
Price/cost	28	2	3	-	-	3	1	1	1	2	1	2	4	1	-	3	4
	0.9	1.0	1.6deo	-	-	1.6de o	0.5	0.5	0.6	1.0	0.5	1.1	2.1DE O	0.5	-	1.6de o	2.2DEO
All other operating costs mentions	10	-	1	2	-	-	-	1	-	1	-	-	1	1	1	1	1
	0.3	-	0.5	0.9	-	-	-	0.5	-	0.5	-	-	0.5	0.5	0.5	0.5	0.6
MISCELLANEOUS (NET)	288	21	16	21	23	20	16	16	21	17	13	11	23	23	19	16	12
	9.3	10.2	8.6	10.0	11.6k l	10.9	8.2	8.3	12.6KL q	8.7	6.4	6.1	12.0k lq	11.2kl	9.3	8.6	6.7
Brand/brand name	176	16	12	12	9	12	8	10	16	5	8	8	12	17	12	12	7
	5.7	7.8J	6.5j	5.7	4.5	6.5j	4.1	5.2	9.6eG JKlQ	2.6	3.9	4.4	6.3j	8.3gJ kq	5.9	6.4j	3.9
Number in package	47	2	3	3	3	5	3	2	2	3	4	2	5	5	2	2	1
	1.5	1.0	1.6	1.4	1.5	2.7	1.5	1.0	1.2	1.5	2.0	1.1	2.6	2.4	1.0	1.1	0.6

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

	Total	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
		TREATMENT															
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	3085	206	185	211	198	184	195	193	167	195	203	180	192	205	205	187	179
Purpose/usage	34	4	1	2	4	2	3	2	1	3	-	1	1	2	4	1	3
	1.1	1.9K	0.5	0.9	2.0K	1.1	1.5k	1.0	0.6	1.5k	-	0.6	0.5	1.0	2.0K	0.5	1.7k
Safety information/ warnings	20	-	-	3	3	3	1	2	-	2	1	-	2	-	1	2	-
	0.6	-	-	1.4bn	1.5bc lnq	1.6bc ilnq	0.5	1.0	-	1.0	0.5	-	1.0	-	0.5	1.1	-
Shows comparison between bulbs	12	-	-	-	2	1	-	-	1	2	-	-	3	1	1	-	1
	0.4	-	-	-	1.0	0.5	-	-	0.6	1.0	-	-	1.6bc dghkl p	0.5	0.5	-	0.6
All other miscellaneous mentions	34	3	-	2	3	3	2	1	3	3	2	2	3	4	3	-	-
	1.1	1.5p	-	0.9	1.5cp q	1.6cp q	1.0	0.5	1.8cp q	1.5cp q	1.0	1.1	1.6cp q	2.0cp q	1.5cp	-	-
ENERGY EFFICIENCY (NET)	250	19	16	21	18	20	13	17	14	13	14	15	10	15	16	13	16
	8.1	9.2	8.6	10.0m	9.1	10.9M	6.7	8.8	8.4	6.7	6.9	8.3	5.2	7.3	7.8	7.0	8.9
Energy efficiency	187	14	14	14	12	17	11	10	9	10	11	14	9	11	10	8	13
	6.1	6.8	7.6	6.6	6.1	9.2mo p	5.6	5.2	5.4	5.1	5.4	7.8	4.7	5.4	4.9	4.3	7.3
Energy star	61	6	1	8	5	4	2	7	6	3	3	2	1	1	5	4	3
	2.0	2.9cm n	0.5	3.8Cg lMN	2.5n	2.2	1.0	3.6Cg MN	3.6Cg MN	1.5	1.5	1.1	0.5	0.5	2.4	2.1	1.7
All other energy efficiency mentions	11	-	1	-	1	-	-	-	-	-	1	-	-	3	3	2	-
	0.4	-	0.5	-	0.5	-	-	-	-	-	0.5	-	-	1.5bd ghjm	1.5bd ghjm	1.1	-
APPEARANCE (NET)	184	13	15	11	9	13	8	15	6	13	8	6	16	12	16	12	11
	6.0	6.3	8.1ik l	5.2	4.5	7.1	4.1	7.8il	3.6	6.7	3.9	3.3	8.3gi kL	5.9	7.8ik l	6.4	6.1

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

	Total	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
		TREATMENT															
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	3085	206	185	211	198	184	195	193	167	195	203	180	192	205	205	187	179
SIZE (SUB-NET)	109	7	8	7	3	10	6	6	5	5	3	5	11	6	12	8	7
	3.5	3.4	4.3k	3.3	1.5	5.4EK	3.1	3.1	3.0	2.6	1.5	2.8	5.7EK	2.9	5.9EK	4.3k	3.9
Size	87	6	7	3	2	8	5	5	4	4	3	5	9	4	9	7	6
	2.8	2.9	3.8e	1.4	1.0	4.3dEk	2.6	2.6	2.4	2.1	1.5	2.8	4.7dEk	2.0	4.4dEk	3.7e	3.4
Base size	13	-	-	3	-	1	1	-	-	1	-	-	1	1	3	1	1
	0.4	-	-	1.4behk	-	0.5	0.5	-	-	0.5	-	-	0.5	0.5	1.5bcehk	0.5	0.6
Small size	10	1	1	1	1	1	-	1	1	1	-	-	-	1	1	-	-
	0.3	0.5	0.5	0.5	0.5	0.5	-	0.5	0.6	0.5	-	-	-	0.5	0.5	-	-
All other size mentions	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	0.5	-	-	-	-
SHAPE (SUB-NET)	56	7	5	3	3	3	1	3	1	6	5	-	5	5	3	4	2
	1.8	3.4GiL	2.7gL	1.4	1.5l	1.6l	0.5	1.6l	0.6	3.1giL	2.5L	-	2.6gL	2.4L	1.5	2.1L	1.1
Shape	31	1	2	1	2	3	1	2	1	2	3	-	4	2	2	4	1
	1.0	0.5	1.1	0.5	1.0	1.6l	0.5	1.0	0.6	1.0	1.5	-	2.1l	1.0	1.0	2.1L	0.6
Spiral	24	6	3	1	1	-	-	1	-	4	2	-	1	3	1	-	1
	0.8	2.9deFGhILmoPq	1.6fgilp	0.5	0.5	-	-	0.5	-	2.1fGilP	1.0	-	0.5	1.5gp	0.5	-	0.6
All other shape mentions	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	0.5	-	-	-	-	-	-	-	-	-	-	-	-	-
All other appearance mentions	8	-	-	1	-	1	-	1	-	1	-	1	1	1	-	-	1
	0.3	-	-	0.5	-	0.5	-	0.5	-	0.5	-	0.6	0.5	0.5	-	-	0.6

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

	Total	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
		TREATMENT															
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	3085	206	185	211	198	184	195	193	167	195	203	180	192	205	205	187	179
Picture	14	-	2	-	2	-	-	5	-	1	-	-	1	1	-	1	1
	0.5	-	1.1	-	1.0	-	-	2.6BDFG IjKLnO	-	0.5	-	-	0.5	0.5	-	0.5	0.6
Style/design	13	-	-	2	2	1	2	1	-	-	1	-	-	-	3	-	1
	0.4	-	-	0.9	1.0	0.5	1.0	0.5	-	-	0.5	-	-	-	1.5bcjm np	-	0.6
EFFECTS ON ENVIRONMENT	108	7	6	6	11	8	9	4	3	6	7	5	5	8	10	8	5
(NET)	3.5	3.4	3.2	2.8	5.6hi	4.3	4.6	2.1	1.8	3.1	3.4	2.8	2.6	3.9	4.9	4.3	2.8
Eco-friendly	88	5	4	4	9	6	7	4	3	5	7	4	3	8	8	6	5
	2.9	2.4	2.2	1.9	4.5m	3.3	3.6	2.1	1.8	2.6	3.4	2.2	1.6	3.9	3.9	3.2	2.8
Disposable	13	1	1	1	2	-	2	-	-	1	-	1	1	-	1	2	-
	0.4	0.5	0.5	0.5	1.0	-	1.0	-	-	0.5	-	0.6	0.5	-	0.5	1.1	-
All other effects on environment mentions	8	1	1	1	-	2	-	-	-	-	-	-	1	1	1	-	-
	0.3	0.5	0.5	0.5	-	1.1	-	-	-	-	-	-	0.5	0.5	0.5	-	-
PRODUCT ATTRIBUTES (NET)	59	3	5	5	6	3	2	7	6	3	3	1	4	2	7	1	1
	1.9	1.5	2.7p	2.4	3.0lp q	1.6	1.0	3.6gL nPQ	3.6gL nPQ	1.5	1.5	0.6	2.1	1.0	3.4ln Pq	0.5	0.6
Contains mercury	17	1	1	2	1	2	-	2	1	2	-	1	1	-	3	-	-
	0.6	0.5	0.5	0.9	0.5	1.1	-	1.0	0.6	1.0	-	0.6	0.5	-	1.5gknp	-	-
Base type	11	-	1	-	1	-	1	3	2	-	-	-	-	2	1	-	-
	0.4	-	0.5	-	0.5	-	0.5	1.6bd fjklm pq	1.2	-	-	-	-	1.0	0.5	-	-
Socket type	9	-	1	-	-	-	1	1	2	-	1	-	2	-	1	-	-
	0.3	-	0.5	-	-	-	0.5	0.5	1.2	-	0.5	-	1.0	-	0.5	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

Lamp Labeling Study - 3W88

Light bulb information

	Total	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
		TREATMENT															
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	3085	206	185	211	198	184	195	193	167	195	203	180	192	205	205	187	179
Instant on/off	6	1	-	1	1	1	-	-	-	-	-	-	1	-	-	-	1
	0.2	0.5	-	0.5	0.5	0.5	-	-	-	-	-	-	0.5	-	-	-	0.6
Full Spectrum	5	-	-	1	1	1	-	1	-	-	-	-	-	-	1	-	-
	0.2	-	-	0.5	0.5	0.5	-	0.5	-	-	-	-	-	-	0.5	-	-
All other product attributes mentions	13	1	2	1	2	-	-	1	1	1	2	-	-	-	1	1	-
	0.4	0.5	1.1	0.5	1.0	-	-	0.5	0.6	0.5	1.0	-	-	-	0.5	0.5	-
None/Nothing	18	2	-	-	1	1	3	1	1	-	1	1	2	1	-	3	1
	0.6	1.0	-	-	0.5	0.5	1.5cd jo	0.5	0.6	-	0.5	0.6	1.0	0.5	-	1.6cd jo	0.6
Don't Know	108	8	10	7	5	8	7	9	5	7	5	7	2	13	6	2	7
	3.5	3.9mp	5.4MP	3.3	2.5	4.3Mp	3.6m	4.7MP	3.0	3.6m	2.5	3.9mp	1.0	6.3ek MP	2.9	1.1	3.9mp
Refused/No Answer	62	3	3	1	5	2	2	2	1	3	7	9	7	8	2	2	5
	2.0	1.5	1.6	0.5	2.5d	1.1	1.0	1.0	0.6	1.5	3.4Di o	5.0Bc DFGHI jOP	3.6Dg hio	3.9Df ghIop	1.0	1.1	2.8d

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

Usefulness of information about light bulb characteristics
(Base: Recall label)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	3085	206	185	211	198	184	195	193	167	195	203	180	192	205	205	187	179
Top Three Box (Net)	2023	138	113	141	122	119	116	134	114	119	135	121	127	137	148	116	123
	65.6	67.0	61.1	66.8	61.6	64.7	59.5	69.4c Gj	68.3g	61.0	66.5	67.2	66.1	66.8	72.2C EGJP	62.0	68.7g
Extremely Useful 10	934	68	47	74	58	62	40	61	52	53	68	63	59	70	58	51	50
	30.3	33.0G	25.4	35.1C Gjp	29.3G	33.7c G	20.5	31.6G	31.1G	27.2	33.5c G	35.0C G	30.7G	34.1c G	28.3g	27.3	27.9g
9	466	33	31	26	31	22	33	23	33	33	28	20	27	30	34	29	33
	15.1	16.0	16.8	12.3	15.7	12.0	16.9	11.9	19.8D FHL	16.9	13.8	11.1	14.1	14.6	16.6	15.5	18.4dfhl
8	623	37	35	41	33	35	43	50	29	33	39	38	41	37	56	36	40
	20.2	18.0	18.9	19.4	16.7	19.0	22.1	25.9b EiJn	17.4	16.9	19.2	21.1	21.4	18.0	27.3B cdEfI JkNp	19.3	22.3
7	460	34	35	24	30	22	39	28	25	37	22	24	27	25	31	30	27
	14.9	16.5k	18.9D fKn	11.4	15.2	12.0	20.0D FKlN	14.5	15.0	19.0D fKn	10.8	13.3	14.1	12.2	15.1	16.0	15.1
6	216	13	9	13	18	18	20	17	11	17	7	6	16	17	9	13	12
	7.0	6.3	4.9	6.2	9.1KL o	9.8c KLO	10.3CK LO	8.8KL o	6.6	8.7KL o	3.4	3.3	8.3KL	8.3KL	4.4	7.0	6.7
5	233	14	19	18	14	19	15	6	9	13	22	21	10	15	11	16	11
	7.6	6.8h	10.3Hi mo	8.5H	7.1h	10.3Hi mo	7.7H	3.1	5.4	6.7	10.8H iMO	11.7bH IjMOq	5.2	7.3h	5.4	8.6H	6.1
4	45	2	4	7	3	-	2	4	3	3	4	1	3	3	2	2	2
	1.5	1.0	2.2F	3.3Fl	1.5f	-	1.0	2.1f	1.8f	1.5f	2.0f	0.6	1.6f	1.5	1.0	1.1	1.1

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

Lamp Labeling Study - 3W88

Usefulness of information about light bulb characteristics
(Base: Recall label)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	3085	206	185	211	198	184	195	193	167	195	203	180	192	205	205	187	179
3	32	1	2	3	4	1	1	-	3	2	3	2	1	2	1	4	2
	1.0	0.5	1.1	1.4h	2.0H	0.5	0.5	-	1.8h	1.0	1.5h	1.1	0.5	1.0	0.5	2.1H	1.1
Bottom Three Box (Net)	50	1	2	3	3	5	2	4	2	4	5	3	7	3	1	4	1
	1.6	0.5	1.1	1.4	1.5	2.7bo	1.0	2.1	1.2	2.1	2.5bo	1.7	3.6Bg OQ	1.5	0.5	2.1	0.6
2	24	1	2	2	1	3	1	2	1	1	2	1	3	1	-	3	-
	0.8	0.5	1.1	0.9	0.5	1.6oq	0.5	1.0	0.6	0.5	1.0	0.6	1.6oq	0.5	-	1.6oq	-
1	9	-	-	1	-	1	-	-	-	2	1	1	2	1	-	-	-
	0.3	-	-	0.5	-	0.5	-	-	-	1.0	0.5	0.6	1.0	0.5	-	-	-
Not at all Useful 0	17	-	-	-	2	1	1	2	1	1	2	1	2	1	1	1	1
	0.6	-	-	-	1.0	0.5	0.5	1.0	0.6	0.5	1.0	0.6	1.0	0.5	0.5	0.5	0.6
Not sure	26	3	1	2	4	-	-	-	-	-	5	2	1	3	2	2	1
	0.8	1.5gh j	0.5	0.9	2.0fGHi J	-	-	-	-	-	2.5FG HIJ	1.1	0.5	1.5gh j	1.0	1.1	0.6
Mean	8.0	8.2Ce GjP	7.9	8.0	7.9	8.0	7.8	8.1	8.1g	7.9	8.0	8.1	8.0	8.1	8.2Ce GjP	7.9	8.1g
Standard Deviation	1.94	1.72	1.88	2.04	2.04	2.07	1.75	1.88	1.92	1.98	2.18	2.02	2.12	1.97	1.64	2.03	1.76
Standard Error	0.04	0.12	0.14	0.14	0.15	0.15	0.13	0.14	0.15	0.14	0.15	0.15	0.15	0.14	0.11	0.15	0.13
Median	8.8	9.0	8.6	8.9	8.8	8.8	8.4	8.8	9.0	8.7	8.9	8.8	8.8	9.0	8.8	8.7	8.9

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

Light bulb information
(Base: Recall label)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	3085	206	185	211	198	184	195	193	167	195	203	180	192	205	205	187	179
ENERGY USE (NET)	196	14	12	13	7	11	21	13	7	13	15	13	10	13	13	10	11
	6.4	6.8	6.5	6.2	3.5	6.0	10.8dE fIMp	6.7	4.2	6.7	7.4e	7.2	5.2	6.3	6.3	5.3	6.1
Wattage/bulb wattage	71	8	5	4	2	3	8	5	2	7	7	4	3	2	7	2	2
	2.3	3.9en pq	2.7	1.9	1.0	1.6	4.1ei Npq	2.6	1.2	3.6en	3.4n	2.2	1.6	1.0	3.4n	1.1	1.1
Location/where it can be used	47	3	3	4	2	2	3	4	2	2	2	3	2	6	3	3	3
	1.5	1.5	1.6	1.9	1.0	1.1	1.5	2.1	1.2	1.0	1.0	1.7	1.0	2.9	1.5	1.6	1.7
Saves energy/ electricity	29	2	-	2	1	3	3	1	2	1	3	2	3	1	-	3	2
	0.9	1.0	-	0.9	0.5	1.6co	1.5co	0.5	1.2	0.5	1.5co	1.1	1.6co	0.5	-	1.6co	1.1
Amount of energy/ electricity used	25	1	3	1	2	2	3	3	-	2	2	1	-	2	1	1	1
	0.8	0.5	1.6im	0.5	1.0	1.1	1.5m	1.6m	-	1.0	1.0	0.6	-	1.0	0.5	0.5	0.6
Can be used with a dimmer	14	-	-	1	-	1	3	1	-	1	-	2	1	1	2	1	-
	0.5	-	-	0.5	-	0.5	1.5bc ekq	0.5	-	0.5	-	1.1	0.5	0.5	1.0	0.5	-
Variety of uses	4	-	1	2	-	-	-	-	1	-	-	-	-	-	-	-	-
	0.1	-	0.5	0.9	-	-	-	-	0.6	-	-	-	-	-	-	-	-
All other energy use mentions	13	-	-	-	-	1	1	-	1	-	2	1	1	1	1	-	4
	0.4	-	-	-	-	0.5	0.5	-	0.6	-	1.0	0.6	0.5	0.5	0.5	-	2.2BCDEHJP
LIFE (NET)	151	8	12	9	11	10	12	10	11	6	10	9	7	9	10	10	7
	4.9	3.9	6.5	4.3	5.6	5.4	6.2	5.2	6.6	3.1	4.9	5.0	3.6	4.4	4.9	5.3	3.9
Bulb life/length of use/life expectancy	150	8	12	9	11	10	11	10	11	6	10	9	7	9	10	10	7
	4.9	3.9	6.5	4.3	5.6	5.4	5.6	5.2	6.6	3.1	4.9	5.0	3.6	4.4	4.9	5.3	3.9

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

Lamp Labeling Study - 3W88

Light bulb information
(Base: Recall label)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	3085	206	185	211	198	184	195	193	167	195	203	180	192	205	205	187	179
All other life mentions	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	0.5	-	-	-	-	-	-	-	-	-	-
EFFECTS ON ENVIRONMENT	106	10	5	4	9	10	6	6	5	6	6	5	10	5	9	5	5
(NET)	3.4	4.9d	2.7	1.9	4.5	5.4d	3.1	3.1	3.0	3.1	3.0	2.8	5.2d	2.4	4.4	2.7	2.8
Proper disposal	74	6	1	4	9	8	4	5	1	5	3	3	8	3	6	4	4
	2.4	2.9c	0.5	1.9	4.5CI kn	4.3CI kn	2.1	2.6	0.6	2.6	1.5	1.7	4.2CI	1.5	2.9c	2.1	2.2
Effects on environment	22	2	3	-	1	1	1	1	2	-	2	2	1	3	2	-	1
	0.7	1.0	1.6djp	-	0.5	0.5	0.5	0.5	1.2	-	1.0	1.1	0.5	1.5dj p	1.0	-	0.6
Recycling information	14	1	1	-	-	2	1	-	2	1	1	1	1	-	1	1	1
	0.5	0.5	0.5	-	-	1.1	0.5	-	1.2	0.5	0.5	0.6	0.5	-	0.5	0.5	0.6
All other effects on environment mentions	7	1	-	-	-	-	1	-	-	1	1	-	-	-	3	-	-
	0.2	0.5	-	-	-	-	0.5	-	-	0.5	0.5	-	-	-	1.5cdeh mnp	-	-
OPERATING COSTS (NET)	100	6	5	6	6	7	7	8	3	4	8	4	3	7	14	8	4
	3.2	2.9	2.7	2.8	3.0	3.8	3.6	4.1	1.8	2.1	3.9	2.2	1.6	3.4	6.8bc deIJL MQ	4.3	2.2
Price/cost (unsp)	29	2	1	1	2	3	-	1	1	2	2	-	-	1	8	3	2
	0.9	1.0	0.5	0.5	1.0	1.6glm	-	0.5	0.6	1.0	1.0	-	-	0.5	3.9bC DeGHI jkLMN q	1.6gl m	1.1

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

Light bulb information
(Base: Recall label)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	3085	206	185	211	198	184	195	193	167	195	203	180	192	205	205	187	179
Cost savings	27	1	2	1	-	2	3	4	2	1	2	-	1	1	4	2	1
	0.9	0.5	1.1	0.5	-	1.1	1.5el	2.1El	1.2	0.5	1.0	-	0.5	0.5	2.0El	1.1	0.6
Cost per hour of operation	10	-	-	2	-	-	1	2	-	1	-	-	-	1	-	3	-
	0.3	-	-	0.9	-	-	0.5	1.0	-	0.5	-	-	-	0.5	-	1.6bcef klmoq	-
Cost per year	7	1	1	1	-	-	-	1	-	-	1	1	-	1	-	-	-
	0.2	0.5	0.5	0.5	-	-	-	0.5	-	-	0.5	0.6	-	0.5	-	-	-
Guarantee	5	-	-	-	1	-	-	-	-	-	-	1	1	2	-	-	-
	0.2	-	-	-	0.5	-	-	-	-	-	-	0.6	0.5	1.0	-	-	-
Reduces electric bill/ energy costs	5	-	-	-	2	-	-	-	-	-	1	1	1	-	-	-	-
	0.2	-	-	-	1.0	-	-	-	-	-	0.5	0.6	0.5	-	-	-	-
All other operating costs mentions	18	2	1	1	1	2	3	-	-	-	2	2	-	1	2	-	1
	0.6	1.0	0.5	0.5	0.5	1.1	1.5hjmp	-	-	-	1.0	1.1	-	0.5	1.0	-	0.6
MISCELLANEOUS (NET)	97	5	9	10	8	10	5	7	8	6	6	4	4	7	3	2	3
	3.1	2.4	4.9oP q	4.7oP q	4.0p	5.4mO Pq	2.6	3.6	4.8oP	3.1	3.0	2.2	2.1	3.4	1.5	1.1	1.7
Comparison with regular lights	21	2	1	6	1	1	-	1	3	2	1	1	-	2	-	-	-
	0.7	1.0	0.5	2.8ce fGhkl MOPQ	0.5	0.5	-	0.5	1.8gm opq	1.0	0.5	0.6	-	1.0	-	-	-
Safety information/ warnings	19	1	1	-	2	2	-	2	2	2	2	-	1	2	2	-	-
	0.6	0.5	0.5	-	1.0	1.1	-	1.0	1.2	1.0	1.0	-	0.5	1.0	1.0	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 146

Light bulb information
(Base: Recall label)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	3085	206	185	211	198	184	195	193	167	195	203	180	192	205	205	187	179
Brand/manufacturer	8	-	1	-	-	1	3	-	1	1	1	-	-	-	-	-	-
	0.3	-	0.5	-	-	0.5	1.5bdeh lmnopq	-	0.6	0.5	0.5	-	-	-	-	-	-
Quality	6	-	-	-	-	-	1	-	1	-	-	1	1	1	-	1	-
	0.2	-	-	-	-	-	0.5	-	0.6	-	-	0.6	0.5	0.5	-	0.5	-
Easy to understand	4	-	-	-	-	-	-	-	-	-	1	1	1	-	-	-	1
	0.1	-	-	-	-	-	-	-	-	-	0.5	0.6	0.5	-	-	-	0.6
All other miscellaneous mentions	40	2	6	4	5	6	2	4	1	1	1	1	1	2	1	1	2
	1.3	1.0	3.2iJ KlmOp	1.9	2.5ko	3.3iJ KlmOp	1.0	2.1	0.6	0.5	0.5	0.6	0.5	1.0	0.5	0.5	1.1
LIGHT OUTPUT (NET)	77	4	5	7	5	5	9	5	2	8	5	5	6	2	4	4	1
	2.5	1.9	2.7	3.3q	2.5	2.7	4.6iN Q	2.6	1.2	4.1iN Q	2.5	2.8	3.1q	1.0	2.0	2.1	0.6
Brightness	42	1	3	4	4	3	4	3	1	3	3	2	4	-	3	3	1
	1.4	0.5	1.6n	1.9N	2.0N	1.6n	2.1N	1.6n	0.6	1.5n	1.5n	1.1	2.1N	-	1.5n	1.6n	0.6
Time it takes to reach the full light/ brightness	18	1	2	1	-	1	3	2	-	2	2	1	1	2	-	-	-
	0.6	0.5	1.1	0.5	-	0.5	1.5eo pq	1.0	-	1.0	1.0	0.6	0.5	1.0	-	-	-
Lumens	11	-	1	1	1	-	1	-	1	2	-	2	1	-	1	-	-
	0.4	-	0.5	0.5	0.5	-	0.5	-	0.6	1.0	-	1.1	0.5	-	0.5	-	-
All other light output mentions	10	2	1	1	1	1	2	-	-	1	-	-	-	-	-	1	-
	0.3	1.0	0.5	0.5	0.5	0.5	1.0	-	-	0.5	-	-	-	-	-	0.5	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

Light bulb information
(Base: Recall label)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	3085	206	185	211	198	184	195	193	167	195	203	180	192	205	205	187	179
COLOR (NET)	69	5	6	7	4	1	9	7	2	2	1	1	7	7	6	3	1
	2.2	2.4	3.2fK lq	3.3fK lq	2.0	0.5	4.6Fi JKLpQ	3.6Fj KLQ	1.2	1.0	0.5	0.6	3.6Fj KLQ	3.4FK lq	2.9fk lq	1.6	0.6
Color	41	1	4	4	1	-	5	6	-	2	1	1	7	4	4	1	-
	1.3	0.5	2.2Fi Q	1.9fi q	0.5	-	2.6be FIkQ	3.1BeFI KlpQ	-	1.0	0.5	0.6	3.6BE FIjKL PQ	2.0fi q	2.0fi q	0.5	-
Warmth/heat generated from light	15	2	1	2	1	1	4	-	-	-	-	-	-	2	-	2	-
	0.5	1.0	0.5	0.9	0.5	0.5	2.1HiJK lMOq	-	-	-	-	-	-	1.0	-	1.1	-
Soft light	5	-	-	1	1	-	1	1	-	-	-	-	-	-	1	-	-
	0.2	-	-	0.5	0.5	-	0.5	0.5	-	-	-	-	-	-	0.5	-	-
All other color mentions	9	2	1	-	1	-	-	-	2	-	-	-	-	1	1	-	1
	0.3	1.0	0.5	-	0.5	-	-	-	1.2	-	-	-	-	0.5	0.5	-	0.6
PRODUCT ATTRIBUTES (NET)	30	2	-	2	1	7	1	2	1	2	1	-	2	3	4	1	1
	1.0	1.0	-	0.9	0.5	3.8bC dEGhI jKLmP Q	0.5	1.0	0.6	1.0	0.5	-	1.0	1.5c	2.0cl	0.5	0.6
Contains mercury	22	1	-	-	1	6	1	1	1	1	1	-	2	3	2	1	1
	0.7	0.5	-	-	0.5	3.3BC DEGHi JKLpq	0.5	0.5	0.6	0.5	0.5	-	1.0	1.5cd	1.0	0.5	0.6
All other product attributes mentions	8	1	-	2	-	1	-	1	-	1	-	-	-	-	2	-	-
	0.3	0.5	-	0.9	-	0.5	-	0.5	-	0.5	-	-	-	-	1.0	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

Light bulb information
(Base: Recall label)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	3085	206	185	211	198	184	195	193	167	195	203	180	192	205	205	187	179
BULB TYPE (NET)	24	2	-	4	2	-	3	2	1	1	2	1	1	1	3	1	-
	0.8	1.0	-	1.9cf q	1.0	-	1.5cf q	1.0	0.6	0.5	1.0	0.6	0.5	0.5	1.5c	0.5	-
Type (unsp)	16	2	-	3	-	-	2	2	1	1	-	1	-	1	2	1	-
	0.5	1.0	-	1.4ekm	-	-	1.0	1.0	0.6	0.5	-	0.6	-	0.5	1.0	0.5	-
All other bulb type mentions	8	-	-	1	2	-	1	-	-	-	2	-	1	-	1	-	-
	0.3	-	-	0.5	1.0	-	0.5	-	-	-	1.0	-	0.5	-	0.5	-	-
APPEARANCE (NET)	21	3	-	-	-	2	2	5	-	-	1	1	2	1	3	1	-
	0.7	1.5dej	-	-	-	1.1	1.0	2.6CDEI JknQ	-	-	0.5	0.6	1.0	0.5	1.5cd ej	0.5	-
Size	13	2	-	-	-	2	1	1	-	-	1	1	2	-	2	1	-
	0.4	1.0	-	-	-	1.1	0.5	0.5	-	-	0.5	0.6	1.0	-	1.0	0.5	-
All other appearance mentions	8	1	-	-	-	-	1	4	-	-	-	-	-	1	1	-	-
	0.3	0.5	-	-	-	-	0.5	2.1cDEf iJKlMPq	-	-	-	-	-	0.5	0.5	-	-
ENERGY EFFICIENCY (NET)	17	1	-	-	-	1	1	1	1	1	-	3	1	2	1	1	3
	0.6	0.5	-	-	-	0.5	0.5	0.5	0.6	0.5	-	1.7cd ek	0.5	1.0	0.5	0.5	1.7cdek
Energy efficiency	13	1	-	-	-	1	1	1	-	1	-	2	1	1	1	-	3
	0.4	0.5	-	-	-	0.5	0.5	0.5	-	0.5	-	1.1	0.5	0.5	0.5	-	1.7cdeikp
All other energy efficiency mentions	4	-	-	-	-	-	-	-	1	-	-	1	-	1	-	1	-
	0.1	-	-	-	-	-	-	-	0.6	-	-	0.6	-	0.5	-	0.5	-
None/Nothing	1657	105	95	115	104	98	93	98	94	107	107	96	114	104	114	104	109
	53.7	51.0	51.4	54.5	52.5	53.3	47.7	50.8	56.3	54.9	52.7	53.3	59.4b Ghn	50.7	55.6	55.6	60.9bcGhN

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

Light bulb information
(Base: Recall label)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	3085	206	185	211	198	184	195	193	167	195	203	180	192	205	205	187	179
Don't Know	219	16	15	11	11	16	13	13	13	16	12	8	14	15	14	13	19
	7.1	7.8	8.1	5.2	5.6	8.7	6.7	6.7	7.8	8.2	5.9	4.4	7.3	7.3	6.8	7.0	10.6DekL
Refused/No Answer	479	35	31	28	37	20	28	29	26	31	37	38	26	41	21	29	22
	15.5	17.0f O	16.8o	13.3	18.7F Oq	10.9	14.4	15.0	15.6	15.9o	18.2F O	21.1D FgmOQ	13.5	20.0d FmOQ	10.2	15.5	12.3

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

Whether will purchase a new light bulb in the next two (2) years
(Base: Not a 2 year purchaser or not decision maker)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	458	26**	24**	30*	33*	28**	28**	30*	29**	27**	26**	30*	27**	25**	33*	26**	36*
Yes	458	26	24	30	33	28	28	30	29	27	26	30	27	25	33	26	36
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 201

Most Light

	Total	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
		TREATMENT															
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	5635	353	353	350	352	353	354	351	355	350	352	353	350	352	353	352	352
Bulb B (1690 Lumens)	545 9.7	53 15.0E FGHIJ KLMNO Q	64 18.1E FGHIJ KLMNO Q	64 18.3EF GHIJKL MNOQ	26 7.4	23 6.5	26 7.3	20 5.7	28 7.9	23 6.6	28 8.0	30 8.5	29 8.3	20 5.7	24 6.8	56 15.9EF GHIJKL MNOQ	31 8.8
Bulb H (1750 Lumens) - Correct Choice	3681 65.3	216 61.2P	207 58.6	203 58.0	242 68.8B CDP	238 67.4b CDP	238 67.2b CDP	246 70.1B CDlP	240 67.6b CDP	231 66.0C DP	232 65.9C DP	223 63.2P	244 69.7B CDlP	248 70.5B CDLP	239 67.7b CDP	185 52.6	249 70.7BCDLP
Bulb I (870 Lumens)	1011 17.9	56 15.9	53 15.0	62 17.7m	66 18.8M	68 19.3M	63 17.8m	66 18.8M	63 17.7m	70 20.0c M	73 20.7b CMq	72 20.4c Mq	46 13.1	59 16.8	67 19.0M	72 20.5c Mq	55 15.6
Not Sure	398 7.1	28 7.9q	29 8.2eq	21 6.0	18 5.1	24 6.8	27 7.6	19 5.4	24 6.8	26 7.4	19 5.4	28 7.9q	31 8.9eh kQ	25 7.1	23 6.5	39 11.1DE FHIjKn OQ	17 4.8

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

Lamp Labeling Study - 3W88

Most Light - 2nd Choice
(Base: Had first choice)

	Total	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
		TREATMENT															
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	5237	325	324	329	334	329	327	332	331	324	333	325	319	327	330	313	335
Bulb B (1690 Lumens) - Correct 2nd Choice	2948 56.3	180 55.4P	173 53.4P	172 52.3P	198 59.3d P	190 57.8P	187 57.2P	180 54.2P	184 55.6P	191 59.0d P	181 54.4P	190 58.5P	199 62.4b CDHiK OP	201 61.5C DhkoP	180 54.5P	139 44.4	203 60.6cDhP
Bulb H (1750 Lumens) - Correct Choice	1245 23.8	92 28.3e GhiMN Q	86 26.5M NQ	96 29.2E fGHij lMNQ	75 22.5	75 22.8q	69 21.1	73 22.0	75 22.7	76 23.5q	87 26.1M NQ	75 23.1q	60 18.8	63 19.3	78 23.6q	106 33.9C EFGHI JKLMN OQ	59 17.6
Bulb I (870 Lumens)	989 18.9	47 14.5	65 20.1b	58 17.6	59 17.7	60 18.2	64 19.6b	75 22.6B jm	68 20.5B	56 17.3	64 19.2	57 17.5	54 16.9	58 17.7	72 21.8B	66 21.1B	66 19.7b
Not Sure	55 1.1	6 1.8CjkO	- -	3 0.9co	2 0.6	4 1.2CO	7 2.1Ce JKO	4 1.2CO	4 1.2CO	1 0.3	1 0.3	3 0.9co	6 1.9Cj kO	5 1.5CkO	- -	2 0.6	7 2.1CeJKO

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

Lamp Labeling Study - 3W88

Most Light - 2nd Choice
(Base: Had correct first choice)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	3681	216	207	203	242	238	238	246	240	231	232	223	244	248	239	185	249
Bulb B (1690 Lumens) - Correct Choice	2743 74.5	173 80.1e gHIkO P	155 74.9	153 75.4h	177 73.1	179 75.2h	174 73.1	167 67.9	170 70.8	181 78.4H iP	168 72.4	176 78.9H IoP	189 77.5H ip	191 77.0H p	172 72.0	129 69.7	189 75.9H
Bulb H (1750 Lumens)	126 3.4	4 1.9	9 4.3M	11 5.4bM n	9 3.7M	9 3.8M	8 3.4m	11 4.5M	10 4.2M	10 4.3M	11 4.7bM	7 3.1m	2 0.8	6 2.4	7 2.9m	5 2.7	7 2.8m
Bulb I (870 Lumens)	769 20.9	36 16.7	43 20.8	37 18.2	55 22.7l	46 19.3	51 21.4	64 26.0B dfJLm Nq	58 24.2B jL	39 16.9	52 22.4	37 16.6	48 19.7	46 18.5	60 25.1B dJLnq	50 27.0B DfJLm NQ	47 18.9
Not Sure	43 1.2	3 1.4co	- -	2 1.0	1 0.4	4 1.7cO	5 2.1Ce O	4 1.6cO	2 0.8	1 0.4	1 0.4	3 1.3co	5 2.0CO	5 2.0CO	- -	1 0.5	6 2.4CejkO

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 203

Importance of amount of light

	Total	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
		TREATMENT															
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	5635	353	353	350	352	353	354	351	355	350	352	353	350	352	353	352	352
Top Three Box (Net)	3902 69.2	247 70.0	253 71.7K P	247 70.6k	239 67.9	244 69.1	254 71.8K P	256 72.9J KPq	247 69.6	231 66.0	227 64.5	257 72.8j KPq	249 71.1k p	238 67.6	249 70.5k	228 64.8	236 67.0
Extremely Important 10	1798 31.9	131 37.1c EGJOP Q	109 30.9	125 35.7e gJOPq	103 29.3	122 34.6J op	103 29.1	122 34.8J op	111 31.3	96 27.4	110 31.3	125 35.4e gJOPq	115 32.9	124 35.2e gJOpq	99 28.0	100 28.4	103 29.3
9	965 17.1	50 14.2	73 20.7B dMp	55 15.7	62 17.6	58 16.4	65 18.4	62 17.7	62 17.5	60 17.1	58 16.5	65 18.4	51 14.6	56 15.9	77 21.8B DfkMN Pq	53 15.1	58 16.5
8	1139 20.2	66 18.7	71 20.1	67 19.1	74 21.0	64 18.1	86 24.3b dFKlN	72 20.5	74 20.8	75 21.4n	59 16.8	67 19.0	83 23.7f KN	58 16.5	73 20.7	75 21.3	75 21.3
7	867 15.4	60 17.0	49 13.9	48 13.7	58 16.5	51 14.4	57 16.1	52 14.8	59 16.6	57 16.3	53 15.1	47 13.3	50 14.3	49 13.9	54 15.3	65 18.5c dl	58 16.5
6	418 7.4	16 4.5	24 6.8	30 8.6BI	24 6.8	25 7.1	26 7.3	24 6.8	16 4.5	28 8.0bi	33 9.4BI M	24 6.8	19 5.4	27 7.7bi	35 9.9BI M	34 9.7BI M	33 9.4BIM
5	298 5.3	20 5.7go	19 5.4o	19 5.4o	23 6.5Gh Op	21 5.9gO	11 3.1	13 3.7	22 6.2gO p	21 6.0gO	27 7.7GH lOP	15 4.2	19 5.4o	28 8.0GH LOP	10 2.8	12 3.4	18 5.1
4	45 0.8	2 0.6	2 0.6	2 0.6	3 0.9	4 1.1	3 0.8	1 0.3	3 0.8	1 0.3	4 1.1	4 1.1	6 1.7hj n	1 0.3	3 0.8	3 0.9	3 0.9

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 203

Importance of amount of light

	Total	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
		---------- TREATMENT ----------															
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	5635	353	353	350	352	353	354	351	355	350	352	353	350	352	353	352	352
3	31	3	-	2	2	4	-	2	5	2	2	1	2	1	1	4	-
	0.6	0.8cgq	-	0.6	0.6	1.1CGQ	-	0.6	1.4CGQ	0.6	0.6	0.3	0.6	0.3	0.3	1.1CGQ	-
Bottom Three Box (Net)	36	1	3	1	2	2	1	1	2	2	4	2	3	4	1	4	3
	0.6	0.3	0.8	0.3	0.6	0.6	0.3	0.3	0.6	0.6	1.1	0.6	0.9	1.1	0.3	1.1	0.9
2	17	1	1	1	2	2	-	-	2	-	-	2	-	2	-	3	1
	0.3	0.3	0.3	0.3	0.6	0.6	-	-	0.6	-	-	0.6	-	0.6	-	0.9ghjkmo	0.3
1	10	-	2	-	-	-	1	-	-	-	2	-	2	1	-	1	1
	0.2	-	0.6	-	-	-	0.3	-	-	-	0.6	-	0.6	0.3	-	0.3	0.3
Not at all Important 0	9	-	-	-	-	-	-	1	-	2	2	-	1	1	1	-	1
	0.2	-	-	-	-	-	-	0.3	-	0.6	0.6	-	0.3	0.3	0.3	-	0.3
Not sure	38	4	3	1	1	2	2	2	1	8	2	3	2	4	-	2	1
	0.7	1.1O	0.8o	0.3	0.3	0.6	0.6	0.6	0.3	2.3DEfghIkmOpQ	0.6	0.8o	0.6	1.1O	-	0.6	0.3
Mean	8.2	8.4jKPq	8.3kp	8.3KP	8.2	8.3	8.3kp	8.4EJKPQ	8.2	8.1	8.1	8.4eJKPQ	8.2	8.2	8.3	8.1	8.2
Standard Deviation	1.70	1.67	1.66	1.67	1.69	1.77	1.51	1.59	1.73	1.70	1.90	1.65	1.78	1.83	1.57	1.75	1.70
Standard Error	0.02	0.09	0.09	0.09	0.09	0.09	0.08	0.09	0.09	0.09	0.10	0.09	0.10	0.10	0.08	0.09	0.09
Median	9.0	9.1	9.1	9.1	8.9	9.1	8.9	9.2	8.9	8.8	8.9	9.2	8.9	9.1	9.0	8.7	8.8

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

Label information used to select the light bulb with the most light
(Base: Asked Question)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	1433	92*	90*	95*	71*	95*	99*	96*	90*	93*	87*	76*	85*	88*	86*	94*	96*
Lumens	613	28	34	41	30	49	34	47	51	38	29	32	37	40	40	47	36
	42.8	30.4	37.8	43.2b	42.3	51.6B cGKq	34.3	49.0B GK	56.7B CdeGJ KlmQ	40.9	33.3	42.1	43.5b	45.5B	46.5B gk	50.0B cGKq	37.5
Watts	341	38	23	23	18	17	19	17	20	22	20	17	18	20	20	21	28
	23.8	41.3C DEFGH IJKLM NOPq	25.6	24.2	25.4	17.9	19.2	17.7	22.2	23.7	23.0	22.4	21.2	22.7	23.3	22.3	29.2fh
Energy efficiency in lumens/watt	215	12	10	8	10	15	22	9	12	19	15	10	15	18	11	13	16
	15.0	13.0	11.1	8.4	14.1	15.8	22.2CD Ho	9.4	13.3	20.4c DH	17.2d	13.2	17.6d	20.5c DH	12.8	13.8	16.7d
Watt equivalency	205	23	17	19	6	11	16	17	12	9	10	9	10	9	15	12	10
	14.3	25.0E FIJKL MNPQ	18.9e j	20.0EJ nq	8.5	11.6	16.2	17.7e	13.3	9.7	11.5	11.8	11.8	10.2	17.4	12.8	10.4
Life in years	167	4	8	8	13	10	14	16	6	5	13	6	16	6	16	12	14
	11.7	4.3	8.9	8.4	18.3B cdIJl N	10.5	14.1B iJ	16.7Bd IJlN	6.7	5.4	14.9Bi Jn	7.9	18.8Bc DIJLN	6.8	18.6B cDIJL N	12.8B j	14.6BiJn
Energy cost	151	9	5	8	13	9	21	6	6	6	12	7	13	5	9	12	10
	10.5	9.8	5.6	8.4	18.3Cd fHIJN	9.5	21.2BC DFHIJL NoQ	6.3	6.7	6.5	13.8ch n	9.2	15.3CH ijN	5.7	10.5	12.8c	10.4
Life in hours	133	14	14	18	-	10	10	5	5	5	7	5	7	13	8	4	8
	9.3	15.2E HIJlP	15.6E HIJlP	18.9EgHI JKLMoPQ	-	10.5E	10.1E	5.2e	5.6E	5.4E	8.0E	6.6E	8.2E	14.8EH IJlP	9.3E	4.3e	8.3E

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base

Label information used to select the light bulb with the most light
(Base: Asked Question)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	1433	92*	90*	95*	71*	95*	99*	96*	90*	93*	87*	76*	85*	88*	86*	94*	96*
Energy Star	110 7.7	11 12.0FM	6 6.7m	9 9.5F M	9 12.7FM	2 2.1	9 9.1FM	6 6.3m	10 11.1FM	5 5.4	8 9.2FM	6 7.9fM	1 1.2	9 10.2FM	5 5.8	6 6.4m	8 8.3fM
Color information on front label	94 6.6	5 5.4	4 4.4	4 4.2	2 2.8	7 7.4	8 8.1o	7 7.3	5 5.6	11 11.8cd EOP	6 6.9	8 10.5eO p	5 5.9	6 6.8	2 2.3	3 3.2	11 11.5cdEOP
Energy efficiency in number of stars	57 4.0	3 3.3	6 6.7EF L	2 2.1	- -	1 1.1	2 2.0	9 9.4bD EFGKL PQ	7 7.8dE FgkLp q	6 6.5Ef L	2 2.3	- -	3 3.5	6 6.8EF L	6 7.0EF L	2 2.1	2 2.1
Voltage	56 3.9	2 2.2	3 3.3f	7 7.4bF gjNp	3 4.2F	- -	2 2.0	3 3.1f	3 3.3f	2 2.2	7 8.0bF gjNp	4 5.3F	3 3.5f	1 1.1	5 5.8Fn	2 2.1	9 9.4BcFGhiJNP
Color information on back label	52 3.6	4 4.3GI	4 4.4G I	12 12.6BC EFGHIJ LMNOPQ	1 1.4	4 4.2Gi	- -	4 4.2Gi	- -	3 3.2gi	5 5.7GI	3 3.9Gi	3 3.5gi	3 3.4gi	1 1.2	3 3.2gi	2 2.1
None of the above	16 1.1	- -	2 2.2	- -	- -	2 2.1	- -	1 1.0	- -	2 2.2	1 1.1	3 3.9bd eGioq	1 1.2	2 2.3	- -	2 2.1	- -
Not Sure	67 4.7	1 1.1	6 6.7b	3 3.2	4 5.6b	2 2.1	8 8.1Bf	5 5.2	3 3.3	6 6.5b	3 3.4	7 9.2Bd Fq	5 5.9b	4 4.5	4 4.7	3 3.2	3 3.1

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 204b-1

Usefulness of the following in choosing the light bulb with the most amount of light color temperature (on the front)
(Base: Used color temperature (on the front))

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	94	5**	4**	4**	2**	7**	8**	7**	5**	11**	6**	8**	5**	6**	2**	3**	11**
Top Three Box (Net)	47	2	2	3	2	2	5	4	1	3	3	6	2	5	-	3	4
	50.0	40.0	50.0	75.0	100.0	28.6	62.5	57.1	20.0	27.3	50.0	75.0	40.0	83.3	-	100.0	36.4
Extremely Useful 10	22	1	-	2	1	2	1	1	1	-	2	4	1	3	-	1	2
	23.4	20.0	-	50.0	50.0	28.6	12.5	14.3	20.0	-	33.3	50.0	20.0	50.0	-	33.3	18.2
9	10	1	2	-	1	-	1	-	-	1	-	1	-	1	-	1	1
	10.6	20.0	50.0	-	50.0	-	12.5	-	-	9.1	-	12.5	-	16.7	-	33.3	9.1
8	15	-	-	1	-	-	3	3	-	2	1	1	1	1	-	1	1
	16.0	-	-	25.0	-	-	37.5	42.9	-	18.2	16.7	12.5	20.0	16.7	-	33.3	9.1
7	13	-	-	-	-	1	2	-	2	2	1	-	1	-	2	-	2
	13.8	-	-	-	-	14.3	25.0	-	40.0	18.2	16.7	-	20.0	-	100.0	-	18.2
6	10	1	-	-	-	1	-	-	2	2	1	1	1	-	-	-	1
	10.6	20.0	-	-	-	14.3	-	-	40.0	18.2	16.7	12.5	20.0	-	-	-	9.1
5	13	1	2	-	-	1	1	1	-	2	1	-	-	1	-	-	3
	13.8	20.0	50.0	-	-	14.3	12.5	14.3	-	18.2	16.7	-	-	16.7	-	-	27.3
4	3	-	-	1	-	-	-	1	-	-	-	-	1	-	-	-	-
	3.2	-	-	25.0	-	-	-	14.3	-	-	-	-	20.0	-	-	-	-
3	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
	1.1	-	-	-	-	14.3	-	-	-	-	-	-	-	-	-	-	-
Bottom Three Box (Net)	4	1	-	-	-	-	-	-	-	2	-	1	-	-	-	-	-
	4.3	20.0	-	-	-	-	-	-	-	18.2	-	12.5	-	-	-	-	-
1	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
	1.1	-	-	-	-	-	-	-	-	-	-	12.5	-	-	-	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 204b-1

Usefulness of the following in choosing the light bulb with the most amount of light
color temperature (on the front)
(Base: Used color temperature (on the front))

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	94	5**	4**	4**	2**	7**	8**	7**	5**	11**	6**	8**	5**	6**	2**	3**	11**
Not at all Useful 0	3	1	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-
	3.2	20.0	-	-	-	-	-	-	-	18.2	-	-	-	-	-	-	-
Not sure	3	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	1
	3.2	-	-	-	-	14.3	-	14.3	-	-	-	-	-	-	-	-	9.1
Mean	7.3	6.0	7.0	8.0	9.5	6.8	7.8	7.2	7.2	5.5	7.7	8.0	7.0	8.7	7.0	9.0	7.2
Standard Deviation	2.44	3.94	2.31	2.83	0.71	2.79	1.49	2.23	1.64	3.01	2.07	3.16	2.24	1.97	0.00	1.00	1.99
Standard Error	0.26	1.76	1.15	1.41	0.50	1.14	0.53	0.91	0.73	0.91	0.84	1.12	1.00	0.80	0.00	0.58	0.63
Median	8.1	6.5	9.0	10.0	10.0	7.0	8.3	8.3	7.3	6.8	8.0	10.0	7.5	10.0	7.5	9.5	7.5

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 204b-2

Usefulness of the following in choosing the light bulb with the most amount of light color temperature (on the back)
(Base: Used color temperature (on the back))

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	52	4**	4**	12**	1**	4**	-**	4**	-**	3**	5**	3**	3**	3**	1**	3**	2**
Top Three Box (Net)	31	3	3	6	1	3	-	3	-	1	1	2	-	3	1	3	1
	59.6	75.0	75.0	50.0	100.0	75.0	-	75.0	-	33.3	20.0	66.7	-	100.0	100.0	100.0	50.0
Extremely Useful 10	13	2	2	2	1	2	-	-	-	-	-	1	-	-	1	2	-
	25.0	50.0	50.0	16.7	100.0	50.0	-	-	-	-	-	33.3	-	-	100.0	66.7	-
9	5	1	-	2	-	-	-	-	-	-	-	1	-	1	-	-	-
	9.6	25.0	-	16.7	-	-	-	-	-	-	-	33.3	-	33.3	-	-	-
8	13	-	1	2	-	1	-	3	-	1	1	-	-	2	-	1	1
	25.0	-	25.0	16.7	-	25.0	-	75.0	-	33.3	20.0	-	-	66.7	-	33.3	50.0
7	5	-	1	2	-	-	-	-	-	-	1	1	-	-	-	-	-
	9.6	-	25.0	16.7	-	-	-	-	-	-	20.0	33.3	-	-	-	-	-
6	5	-	-	1	-	1	-	-	-	-	2	-	1	-	-	-	-
	9.6	-	-	8.3	-	25.0	-	-	-	-	40.0	-	33.3	-	-	-	-
5	4	1	-	1	-	-	-	1	-	-	1	-	-	-	-	-	-
	7.7	25.0	-	8.3	-	-	-	25.0	-	-	20.0	-	-	-	-	-	-
4	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-
	1.9	-	-	-	-	-	-	-	-	-	-	-	33.3	-	-	-	-
3	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
	1.9	-	-	-	-	-	-	-	-	33.3	-	-	-	-	-	-	-
Bottom Three Box (Net)	2	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-
	3.8	-	-	8.3	-	-	-	-	-	-	-	-	33.3	-	-	-	-
1	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-
	1.9	-	-	-	-	-	-	-	-	-	-	-	33.3	-	-	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 204b-2

Usefulness of the following in choosing the light bulb with the most amount of light color temperature (on the back)
(Base: Used color temperature (on the back))

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	52	4**	4**	12**	1**	4**	-**	4**	-**	3**	5**	3**	3**	3**	1**	3**	2**
Not at all Useful 0	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
	1.9	-	-	8.3	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	3	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	1
	5.8	-	-	8.3	-	-	-	-	-	33.3	-	-	-	-	-	-	50.0
Mean	7.6	8.5	8.8	7.2	10.0	8.5	-	7.3	-	5.5	6.4	8.7	3.7	8.3	10.0	9.3	8.0
Standard Deviation	2.34	2.38	1.50	2.86	-	1.91	-	1.50	-	3.54	1.14	1.53	2.52	0.58	-	1.15	-
Standard Error	0.33	1.19	0.75	0.86	-	0.96	-	0.75	-	2.50	0.51	0.88	1.45	0.33	-	0.67	-
Median	8.5	10.0	10.0	8.3	5.0	10.0	-	8.3	-	8.0	6.8	9.5	4.5	8.8	5.0	7.5	8.5

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 204b-3

Usefulness of the following in choosing the light bulb with the most amount of light life in years
(Base: Used life in years)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	167	4**	8**	8**	13**	10**	14**	16**	6**	5**	13**	6**	16**	6**	16**	12**	14**
Top Three Box (Net)	130	3	8	7	8	8	10	16	4	3	11	6	13	4	14	5	10
	77.8	75.0	100.0	87.5	61.5	80.0	71.4	100.0	66.7	60.0	84.6	100.0	81.3	66.7	87.5	41.7	71.4
Extremely Useful 10	62	-	2	2	4	3	5	8	1	2	5	2	9	-	8	4	7
	37.1	-	25.0	25.0	30.8	30.0	35.7	50.0	16.7	40.0	38.5	33.3	56.3	-	50.0	33.3	50.0
9	26	-	-	3	-	2	2	2	2	-	4	4	3	2	1	-	1
	15.6	-	-	37.5	-	20.0	14.3	12.5	33.3	-	30.8	66.7	18.8	33.3	6.3	-	7.1
8	42	3	6	2	4	3	3	6	1	1	2	-	1	2	5	1	2
	25.1	75.0	75.0	25.0	30.8	30.0	21.4	37.5	16.7	20.0	15.4	-	6.3	33.3	31.3	8.3	14.3
7	20	1	-	1	2	1	2	-	1	2	-	-	1	2	2	3	2
	12.0	25.0	-	12.5	15.4	10.0	14.3	-	16.7	40.0	-	-	6.3	33.3	12.5	25.0	14.3
6	6	-	-	-	1	1	-	-	-	-	2	-	1	-	-	-	1
	3.6	-	-	-	7.7	10.0	-	-	-	-	15.4	-	6.3	-	-	-	7.1
5	4	-	-	-	2	-	-	-	-	-	-	-	1	-	-	1	-
	2.4	-	-	-	15.4	-	-	-	-	-	-	-	6.3	-	-	8.3	-
4	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
	0.6	-	-	-	-	-	7.1	-	-	-	-	-	-	-	-	-	-
3	2	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	1
	1.2	-	-	-	-	-	-	-	16.7	-	-	-	-	-	-	-	7.1
Bottom Three Box (Net)	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-
	1.2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16.7	-
1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	0.6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8.3	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 204b-3

Usefulness of the following in choosing the light bulb with the most amount of light life in years
(Base: Used life in years)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	167	4**	8**	8**	13**	10**	14**	16**	6**	5**	13**	6**	16**	6**	16**	12**	14**
Not at all Useful 0	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	0.6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8.3	-
Not sure	2	-	-	-	-	-	1	-	-	-	-	-	-	-	-	1	-
	1.2	-	-	-	-	-	7.1	-	-	-	-	-	-	-	-	8.3	-
Mean	8.5	7.8	8.5	8.8	7.8	8.5	8.5	9.1	7.7	8.4	8.8	9.3	8.9	8.0	8.9	6.8	8.4
Standard Deviation	1.74	0.50	0.93	1.04	1.82	1.35	1.76	0.96	2.50	1.52	1.42	0.52	1.61	0.89	1.18	3.54	2.10
Standard Error	0.14	0.25	0.33	0.37	0.50	0.43	0.49	0.24	1.02	0.68	0.39	0.21	0.40	0.37	0.30	1.07	0.56
Median	9.2	8.3	8.7	9.3	8.4	9.0	9.3	10.0	9.0	8.5	9.6	9.8	8.9	8.5	10.0	7.8	10.0

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 204b-4

Usefulness of the following in choosing the light bulb with the most amount of light life in hours
(Base: Used life in hours)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	133	14**	14**	18**	-**	10**	10**	5**	5**	5**	7**	5**	7**	13**	8**	4**	8**
Top Three Box (Net)	95	11	11	13	-	7	5	4	4	3	7	2	4	11	5	3	5
	71.4	78.6	78.6	72.2	-	70.0	50.0	80.0	80.0	60.0	100.0	40.0	57.1	84.6	62.5	75.0	62.5
Extremely Useful 10	45	6	3	5	-	1	1	2	3	-	5	1	4	8	3	1	2
	33.8	42.9	21.4	27.8	-	10.0	10.0	40.0	60.0	-	71.4	20.0	57.1	61.5	37.5	25.0	25.0
9	19	1	3	3	-	2	2	1	-	2	-	-	-	1	1	1	2
	14.3	7.1	21.4	16.7	-	20.0	20.0	20.0	-	40.0	-	-	-	7.7	12.5	25.0	25.0
8	31	4	5	5	-	4	2	1	1	1	2	1	-	2	1	1	1
	23.3	28.6	35.7	27.8	-	40.0	20.0	20.0	20.0	20.0	28.6	20.0	-	15.4	12.5	25.0	12.5
7	18	2	-	2	-	3	3	-	-	1	-	1	2	1	1	1	1
	13.5	14.3	-	11.1	-	30.0	30.0	-	-	20.0	-	20.0	28.6	7.7	12.5	25.0	12.5
6	8	1	-	3	-	-	1	-	1	-	-	-	-	-	-	-	2
	6.0	7.1	-	16.7	-	-	10.0	-	20.0	-	-	-	-	-	-	-	25.0
5	6	-	2	-	-	-	-	-	-	1	-	1	1	-	1	-	-
	4.5	-	14.3	-	-	-	-	-	-	20.0	-	20.0	14.3	-	12.5	-	-
4	3	-	1	-	-	-	1	-	-	-	-	1	-	-	-	-	-
	2.3	-	7.1	-	-	-	10.0	-	-	-	-	20.0	-	-	-	-	-
Bottom Three Box (Net)	2	-	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-
	1.5	-	-	-	-	-	-	20.0	-	-	-	-	-	7.7	-	-	-
1	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
	0.8	-	-	-	-	-	-	20.0	-	-	-	-	-	-	-	-	-
Not at all Useful 0	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-
	0.8	-	-	-	-	-	-	-	-	-	-	-	-	7.7	-	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

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Question 204b-4

Usefulness of the following in choosing the light bulb with the most amount of light life in hours
(Base: Used life in hours)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	133	14**	14**	18**	-**	10**	10**	5**	5**	5**	7**	5**	7**	13**	8**	4**	8**
Not sure	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-
	0.8	-	-	-	-	-	-	-	-	-	-	-	-	-	12.5	-	-
Mean	8.2	8.6	7.9	8.3	-	8.1	7.5	7.6	8.8	7.6	9.4	6.8	8.4	8.6	8.4	8.5	8.1
Standard Deviation	1.87	1.39	1.94	1.45	-	0.99	1.72	3.78	1.79	1.67	0.98	2.39	2.07	2.79	1.90	1.29	1.64
Standard Error	0.16	0.37	0.52	0.34	-	0.31	0.54	1.69	0.80	0.75	0.37	1.07	0.78	0.77	0.72	0.65	0.58
Median	8.9	9.0	8.8	8.8	-	8.5	8.0	9.5	8.3	8.5	7.0	7.5	8.8	8.1	9.5	9.0	9.0

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Lamp Labeling Study - 3W88

Question 204b-5

Usefulness of the following in choosing the light bulb with the most amount of light lumens
(Base: Used lumens)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	613	28**	34*	41*	30*	49*	34*	47*	51*	38*	29**	32*	37*	40*	40*	47*	36*
Top Three Box (Net)	507	20	32	35	26	45	27	36	39	29	24	25	34	33	33	42	27
	82.7	71.4	94.1g HIJlQ	85.4	86.7	91.8H IJlQ	79.4	76.6	76.5	76.3	82.8	78.1	91.9h ijq	82.5	82.5	89.4i q	75.0
Extremely Useful 10	264	7	15	20	13	28	15	21	19	14	9	15	19	22	16	16	15
	43.1	25.0	44.1	48.8	43.3	57.1i jP	44.1	44.7	37.3	36.8	31.0	46.9	51.4	55.0i p	40.0	34.0	41.7
9	111	6	7	8	4	6	6	7	12	6	6	3	11	6	6	11	6
	18.1	21.4	20.6	19.5	13.3	12.2	17.6	14.9	23.5	15.8	20.7	9.4	29.7F L	15.0	15.0	23.4	16.7
8	132	7	10	7	9	11	6	8	8	9	9	7	4	5	11	15	6
	21.5	25.0	29.4m n	17.1	30.0m n	22.4	17.6	17.0	15.7	23.7	31.0	21.9	10.8	12.5	27.5m n	31.9h iMN	16.7
7	40	5	-	2	2	2	2	3	4	3	2	1	3	3	-	3	5
	6.5	17.9	-	4.9	6.7	4.1	5.9	6.4	7.8o	7.9o	6.9	3.1	8.1co	7.5o	-	6.4	13.9CO
6	27	-	1	2	2	-	4	2	-	2	3	2	-	3	3	1	2
	4.4	-	2.9	4.9	6.7fi	-	11.8FI Mp	4.3	-	5.3	10.3	6.3fi	-	7.5fi m	7.5fi m	2.1	5.6i
5	22	1	-	1	-	1	1	6	4	3	-	1	-	-	2	-	2
	3.6	3.6	-	2.4	-	2.0	2.9	12.8Cd EFMNP	7.8mn p	7.9mnp	-	3.1	-	-	5.0	-	5.6
4	4	1	-	1	-	-	-	-	-	-	-	-	-	1	1	-	-
	0.7	3.6	-	2.4	-	-	-	-	-	-	-	-	-	2.5	2.5	-	-
3	3	-	-	-	-	-	-	-	1	-	-	1	-	-	1	-	-
	0.5	-	-	-	-	-	-	-	2.0	-	-	3.1	-	-	2.5	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Question 204b-5

Usefulness of the following in choosing the light bulb with the most amount of light
lumens
(Base: Used lumens)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	613	28**	34*	41*	30*	49*	34*	47*	51*	38*	29**	32*	37*	40*	40*	47*	36*
Bottom Three Box (Net)	2	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-
	0.3	-	-	-	-	2.0	-	-	2.0	-	-	-	-	-	-	-	-
1	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-
	0.2	-	-	-	-	-	-	-	2.0	-	-	-	-	-	-	-	-
Not at all Useful 0	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
	0.2	-	-	-	-	2.0	-	-	-	-	-	-	-	-	-	-	-
Not sure	8	1	1	-	-	-	-	-	2	1	-	2	-	-	-	1	-
	1.3	3.6	2.9	-	-	-	-	-	3.9	2.6	-	6.3fh	-	-	-	2.1	-
Mean	8.7	8.3	9.1jo	8.9	8.8	9.0	8.7	8.5	8.4	8.5	8.6	8.7	9.2gH IJlOp Q	8.9	8.4	8.8	8.6
Standard Deviation	1.55	1.54	1.03	1.53	1.27	1.73	1.53	1.77	2.00	1.59	1.30	1.79	0.95	1.53	1.85	1.06	1.56
Standard Error	0.06	0.30	0.18	0.24	0.23	0.25	0.26	0.26	0.29	0.26	0.24	0.33	0.16	0.24	0.29	0.16	0.26
Median	9.7	8.9	9.8	9.9	9.5	8.8	9.7	9.6	9.5	9.3	9.1	10.0	9.7	9.1	9.3	9.4	9.5

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Lamp Labeling Study - 3W88

Question 204b-6

Usefulness of the following in choosing the light bulb with the most amount of light energy cost
(Base: Used energy cost)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	151	9**	5**	8**	13**	9**	21**	6**	6**	6**	12**	7**	13**	5**	9**	12**	10**
Top Three Box (Net)	114	7	5	7	7	7	13	5	6	5	10	5	9	5	7	8	8
	75.5	77.8	100.0	87.5	53.8	77.8	61.9	83.3	100.0	83.3	83.3	71.4	69.2	100.0	77.8	66.7	80.0
Extremely Useful 10	55	4	-	2	4	2	8	2	5	-	4	4	6	2	6	2	4
	36.4	44.4	-	25.0	30.8	22.2	38.1	33.3	83.3	-	33.3	57.1	46.2	40.0	66.7	16.7	40.0
9	33	3	2	3	2	1	1	2	-	3	5	-	1	2	1	5	2
	21.9	33.3	40.0	37.5	15.4	11.1	4.8	33.3	-	50.0	41.7	-	7.7	40.0	11.1	41.7	20.0
8	26	-	3	2	1	4	4	1	1	2	1	1	2	1	-	1	2
	17.2	-	60.0	25.0	7.7	44.4	19.0	16.7	16.7	33.3	8.3	14.3	15.4	20.0	-	8.3	20.0
7	20	2	-	-	3	1	4	-	-	1	1	1	3	-	2	2	-
	13.2	22.2	-	-	23.1	11.1	19.0	-	-	16.7	8.3	14.3	23.1	-	22.2	16.7	-
6	7	-	-	-	2	-	1	-	-	-	1	1	-	-	-	1	1
	4.6	-	-	-	15.4	-	4.8	-	-	-	8.3	14.3	-	-	-	8.3	10.0
5	3	-	-	-	-	1	1	1	-	-	-	-	-	-	-	-	-
	2.0	-	-	-	-	11.1	4.8	16.7	-	-	-	-	-	-	-	-	-
4	2	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1
	1.3	-	-	12.5	-	-	-	-	-	-	-	-	-	-	-	-	10.0
3	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
	0.7	-	-	-	-	-	4.8	-	-	-	-	-	-	-	-	-	-
Bottom Three Box (Net)	2	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-
	1.3	-	-	-	-	-	4.8	-	-	-	-	-	7.7	-	-	-	-
1	2	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-
	1.3	-	-	-	-	-	4.8	-	-	-	-	-	7.7	-	-	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 204b-6

Usefulness of the following in choosing the light bulb with the most amount of light energy cost
(Base: Used energy cost)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	151	9**	5**	8**	13**	9**	21**	6**	6**	6**	12**	7**	13**	5**	9**	12**	10**
Not sure	2	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-
	1.3	-	-	-	7.7	-	-	-	-	-	-	-	-	-	-	8.3	-
Mean	8.5	9.0	8.4	8.4	8.3	8.1	7.8	8.5	9.7	8.3	8.8	8.7	8.2	9.2	9.2	8.5	8.4
Standard Deviation	1.74	1.22	0.55	1.92	1.60	1.54	2.48	1.87	0.82	0.82	1.27	1.70	2.52	0.84	1.30	1.29	2.01
Standard Error	0.14	0.41	0.24	0.68	0.46	0.51	0.54	0.76	0.33	0.33	0.37	0.64	0.70	0.37	0.43	0.39	0.64
Median	9.4	9.8	8.8	9.3	9.0	8.6	8.6	9.5	6.0	9.0	9.6	8.8	9.5	9.8	7.5	9.3	9.5

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 204b-7

Usefulness of the following in choosing the light bulb with the most amount of light
watts
(Base: Used watts)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	341	38*	23**	23**	18**	17**	19**	17**	20**	22**	20**	17**	18**	20**	20**	21**	28**
Top Three Box (Net)	243	29	15	17	13	15	13	11	15	16	11	11	13	14	15	14	21
	71.3	76.3	65.2	73.9	72.2	88.2	68.4	64.7	75.0	72.7	55.0	64.7	72.2	70.0	75.0	66.7	75.0
Extremely Useful 10	114	17	6	11	5	6	4	4	7	4	7	6	6	10	8	5	8
	33.4	44.7	26.1	47.8	27.8	35.3	21.1	23.5	35.0	18.2	35.0	35.3	33.3	50.0	40.0	23.8	28.6
9	54	4	3	1	3	5	3	5	4	5	1	1	2	2	3	5	7
	15.8	10.5	13.0	4.3	16.7	29.4	15.8	29.4	20.0	22.7	5.0	5.9	11.1	10.0	15.0	23.8	25.0
8	75	8	6	5	5	4	6	2	4	7	3	4	5	2	4	4	6
	22.0	21.1	26.1	21.7	27.8	23.5	31.6	11.8	20.0	31.8	15.0	23.5	27.8	10.0	20.0	19.0	21.4
7	44	5	5	3	-	2	4	2	4	-	4	4	2	3	1	3	2
	12.9	13.2	21.7	13.0	-	11.8	21.1	11.8	20.0	-	20.0	23.5	11.1	15.0	5.0	14.3	7.1
6	27	2	1	1	4	-	2	1	1	3	3	1	-	-	3	2	3
	7.9	5.3	4.3	4.3	22.2	-	10.5	5.9	5.0	13.6	15.0	5.9	-	-	15.0	9.5	10.7
5	17	-	1	2	-	-	-	1	-	2	2	-	3	2	1	1	2
	5.0	-	4.3	8.7	-	-	-	5.9	-	9.1	10.0	-	16.7	10.0	5.0	4.8	7.1
4	3	-	1	-	-	-	-	-	-	-	-	1	-	-	-	1	-
	0.9	-	4.3	-	-	-	-	-	-	-	-	5.9	-	-	-	4.8	-
3	3	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-
	0.9	2.6	-	-	5.6	-	-	-	-	4.5	-	-	-	-	-	-	-
Bottom Three Box (Net)	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	0.3	2.6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	0.3	2.6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 204b-7

Usefulness of the following in choosing the light bulb with the most amount of light
watts
(Base: Used watts)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	341	38*	23**	23**	18**	17**	19**	17**	20**	22**	20**	17**	18**	20**	20**	21**	28**
Not sure	3	-	-	-	-	-	-	2	-	-	-	-	-	1	-	-	-
	0.9	-	-	-	-	-	-	11.8	-	-	-	-	-	5.0	-	-	-
Mean	8.3	8.5	8.0	8.5	8.0	8.9	8.2	8.4	8.6	7.8	7.9	8.2	8.2	8.7	8.4	8.0	8.3
Standard Deviation	1.67	1.93	1.66	1.70	1.94	1.05	1.30	1.55	1.31	1.89	1.82	1.74	1.79	1.73	1.67	1.75	1.59
Standard Error	0.09	0.31	0.35	0.35	0.46	0.26	0.30	0.40	0.29	0.40	0.41	0.42	0.42	0.40	0.37	0.38	0.30
Median	9.0	9.5	8.6	9.5	8.8	9.5	8.6	9.3	9.3	8.7	8.3	8.6	8.8	9.5	9.3	8.9	9.1

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Lamp Labeling Study - 3W88

Question 204b-8

Usefulness of the following in choosing the light bulb with the most amount of light energy efficiency in lumens/watt
(Base: Used energy efficiency in lumens/watt)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	215	12**	10**	8**	10**	15**	22**	9**	12**	19**	15**	10**	15**	18**	11**	13**	16**
Top Three Box (Net)	159	10	9	7	5	12	20	6	9	16	9	7	11	14	6	6	12
	74.0	83.3	90.0	87.5	50.0	80.0	90.9	66.7	75.0	84.2	60.0	70.0	73.3	77.8	54.5	46.2	75.0
Extremely Useful 10	65	3	3	2	2	3	9	2	5	4	2	5	6	7	3	3	6
	30.2	25.0	30.0	25.0	20.0	20.0	40.9	22.2	41.7	21.1	13.3	50.0	40.0	38.9	27.3	23.1	37.5
9	34	3	4	3	1	2	-	1	2	5	4	-	1	2	2	1	3
	15.8	25.0	40.0	37.5	10.0	13.3	-	11.1	16.7	26.3	26.7	-	6.7	11.1	18.2	7.7	18.8
8	60	4	2	2	2	7	11	3	2	7	3	2	4	5	1	2	3
	27.9	33.3	20.0	25.0	20.0	46.7	50.0	33.3	16.7	36.8	20.0	20.0	26.7	27.8	9.1	15.4	18.8
7	22	-	1	-	1	2	2	1	1	2	3	1	2	1	1	2	2
	10.2	-	10.0	-	10.0	13.3	9.1	11.1	8.3	10.5	20.0	10.0	13.3	5.6	9.1	15.4	12.5
6	13	1	-	1	2	-	-	1	-	-	2	1	1	1	1	2	-
	6.0	8.3	-	12.5	20.0	-	-	11.1	-	-	13.3	10.0	6.7	5.6	9.1	15.4	-
5	15	1	-	-	2	-	-	1	1	-	1	1	1	2	1	2	2
	7.0	8.3	-	-	20.0	-	-	11.1	8.3	-	6.7	10.0	6.7	11.1	9.1	15.4	12.5
3	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	0.5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7.7	-
Bottom Three Box (Net)	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-
	0.5	-	-	-	-	-	-	-	8.3	-	-	-	-	-	-	-	-
Not at all Useful 0	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-
	0.5	-	-	-	-	-	-	-	8.3	-	-	-	-	-	-	-	-
Not sure	4	-	-	-	-	1	-	-	-	1	-	-	-	-	2	-	-
	1.9	-	-	-	-	6.7	-	-	-	5.3	-	-	-	-	18.2	-	-
Mean	8.3	8.3	8.9	8.6	7.4	8.4	8.7	7.9	8.0	8.6	7.9	8.4	8.4	8.4	8.2	7.2	8.4

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 204b-8

Usefulness of the following in choosing the light bulb with the most amount of light energy efficiency in lumens/watt
(Base: Used energy efficiency in lumens/watt)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	215	12**	10**	8**	10**	15**	22**	9**	12**	19**	15**	10**	15**	18**	11**	13**	16**
Standard Deviation	1.66	1.56	0.99	1.30	1.90	1.02	1.12	1.69	2.95	0.98	1.51	1.90	1.64	1.72	1.86	2.20	1.71
Standard Error	0.11	0.45	0.31	0.46	0.60	0.27	0.24	0.56	0.85	0.23	0.39	0.60	0.42	0.41	0.62	0.61	0.43
Median	8.9	9.0	9.5	9.3	8.0	8.7	8.8	8.5	9.5	9.0	8.5	10.0	8.9	9.0	9.3	7.8	9.3

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 204b-9

Usefulness of the following in choosing the light bulb with the most amount of light energy efficiency in number of stars
(Base: Used energy efficiency in number of stars)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	57	3**	6**	2**	-**	1**	2**	9**	7**	6**	2**	-**	3**	6**	6**	2**	2**
Top Three Box (Net)	41	1	5	1	-	-	1	7	6	4	2	-	2	5	4	2	1
	71.9	33.3	83.3	50.0	-	-	50.0	77.8	85.7	66.7	100.0	-	66.7	83.3	66.7	100.0	50.0
Extremely Useful 10	16	1	3	1	-	-	-	3	3	1	-	-	1	1	1	-	1
	28.1	33.3	50.0	50.0	-	-	-	33.3	42.9	16.7	-	-	33.3	16.7	16.7	-	50.0
9	13	-	1	-	-	-	-	3	1	3	1	-	-	3	-	1	-
	22.8	-	16.7	-	-	-	-	33.3	14.3	50.0	50.0	-	-	50.0	-	50.0	-
8	12	-	1	-	-	-	1	1	2	-	1	-	1	1	3	1	-
	21.1	-	16.7	-	-	-	50.0	11.1	28.6	-	50.0	-	33.3	16.7	50.0	50.0	-
7	7	1	-	1	-	-	1	1	-	-	-	-	1	-	1	-	1
	12.3	33.3	-	50.0	-	-	50.0	11.1	-	-	-	-	33.3	-	16.7	-	50.0
6	2	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-
	3.5	-	16.7	-	-	-	-	-	-	-	-	-	-	-	16.7	-	-
5	3	1	-	-	-	-	-	-	1	-	-	-	-	1	-	-	-
	5.3	33.3	-	-	-	-	-	-	14.3	-	-	-	-	16.7	-	-	-
Not sure	4	-	-	-	-	1	-	1	-	2	-	-	-	-	-	-	-
	7.0	-	-	-	-	100.0	-	11.1	-	33.3	-	-	-	-	-	-	-
Mean	8.5	7.3	8.8	8.5	-	-	7.5	9.0	8.6	9.3	8.5	-	8.3	8.3	7.8	8.5	8.5
Standard Deviation	1.44	2.52	1.60	2.12	-	-	0.71	1.07	1.81	0.50	0.71	-	1.53	1.75	1.33	0.71	2.12
Standard Error	0.20	1.45	0.65	1.50	-	-	0.50	0.38	0.69	0.25	0.50	-	0.88	0.71	0.54	0.50	1.50
Median	9.2	7.5	10.0	10.0	-	-	8.0	9.7	9.5	9.7	9.0	-	8.5	9.3	8.3	9.0	10.0

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Question 204b-10

Usefulness of the following in choosing the light bulb with the most amount of light
watt equivalency
(Base: Used watt equivalency)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	205	23**	17**	19**	6**	11**	16**	17**	12**	9**	10**	9**	10**	9**	15**	12**	10**
Top Three Box (Net)	150	16	12	17	6	7	10	13	8	5	7	6	8	8	11	11	5
	73.2	69.6	70.6	89.5	100.0	63.6	62.5	76.5	66.7	55.6	70.0	66.7	80.0	88.9	73.3	91.7	50.0
Extremely Useful 10	50	7	3	7	1	4	2	3	3	2	3	1	2	3	3	4	2
	24.4	30.4	17.6	36.8	16.7	36.4	12.5	17.6	25.0	22.2	30.0	11.1	20.0	33.3	20.0	33.3	20.0
9	47	4	4	6	2	1	4	3	2	-	1	2	4	1	6	5	2
	22.9	17.4	23.5	31.6	33.3	9.1	25.0	17.6	16.7	-	10.0	22.2	40.0	11.1	40.0	41.7	20.0
8	53	5	5	4	3	2	4	7	3	3	3	3	2	4	2	2	1
	25.9	21.7	29.4	21.1	50.0	18.2	25.0	41.2	25.0	33.3	30.0	33.3	20.0	44.4	13.3	16.7	10.0
7	33	5	4	2	-	3	3	3	3	3	1	1	1	-	2	-	2
	16.1	21.7	23.5	10.5	-	27.3	18.8	17.6	25.0	33.3	10.0	11.1	10.0	-	13.3	-	20.0
6	6	1	-	-	-	-	2	-	-	-	-	-	1	-	1	-	1
	2.9	4.3	-	-	-	-	12.5	-	-	-	-	-	10.0	-	6.7	-	10.0
5	10	-	1	-	-	1	-	-	-	1	2	1	-	1	1	1	1
	4.9	-	5.9	-	-	9.1	-	-	-	11.1	20.0	11.1	-	11.1	6.7	8.3	10.0
4	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	0.5	4.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bottom Three Box (Net)	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
	0.5	-	-	-	-	-	-	-	-	-	-	11.1	-	-	-	-	-
Not at all Useful 0	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
	0.5	-	-	-	-	-	-	-	-	-	-	11.1	-	-	-	-	-
Not sure	4	-	-	-	-	-	1	1	1	-	-	-	-	-	-	-	1
	2.0	-	-	-	-	-	6.3	5.9	8.3	-	-	-	-	-	-	-	10.0
Mean	8.3	8.3	8.2	8.9	8.7	8.3	8.1	8.4	8.5	7.8	8.0	7.1	8.5	8.4	8.3	8.8	7.9

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Usefulness of the following in choosing the light bulb with the most amount of light
  watt equivalency
(Base: Used watt equivalency)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	205	23**	17**	19**	6**	11**	16**	17**	12**	9**	10**	9**	10**	9**	15**	12**	10**
Standard Deviation	1.51	1.58	1.33	1.03	0.82	1.68	1.28	1.02	1.21	1.56	1.89	3.02	1.27	1.59	1.50	1.40	1.76
Standard Error	0.11	0.33	0.32	0.24	0.33	0.51	0.33	0.26	0.37	0.52	0.60	1.01	0.40	0.53	0.39	0.41	0.59
Median	8.9	8.9	8.7	9.6	9.0	8.8	8.6	8.7	8.8	8.2	8.7	8.5	9.3	8.9	9.3	9.6	8.5

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Usefulness of the following in choosing the light bulb with the most amount of light
Energy Star
(Base: Used Energy Star)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	110	11**	6**	9**	9**	2**	9**	6**	10**	5**	8**	6**	1**	9**	5**	6**	8**
Top Three Box (Net)	85	9	6	6	8	1	6	5	8	5	7	5	-	7	2	3	7
	77.3	81.8	100.0	66.7	88.9	50.0	66.7	83.3	80.0	100.0	87.5	83.3	-	77.8	40.0	50.0	87.5
Extremely Useful 10	45	6	3	1	2	-	3	1	6	3	2	4	-	6	2	1	5
	40.9	54.5	50.0	11.1	22.2	-	33.3	16.7	60.0	60.0	25.0	66.7	-	66.7	40.0	16.7	62.5
9	19	-	1	3	3	-	1	3	-	2	1	1	-	1	-	2	1
	17.3	-	16.7	33.3	33.3	-	11.1	50.0	-	40.0	12.5	16.7	-	11.1	-	33.3	12.5
8	21	3	2	2	3	1	2	1	2	-	4	-	-	-	-	-	1
	19.1	27.3	33.3	22.2	33.3	50.0	22.2	16.7	20.0	-	50.0	-	-	-	-	-	12.5
7	12	1	-	1	1	-	1	1	1	-	1	1	-	1	2	-	1
	10.9	9.1	-	11.1	11.1	-	11.1	16.7	10.0	-	12.5	16.7	-	11.1	40.0	-	12.5
6	4	-	-	1	-	-	-	-	-	-	-	-	-	-	1	2	-
	3.6	-	-	11.1	-	-	-	-	-	-	-	-	-	-	20.0	33.3	-
5	5	-	-	-	-	-	1	-	1	-	-	-	1	1	-	1	-
	4.5	-	-	-	-	-	11.1	-	10.0	-	-	-	100.0	11.1	-	16.7	-
4	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
	0.9	-	-	-	-	-	11.1	-	-	-	-	-	-	-	-	-	-
Bottom Three Box (Net)	2	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
	1.8	9.1	-	11.1	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all Useful 0	2	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
	1.8	9.1	-	11.1	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
	0.9	-	-	-	-	50.0	-	-	-	-	-	-	-	-	-	-	-
Mean	8.5	8.3	9.2	7.3	8.7	8.0	7.9	8.7	8.8	9.6	8.5	9.3	5.0	9.0	8.0	7.5	9.3

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Usefulness of the following in choosing the light bulb with the most amount of light
Energy Star
(Base: Used Energy Star)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	110	11**	6**	9**	9**	2**	9**	6**	10**	5**	8**	6**	1**	9**	5**	6**	8**
Standard Deviation	1.90	2.97	0.98	3.00	1.00	-	2.20	1.03	1.75	0.55	1.07	1.21	-	1.80	1.87	2.07	1.16
Standard Error	0.18	0.90	0.40	1.00	0.33	-	0.73	0.42	0.55	0.24	0.38	0.49	-	0.60	0.84	0.85	0.41
Median	9.5	9.2	10.0	8.8	9.2	8.5	8.8	9.3	8.3	8.3	8.8	7.5	5.5	7.5	7.8	9.0	8.0

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Question 204b-12

Usefulness of the following in choosing the light bulb with the most amount of light
voltage
(Base: Used voltage)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	56	2**	3**	7**	3**	-**	2**	3**	3**	2**	7**	4**	3**	1**	5**	2**	9**
Top Three Box (Net)	26	-	1	2	2	-	1	3	1	1	3	3	1	-	2	1	5
	46.4	-	33.3	28.6	66.7	-	50.0	100.0	33.3	50.0	42.9	75.0	33.3	-	40.0	50.0	55.6
Extremely Useful 10	5	-	-	-	-	-	-	1	-	-	1	-	-	-	2	-	1
	8.9	-	-	-	-	-	-	33.3	-	-	14.3	-	-	-	40.0	-	11.1
9	10	-	-	1	2	-	1	1	1	-	-	-	1	-	-	1	2
	17.9	-	-	14.3	66.7	-	50.0	33.3	33.3	-	-	-	33.3	-	-	50.0	22.2
8	11	-	1	1	-	-	-	1	-	1	2	3	-	-	-	-	2
	19.6	-	33.3	14.3	-	-	-	33.3	-	50.0	28.6	75.0	-	-	-	-	22.2
7	10	1	-	2	-	-	1	-	1	-	2	-	-	1	1	-	1
	17.9	50.0	-	28.6	-	-	50.0	-	33.3	-	28.6	-	-	100.0	20.0	-	11.1
6	6	-	2	1	-	-	-	-	1	1	-	-	-	-	-	-	1
	10.7	-	66.7	14.3	-	-	-	-	33.3	50.0	-	-	-	-	-	-	11.1
5	6	-	-	-	-	-	-	-	-	-	2	1	1	-	1	-	1
	10.7	-	-	-	-	-	-	-	-	-	28.6	25.0	33.3	-	20.0	-	11.1
4	2	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-
	3.6	-	-	28.6	-	-	-	-	-	-	-	-	-	-	-	-	-
3	2	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-
	3.6	50.0	-	-	33.3	-	-	-	-	-	-	-	-	-	-	-	-
Bottom Three Box (Net)	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
	1.8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11.1
1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
	1.8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11.1

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Question 204b-12

Usefulness of the following in choosing the light bulb with the most amount of light
voltage
(Base: Used voltage)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	56	2**	3**	7**	3**	-**	2**	3**	3**	2**	7**	4**	3**	1**	5**	2**	9**
Not sure	3	-	-	-	-	-	-	-	-	-	-	-	1	-	1	1	-
	5.4	-	-	-	-	-	-	-	-	-	-	-	33.3	-	20.0	50.0	-
Mean	7.2	5.0	6.7	6.4	7.0	-	8.0	9.0	7.3	7.0	7.1	7.3	7.0	7.0	8.0	9.0	7.0
Standard Deviation	2.01	2.83	1.15	1.90	3.46	-	1.41	1.00	1.53	1.41	1.77	1.50	2.83	-	2.45	-	2.74
Standard Error	0.28	2.00	0.67	0.72	2.00	-	1.00	0.58	0.88	1.00	0.67	0.75	2.00	-	1.22	-	0.91
Median	7.9	7.0	6.8	7.3	9.3	-	9.0	9.5	7.5	8.0	7.8	8.3	9.0	7.5	10.0	9.5	8.3

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Question 204b

Usefulness of the following in choosing the light bulb with the most amount of light
(Top Three Box Summary)
(Base: Used label information)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	5635	353	353	350	352	353	354	351	355	350	352	353	350	352	353	352	352
lumens	507	20	32	35	26	45	27	36	39	29	24	25	34	33	33	42	27
	82.7	71.4	94.1g HIJlQ	85.4	86.7	91.8H IJlQ	79.4	76.6	76.5	76.3	82.8	78.1	91.9h ijq	82.5	82.5	89.4i q	75.0
watts	243	29	15	17	13	15	13	11	15	16	11	11	13	14	15	14	21
	71.3	76.3	65.2	73.9	72.2	88.2	68.4	64.7	75.0	72.7	55.0	64.7	72.2	70.0	75.0	66.7	75.0
energy efficiency in lumens/watt	159	10	9	7	5	12	20	6	9	16	9	7	11	14	6	6	12
	74.0	83.3	90.0	87.5	50.0	80.0	90.9	66.7	75.0	84.2	60.0	70.0	73.3	77.8	54.5	46.2	75.0
watt equivalency	150	16	12	17	6	7	10	13	8	5	7	6	8	8	11	11	5
	73.2	69.6	70.6	89.5	100.0	63.6	62.5	76.5	66.7	55.6	70.0	66.7	80.0	88.9	73.3	91.7	50.0
life in years	130	3	8	7	8	8	10	16	4	3	11	6	13	4	14	5	10
	77.8	75.0	100.0	87.5	61.5	80.0	71.4	100.0	66.7	60.0	84.6	100.0	81.3	66.7	87.5	41.7	71.4
energy cost	114	7	5	7	7	7	13	5	6	5	10	5	9	5	7	8	8
	75.5	77.8	100.0	87.5	53.8	77.8	61.9	83.3	100.0	83.3	83.3	71.4	69.2	100.0	77.8	66.7	80.0
life in hours	95	11	11	13	-	7	5	4	4	3	7	2	4	11	5	3	5
	71.4	78.6	78.6	72.2	-	70.0	50.0	80.0	80.0	60.0	100.0	40.0	57.1	84.6	62.5	75.0	62.5
Energy Star	85	9	6	6	8	1	6	5	8	5	7	5	-	7	2	3	7
	77.3	81.8	100.0	66.7	88.9	50.0	66.7	83.3	80.0	100.0	87.5	83.3	-	77.8	40.0	50.0	87.5
color temperature (on the front)	47	2	2	3	2	2	5	4	1	3	3	6	2	5	-	3	4
	50.0	40.0	50.0	75.0	100.0	28.6	62.5	57.1	20.0	27.3	50.0	75.0	40.0	83.3	-	100.0	36.4
energy efficiency in number of stars	41	1	5	1	-	-	1	7	6	4	2	-	2	5	4	2	1
	71.9	33.3	83.3	50.0	-	-	50.0	77.8	85.7	66.7	100.0	-	66.7	83.3	66.7	100.0	50.0
color temperature (on the back)	31	3	3	6	1	3	-	3	-	1	1	2	-	3	1	3	1
	59.6	75.0	75.0	50.0	100.0	75.0	-	75.0	-	33.3	20.0	66.7	-	100.0	100.0	100.0	50.0

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Question 204b

Usefulness of the following in choosing the light bulb with the most amount of light
(Top Three Box Summary)
(Base: Used label information)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
voltage	26	-	1	2	2	-	1	3	1	1	3	3	1	-	2	1	5
	46.4	-	33.3	28.6	66.7	-	50.0	100.0	33.3	50.0	42.9	75.0	33.3	-	40.0	50.0	55.6

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Usefulness of the following in choosing the light bulb with the most amount of light
(Mean Summary)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	5635	353	353	350	352	353	354	351	355	350	352	353	350	352	353	352	352
color temperature (on the front)	7.27	6.00	7.00	8.00	9.50	6.83	7.75	7.17	7.20	5.55	7.67	8.00	7.00	8.67	7.00	9.00	7.20
color temperature (on the back)	7.59	8.50	8.75	7.18	10.00	8.50	-	7.25	-	5.50	6.40	8.67	3.67	8.33	10.00	9.33	8.00
life in years	8.47	7.75	8.50	8.75	7.85	8.50	8.46	9.13	7.67	8.40	8.77	9.33	8.94	8.00	8.94	6.82	8.43
life in hours	8.23	8.64	7.93	8.28	-	8.10	7.50	7.60	8.80	7.60	9.43	6.80	8.43	8.62	8.43	8.50	8.13
lumens	8.72	8.30	9.06j o	8.85	8.80	9.00	8.68	8.51	8.45	8.49	8.55	8.67	9.24g HIJlO pQ	8.93	8.43	8.83	8.58
energy cost	8.49	9.00	8.40	8.38	8.25	8.11	7.81	8.50	9.67	8.33	8.83	8.71	8.23	9.20	9.22	8.45	8.40
watts	8.30	8.47	8.04	8.52	8.00	8.88	8.16	8.40	8.60	7.82	7.95	8.18	8.17	8.68	8.45	8.05	8.32
energy efficiency in lumens/watt	8.27	8.33	8.90	8.63	7.40	8.43	8.73	7.89	8.00	8.61	7.87	8.40	8.40	8.39	8.22	7.23	8.44
energy efficiency in number of stars	8.47	7.33	8.83	8.50	-	-	7.50	9.00	8.57	9.25	8.50	-	8.33	8.33	7.83	8.50	8.50
watt equivalency	8.30	8.30	8.18	8.95	8.67	8.27	8.07	8.38	8.45	7.78	8.00	7.11	8.50	8.44	8.33	8.83	7.89
Energy Star	8.50	8.27	9.17	7.33	8.67	8.00	7.89	8.67	8.80	9.60	8.50	9.33	5.00	9.00	8.00	7.50	9.25
voltage	7.15	5.00	6.67	6.43	7.00	-	8.00	9.00	7.33	7.00	7.14	7.25	7.00	7.00	8.00	9.00	7.00

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

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Question 204c-1

Trustworthiness of the following
color temperature (on the front)
(Used color temperature (on the front))

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	94	5**	4**	4**	2**	7**	8**	7**	5**	11**	6**	8**	5**	6**	2**	3**	11**
Top Three Box (Net)	46	2	-	3	2	2	5	4	2	4	2	5	2	5	1	2	5
	48.9	40.0	-	75.0	100.0	28.6	62.5	57.1	40.0	36.4	33.3	62.5	40.0	83.3	50.0	66.7	45.5
Extremely Trustworthy 10	18	1	-	1	2	1	2	1	-	-	2	4	1	3	-	-	-
	19.1	20.0	-	25.0	100.0	14.3	25.0	14.3	-	-	33.3	50.0	20.0	50.0	-	-	-
9	4	-	-	-	-	-	-	1	-	2	-	-	-	1	-	-	-
	4.3	-	-	-	-	-	-	14.3	-	18.2	-	-	-	16.7	-	-	-
8	24	1	-	2	-	1	3	2	2	2	-	1	1	1	1	2	5
	25.5	20.0	-	50.0	-	14.3	37.5	28.6	40.0	18.2	-	12.5	20.0	16.7	50.0	66.7	45.5
7	8	1	1	-	-	-	2	-	-	1	-	-	2	1	-	-	-
	8.5	20.0	25.0	-	-	-	25.0	-	-	9.1	-	-	40.0	16.7	-	-	-
6	13	-	1	-	-	2	1	-	1	2	1	-	1	-	1	1	2
	13.8	-	25.0	-	-	28.6	12.5	-	20.0	18.2	16.7	-	20.0	-	50.0	33.3	18.2
5	14	1	2	1	-	1	-	1	-	2	3	-	-	-	-	-	3
	14.9	20.0	50.0	25.0	-	14.3	-	14.3	-	18.2	50.0	-	-	-	-	-	27.3
4	2	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-
	2.1	-	-	-	-	-	-	14.3	-	-	-	12.5	-	-	-	-	-
3	2	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-
	2.1	-	-	-	-	14.3	-	-	-	9.1	-	-	-	-	-	-	-
Bottom Three Box (Net)	2	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
	2.1	20.0	-	-	-	-	-	-	-	9.1	-	-	-	-	-	-	-
Not at all Trustworthy 0	2	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
	2.1	20.0	-	-	-	-	-	-	-	9.1	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 204c-1

Trustworthiness of the following
color temperature (on the front)
(Used color temperature (on the front))

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	94	5**	4**	4**	2**	7**	8**	7**	5**	11**	6**	8**	5**	6**	2**	3**	11**
Not sure	7	-	-	-	-	1	-	1	2	-	-	2	-	-	-	-	1
	7.4	-	-	-	-	14.3	-	14.3	40.0	-	-	25.0	-	-	-	-	9.1
Mean	7.2	6.0	5.8	7.8	10.0	6.3	8.0	7.3	7.3	6.0	6.8	8.7	7.6	9.0	7.0	7.3	6.7
Standard Deviation	2.20	3.81	0.96	2.06	0.00	2.42	1.41	2.34	1.15	2.72	2.48	2.42	1.52	1.26	1.41	1.15	1.42
Standard Error	0.24	1.70	0.48	1.03	0.00	0.99	0.50	0.95	0.67	0.82	1.01	0.99	0.68	0.52	1.00	0.67	0.45
Median	8.1	7.5	6.0	8.5	5.0	6.5	8.3	8.5	8.3	6.8	6.0	7.5	7.8	10.0	8.0	8.3	8.0

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 204c-2

Trustworthiness of the following
color temperature (on the back)
(Used color temperature (on the back))

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	52	4**	4**	12**	1**	4**	-**	4**	-**	3**	5**	3**	3**	3**	1**	3**	2**
Top Three Box (Net)	25	3	3	3	1	3	-	1	-	1	1	2	1	3	1	1	1
	48.1	75.0	75.0	25.0	100.0	75.0	-	25.0	-	33.3	20.0	66.7	33.3	100.0	100.0	33.3	50.0
Extremely Trustworthy 10	7	2	2	1	-	-	-	-	-	-	-	1	-	-	-	1	-
	13.5	50.0	50.0	8.3	-	-	-	-	-	-	-	33.3	-	-	-	33.3	-
9	7	1	-	2	1	1	-	-	-	-	-	-	-	1	1	-	-
	13.5	25.0	-	16.7	100.0	25.0	-	-	-	-	-	-	-	33.3	100.0	-	-
8	11	-	1	-	-	2	-	1	-	1	1	1	1	2	-	-	1
	21.2	-	25.0	-	-	50.0	-	25.0	-	33.3	20.0	33.3	33.3	66.7	-	-	50.0
7	7	1	1	1	-	-	-	1	-	-	3	-	-	-	-	-	-
	13.5	25.0	25.0	8.3	-	-	-	25.0	-	-	60.0	-	-	-	-	-	-
6	5	-	-	3	-	1	-	-	-	-	-	-	1	-	-	-	-
	9.6	-	-	25.0	-	25.0	-	-	-	-	-	-	33.3	-	-	-	-
5	7	-	-	1	-	-	-	2	-	-	1	1	-	-	-	1	1
	13.5	-	-	8.3	-	-	-	50.0	-	-	20.0	33.3	-	-	-	33.3	50.0
4	2	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-
	3.8	-	-	8.3	-	-	-	-	-	-	-	-	33.3	-	-	-	-
3	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
	1.9	-	-	8.3	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	5	-	-	2	-	-	-	-	-	2	-	-	-	-	-	1	-
	9.6	-	-	16.7	-	-	-	-	-	66.7	-	-	-	-	-	33.3	-
Mean	7.4	9.0	8.8	6.5	9.0	7.8	-	6.3	-	8.0	6.8	7.7	6.0	8.3	9.0	7.5	6.5
Standard Deviation	1.88	1.41	1.50	2.27	-	1.26	-	1.50	-	-	1.10	2.52	2.00	0.58	-	3.54	2.12
Standard Error	0.27	0.71	0.75	0.72	-	0.63	-	0.75	-	-	0.49	1.45	1.15	0.33	-	2.50	1.50

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 204c-2

Trustworthiness of the following
color temperature (on the back)
(Used color temperature (on the back))

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	52	4**	4**	12**	1**	4**	-**	4**	-**	3**	5**	3**	3**	3**	1**	3**	2**
Median	8.1	10.0	10.0	6.7	9.5	8.5	-	7.0	-	8.5	7.5	8.5	6.5	8.8	9.5	10.0	8.0

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Lamp Labeling Study - 3W88

June 9-15, 2009

Question 204c-3

Trustworthiness of the following
life in years
(Used life in years)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	167	4**	8**	8**	13**	10**	14**	16**	6**	5**	13**	6**	16**	6**	16**	12**	14**
Top Three Box (Net)	80	1	6	4	4	6	8	9	2	3	5	2	8	4	10	2	6
	47.9	25.0	75.0	50.0	30.8	60.0	57.1	56.3	33.3	60.0	38.5	33.3	50.0	66.7	62.5	16.7	42.9
Extremely Trustworthy 10	32	-	2	1	2	3	3	4	1	1	2	1	5	-	5	-	2
	19.2	-	25.0	12.5	15.4	30.0	21.4	25.0	16.7	20.0	15.4	16.7	31.3	-	31.3	-	14.3
9	14	-	2	2	1	-	1	2	-	1	1	-	1	1	1	-	1
	8.4	-	25.0	25.0	7.7	-	7.1	12.5	-	20.0	7.7	-	6.3	16.7	6.3	-	7.1
8	34	1	2	1	1	3	4	3	1	1	2	1	2	3	4	2	3
	20.4	25.0	25.0	12.5	7.7	30.0	28.6	18.8	16.7	20.0	15.4	16.7	12.5	50.0	25.0	16.7	21.4
7	33	1	-	2	3	2	1	3	-	1	5	3	3	1	1	4	3
	19.8	25.0	-	25.0	23.1	20.0	7.1	18.8	-	20.0	38.5	50.0	18.8	16.7	6.3	33.3	21.4
6	20	1	-	-	2	-	3	2	1	1	-	1	3	-	1	4	1
	12.0	25.0	-	-	15.4	-	21.4	12.5	16.7	20.0	-	16.7	18.8	-	6.3	33.3	7.1
5	14	1	1	1	2	-	-	-	1	-	2	-	1	-	2	1	2
	8.4	25.0	12.5	12.5	15.4	-	-	-	16.7	-	15.4	-	6.3	-	12.5	8.3	14.3
4	9	-	1	1	-	1	1	1	1	-	-	-	1	-	2	-	-
	5.4	-	12.5	12.5	-	10.0	7.1	6.3	16.7	-	-	-	6.3	-	12.5	-	-
3	6	-	-	-	1	1	1	1	1	-	-	-	-	-	-	-	1
	3.6	-	-	-	7.7	10.0	7.1	6.3	16.7	-	-	-	-	-	-	-	7.1
Not sure	5	-	-	-	1	-	-	-	-	-	1	-	-	1	-	1	1
	3.0	-	-	-	7.7	-	-	-	-	-	7.7	-	-	16.7	-	8.3	7.1
Mean	7.4	6.5	7.9	7.4	6.9	7.5	7.4	7.6	6.0	8.0	7.5	7.5	7.7	8.0	7.6	6.6	7.2
Standard Deviation	1.95	1.29	2.23	2.07	2.11	2.42	2.17	2.13	2.61	1.58	1.62	1.38	1.99	0.71	2.22	0.92	2.03
Standard Error	0.15	0.65	0.79	0.73	0.61	0.76	0.58	0.53	1.06	0.71	0.47	0.56	0.50	0.32	0.55	0.28	0.56

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 204c-3

Trustworthiness of the following
life in years
(Used life in years)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	167	4**	8**	8**	13**	10**	14**	16**	6**	5**	13**	6**	16**	6**	16**	12**	14**
Median	8.0	7.0	9.0	8.0	7.3	8.3	8.3	8.3	6.0	8.5	7.8	7.7	8.0	8.5	8.5	7.1	7.8

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 204c-4

Trustworthiness of the following
life in hours
(Used life in hours)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	133	14**	14**	18**	-**	10**	10**	5**	5**	5**	7**	5**	7**	13**	8**	4**	8**
Top Three Box (Net)	70	9	5	8	-	4	4	3	4	3	6	2	4	8	5	2	3
	52.6	64.3	35.7	44.4	-	40.0	40.0	60.0	80.0	60.0	85.7	40.0	57.1	61.5	62.5	50.0	37.5
Extremely Trustworthy 10	29	2	1	6	-	1	-	1	2	-	3	1	4	4	2	1	1
	21.8	14.3	7.1	33.3	-	10.0	-	20.0	40.0	-	42.9	20.0	57.1	30.8	25.0	25.0	12.5
9	16	3	2	1	-	-	2	1	-	1	1	1	-	2	-	-	2
	12.0	21.4	14.3	5.6	-	-	20.0	20.0	-	20.0	14.3	20.0	-	15.4	-	-	25.0
8	25	4	2	1	-	3	2	1	2	2	2	-	-	2	3	1	-
	18.8	28.6	14.3	5.6	-	30.0	20.0	20.0	40.0	40.0	28.6	-	-	15.4	37.5	25.0	-
7	26	3	5	4	-	3	3	1	-	-	1	1	1	2	1	-	1
	19.5	21.4	35.7	22.2	-	30.0	30.0	20.0	-	-	14.3	20.0	14.3	15.4	12.5	-	12.5
6	13	2	-	2	-	1	2	-	1	-	-	-	-	1	-	1	3
	9.8	14.3	-	11.1	-	10.0	20.0	-	20.0	-	-	-	-	7.7	-	25.0	37.5
5	11	-	4	3	-	-	-	-	-	-	-	1	1	-	1	1	-
	8.3	-	28.6	16.7	-	-	-	-	-	-	-	20.0	14.3	-	12.5	25.0	-
4	3	-	-	-	-	1	-	-	-	2	-	-	-	-	-	-	-
	2.3	-	-	-	-	10.0	-	-	-	40.0	-	-	-	-	-	-	-
3	2	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1
	1.5	-	-	-	-	-	-	-	-	-	-	20.0	-	-	-	-	12.5
Bottom Three Box (Net)	2	-	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-
	1.5	-	-	-	-	-	-	20.0	-	-	-	-	14.3	-	-	-	-
2	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
	0.8	-	-	-	-	-	-	20.0	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 204c-4

Trustworthiness of the following
life in hours
(Used life in hours)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	133	14**	14**	18**	-**	10**	10**	5**	5**	5**	7**	5**	7**	13**	8**	4**	8**
Not at all Trustworthy 0	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-
	0.8	-	-	-	-	-	-	-	-	-	-	-	14.3	-	-	-	-
Not sure	6	-	-	1	-	1	1	-	-	-	-	-	-	2	1	-	-
	4.5	-	-	5.6	-	10.0	10.0	-	-	-	-	-	-	15.4	12.5	-	-
Mean	7.6	8.0	7.1	7.8	-	7.2	7.4	7.2	8.4	6.6	8.9	6.8	7.4	8.5	8.0	7.3	7.0
Standard Deviation	1.97	1.30	1.64	1.99	-	1.64	1.13	3.11	1.67	2.41	1.21	2.86	3.82	1.44	1.73	2.22	2.27
Standard Error	0.17	0.35	0.44	0.48	-	0.55	0.38	1.39	0.75	1.08	0.46	1.28	1.45	0.43	0.65	1.11	0.80
Median	8.3	8.5	7.6	7.9	-	7.8	7.8	8.5	8.8	8.3	9.5	7.5	8.8	9.3	8.5	8.0	7.0

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Trustworthiness of the following
lumens
(Used lumens)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	613	28**	34*	41*	30*	49*	34*	47*	51*	38*	29**	32*	37*	40*	40*	47*	36*
Top Three Box (Net)	351	15	25	27	20	29	21	25	28	19	15	19	20	24	21	24	19
	57.3	53.6	73.5h iJmoP q	65.9	66.7	59.2	61.8	53.2	54.9	50.0	51.7	59.4	54.1	60.0	52.5	51.1	52.8
Extremely Trustworthy 10	87	4	4	6	6	8	4	5	10	5	3	3	5	7	8	6	3
	14.2	14.3	11.8	14.6	20.0	16.3	11.8	10.6	19.6	13.2	10.3	9.4	13.5	17.5	20.0	12.8	8.3
9	127	5	10	15	6	11	7	11	11	6	6	5	10	5	6	6	7
	20.7	17.9	29.4n p	36.6J lNOP	20.0	22.4	20.6	23.4	21.6	15.8	20.7	15.6	27.0	12.5	15.0	12.8	19.4
8	137	6	11	6	8	10	10	9	7	8	6	11	5	12	7	12	9
	22.3	21.4	32.4d Im	14.6	26.7	20.4	29.4i	19.1	13.7	21.1	20.7	34.4d IM	13.5	30.0i m	17.5	25.5	25.0
7	91	4	2	3	4	3	3	11	7	7	6	5	8	5	7	8	8
	14.8	14.3	5.9	7.3	13.3	6.1	8.8	23.4C DFg	13.7	18.4f	20.7	15.6	21.6c dF	12.5	17.5f	17.0f	22.2cdF
6	54	3	2	4	2	5	4	4	2	2	4	1	4	2	6	4	5
	8.8	10.7	5.9	9.8	6.7	10.2	11.8	8.5	3.9	5.3	13.8	3.1	10.8	5.0	15.0il	8.5	13.9i
5	46	3	1	4	1	7	1	5	3	6	-	2	3	4	2	2	2
	7.5	10.7	2.9	9.8	3.3	14.3cg p	2.9	10.6	5.9	15.8cgp	-	6.3	8.1	10.0	5.0	4.3	5.6
4	5	-	1	-	-	-	-	-	1	-	-	1	-	-	1	1	-
	0.8	-	2.9	-	-	-	-	-	2.0	-	-	3.1	-	-	2.5	2.1	-
3	3	-	-	-	-	-	1	-	1	1	-	-	-	-	-	-	-
	0.5	-	-	-	-	-	2.9	-	2.0	2.6	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 204c-5

Trustworthiness of the following
lumens
(Used lumens)

	Total	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
		TREATMENT															
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	613	28**	34*	41*	30*	49*	34*	47*	51*	38*	29**	32*	37*	40*	40*	47*	36*
Bottom Three Box (Net)	4	1	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-
	0.7	3.6	2.9	-	-	-	-	-	2.0	-	-	-	-	2.5	-	-	-
2	2	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-
	0.3	-	2.9	-	-	-	-	-	2.0	-	-	-	-	-	-	-	-
1	2	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-
	0.3	3.6	-	-	-	-	-	-	-	-	-	-	-	2.5	-	-	-
Not sure	59	2	2	3	3	5	4	2	8	3	4	4	2	4	3	8	2
	9.6	7.1	5.9	7.3	10.0	10.2	11.8	4.3	15.7h	7.9	13.8	12.5	5.4	10.0	7.5	17.0H	5.6
Mean	7.8	7.5	8.0	8.1	8.3	7.8	7.9	7.7	7.9	7.5	7.9	7.8	7.9	7.8	7.8	7.8	7.7
Standard Deviation	1.65	2.06	1.77	1.59	1.38	1.72	1.61	1.50	2.01	1.80	1.29	1.47	1.54	1.92	1.68	1.51	1.36
Standard Error	0.07	0.40	0.31	0.26	0.26	0.26	0.29	0.22	0.31	0.31	0.26	0.28	0.26	0.32	0.28	0.24	0.23
Median	8.5	8.3	8.8	9.1	8.8	8.7	8.6	8.3	8.9	8.2	8.4	8.5	8.5	8.5	8.4	8.4	8.2

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Lamp Labeling Study - 3W88

June 9-15, 2009

Question 204c-6

Trustworthiness of the following
energy cost
(Used energy cost)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	151	9**	5**	8**	13**	9**	21**	6**	6**	6**	12**	7**	13**	5**	9**	12**	10**
Top Three Box (Net)	77	6	2	7	6	2	9	3	4	2	6	2	8	4	7	5	4
	51.0	66.7	40.0	87.5	46.2	22.2	42.9	50.0	66.7	33.3	50.0	28.6	61.5	80.0	77.8	41.7	40.0
Extremely Trustworthy 10	36	3	-	1	1	1	5	1	4	1	4	2	4	1	5	-	3
	23.8	33.3	-	12.5	7.7	11.1	23.8	16.7	66.7	16.7	33.3	28.6	30.8	20.0	55.6	-	30.0
9	23	2	1	1	2	1	1	2	-	1	1	-	1	3	2	4	1
	15.2	22.2	20.0	12.5	15.4	11.1	4.8	33.3	-	16.7	8.3	-	7.7	60.0	22.2	33.3	10.0
8	18	1	1	5	3	-	3	-	-	-	1	-	3	-	-	1	-
	11.9	11.1	20.0	62.5	23.1	-	14.3	-	-	-	8.3	-	23.1	-	-	8.3	-
7	36	1	1	1	2	4	4	2	-	3	4	3	3	1	2	3	2
	23.8	11.1	20.0	12.5	15.4	44.4	19.0	33.3	-	50.0	33.3	42.9	23.1	20.0	22.2	25.0	20.0
6	12	1	1	-	1	-	2	-	1	-	2	-	1	-	-	1	2
	7.9	11.1	20.0	-	7.7	-	9.5	-	16.7	-	16.7	-	7.7	-	-	8.3	20.0
5	16	-	-	-	2	2	5	1	-	1	-	2	1	-	-	1	1
	10.6	-	-	-	15.4	22.2	23.8	16.7	-	16.7	-	28.6	7.7	-	-	8.3	10.0
4	3	-	1	-	1	-	1	-	-	-	-	-	-	-	-	-	-
	2.0	-	20.0	-	7.7	-	4.8	-	-	-	-	-	-	-	-	-	-
Not sure	7	1	-	-	1	1	-	-	1	-	-	-	-	-	-	2	1
	4.6	11.1	-	-	7.7	11.1	-	-	16.7	-	-	-	-	-	-	16.7	10.0
Mean	7.8	8.6	6.8	8.3	7.2	7.1	7.2	7.8	9.2	7.5	8.1	7.3	8.1	8.8	9.1	7.6	7.8
Standard Deviation	1.75	1.51	1.92	0.89	1.85	1.73	2.02	1.83	1.79	1.76	1.62	2.06	1.66	1.10	1.27	1.43	1.99
Standard Error	0.15	0.53	0.86	0.31	0.53	0.61	0.44	0.75	0.80	0.72	0.47	0.78	0.46	0.49	0.42	0.45	0.66
Median	8.3	9.5	7.5	8.6	8.0	7.5	7.6	9.0	6.3	7.7	8.0	7.5	8.5	9.5	9.0	8.0	7.8

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 204c-7

Trustworthiness of the following
watts
(Used watts)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	341	38*	23**	23**	18**	17**	19**	17**	20**	22**	20**	17**	18**	20**	20**	21**	28**
Top Three Box (Net)	205	23	12	14	11	13	8	11	13	13	13	14	9	15	11	12	13
	60.1	60.5	52.2	60.9	61.1	76.5	42.1	64.7	65.0	59.1	65.0	82.4	50.0	75.0	55.0	57.1	46.4
Extremely Trustworthy 10	71	11	2	3	3	4	2	3	6	1	4	7	4	7	4	4	6
	20.8	28.9	8.7	13.0	16.7	23.5	10.5	17.6	30.0	4.5	20.0	41.2	22.2	35.0	20.0	19.0	21.4
9	60	6	4	7	4	4	2	4	4	3	3	1	2	5	5	3	3
	17.6	15.8	17.4	30.4	22.2	23.5	10.5	23.5	20.0	13.6	15.0	5.9	11.1	25.0	25.0	14.3	10.7
8	74	6	6	4	4	5	4	4	3	9	6	6	3	3	2	5	4
	21.7	15.8	26.1	17.4	22.2	29.4	21.1	23.5	15.0	40.9	30.0	35.3	16.7	15.0	10.0	23.8	14.3
7	55	6	3	5	3	2	6	-	4	1	4	1	4	3	3	2	8
	16.1	15.8	13.0	21.7	16.7	11.8	31.6	-	20.0	4.5	20.0	5.9	22.2	15.0	15.0	9.5	28.6
6	28	3	3	2	1	1	2	2	1	4	1	2	1	-	2	1	2
	8.2	7.9	13.0	8.7	5.6	5.9	10.5	11.8	5.0	18.2	5.0	11.8	5.6	-	10.0	4.8	7.1
5	26	2	4	2	-	-	-	1	-	3	2	-	2	1	1	4	4
	7.6	5.3	17.4	8.7	-	-	-	5.9	-	13.6	10.0	-	11.1	5.0	5.0	19.0	14.3
4	4	2	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	1.2	5.3	4.3	-	-	-	-	-	-	-	-	-	-	-	-	4.8	-
3	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-
	0.3	-	-	-	5.6	-	-	-	-	-	-	-	-	-	-	-	-
Bottom Three Box (Net)	4	1	-	-	-	-	-	-	-	1	-	-	1	-	1	-	-
	1.2	2.6	-	-	-	-	-	-	-	4.5	-	-	5.6	-	5.0	-	-
2	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	0.3	2.6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 204c-7

Trustworthiness of the following
watts
(Used watts)

	Total	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
		TREATMENT															
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	341	38*	23**	23**	18**	17**	19**	17**	20**	22**	20**	17**	18**	20**	20**	21**	28**
1	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
	0.3	-	-	-	-	-	-	-	-	4.5	-	-	-	-	-	-	-
Not at all Trustworthy 0	2	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-
	0.6	-	-	-	-	-	-	-	-	-	-	-	5.6	-	5.0	-	-
Not sure	18	1	-	-	2	1	3	3	2	-	-	-	1	1	2	1	1
	5.3	2.6	-	-	11.1	5.9	15.8	17.6	10.0	-	-	-	5.6	5.0	10.0	4.8	3.6
Mean	7.9	7.9	7.3	7.9	8.0	8.5	7.8	8.2	8.6	7.1	7.9	8.6	7.4	8.7	7.7	7.6	7.7
Standard Deviation	1.80	2.07	1.74	1.50	1.79	1.21	1.24	1.58	1.34	1.97	1.54	1.42	2.53	1.42	2.47	1.96	1.71
Standard Error	0.10	0.34	0.36	0.31	0.45	0.30	0.31	0.42	0.32	0.42	0.34	0.34	0.61	0.32	0.58	0.44	0.33
Median	8.6	8.8	8.1	8.6	8.8	9.0	8.0	9.0	9.3	8.2	8.5	8.9	8.2	9.5	9.0	8.4	7.9

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Lamp Labeling Study - 3W88

June 9-15, 2009

Question 204c-8

Trustworthiness of the following
energy efficiency in lumens/watt
(Used energy efficiency in lumens/watt)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	215	12**	10**	8**	10**	15**	22**	9**	12**	19**	15**	10**	15**	18**	11**	13**	16**
Top Three Box (Net)	129	8	7	5	4	9	14	5	6	10	11	7	9	13	3	6	12
	60.0	66.7	70.0	62.5	40.0	60.0	63.6	55.6	50.0	52.6	73.3	70.0	60.0	72.2	27.3	46.2	75.0
Extremely Trustworthy 10	40	1	1	-	1	2	6	-	4	2	2	3	3	6	2	2	5
	18.6	8.3	10.0	-	10.0	13.3	27.3	-	33.3	10.5	13.3	30.0	20.0	33.3	18.2	15.4	31.3
9	36	2	3	4	2	2	2	3	2	4	2	1	2	2	-	1	4
	16.7	16.7	30.0	50.0	20.0	13.3	9.1	33.3	16.7	21.1	13.3	10.0	13.3	11.1	-	7.7	25.0
8	53	5	3	1	1	5	6	2	-	4	7	3	4	5	1	3	3
	24.7	41.7	30.0	12.5	10.0	33.3	27.3	22.2	-	21.1	46.7	30.0	26.7	27.8	9.1	23.1	18.8
7	33	-	2	1	2	2	7	1	2	3	-	1	3	2	2	3	2
	15.3	-	20.0	12.5	20.0	13.3	31.8	11.1	16.7	15.8	-	10.0	20.0	11.1	18.2	23.1	12.5
6	16	1	-	1	3	2	-	3	-	1	1	-	1	1	-	1	1
	7.4	8.3	-	12.5	30.0	13.3	-	33.3	-	5.3	6.7	-	6.7	5.6	-	7.7	6.3
5	18	2	1	-	1	-	-	-	1	2	3	1	2	2	1	1	1
	8.4	16.7	10.0	-	10.0	-	-	-	8.3	10.5	20.0	10.0	13.3	11.1	9.1	7.7	6.3
4	4	1	-	-	-	-	-	-	-	-	-	1	-	-	1	1	-
	1.9	8.3	-	-	-	-	-	-	-	-	-	10.0	-	-	9.1	7.7	-
3	2	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-
	0.9	-	-	-	-	6.7	4.5	-	-	-	-	-	-	-	-	-	-
Not sure	13	-	-	1	-	1	-	-	3	3	-	-	-	-	4	1	-
	6.0	-	-	12.5	-	6.7	-	-	25.0	15.8	-	-	-	-	36.4	7.7	-
Mean	7.9	7.3	8.0	8.1	7.3	7.6	8.1	7.6	8.6	7.8	7.7	7.9	7.8	8.2	7.3	7.4	8.4
Standard Deviation	1.68	1.87	1.41	1.21	1.64	1.82	1.66	1.33	1.81	1.56	1.68	2.08	1.66	1.70	2.29	1.83	1.55
Standard Error	0.12	0.54	0.45	0.46	0.52	0.49	0.35	0.44	0.60	0.39	0.43	0.66	0.43	0.40	0.87	0.53	0.39

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 204c-8

Trustworthiness of the following
energy efficiency in lumens/watt
(Used energy efficiency in lumens/watt)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	215	12**	10**	8**	10**	15**	22**	9**	12**	19**	15**	10**	15**	18**	11**	13**	16**
Median	8.5	8.4	8.7	9.1	7.5	8.4	8.5	8.3	9.8	8.5	8.5	8.7	8.4	8.8	7.8	8.0	9.3

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 204c-9

Trustworthiness of the following
energy efficiency in number of stars
(Used energy efficiency in number of stars)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	57	3**	6**	2**	-**	1**	2**	9**	7**	6**	2**	-**	3**	6**	6**	2**	2**
Top Three Box (Net)	37	2	4	1	-	-	1	7	5	4	2	-	2	3	3	2	1
	64.9	66.7	66.7	50.0	-	-	50.0	77.8	71.4	66.7	100.0	-	66.7	50.0	50.0	100.0	50.0
Extremely Trustworthy 10	12	1	3	-	-	-	-	2	2	-	-	-	1	2	-	-	1
	21.1	33.3	50.0	-	-	-	-	22.2	28.6	-	-	-	33.3	33.3	-	-	50.0
9	15	1	1	1	-	-	-	3	-	4	1	-	-	1	2	1	-
	26.3	33.3	16.7	50.0	-	-	-	33.3	-	66.7	50.0	-	-	16.7	33.3	50.0	-
8	10	-	-	-	-	-	1	2	3	-	1	-	1	-	1	1	-
	17.5	-	-	-	-	-	50.0	22.2	42.9	-	50.0	-	33.3	-	16.7	50.0	-
7	9	-	2	1	-	-	1	1	-	-	-	-	1	-	2	-	1
	15.8	-	33.3	50.0	-	-	50.0	11.1	-	-	-	-	33.3	-	33.3	-	50.0
6	4	1	-	-	-	-	-	-	1	-	-	-	-	1	1	-	-
	7.0	33.3	-	-	-	-	-	-	14.3	-	-	-	-	16.7	16.7	-	-
5	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-
	1.8	-	-	-	-	-	-	-	-	-	-	-	-	16.7	-	-	-
3	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-
	1.8	-	-	-	-	-	-	-	14.3	-	-	-	-	-	-	-	-
Not sure	5	-	-	-	-	1	-	1	-	2	-	-	-	1	-	-	-
	8.8	-	-	-	-	100.0	-	11.1	-	33.3	-	-	-	16.7	-	-	-
Mean	8.3	8.3	8.8	8.0	-	-	7.5	8.8	7.6	9.0	8.5	-	8.3	8.0	7.7	8.5	8.5
Standard Deviation	1.52	2.08	1.47	1.41	-	-	0.71	1.04	2.44	0.00	0.71	-	1.53	2.35	1.21	0.71	2.12
Standard Error	0.21	1.20	0.60	1.00	-	-	0.50	0.37	0.92	0.00	0.50	-	0.88	1.05	0.49	0.50	1.50
Median	9.1	9.5	10.0	9.0	-	-	8.0	9.3	8.5	9.5	9.0	-	8.5	9.5	8.0	9.0	10.0

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 204c-10

Trustworthiness of the following
watt equivalency
(Used watt equivalency)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	205	23**	17**	19**	6**	11**	16**	17**	12**	9**	10**	9**	10**	9**	15**	12**	10**
Top Three Box (Net)	118	11	11	12	4	4	8	11	5	5	6	5	5	7	11	9	4
	57.6	47.8	64.7	63.2	66.7	36.4	50.0	64.7	41.7	55.6	60.0	55.6	50.0	77.8	73.3	75.0	40.0
Extremely Trustworthy 10	36	2	5	6	2	2	2	3	2	-	-	1	2	3	3	1	2
	17.6	8.7	29.4	31.6	33.3	18.2	12.5	17.6	16.7	-	-	11.1	20.0	33.3	20.0	8.3	20.0
9	36	2	1	4	1	-	2	2	1	1	5	1	2	-	6	7	1
	17.6	8.7	5.9	21.1	16.7	-	12.5	11.8	8.3	11.1	50.0	11.1	20.0	-	40.0	58.3	10.0
8	46	7	5	2	1	2	4	6	2	4	1	3	1	4	2	1	1
	22.4	30.4	29.4	10.5	16.7	18.2	25.0	35.3	16.7	44.4	10.0	33.3	10.0	44.4	13.3	8.3	10.0
7	37	7	2	2	2	3	5	3	1	-	1	1	3	2	2	1	2
	18.0	30.4	11.8	10.5	33.3	27.3	31.3	17.6	8.3	-	10.0	11.1	30.0	22.2	13.3	8.3	20.0
6	14	1	2	1	-	1	1	1	3	-	-	1	1	-	1	-	1
	6.8	4.3	11.8	5.3	-	9.1	6.3	5.9	25.0	-	-	11.1	10.0	-	6.7	-	10.0
5	16	2	1	1	-	2	1	1	-	1	2	1	-	-	1	1	2
	7.8	8.7	5.9	5.3	-	18.2	6.3	5.9	-	11.1	20.0	11.1	-	-	6.7	8.3	20.0
4	3	1	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-
	1.5	4.3	-	5.3	-	-	6.3	-	-	-	-	-	-	-	-	-	-
3	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
	0.5	-	-	-	-	-	-	-	-	11.1	-	-	-	-	-	-	-
Bottom Three Box (Net)	2	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1
	1.0	-	-	-	-	-	-	-	-	-	-	11.1	-	-	-	-	10.0
1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
	0.5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10.0

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Trustworthiness of the following
watt equivalency
(Used watt equivalency)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	205	23**	17**	19**	6**	11**	16**	17**	12**	9**	10**	9**	10**	9**	15**	12**	10**
Not at all Trustworthy	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
0	0.5	-	-	-	-	-	-	-	-	-	-	11.1	-	-	-	-	-
Not sure	14	1	1	2	-	1	-	1	3	2	1	-	1	-	-	1	-
	6.8	4.3	5.9	10.5	-	9.1	-	5.9	25.0	22.2	10.0	-	10.0	-	-	8.3	-
Mean	7.8	7.4	8.1	8.3	8.5	7.3	7.5	8.0	7.8	7.0	7.8	6.8	8.1	8.4	8.3	8.5	6.8
Standard Deviation	1.77	1.50	1.63	1.90	1.38	1.77	1.63	1.41	1.64	2.16	1.72	2.95	1.45	1.24	1.50	1.37	2.74
Standard Error	0.13	0.32	0.41	0.46	0.56	0.56	0.41	0.35	0.55	0.82	0.57	0.98	0.48	0.41	0.39	0.41	0.87
Median	8.5	8.0	8.6	9.4	9.0	7.7	8.0	8.5	8.3	8.4	9.1	8.2	8.5	8.6	9.3	9.4	7.5

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 204c-11

Trustworthiness of the following
Energy Star
(Used Energy Star)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	110	11**	6**	9**	9**	2**	9**	6**	10**	5**	8**	6**	1**	9**	5**	6**	8**
Top Three Box (Net)	79	10	5	8	8	-	3	5	7	5	7	4	-	6	2	3	6
	71.8	90.9	83.3	88.9	88.9	-	33.3	83.3	70.0	100.0	87.5	66.7	-	66.7	40.0	50.0	75.0
Extremely Trustworthy 10	44	6	3	3	2	-	3	1	6	3	4	2	-	5	2	-	4
	40.0	54.5	50.0	33.3	22.2	-	33.3	16.7	60.0	60.0	50.0	33.3	-	55.6	40.0	-	50.0
9	13	-	-	1	1	-	-	3	1	1	1	2	-	-	-	2	1
	11.8	-	-	11.1	11.1	-	-	50.0	10.0	20.0	12.5	33.3	-	-	-	33.3	12.5
8	22	4	2	4	5	-	-	1	-	1	2	-	-	1	-	1	1
	20.0	36.4	33.3	44.4	55.6	-	-	16.7	-	20.0	25.0	-	-	11.1	-	16.7	12.5
7	16	1	-	1	1	-	3	1	2	-	1	2	-	1	1	-	2
	14.5	9.1	-	11.1	11.1	-	33.3	16.7	20.0	-	12.5	33.3	-	11.1	20.0	-	25.0
6	5	-	-	-	-	1	-	-	-	-	-	-	-	-	2	2	-
	4.5	-	-	-	-	50.0	-	-	-	-	-	-	-	-	40.0	33.3	-
5	6	-	1	-	-	-	2	-	1	-	-	-	1	1	-	-	-
	5.5	-	16.7	-	-	-	22.2	-	10.0	-	-	-	100.0	11.1	-	-	-
Bottom Three Box (Net)	2	-	-	-	-	-	1	-	-	-	-	-	-	-	-	1	-
	1.8	-	-	-	-	-	11.1	-	-	-	-	-	-	-	-	16.7	-
1	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
	0.9	-	-	-	-	-	11.1	-	-	-	-	-	-	-	-	-	-
Not at all Trustworthy 0	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	0.9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16.7	-
Not sure	2	-	-	-	-	1	-	-	-	-	-	-	-	1	-	-	-
	1.8	-	-	-	-	50.0	-	-	-	-	-	-	-	11.1	-	-	-
Mean	8.4	9.0	8.5	8.7	8.4	6.0	6.9	8.7	8.8	9.4	9.0	8.7	5.0	8.8	7.8	6.3	8.9

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Trustworthiness of the following
Energy Star
(Used Energy Star)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	110	11**	6**	9**	9**	2**	9**	6**	10**	5**	8**	6**	1**	9**	5**	6**	8**
Standard Deviation	1.87	1.18	1.97	1.12	1.01	-	2.98	1.03	1.81	0.89	1.20	1.37	-	1.91	2.05	3.39	1.36
Standard Error	0.18	0.36	0.81	0.37	0.34	-	0.99	0.42	0.57	0.40	0.42	0.56	-	0.67	0.92	1.38	0.48
Median	9.2	9.2	10.0	8.9	8.7	6.5	7.5	9.3	8.3	8.3	10.0	9.5	5.5	8.0	7.5	8.0	10.0

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 204c-12

Trustworthiness of the following
voltage
(Used voltage)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	56	2**	3**	7**	3**	-**	2**	3**	3**	2**	7**	4**	3**	1**	5**	2**	9**
Top Three Box (Net)	25	-	1	4	1	-	1	2	1	-	2	2	1	-	4	1	5
	44.6	-	33.3	57.1	33.3	-	50.0	66.7	33.3	-	28.6	50.0	33.3	-	80.0	50.0	55.6
Extremely Trustworthy 10	5	-	-	-	-	-	1	1	-	-	1	-	-	-	1	-	1
	8.9	-	-	-	-	-	50.0	33.3	-	-	14.3	-	-	-	20.0	-	11.1
9	6	-	-	1	1	-	-	1	1	-	-	1	-	-	-	1	-
	10.7	-	-	14.3	33.3	-	-	33.3	33.3	-	-	25.0	-	-	-	50.0	-
8	14	-	1	3	-	-	-	-	-	-	1	1	1	-	3	-	4
	25.0	-	33.3	42.9	-	-	-	-	-	-	14.3	25.0	33.3	-	60.0	-	44.4
7	11	1	1	1	1	-	-	1	1	-	3	1	-	1	-	-	-
	19.6	50.0	33.3	14.3	33.3	-	-	33.3	33.3	-	42.9	25.0	-	100.0	-	-	-
6	7	-	1	1	-	-	-	-	1	1	-	1	-	-	-	-	2
	12.5	-	33.3	14.3	-	-	-	-	33.3	50.0	-	25.0	-	-	-	-	22.2
5	5	-	-	1	-	-	1	-	-	-	2	-	-	-	-	-	1
	8.9	-	-	14.3	-	-	50.0	-	-	-	28.6	-	-	-	-	-	11.1
4	2	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-
	3.6	50.0	-	-	-	-	-	-	-	-	-	-	33.3	-	-	-	-
3	2	-	-	-	1	-	-	-	-	-	-	-	1	-	-	-	-
	3.6	-	-	-	33.3	-	-	-	-	-	-	-	33.3	-	-	-	-
Bottom Three Box (Net)	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
	1.8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11.1
1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
	1.8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11.1

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 204c-12

Trustworthiness of the following
voltage
(Used voltage)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	56	2**	3**	7**	3**	-**	2**	3**	3**	2**	7**	4**	3**	1**	5**	2**	9**
Not sure	3	-	-	-	-	-	-	-	-	1	-	-	-	-	1	1	-
	5.4	-	-	-	-	-	-	-	-	50.0	-	-	-	-	20.0	50.0	-
Mean	7.1	5.5	7.0	7.3	6.3	-	7.5	8.7	7.3	6.0	7.0	7.5	5.0	7.0	8.5	9.0	6.7
Standard Deviation	1.94	2.12	1.00	1.38	3.06	-	3.54	1.53	1.53	-	1.73	1.29	2.65	-	1.00	-	2.60
Standard Error	0.27	1.50	0.58	0.52	1.76	-	2.50	0.88	0.88	-	0.65	0.65	1.53	-	0.50	-	0.87
Median	7.9	7.0	7.5	8.2	7.5	-	10.0	9.5	7.5	6.5	7.5	8.0	4.5	7.5	8.7	9.5	8.1

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 204c

Trustworthiness of the following
(Top Three Box Summary)
(Base: Used label information)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	5635	353	353	350	352	353	354	351	355	350	352	353	350	352	353	352	352
lumens	351	15	25	27	20	29	21	25	28	19	15	19	20	24	21	24	19
	57.3	53.6	73.5h iJmoP q	65.9	66.7	59.2	61.8	53.2	54.9	50.0	51.7	59.4	54.1	60.0	52.5	51.1	52.8
watts	205	23	12	14	11	13	8	11	13	13	13	14	9	15	11	12	13
	60.1	60.5	52.2	60.9	61.1	76.5	42.1	64.7	65.0	59.1	65.0	82.4	50.0	75.0	55.0	57.1	46.4
energy efficiency in lumens/watt	129	8	7	5	4	9	14	5	6	10	11	7	9	13	3	6	12
	60.0	66.7	70.0	62.5	40.0	60.0	63.6	55.6	50.0	52.6	73.3	70.0	60.0	72.2	27.3	46.2	75.0
watt equivalency	118	11	11	12	4	4	8	11	5	5	6	5	5	7	11	9	4
	57.6	47.8	64.7	63.2	66.7	36.4	50.0	64.7	41.7	55.6	60.0	55.6	50.0	77.8	73.3	75.0	40.0
life in years	80	1	6	4	4	6	8	9	2	3	5	2	8	4	10	2	6
	47.9	25.0	75.0	50.0	30.8	60.0	57.1	56.3	33.3	60.0	38.5	33.3	50.0	66.7	62.5	16.7	42.9
Energy Star	79	10	5	8	8	-	3	5	7	5	7	4	-	6	2	3	6
	71.8	90.9	83.3	88.9	88.9	-	33.3	83.3	70.0	100.0	87.5	66.7	-	66.7	40.0	50.0	75.0
energy cost	77	6	2	7	6	2	9	3	4	2	6	2	8	4	7	5	4
	51.0	66.7	40.0	87.5	46.2	22.2	42.9	50.0	66.7	33.3	50.0	28.6	61.5	80.0	77.8	41.7	40.0
life in hours	70	9	5	8	-	4	4	3	4	3	6	2	4	8	5	2	3
	52.6	64.3	35.7	44.4	-	40.0	40.0	60.0	80.0	60.0	85.7	40.0	57.1	61.5	62.5	50.0	37.5
color temperature (on the front)	46	2	-	3	2	2	5	4	2	4	2	5	2	5	1	2	5
	48.9	40.0	-	75.0	100.0	28.6	62.5	57.1	40.0	36.4	33.3	62.5	40.0	83.3	50.0	66.7	45.5
energy efficiency in number of stars	37	2	4	1	-	-	1	7	5	4	2	-	2	3	3	2	1
	64.9	66.7	66.7	50.0	-	-	50.0	77.8	71.4	66.7	100.0	-	66.7	50.0	50.0	100.0	50.0

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 204c

Trustworthiness of the following
(Top Three Box Summary)
(Base: Used label information)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
color temperature (on the back)	25	3	3	3	1	3	-	1	-	1	1	2	1	3	1	1	1
	48.1	75.0	75.0	25.0	100.0	75.0	-	25.0	-	33.3	20.0	66.7	33.3	100.0	100.0	33.3	50.0
voltage	25	-	1	4	1	-	1	2	1	-	2	2	1	-	4	1	5
	44.6	-	33.3	57.1	33.3	-	50.0	66.7	33.3	-	28.6	50.0	33.3	-	80.0	50.0	55.6

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 204c

Trustworthiness of the following
(Mean Summary)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	5635	353	353	350	352	353	354	351	355	350	352	353	350	352	353	352	352
color temperature (on the front)	7.20	6.00	5.75	7.75	10.00	6.33	8.00	7.33	7.33	6.00	6.83	8.67	7.60	9.00	7.00	7.33	6.70
color temperature (on the back)	7.36	9.00	8.75	6.50	9.00	7.75	-	6.25	-	8.00	6.80	7.67	6.00	8.33	9.00	7.50	6.50
life in years	7.36	6.50	7.88	7.38	6.92	7.50	7.36	7.63	6.00	8.00	7.50	7.50	7.69	8.00	7.63	6.64	7.15
life in hours	7.63	8.00	7.07	7.76	-	7.22	7.44	7.20	8.40	6.60	8.86	6.80	7.43	8.55	8.00	7.25	7.00
lumens	7.82	7.50	7.97	8.11	8.26	7.84	7.87	7.71	7.91	7.49	7.92	7.79	7.86	7.75	7.81	7.79	7.68
energy cost	7.83	8.63	6.80	8.25	7.17	7.13	7.24	7.83	9.20	7.50	8.08	7.29	8.08	8.80	9.11	7.60	7.78
watts	7.89	7.89	7.26	7.91	8.00	8.50	7.75	8.21	8.56	7.09	7.95	8.59	7.41	8.68	7.72	7.55	7.67
energy efficiency in lumens/watt	7.86	7.33	8.00	8.14	7.30	7.64	8.09	7.56	8.56	7.81	7.67	7.90	7.80	8.22	7.29	7.42	8.44
energy efficiency in number of stars	8.27	8.33	8.83	8.00	-	-	7.50	8.75	7.57	9.00	8.50	-	8.33	8.00	7.67	8.50	8.50
watt equivalency	7.81	7.41	8.13	8.29	8.50	7.30	7.50	8.00	7.78	7.00	7.78	6.78	8.11	8.44	8.33	8.45	6.80
Energy Star	8.39	9.00	8.50	8.67	8.44	6.00	6.89	8.67	8.80	9.40	9.00	8.67	5.00	8.75	7.80	6.33	8.88
voltage	7.08	5.50	7.00	7.29	6.33	-	7.50	8.67	7.33	6.00	7.00	7.50	5.00	7.00	8.50	9.00	6.67

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

Lamp Labeling Study - 3W88

Last Longest

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	5635	353	353	350	352	353	354	351	355	350	352	353	350	352	353	352	352
Bulb A (1,500 Hours)	299 5.3	18 5.1	31 8.8bF GHiJN OP	23 6.6hj no	21 6.0	16 4.5	14 4.0	13 3.7	19 5.4	13 3.7	24 6.8gh jnO	24 6.8gh jnO	20 5.7	13 3.7	12 3.4	15 4.3	23 6.5hjno
Bulb G (10,000 Hours) - Correct Choice	4443 78.8	279 79.0P	277 78.5P	286 81.7g P	284 80.7P	284 80.5P	271 76.6P	281 80.1P	285 80.3P	272 77.7P	273 77.6P	277 78.5P	284 81.1P	279 79.3P	294 83.3G jkP	240 68.2	277 78.7P
Bulb H (6,000) Hours)	571 10.1	40 11.3CD M	20 5.7	24 6.9	37 10.5Cd m	33 9.3c	41 11.6C DM	43 12.3CD Mq	33 9.3c	44 12.6C DMQ	37 10.5Cd m	34 9.6C	23 6.6	36 10.2Cm	32 9.1c	66 18.8BC DEFGHI JKLMNO Q	28 8.0
Not Sure	322 5.7	16 4.5	25 7.1Eh	17 4.9	10 2.8	20 5.7e	28 7.9bd EHO	14 4.0	18 5.1	21 6.0E	18 5.1	18 5.1	23 6.6E	24 6.8Eh	15 4.2	31 8.8BD EHikl O	24 6.8Eh

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

Lamp Labeling Study - 3W88

Last Longest - 2nd Choice
(Base: Had first choice)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	5313	337	328	333	342	333	326	337	337	329	334	335	327	328	338	321	328
Bulb A (1,500 Hours)	282 5.3	27 8.0Df iJkMO	28 8.5De fghIJ KMO	13 3.9	17 5.0	16 4.8	17 5.2	17 5.0	15 4.5	11 3.3	15 4.5	20 6.0mo	10 3.1	19 5.8m	11 3.3	25 7.8Di JkMO	21 6.4jMo
Bulb G (10,000 Hours) - Correct Choice	801 15.1	55 16.3m	45 13.7	44 13.2	48 14.0	55 16.5m	52 16.0m	51 15.1	53 15.7m	59 17.9d lMno	56 16.8M	42 12.5	37 11.3	43 13.1	43 12.7	63 19.6C DeLMN O	55 16.8M
Bulb H (6,000) Hours) - Correct 2nd Choice	4205 79.1	254 75.4	254 77.4	275 82.6B cfPq	276 80.7b P	257 77.2	257 78.8P	266 78.9P	264 78.3p	256 77.8p	263 78.7P	272 81.2b P	280 85.6B CeFGH IJKPQ	266 81.1b P	282 83.4B cFijP Q	231 72.0	252 76.8
Not Sure	25 0.5	1 0.3	1 0.3	1 0.3	1 0.3	5 1.5beGK MNQ	- -	3 0.9gk mnq	5 1.5eG KMNQ	3 0.9gkmn q	- -	1 0.3	- -	- -	2 0.6	2 0.6	- -

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 206

Last Longest - 2nd Choice
(Base: Had correct first choice)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	4443	279	277	286	284	284	271	281	285	272	273	277	284	279	294	240	277
Bulb A (1,500 Hours)	150 3.4	15 5.4hJ KM	17 6.1dH JKMo	8 2.8m	10 3.5M	10 3.5M	12 4.4jk M	7 2.5m	10 3.5M	5 1.8	5 1.8	11 4.0M	2 0.7	9 3.2M	9 3.1M	10 4.2M	10 3.6M
Bulb G (10,000 Hours)	245 5.5	21 7.5eL Mnp	17 6.1L	17 5.9L	11 3.9	20 7.0eL m	15 5.5l	14 5.0	17 6.0L	17 6.3L	21 7.7eL Mnp	7 2.5	10 3.5	11 3.9	15 5.1	9 3.8	23 8.3ELMNP
Bulb H (6,000) Hours) - Correct Choice	4031 90.7	242 86.7	242 87.4	261 91.3b	263 92.6B Cfq	250 88.0	244 90.0	257 91.5b	256 89.8	247 90.8	247 90.5	258 93.1B CFQ	272 95.8B CDFGH IJKOp Q	259 92.8B Cfq	269 91.5b	220 91.7b	244 88.1
Not Sure	17 0.4	1 0.4	1 0.4	- -	- -	4 1.4DEgK MNQ	- -	3 1.1de gkmnq	2 0.7	3 1.1degk mnq	- -	1 0.4	- -	- -	1 0.3	1 0.4	- -

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

Lamp Labeling Study - 3W88

Importance of length of time light bulb lasts

	Total	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
		TREATMENT															
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	5635	353	353	350	352	353	354	351	355	350	352	353	350	352	353	352	352
Top Three Box (Net)	3998 70.9	259 73.4K	249 70.5	240 68.6	256 72.7k	248 70.3	242 68.4	262 74.6d gK	265 74.6d gK	242 69.1	232 65.9	247 70.0	250 71.4	251 71.3	246 69.7	254 72.2k	255 72.4k
Extremely Important 10	1871 33.2	122 34.6	125 35.4	130 37.1g pq	119 33.8	115 32.6	108 30.5	113 32.2	124 34.9	114 32.6	111 31.5	126 35.7	117 33.4	116 33.0	115 32.6	108 30.7	108 30.7
9	1019 18.1	56 15.9	50 14.2	64 18.3	53 15.1	68 19.3c	65 18.4	79 22.5B CEKL	74 20.8b CEKl	63 18.0	52 14.8	54 15.3	64 18.3	70 19.9C ek	67 19.0c	72 20.5C eKl	68 19.3c
8	1108 19.7	81 22.9D	74 21.0D	46 13.1	84 23.9D fjno	65 18.4d	69 19.5D	70 19.9D	67 18.9D	65 18.6D	69 19.6D	67 19.0D	69 19.7D	65 18.5d	64 18.1d	74 21.0D	79 22.4D
7	846 15.0	53 15.0	49 13.9	59 16.9	52 14.8	57 16.1	59 16.7	47 13.4	51 14.4	45 12.9	61 17.3j	56 15.9	47 13.4	55 15.6	56 15.9	48 13.6	51 14.5
6	347 6.2	18 5.1	21 5.9	23 6.6	21 6.0	15 4.2	21 5.9	26 7.4f	16 4.5	27 7.7fi	24 6.8	18 5.1	21 6.0	19 5.4	28 7.9Fi	26 7.4f	23 6.5
5	264 4.7	13 3.7	20 5.7Hi	15 4.3	12 3.4	23 6.5be HIo	23 6.5be HIo	8 2.3	10 2.8	20 5.7Hi	20 5.7Hi	21 5.9HI	22 6.3eH Io	16 4.5h	12 3.4	15 4.3	14 4.0
4	63 1.1	3 0.8	4 1.1	6 1.7m	6 1.7m	2 0.6	4 1.1	3 0.9	3 0.8	4 1.1	9 2.6bF hiMnp	4 1.1	1 0.3	3 0.9	4 1.1	3 0.9	4 1.1
3	32 0.6	2 0.6	7 2.0bD efgHJ KLmNo pQ	1 0.3	2 0.6	2 0.6	2 0.6	- -	5 1.4H	1 0.3	1 0.3	1 0.3	2 0.6	1 0.3	2 0.6	2 0.6	1 0.3

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

Importance of length of time light bulb lasts

	Total	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
		---------- TREATMENT ----------															
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	5635	353	353	350	352	353	354	351	355	350	352	353	350	352	353	352	352
Bottom Three Box (Net)	46	-	-	4	2	3	-	3	4	3	5	3	4	4	5	3	3
	0.8	-	-	1.1BC G	0.6	0.8bcg	-	0.9bc g	1.1BC G	0.9bc g	1.4BC G	0.8bc g	1.1BC G	1.1BC G	1.4BC G	0.9bc g	0.9bcg
2	21	-	-	3	2	2	-	-	3	2	-	1	3	-	2	3	-
	0.4	-	-	0.9bc ghknq	0.6	0.6	-	-	0.8bc ghknq	0.6	-	0.3	0.9bcgh knq	-	0.6	0.9bcgh knq	-
1	9	-	-	1	-	-	-	3	1	-	1	-	-	1	1	-	1
	0.2	-	-	0.3	-	-	-	0.9bc efgjl mp	0.3	-	0.3	-	-	0.3	0.3	-	0.3
Not at all Important 0	16	-	-	-	-	1	-	-	-	1	4	2	1	3	2	-	2
	0.3	-	-	-	-	0.3	-	-	-	0.3	1.1BC DEGHI P	0.6	0.3	0.9bc deghi p	0.6	-	0.6
Not sure	39	5	3	2	1	3	3	2	1	8	-	3	3	3	-	1	1
	0.7	1.4KO	0.8ko	0.6	0.3	0.8ko	0.8ko	0.6	0.3	2.3dEhI KOPQ	-	0.8ko	0.9ko	0.9ko	-	0.3	0.3
Mean	8.3	8.4K	8.3	8.3k	8.3k	8.3	8.2	8.4K	8.4K	8.3	8.1	8.3k	8.3	8.3k	8.2	8.3	8.3
Standard Deviation	1.72	1.54	1.75	1.79	1.65	1.73	1.64	1.60	1.72	1.76	1.93	1.77	1.76	1.77	1.80	1.66	1.70
Standard Error	0.02	0.08	0.09	0.10	0.09	0.09	0.09	0.09	0.09	0.10	0.10	0.09	0.09	0.09	0.10	0.09	0.09
Median	9.1	9.1	9.0	9.3	9.0	9.1	9.0	9.2	9.3	9.1	8.8	9.1	9.1	9.2	9.1	9.1	9.0

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

Label information used to select the light bulb that lasts the longest
(Base: Asked Question)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	1424	90*	75*	93*	84*	93*	95*	90*	97*	90*	85*	90*	82*	82*	85*	95*	98*
Life in years	827	18	29	31	53	62	56	60	74	53	56	59	51	53	64	52	56
	58.1	20.0	38.7B	33.3B	63.1B CD	66.7B CDp	58.9B CD	66.7B CDp	76.3B CDeGJ MnPQ	58.9B CD	65.9B CD	65.6B CD	62.2B CD	64.6B CD	75.3B CDeGJ mPQ	54.7B CD	57.1BCD
Life in hours	545	58	44	61	34	30	35	22	32	37	28	21	28	20	24	43	28
	38.3	64.4E FGHIJ KLMNO PQ	58.7E FGHIJ KLMNO pQ	65.6E FGHIJ KLMNO PQ	40.5H LNoq	32.3	36.8h Ln	24.4	33.0	41.1H LNoq	32.9	23.3	34.1	24.4	28.2	45.3f HikLN OQ	28.6
Energy cost	177	6	8	9	12	10	19	6	5	10	14	8	19	12	9	15	15
	12.4	6.7	10.7	9.7	14.3I	10.8	20.0BD fHIjLo	6.7	5.2	11.1	16.5BH I	8.9	23.2B CDFHI JLO	14.6b hI	10.6	15.8b hI	15.3bhI
Energy Star	161	8	8	10	8	6	9	17	17	9	4	8	6	17	8	10	16
	11.3	8.9	10.7	10.8	9.5	6.5	9.5	18.9b eFgjK lMo	17.5b FKlM	10.0	4.7	8.9	7.3	20.7Bc dEFGjK LMOp	9.4	10.5	16.3FKm
Watts	132	10	7	8	6	14	12	9	3	11	9	11	6	7	7	4	8
	9.3	11.1Ip	9.3i	8.6	7.1	15.1e IP	12.6I P	10.0i	3.1	12.2I P	10.6I	12.2IP	7.3	8.5	8.2	4.2	8.2
Energy efficiency in lumens/watt	122	9	8	11	8	5	7	10	3	11	5	15	3	4	7	7	9
	8.6	10.0i	10.7I m	11.8IM	9.5i	5.4	7.4	11.1Im	3.1	12.2IM n	5.9	16.7Fg IKMNop	3.7	4.9	8.2	7.4	9.2i
Energy efficiency in number of stars	80	3	1	4	2	2	3	12	11	1	2	3	1	16	10	4	5
	5.6	3.3	1.3	4.3	2.4	2.2	3.2	13.3B CDEFG JKLMP q	11.3BC dEFGJK LMp	1.1	2.4	3.3	1.2	19.5B CDEFG JKLMP Q	11.8BC dEFGJK LMp	4.2	5.1

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 208a

Label information used to select the light bulb that lasts the longest
(Base: Asked Question)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	1424	90*	75*	93*	84*	93*	95*	90*	97*	90*	85*	90*	82*	82*	85*	95*	98*
Watt equivalency	61	5	2	4	7	3	3	4	-	2	8	6	4	1	2	4	6
	4.3	5.6I	2.7	4.3I	8.3Ij No	3.2i	3.2i	4.4I	-	2.2	9.4cf gIJNo	6.7In	4.9I	1.2	2.4	4.2I	6.1In
Lumens	37	3	3	3	2	1	5	1	1	4	3	2	2	4	-	1	2
	2.6	3.3o	4.0o	3.2o	2.4	1.1	5.3iO p	1.1	1.0	4.4o	3.5o	2.2	2.4	4.9O	-	1.1	2.0
Voltage	26	-	3	1	3	-	-	1	2	4	-	3	2	-	2	2	3
	1.8	-	4.0bf gkn	1.1	3.6bfgk n	-	-	1.1	2.1	4.4BFGk n	-	3.3bf gkn	2.4	-	2.4	2.1	3.1bfg
Color information on front label	19	2	1	1	-	1	2	2	3	1	1	-	-	1	1	1	2
	1.3	2.2	1.3	1.1	-	1.1	2.1	2.2	3.1l	1.1	1.2	-	-	1.2	1.2	1.1	2.0
Color information on back label	10	1	-	-	-	1	1	1	1	2	-	1	-	-	1	-	1
	0.7	1.1	-	-	-	1.1	1.1	1.1	1.0	2.2	-	1.1	-	-	1.2	-	1.0
None of the above	7	-	-	1	-	3	-	1	-	2	-	-	-	-	-	-	-
	0.5	-	-	1.1	-	3.2begi klopq	-	1.1	-	2.2	-	-	-	-	-	-	-
Not Sure	59	7	5	2	2	6	6	1	5	-	4	3	5	1	3	4	5
	4.1	7.8dH JN	6.7hJ n	2.2	2.4	6.5hJ n	6.3hJ n	1.1	5.2J	-	4.7J	3.3j	6.1hJ n	1.2	3.5j	4.2j	5.1J

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 208b-1

Usefulness of the following in choosing the light bulb that lasts the longest time
color temperature (on the front)
(Base: Used color temperature (on the front))

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	19	2**	1**	1**	-**	1**	2**	2**	3**	1**	1**	-**	-**	1**	1**	1**	2**
Top Three Box (Net)	9	1	-	-	-	-	2	-	2	-	-	-	-	1	1	1	1
	47.4	50.0	-	-	-	-	100.0	-	66.7	-	-	-	-	100.0	100.0	100.0	50.0
Extremely Useful 10	6	-	-	-	-	-	1	-	1	-	-	-	-	1	1	1	1
	31.6	-	-	-	-	-	50.0	-	33.3	-	-	-	-	100.0	100.0	100.0	50.0
9	2	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-
	10.5	50.0	-	-	-	-	-	-	33.3	-	-	-	-	-	-	-	-
8	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
	5.3	-	-	-	-	-	50.0	-	-	-	-	-	-	-	-	-	-
7	2	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-
	10.5	-	-	100.0	-	-	-	50.0	-	-	-	-	-	-	-	-	-
6	2	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-
	10.5	50.0	-	-	-	-	-	-	33.3	-	-	-	-	-	-	-	-
5	3	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	1
	15.8	-	-	-	-	-	-	50.0	-	-	100.0	-	-	-	-	-	50.0
4	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
	5.3	-	-	-	-	100.0	-	-	-	-	-	-	-	-	-	-	-
3	2	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-
	10.5	-	100.0	-	-	-	-	-	-	100.0	-	-	-	-	-	-	-
Mean	7.2	7.5	3.0	7.0	-	4.0	9.0	6.0	8.3	3.0	5.0	-	-	10.0	10.0	10.0	7.5
Standard Deviation	2.55	2.12	-	-	-	-	1.41	1.41	2.08	-	-	-	-	-	-	-	3.54
Standard Error	0.59	1.50	-	-	-	-	1.00	1.00	1.20	-	-	-	-	-	-	-	2.50
Median	7.8	9.0	3.5	7.5	-	4.5	10.0	7.0	9.5	3.5	5.5	-	-	5.0	5.0	5.0	10.0

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Question 208b-2

Usefulness of the following in choosing the light bulb that lasts the longest time
color temperature (on the back)
(Base: Used color temperature (on the back))

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	10	1**	-**	-**	-**	1**	1**	1**	1**	2**	-**	1**	-**	-**	1**	-**	1**
Top Three Box (Net)	4	1	-	-	-	-	1	-	1	1	-	-	-	-	-	-	-
	40.0	100.0	-	-	-	-	100.0	-	100.0	50.0	-	-	-	-	-	-	-
Extremely Useful 10	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-
	10.0	-	-	-	-	-	-	-	100.0	-	-	-	-	-	-	-	-
9	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	10.0	100.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	2	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-
	20.0	-	-	-	-	-	100.0	-	-	50.0	-	-	-	-	-	-	-
7	2	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	1
	20.0	-	-	-	-	-	-	100.0	-	-	-	-	-	-	-	-	100.0
6	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
	10.0	-	-	-	-	100.0	-	-	-	-	-	-	-	-	-	-	-
5	2	-	-	-	-	-	-	-	-	1	-	-	-	-	1	-	-
	20.0	-	-	-	-	-	-	-	-	50.0	-	-	-	-	100.0	-	-
Not sure	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
	10.0	-	-	-	-	-	-	-	-	-	-	100.0	-	-	-	-	-
Mean	7.2	9.0	-	-	-	6.0	8.0	7.0	10.0	6.5	-	-	-	-	5.0	-	7.0
Standard Deviation	1.72	-	-	-	-	-	-	-	-	2.12	-	-	-	-	-	-	-
Standard Error	0.57	-	-	-	-	-	-	-	-	1.50	-	-	-	-	-	-	-
Median	7.8	9.5	-	-	-	6.5	8.5	7.5	5.0	8.0	-	-	-	-	5.5	-	7.5

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Question 208b-3

Usefulness of the following in choosing the light bulb that lasts the longest time
life in years
(Base: Used life in years)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	827	18**	29**	31*	53*	62*	56*	60*	74*	53*	56*	59*	51*	53*	64*	52*	56*
Top Three Box (Net)	660	11	25	26	41	50	43	49	60	42	40	45	42	42	53	43	48
	79.8	61.1	86.2	83.9	77.4	80.6	76.8	81.7	81.1	79.2	71.4	76.3	82.4	79.2	82.8	82.7	85.7k
Extremely Useful 10	382	5	16	12	20	33	29	31	33	17	28	26	26	25	33	21	27
	46.2	27.8	55.2	38.7	37.7	53.2J	51.8J	51.7J	44.6	32.1	50.0j	44.1	51.0j	47.2	51.6J	40.4	48.2j
9	145	1	5	8	9	8	9	12	13	12	8	10	8	9	7	15	11
	17.5	5.6	17.2	25.8o	17.0	12.9	16.1	20.0	17.6	22.6o	14.3	16.9	15.7	17.0	10.9	28.8F kO	19.6
8	133	5	4	6	12	9	5	6	14	13	4	9	8	8	13	7	10
	16.1	27.8	13.8	19.4k	22.6g hK	14.5	8.9	10.0	18.9k	24.5GH K	7.1	15.3	15.7	15.1	20.3g K	13.5	17.9k
7	82	4	1	1	10	7	3	6	6	7	7	4	3	8	7	5	3
	9.9	22.2	3.4	3.2	18.9D GilMQ	11.3	5.4	10.0	8.1	13.2	12.5	6.8	5.9	15.1d gq	10.9	9.6	5.4
6	42	-	3	2	2	3	8	2	3	2	4	3	1	2	3	2	2
	5.1	-	10.3	6.5	3.8	4.8	14.3ef HIjlMn opq	3.3	4.1	3.8	7.1	5.1	2.0	3.8	4.7	3.8	3.6
5	29	-	-	2	-	1	2	1	5	2	3	6	3	1	1	1	1
	3.5	-	-	6.5e	-	1.6	3.6	1.7	6.8e	3.8	5.4e	10.2EF hnOpq	5.9e	1.9	1.6	1.9	1.8
4	4	-	-	-	-	1	-	1	-	-	1	-	1	-	-	-	-
	0.5	-	-	-	-	1.6	-	1.7	-	-	1.8	-	2.0	-	-	-	-
3	2	-	-	-	-	-	-	1	-	-	-	-	-	-	-	1	-
	0.2	-	-	-	-	-	-	1.7	-	-	-	-	-	-	-	1.9	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Question 208b-3

Usefulness of the following in choosing the light bulb that lasts the longest time
life in years
(Base: Used life in years)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	827	18**	29**	31*	53*	62*	56*	60*	74*	53*	56*	59*	51*	53*	64*	52*	56*
Bottom Three Box (Net)	3	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
	0.4	11.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.8
1	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
	0.2	5.6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.8
Not at all Useful 0	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	0.1	5.6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	5	1	-	-	-	-	-	-	-	-	1	1	1	-	-	-	1
	0.6	5.6	-	-	-	-	-	-	-	-	1.8	1.7	2.0	-	-	-	1.8
Mean	8.7	7.5	9.0	8.7	8.7	8.9	8.8	8.9	8.7	8.5	8.7	8.6	8.8	8.8	8.9	8.8	8.9
Standard Deviation	1.56	2.90	1.35	1.51	1.27	1.50	1.63	1.62	1.53	1.37	1.73	1.70	1.61	1.37	1.36	1.50	1.64
Standard Error	0.05	0.70	0.25	0.27	0.17	0.19	0.22	0.21	0.18	0.19	0.23	0.22	0.23	0.19	0.17	0.21	0.22
Median	9.8	8.5	9.1	9.6	9.3	9.4	9.7	9.7	9.7	9.2	9.8	9.7	9.6	9.8	9.7	9.7	10.0

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Question 208b-4

Usefulness of the following in choosing the light bulb that lasts the longest time
life in hours
(Base: Used life in hours)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	545	58*	44*	61*	34*	30*	35*	22**	32*	37*	28**	21**	28**	20**	24**	43*	28**
Top Three Box (Net)	396	48	37	44	22	20	25	15	25	26	17	10	22	15	17	32	21
	72.7	82.8e f	84.1e f	72.1	64.7	66.7	71.4	68.2	78.1	70.3	60.7	47.6	78.6	75.0	70.8	74.4	75.0
Extremely Useful 10	196	30	21	29	8	12	10	7	10	12	8	4	6	8	10	14	7
	36.0	51.7E Gijp	47.7E g	47.5E g	23.5	40.0	28.6	31.8	31.3	32.4	28.6	19.0	21.4	40.0	41.7	32.6	25.0
9	96	6	10	9	3	1	7	4	9	6	6	4	8	2	5	10	6
	17.6	10.3	22.7b F	14.8	8.8	3.3	20.0F	18.2	28.1B EF	16.2f	21.4	19.0	28.6	10.0	20.8	23.3b eF	21.4
8	104	12	6	6	11	7	8	4	6	8	3	2	8	5	2	8	8
	19.1	20.7	13.6	9.8	32.4c D	23.3d	22.9d	18.2	18.8	21.6	10.7	9.5	28.6	25.0	8.3	18.6	28.6
7	61	3	1	6	6	3	1	3	4	8	4	8	2	-	1	6	5
	11.2	5.2	2.3	9.8	17.6b CG	10.0	2.9	13.6	12.5c	21.6B CG	14.3	38.1	7.1	-	4.2	14.0C g	17.9
6	38	3	2	6	5	3	1	2	-	1	3	2	1	1	4	3	1
	7.0	5.2	4.5	9.8i	14.7g Ij	10.0i	2.9	9.1	-	2.7	10.7	9.5	3.6	5.0	16.7	7.0	3.6
5	29	2	2	4	1	3	4	1	2	1	1	-	2	3	-	2	1
	5.3	3.4	4.5	6.6	2.9	10.0	11.4	4.5	6.3	2.7	3.6	-	7.1	15.0	-	4.7	3.6
4	6	1	-	-	-	-	2	1	-	-	1	-	-	1	-	-	-
	1.1	1.7	-	-	-	-	5.7d	4.5	-	-	3.6	-	-	5.0	-	-	-
3	4	-	-	-	-	-	2	-	-	1	1	-	-	-	-	-	-
	0.7	-	-	-	-	-	5.7bd	-	-	2.7	3.6	-	-	-	-	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Question 208b-4

Usefulness of the following in choosing the light bulb that lasts the longest time
life in hours
(Base: Used life in hours)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	545	58*	44*	61*	34*	30*	35*	22**	32*	37*	28**	21**	28**	20**	24**	43*	28**
Bottom Three Box (Net)	8	1	2	1	-	-	-	-	-	-	1	1	1	-	1	-	-
	1.5	1.7	4.5	1.6	-	-	-	-	-	-	3.6	4.8	3.6	-	4.2	-	-
2	7	1	2	1	-	-	-	-	-	-	-	1	1	-	1	-	-
	1.3	1.7	4.5	1.6	-	-	-	-	-	-	-	4.8	3.6	-	4.2	-	-
Not at all Useful 0	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-
	0.2	-	-	-	-	-	-	-	-	-	3.6	-	-	-	-	-	-
Not sure	3	-	-	-	-	1	-	-	1	-	-	-	-	-	1	-	-
	0.6	-	-	-	-	3.3	-	-	3.1	-	-	-	-	-	4.2	-	-
Mean	8.3	8.7eG	8.7g	8.5	8.0	8.2	7.8	8.2	8.6eg	8.3	7.7	7.7	8.1	8.1	8.4	8.5	8.4
Standard Deviation	1.83	1.79	2.01	1.88	1.46	1.79	2.23	1.79	1.41	1.63	2.48	1.87	1.84	2.06	2.06	1.49	1.34
Standard Error	0.08	0.23	0.30	0.24	0.25	0.33	0.38	0.38	0.25	0.27	0.47	0.41	0.35	0.46	0.43	0.23	0.25
Median	9.2	9.7	9.9	9.8	8.5	8.8	8.9	9.0	9.4	8.9	9.0	7.9	9.0	9.0	9.7	9.3	8.9

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Question 208b-5

Usefulness of the following in choosing the light bulb that lasts the longest time
lumens
(Base: Used lumens)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	37	3**	3**	3**	2**	1**	5**	1**	1**	4**	3**	2**	2**	4**	-**	1**	2**
Top Three Box (Net)	24	1	2	2	1	1	3	1	1	3	-	2	2	2	-	1	2
	64.9	33.3	66.7	66.7	50.0	100.0	60.0	100.0	100.0	75.0	-	100.0	100.0	50.0	-	100.0	100.0
Extremely Useful 10	4	-	1	-	-	-	1	-	-	-	-	-	2	-	-	-	-
	10.8	-	33.3	-	-	-	20.0	-	-	-	-	-	100.0	-	-	-	-
9	9	-	1	1	1	1	1	-	-	2	-	-	-	-	-	1	1
	24.3	-	33.3	33.3	50.0	100.0	20.0	-	-	50.0	-	-	-	-	-	100.0	50.0
8	11	1	-	1	-	-	1	1	1	1	-	2	-	2	-	-	1
	29.7	33.3	-	33.3	-	-	20.0	100.0	100.0	25.0	-	100.0	-	50.0	-	-	50.0
7	3	-	1	-	-	-	-	-	-	-	1	-	-	1	-	-	-
	8.1	-	33.3	-	-	-	-	-	-	-	33.3	-	-	25.0	-	-	-
6	4	1	-	1	-	-	1	-	-	1	-	-	-	-	-	-	-
	10.8	33.3	-	33.3	-	-	20.0	-	-	25.0	-	-	-	-	-	-	-
5	3	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-
	8.1	33.3	-	-	50.0	-	-	-	-	-	33.3	-	-	-	-	-	-
Bottom Three Box (Net)	2	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-
	5.4	-	-	-	-	-	20.0	-	-	-	-	-	-	25.0	-	-	-
2	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-
	2.7	-	-	-	-	-	-	-	-	-	-	-	-	25.0	-	-	-
1	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
	2.7	-	-	-	-	-	20.0	-	-	-	-	-	-	-	-	-	-
Not sure	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-
	2.7	-	-	-	-	-	-	-	-	-	33.3	-	-	-	-	-	-
Mean	7.6	6.3	8.7	7.7	7.0	9.0	6.8	8.0	8.0	8.0	6.0	8.0	10.0	6.3	-	9.0	8.5

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Question 208b-5

Usefulness of the following in choosing the light bulb that lasts the longest time
lumens
(Base: Used lumens)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	37	3**	3**	3**	2**	1**	5**	1**	1**	4**	3**	2**	2**	4**	-**	1**	2**
Standard Deviation	2.06	1.53	1.53	1.53	2.83	-	3.56	-	-	1.41	1.41	0.00	0.00	2.87	-	-	0.71
Standard Error	0.34	0.88	0.88	0.88	2.00	-	1.59	-	-	0.71	1.00	0.00	0.00	1.44	-	-	0.50
Median	8.5	6.5	9.5	8.5	9.0	9.5	8.5	8.5	8.5	9.0	7.0	8.5	5.0	8.0	-	9.5	9.0

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Question 208b-6

Usefulness of the following in choosing the light bulb that lasts the longest time
energy cost
(Base: Used energy cost)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	177	6**	8**	9**	12**	10**	19**	6**	5**	10**	14**	8**	19**	12**	9**	15**	15**
Top Three Box (Net)	138	4	6	6	10	9	13	6	4	9	10	7	14	10	5	11	14
	78.0	66.7	75.0	66.7	83.3	90.0	68.4	100.0	80.0	90.0	71.4	87.5	73.7	83.3	55.6	73.3	93.3
Extremely Useful 10	58	1	1	3	6	3	4	1	1	3	7	3	5	6	1	7	6
	32.8	16.7	12.5	33.3	50.0	30.0	21.1	16.7	20.0	30.0	50.0	37.5	26.3	50.0	11.1	46.7	40.0
9	37	2	5	1	2	3	1	3	-	4	2	2	5	-	3	3	1
	20.9	33.3	62.5	11.1	16.7	30.0	5.3	50.0	-	40.0	14.3	25.0	26.3	-	33.3	20.0	6.7
8	43	1	-	2	2	3	8	2	3	2	1	2	4	4	1	1	7
	24.3	16.7	-	22.2	16.7	30.0	42.1	33.3	60.0	20.0	7.1	25.0	21.1	33.3	11.1	6.7	46.7
7	16	1	1	1	1	-	1	-	1	-	-	-	3	2	2	2	1
	9.0	16.7	12.5	11.1	8.3	-	5.3	-	20.0	-	-	-	15.8	16.7	22.2	13.3	6.7
6	10	-	1	2	-	-	2	-	-	-	1	1	1	-	2	-	-
	5.6	-	12.5	22.2	-	-	10.5	-	-	-	7.1	12.5	5.3	-	22.2	-	-
5	7	-	-	-	1	1	2	-	-	-	2	-	-	-	-	1	-
	4.0	-	-	-	8.3	10.0	10.5	-	-	-	14.3	-	-	-	-	6.7	-
4	2	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-
	1.1	-	-	-	-	-	-	-	-	10.0	-	-	5.3	-	-	-	-
Bottom Three Box (Net)	2	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-
	1.1	16.7	-	-	-	-	-	-	-	-	7.1	-	-	-	-	-	-
2	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	0.6	16.7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all Useful 0	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-
	0.6	-	-	-	-	-	-	-	-	-	7.1	-	-	-	-	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 208b-6

Usefulness of the following in choosing the light bulb that lasts the longest time
  energy cost
(Base: Used energy cost)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	177	6**	8**	9**	12**	10**	19**	6**	5**	10**	14**	8**	19**	12**	9**	15**	15**
Not sure	2	-	-	-	-	-	1	-	-	-	-	-	-	-	-	1	-
	1.1	-	-	-	-	-	5.3	-	-	-	-	-	-	-	-	6.7	-
Mean	8.4	7.5	8.5	8.2	8.8	8.6	7.9	8.8	8.2	8.6	8.0	8.8	8.3	8.8	7.9	8.9	8.8
Standard Deviation	1.68	2.88	1.31	1.64	1.59	1.51	1.60	0.75	1.10	1.78	2.99	1.39	1.60	1.27	1.45	1.56	1.08
Standard Error	0.13	1.18	0.46	0.55	0.46	0.48	0.38	0.31	0.49	0.56	0.80	0.49	0.37	0.37	0.48	0.42	0.28
Median	9.2	9.0	9.4	8.8	10.0	9.3	8.5	9.3	8.5	9.5	10.0	9.5	9.1	10.0	8.5	10.0	8.9

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 208b-7

Usefulness of the following in choosing the light bulb that lasts the longest time
watts
(Base: Used watts)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	132	10**	7**	8**	6**	14**	12**	9**	3**	11**	9**	11**	6**	7**	7**	4**	8**
Top Three Box (Net)	87	6	5	6	2	8	9	5	2	6	5	9	6	6	6	2	4
	65.9	60.0	71.4	75.0	33.3	57.1	75.0	55.6	66.7	54.5	55.6	81.8	100.0	85.7	85.7	50.0	50.0
Extremely Useful 10	47	5	3	3	1	3	5	3	-	2	5	5	2	4	3	1	2
	35.6	50.0	42.9	37.5	16.7	21.4	41.7	33.3	-	18.2	55.6	45.5	33.3	57.1	42.9	25.0	25.0
9	21	-	1	1	1	1	3	1	1	3	-	2	2	2	2	1	-
	15.9	-	14.3	12.5	16.7	7.1	25.0	11.1	33.3	27.3	-	18.2	33.3	28.6	28.6	25.0	-
8	19	1	1	2	-	4	1	1	1	1	-	2	2	-	1	-	2
	14.4	10.0	14.3	25.0	-	28.6	8.3	11.1	33.3	9.1	-	18.2	33.3	-	14.3	-	25.0
7	18	3	1	1	2	4	-	-	-	1	1	-	-	-	1	1	3
	13.6	30.0	14.3	12.5	33.3	28.6	-	-	-	9.1	11.1	-	-	-	14.3	25.0	37.5
6	11	1	1	1	-	2	1	3	-	1	1	-	-	-	-	-	-
	8.3	10.0	14.3	12.5	-	14.3	8.3	33.3	-	9.1	11.1	-	-	-	-	-	-
5	11	-	-	-	2	-	1	1	1	2	1	1	-	-	-	1	1
	8.3	-	-	-	33.3	-	8.3	11.1	33.3	18.2	11.1	9.1	-	-	-	25.0	12.5
4	2	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-
	1.5	-	-	-	-	-	-	-	-	9.1	-	-	-	14.3	-	-	-
3	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-
	0.8	-	-	-	-	-	-	-	-	-	11.1	-	-	-	-	-	-
Bottom Three Box (Net)	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
	0.8	-	-	-	-	-	8.3	-	-	-	-	-	-	-	-	-	-
2	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
	0.8	-	-	-	-	-	8.3	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 208b-7

Usefulness of the following in choosing the light bulb that lasts the longest time
watts
(Base: Used watts)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	132	10**	7**	8**	6**	14**	12**	9**	3**	11**	9**	11**	6**	7**	7**	4**	8**
Not sure	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
	0.8	-	-	-	-	-	-	-	-	-	-	9.1	-	-	-	-	-
Mean	8.2	8.5	8.6	8.5	7.2	7.9	8.2	7.8	7.3	7.5	7.9	8.9	9.0	8.9	9.0	7.8	7.8
Standard Deviation	1.88	1.65	1.62	1.51	2.04	1.38	2.55	2.05	2.08	2.16	2.71	1.60	0.89	2.19	1.15	2.22	1.67
Standard Error	0.16	0.52	0.61	0.53	0.83	0.37	0.74	0.68	1.20	0.65	0.90	0.50	0.37	0.83	0.44	1.11	0.59
Median	9.1	10.0	9.5	9.0	7.5	8.3	9.7	8.5	8.5	8.5	9.0	10.0	9.5	8.8	9.8	9.0	8.0

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 208b-8

Usefulness of the following in choosing the light bulb that lasts the longest time
energy efficiency in lumens/watt
(Base: Used energy efficiency in lumens/watt)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	122	9**	8**	11**	8**	5**	7**	10**	3**	11**	5**	15**	3**	4**	7**	7**	9**
Top Three Box (Net)	86	7	6	8	5	4	5	9	1	8	3	11	2	4	5	4	4
	70.5	77.8	75.0	72.7	62.5	80.0	71.4	90.0	33.3	72.7	60.0	73.3	66.7	100.0	71.4	57.1	44.4
Extremely Useful 10	39	4	-	6	3	1	1	3	1	5	2	5	-	3	2	2	1
	32.0	44.4	-	54.5	37.5	20.0	14.3	30.0	33.3	45.5	40.0	33.3	-	75.0	28.6	28.6	11.1
9	24	2	4	1	1	1	2	2	-	1	-	5	1	-	1	2	1
	19.7	22.2	50.0	9.1	12.5	20.0	28.6	20.0	-	9.1	-	33.3	33.3	-	14.3	28.6	11.1
8	23	1	2	1	1	2	2	4	-	2	1	1	1	1	2	-	2
	18.9	11.1	25.0	9.1	12.5	40.0	28.6	40.0	-	18.2	20.0	6.7	33.3	25.0	28.6	-	22.2
7	16	2	2	1	1	-	1	1	1	1	1	-	1	-	-	1	3
	13.1	22.2	25.0	9.1	12.5	-	14.3	10.0	33.3	9.1	20.0	-	33.3	-	-	14.3	33.3
6	9	-	-	-	2	1	-	-	-	1	-	1	-	-	2	-	2
	7.4	-	-	-	25.0	20.0	-	-	-	9.1	-	6.7	-	-	28.6	-	22.2
5	10	-	-	1	-	-	1	-	1	1	1	3	-	-	-	2	-
	8.2	-	-	9.1	-	-	14.3	-	33.3	9.1	20.0	20.0	-	-	-	28.6	-
Not sure	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
	0.8	-	-	9.1	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	8.3	8.9	8.3	8.9	8.3	8.2	8.0	8.7	7.3	8.5	8.0	8.3	8.0	9.5	8.1	7.9	7.6
Standard Deviation	1.61	1.27	0.89	1.73	1.75	1.48	1.63	1.06	2.52	1.81	2.12	1.98	1.00	1.00	1.68	2.19	1.33
Standard Error	0.15	0.42	0.31	0.55	0.62	0.66	0.62	0.33	1.45	0.55	0.95	0.51	0.58	0.50	0.63	0.83	0.44
Median	9.1	9.8	9.0	8.3	9.0	8.8	8.8	9.0	7.5	9.5	8.5	9.5	8.5	6.7	8.8	9.3	7.8

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 208b-9

Usefulness of the following in choosing the light bulb that lasts the longest time
energy efficiency in number of stars
(Base: Used energy efficiency in number of stars)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	80	3**	1**	4**	2**	2**	3**	12**	11**	1**	2**	3**	1**	16**	10**	4**	5**
Top Three Box (Net)	64	3	1	4	2	2	3	10	8	-	-	3	1	14	7	2	4
	80.0	100.0	100.0	100.0	100.0	100.0	100.0	83.3	72.7	-	-	100.0	100.0	87.5	70.0	50.0	80.0
Extremely Useful 10	25	2	1	4	1	-	2	7	-	-	-	-	1	4	1	1	1
	31.3	66.7	100.0	100.0	50.0	-	66.7	58.3	-	-	-	-	100.0	25.0	10.0	25.0	20.0
9	17	1	-	-	-	-	-	-	4	-	-	1	-	6	3	-	2
	21.3	33.3	-	-	-	-	-	-	36.4	-	-	33.3	-	37.5	30.0	-	40.0
8	22	-	-	-	1	2	1	3	4	-	-	2	-	4	3	1	1
	27.5	-	-	-	50.0	100.0	33.3	25.0	36.4	-	-	66.7	-	25.0	30.0	25.0	20.0
7	9	-	-	-	-	-	-	1	2	1	1	-	-	2	1	-	1
	11.3	-	-	-	-	-	-	8.3	18.2	100.0	50.0	-	-	12.5	10.0	-	20.0
6	4	-	-	-	-	-	-	-	-	-	1	-	-	-	2	1	-
	5.0	-	-	-	-	-	-	-	-	-	50.0	-	-	-	20.0	25.0	-
5	2	-	-	-	-	-	-	-	1	-	-	-	-	-	-	1	-
	2.5	-	-	-	-	-	-	-	9.1	-	-	-	-	-	-	25.0	-
Not sure	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
	1.3	-	-	-	-	-	-	8.3	-	-	-	-	-	-	-	-	-
Mean	8.6	9.7	10.0	10.0	9.0	8.0	9.3	9.2	7.9	7.0	6.5	8.3	10.0	8.8	8.0	7.3	8.6
Standard Deviation	1.32	0.58	-	0.00	1.41	0.00	1.15	1.17	1.22	-	0.71	0.58	-	1.00	1.33	2.22	1.14
Standard Error	0.15	0.33	-	0.00	1.00	0.00	0.67	0.35	0.37	-	0.50	0.33	-	0.25	0.42	1.11	0.51
Median	9.1	7.5	5.0	5.0	10.0	8.5	7.5	7.9	8.6	7.5	7.0	8.8	5.0	9.3	8.7	8.0	9.3

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 208b-10

Usefulness of the following in choosing the light bulb that lasts the longest time
watt equivalency
(Base: Used watt equivalency)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	61	5**	2**	4**	7**	3**	3**	4**	-**	2**	8**	6**	4**	1**	2**	4**	6**
Top Three Box (Net)	45	3	2	3	4	2	2	4	-	-	7	4	4	1	2	2	5
	73.8	60.0	100.0	75.0	57.1	66.7	66.7	100.0	-	-	87.5	66.7	100.0	100.0	100.0	50.0	83.3
Extremely Useful 10	18	1	-	2	1	-	1	2	-	-	3	1	3	-	1	2	1
	29.5	20.0	-	50.0	14.3	-	33.3	50.0	-	-	37.5	16.7	75.0	-	50.0	50.0	16.7
9	14	-	1	-	3	-	1	1	-	-	3	1	1	1	1	-	1
	23.0	-	50.0	-	42.9	-	33.3	25.0	-	-	37.5	16.7	25.0	100.0	50.0	-	16.7
8	13	2	1	1	-	2	-	1	-	-	1	2	-	-	-	-	3
	21.3	40.0	50.0	25.0	-	66.7	-	25.0	-	-	12.5	33.3	-	-	-	-	50.0
7	8	2	-	-	2	-	-	-	-	1	-	2	-	-	-	1	-
	13.1	40.0	-	-	28.6	-	-	-	-	50.0	-	33.3	-	-	-	25.0	-
6	3	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	1
	4.9	-	-	-	14.3	33.3	-	-	-	-	-	-	-	-	-	-	16.7
5	2	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1	-
	3.3	-	-	-	-	-	-	-	-	50.0	-	-	-	-	-	25.0	-
4	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-
	1.6	-	-	-	-	-	-	-	-	-	12.5	-	-	-	-	-	-
Bottom Three Box (Net)	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
	1.6	-	-	25.0	-	-	-	-	-	-	-	-	-	-	-	-	-
1	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
	1.6	-	-	25.0	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
	1.6	-	-	-	-	-	33.3	-	-	-	-	-	-	-	-	-	-
Mean	8.3	8.0	8.5	7.3	8.1	7.3	9.5	9.3	-	6.0	8.6	8.2	9.8	9.0	9.5	8.0	8.2

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Usefulness of the following in choosing the light bulb that lasts the longest time
  watt equivalency
(Base: Used watt equivalency)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	61	5**	2**	4**	7**	3**	3**	4**	-**	2**	8**	6**	4**	1**	2**	4**	6**
Standard Deviation	1.76	1.22	0.71	4.27	1.46	1.15	0.71	0.96	-	1.41	2.00	1.17	0.50	-	0.71	2.45	1.33
Standard Error	0.23	0.55	0.50	2.14	0.55	0.67	0.50	0.48	-	1.00	0.71	0.48	0.25	-	0.50	1.22	0.54
Median	9.1	8.3	9.0	10.0	9.2	8.3	10.0	10.0	-	7.0	9.7	8.5	6.7	9.5	10.0	10.0	8.7

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Usefulness of the following in choosing the light bulb that lasts the longest time
Energy Star
(Base: Used Energy Star)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	161	8**	8**	10**	8**	6**	9**	17**	17**	9**	4**	8**	6**	17**	8**	10**	16**
Top Three Box (Net)	126	7	7	5	6	5	7	15	11	6	4	4	6	15	6	9	13
	78.3	87.5	87.5	50.0	75.0	83.3	77.8	88.2	64.7	66.7	100.0	50.0	100.0	88.2	75.0	90.0	81.3
Extremely Useful 10	61	4	1	4	3	5	4	10	2	5	-	2	4	8	1	5	3
	37.9	50.0	12.5	40.0	37.5	83.3	44.4	58.8	11.8	55.6	-	25.0	66.7	47.1	12.5	50.0	18.8
9	37	2	2	1	1	-	2	4	4	-	3	2	1	1	3	3	8
	23.0	25.0	25.0	10.0	12.5	-	22.2	23.5	23.5	-	75.0	25.0	16.7	5.9	37.5	30.0	50.0
8	28	1	4	-	2	-	1	1	5	1	1	-	1	6	2	1	2
	17.4	12.5	50.0	-	25.0	-	11.1	5.9	29.4	11.1	25.0	-	16.7	35.3	25.0	10.0	12.5
7	14	1	-	1	1	-	-	-	4	1	-	2	-	2	-	1	1
	8.7	12.5	-	10.0	12.5	-	-	-	23.5	11.1	-	25.0	-	11.8	-	10.0	6.3
6	9	-	1	2	-	-	1	1	-	1	-	2	-	-	1	-	-
	5.6	-	12.5	20.0	-	-	11.1	5.9	-	11.1	-	25.0	-	-	12.5	-	-
5	4	-	-	1	-	-	-	-	-	1	-	-	-	-	1	-	1
	2.5	-	-	10.0	-	-	-	-	-	11.1	-	-	-	-	12.5	-	6.3
4	3	-	-	1	-	-	-	1	1	-	-	-	-	-	-	-	-
	1.9	-	-	10.0	-	-	-	5.9	5.9	-	-	-	-	-	-	-	-
3	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-
	0.6	-	-	-	12.5	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	4	-	-	-	-	1	1	-	1	-	-	-	-	-	-	-	1
	2.5	-	-	-	-	16.7	11.1	-	5.9	-	-	-	-	-	-	-	6.3
Mean	8.6	9.1	8.3	7.7	8.1	10.0	9.0	9.1	8.0	8.4	8.8	8.0	9.5	8.9	8.0	9.2	8.7
Standard Deviation	1.56	1.13	1.16	2.36	2.36	0.00	1.41	1.68	1.46	2.01	0.50	1.69	0.84	1.17	1.69	1.03	1.29
Standard Error	0.12	0.40	0.41	0.75	0.83	0.00	0.50	0.41	0.37	0.67	0.25	0.60	0.34	0.28	0.60	0.33	0.33

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 208b-11

Usefulness of the following in choosing the light bulb that lasts the longest time
Energy Star
(Base: Used Energy Star)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	161	8**	8**	10**	8**	6**	9**	17**	17**	9**	4**	8**	6**	17**	8**	10**	16**
Median	9.5	10.0	8.8	9.0	9.0	5.0	10.0	8.5	8.6	9.0	9.3	9.0	7.5	9.5	9.0	10.0	9.4

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Lamp Labeling Study - 3W88

Question 208b-12

Usefulness of the following in choosing the light bulb that lasts the longest time
voltage
(Base: Used voltage)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	26	-**	3**	1**	3**	-**	-**	1**	2**	4**	-**	3**	2**	-**	2**	2**	3**
Top Three Box (Net)	13	-	1	1	2	-	-	1	1	2	-	2	1	-	1	-	1
	50.0	-	33.3	100.0	66.7	-	-	100.0	50.0	50.0	-	66.7	50.0	-	50.0	-	33.3
Extremely Useful 10	3	-	1	-	1	-	-	-	-	-	-	-	1	-	-	-	-
	11.5	-	33.3	-	33.3	-	-	-	-	-	-	-	50.0	-	-	-	-
9	4	-	-	1	-	-	-	-	-	-	-	2	-	-	1	-	-
	15.4	-	-	100.0	-	-	-	-	-	-	-	66.7	-	-	50.0	-	-
8	6	-	-	-	1	-	-	1	1	2	-	-	-	-	-	-	1
	23.1	-	-	-	33.3	-	-	100.0	50.0	50.0	-	-	-	-	-	-	33.3
7	4	-	-	-	-	-	-	-	1	-	-	1	1	-	1	-	-
	15.4	-	-	-	-	-	-	-	50.0	-	-	33.3	50.0	-	50.0	-	-
6	3	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1	1
	11.5	-	33.3	-	-	-	-	-	-	-	-	-	-	-	-	50.0	33.3
5	3	-	-	-	-	-	-	-	-	2	-	-	-	-	-	1	-
	11.5	-	-	-	-	-	-	-	-	50.0	-	-	-	-	-	50.0	-
3	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-
	3.8	-	-	-	33.3	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	2	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1
	7.7	-	33.3	-	-	-	-	-	-	-	-	-	-	-	-	-	33.3
Mean	7.4	-	8.0	9.0	7.0	-	-	8.0	7.5	6.5	-	8.3	8.5	-	8.0	5.5	7.0
Standard Deviation	1.82	-	2.83	-	3.61	-	-	-	0.71	1.73	-	1.15	2.12	-	1.41	0.71	1.41
Standard Error	0.37	-	2.00	-	2.08	-	-	-	0.50	0.87	-	0.67	1.50	-	1.00	0.50	1.00
Median	8.2	-	10.0	9.5	8.5	-	-	8.5	8.0	8.0	-	9.3	10.0	-	9.0	6.0	8.0

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Lamp Labeling Study - 3W88

Question 208b

Usefulness of the following in choosing the light bulb that lasts the longest time
(Top Three Box Summary)
(Base: Used label information)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	5635	353	353	350	352	353	354	351	355	350	352	353	350	352	353	352	352
life in years	660	11	25	26	41	50	43	49	60	42	40	45	42	42	53	43	48
	79.8	61.1	86.2	83.9	77.4	80.6	76.8	81.7	81.1	79.2	71.4	76.3	82.4	79.2	82.8	82.7	85.7k
life in hours	396	48	37	44	22	20	25	15	25	26	17	10	22	15	17	32	21
	72.7	82.8ef	84.1ef	72.1	64.7	66.7	71.4	68.2	78.1	70.3	60.7	47.6	78.6	75.0	70.8	74.4	75.0
energy cost	138	4	6	6	10	9	13	6	4	9	10	7	14	10	5	11	14
	78.0	66.7	75.0	66.7	83.3	90.0	68.4	100.0	80.0	90.0	71.4	87.5	73.7	83.3	55.6	73.3	93.3
Energy Star	126	7	7	5	6	5	7	15	11	6	4	4	6	15	6	9	13
	78.3	87.5	87.5	50.0	75.0	83.3	77.8	88.2	64.7	66.7	100.0	50.0	100.0	88.2	75.0	90.0	81.3
watts	87	6	5	6	2	8	9	5	2	6	5	9	6	6	6	2	4
	65.9	60.0	71.4	75.0	33.3	57.1	75.0	55.6	66.7	54.5	55.6	81.8	100.0	85.7	85.7	50.0	50.0
energy efficiency in lumens/watt	86	7	6	8	5	4	5	9	1	8	3	11	2	4	5	4	4
	70.5	77.8	75.0	72.7	62.5	80.0	71.4	90.0	33.3	72.7	60.0	73.3	66.7	100.0	71.4	57.1	44.4
energy efficiency in number of stars	64	3	1	4	2	2	3	10	8	-	-	3	1	14	7	2	4
	80.0	100.0	100.0	100.0	100.0	100.0	100.0	83.3	72.7	-	-	100.0	100.0	87.5	70.0	50.0	80.0
watt equivalency	45	3	2	3	4	2	2	4	-	-	7	4	4	1	2	2	5
	73.8	60.0	100.0	75.0	57.1	66.7	66.7	100.0	-	-	87.5	66.7	100.0	100.0	100.0	50.0	83.3
lumens	24	1	2	2	1	1	3	1	1	3	-	2	2	2	-	1	2
	64.9	33.3	66.7	66.7	50.0	100.0	60.0	100.0	100.0	75.0	-	100.0	100.0	50.0	-	100.0	100.0
voltage	13	-	1	1	2	-	-	1	1	2	-	2	1	-	1	-	1
	50.0	-	33.3	100.0	66.7	-	-	100.0	50.0	50.0	-	66.7	50.0	-	50.0	-	33.3
color temperature (on the front)	9	1	-	-	-	-	2	-	2	-	-	-	-	1	1	1	1
	47.4	50.0	-	-	-	-	100.0	-	66.7	-	-	-	-	100.0	100.0	100.0	50.0

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Lamp Labeling Study - 3W88

Question 208b

Usefulness of the following in choosing the light bulb that lasts the longest time
(Top Three Box Summary)
(Base: Used label information)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
color temperature (on the back)	4	1	-	-	-	-	1	-	1	1	-	-	-	-	-	-	-
	40.0	100.0	-	-	-	-	100.0	-	100.0	50.0	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Lamp Labeling Study - 3W88

Question 208b

Usefulness of the following in choosing the light bulb that lasts the longest time
(Mean Summary)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	5635	353	353	350	352	353	354	351	355	350	352	353	350	352	353	352	352
color temperature (on the front)	7.21	7.50	3.00	7.00	-	4.00	9.00	6.00	8.33	3.00	5.00	-	-	10.00	10.00	10.00	7.50
color temperature (on the back)	7.22	9.00	-	-	-	6.00	8.00	7.00	10.00	6.50	-	-	-	-	5.00	-	7.00
life in years	8.74	7.53	9.03	8.68	8.66	8.87	8.75	8.87	8.70	8.55	8.65	8.59	8.84	8.83	8.89	8.77	8.87
life in hours	8.31	8.71eG	8.66g	8.51	8.00	8.24	7.83	8.18	8.61eg	8.32	7.71	7.71	8.14	8.15	8.43	8.47	8.36
lumens	7.56	6.33	8.67	7.67	7.00	9.00	6.80	8.00	8.00	8.00	6.00	8.00	10.00	6.25	-	9.00	8.50
energy cost	8.42	7.50	8.50	8.22	8.83	8.60	7.89	8.83	8.20	8.60	8.00	8.75	8.32	8.83	7.89	8.86	8.80
watts	8.18	8.50	8.57	8.50	7.17	7.93	8.17	7.78	7.33	7.45	7.89	8.90	9.00	8.86	9.00	7.75	7.75
energy efficiency in lumens/watt	8.31	8.89	8.25	8.90	8.25	8.20	8.00	8.70	7.33	8.45	8.00	8.27	8.00	9.50	8.14	7.86	7.56
energy efficiency in number of stars	8.56	9.67	10.00	10.00	9.00	8.00	9.33	9.18	7.91	7.00	6.50	8.33	10.00	8.75	8.00	7.25	8.60
watt equivalency	8.32	8.00	8.50	7.25	8.14	7.33	9.50	9.25	-	6.00	8.63	8.17	9.75	9.00	9.50	8.00	8.17
Energy Star	8.62	9.13	8.25	7.70	8.13	10.00	9.00	9.06	8.00	8.44	8.75	8.00	9.50	8.88	8.00	9.20	8.67
voltage	7.42	-	8.00	9.00	7.00	-	-	8.00	7.50	6.50	-	8.33	8.50	-	8.00	5.50	7.00

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

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Lamp Labeling Study - 3W88

Question 208c-1

Trustworthiness of the following in choosing the light bulb that lasts the longest time
color temperature (on the front)
(Base: Used color temperature (on the front))

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	19	2**	1**	1**	-**	1**	2**	2**	3**	1**	1**	-**	-**	1**	1**	1**	2**
Top Three Box (Net)	7	1	-	-	-	-	2	-	1	-	-	-	-	-	1	1	1
	36.8	50.0	-	-	-	-	100.0	-	33.3	-	-	-	-	-	100.0	100.0	50.0
Extremely Trustworthy 10	3	-	-	-	-	-	1	-	-	-	-	-	-	-	1	-	1
	15.8	-	-	-	-	-	50.0	-	-	-	-	-	-	-	100.0	-	50.0
9	3	1	-	-	-	-	-	-	1	-	-	-	-	-	-	1	-
	15.8	50.0	-	-	-	-	-	-	33.3	-	-	-	-	-	-	100.0	-
8	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
	5.3	-	-	-	-	-	50.0	-	-	-	-	-	-	-	-	-	-
7	3	-	1	1	-	-	-	1	-	-	-	-	-	-	-	-	-
	15.8	-	100.0	100.0	-	-	-	50.0	-	-	-	-	-	-	-	-	-
6	3	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	1
	15.8	-	-	-	-	-	-	-	66.7	-	-	-	-	-	-	-	50.0
5	3	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-
	15.8	50.0	-	-	-	-	-	50.0	-	-	100.0	-	-	-	-	-	-
4	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-
	5.3	-	-	-	-	-	-	-	-	-	-	-	-	100.0	-	-	-
3	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
	5.3	-	-	-	-	-	-	-	-	100.0	-	-	-	-	-	-	-
Not sure	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
	5.3	-	-	-	-	100.0	-	-	-	-	-	-	-	-	-	-	-
Mean	7.0	7.0	7.0	7.0	-	-	9.0	6.0	7.0	3.0	5.0	-	-	4.0	10.0	9.0	8.0
Standard Deviation	2.17	2.83	-	-	-	-	1.41	1.41	1.73	-	-	-	-	-	-	-	2.83
Standard Error	0.51	2.00	-	-	-	-	1.00	1.00	1.00	-	-	-	-	-	-	-	2.00

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Lamp Labeling Study - 3W88

Question 208c-1

Trustworthiness of the following in choosing the light bulb that lasts the longest time
color temperature (on the front)
(Base: Used color temperature (on the front))

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	19	2**	1**	1**	-**	1**	2**	2**	3**	1**	1**	-**	-**	1**	1**	1**	2**
Median	7.3	9.0	7.5	7.5	-	-	10.0	7.0	6.8	3.5	5.5	-	-	4.5	5.0	9.5	10.0

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Lamp Labeling Study - 3W88

Question 208c-2

Trustworthiness of the following in choosing the light bulb that lasts the longest time
color temperature (on the back)
(Base: Used color temperature (on the back))

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	10	1**	-**	-**	-**	1**	1**	1**	1**	2**	-**	1**	-**	-**	1**	-**	1**
Top Three Box (Net)	3	-	-	-	-	-	-	1	1	1	-	-	-	-	-	-	-
	30.0	-	-	-	-	-	-	100.0	100.0	50.0	-	-	-	-	-	-	-
Extremely Trustworthy 10	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-
	10.0	-	-	-	-	-	-	-	100.0	-	-	-	-	-	-	-	-
8	2	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-
	20.0	-	-	-	-	-	-	100.0	-	50.0	-	-	-	-	-	-	-
7	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
	10.0	-	-	-	-	-	100.0	-	-	-	-	-	-	-	-	-	-
6	2	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1
	20.0	-	-	-	-	100.0	-	-	-	-	-	-	-	-	-	-	100.0
5	2	-	-	-	-	-	-	-	-	1	-	-	-	-	1	-	-
	20.0	-	-	-	-	-	-	-	-	50.0	-	-	-	-	100.0	-	-
4	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	10.0	100.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
	10.0	-	-	-	-	-	-	-	-	-	-	100.0	-	-	-	-	-
Mean	6.6	4.0	-	-	-	6.0	7.0	8.0	10.0	6.5	-	-	-	-	5.0	-	6.0
Standard Deviation	1.88	-	-	-	-	-	-	-	-	2.12	-	-	-	-	-	-	-
Standard Error	0.63	-	-	-	-	-	-	-	-	1.50	-	-	-	-	-	-	-
Median	6.8	4.5	-	-	-	6.5	7.5	8.5	5.0	8.0	-	-	-	-	5.5	-	6.5

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 208c-3

Trustworthiness of the following in choosing the light bulb that lasts the longest time
life in years
(Base: Used life in years)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	827	18**	29**	31*	53*	62*	56*	60*	74*	53*	56*	59*	51*	53*	64*	52*	56*
Top Three Box (Net)	349	7	15	13	18	24	26	26	30	15	20	28	23	23	29	30	22
	42.2	38.9	51.7	41.9	34.0	38.7	46.4j	43.3	40.5	28.3	35.7	47.5J	45.1j	43.4	45.3j	57.7E FiJKq	39.3
Extremely Trustworthy 10	88	2	4	5	3	13	5	8	5	2	7	7	6	4	8	6	3
	10.6	11.1	13.8	16.1j	5.7	21.0Eg IJNQ	8.9	13.3j	6.8	3.8	12.5	11.9	11.8	7.5	12.5j	11.5	5.4
9	92	1	5	3	3	4	6	6	5	8	4	7	4	8	9	12	7
	11.1	5.6	17.2	9.7	5.7	6.5	10.7	10.0	6.8	15.1	7.1	11.9	7.8	15.1	14.1	23.1E FghIK M	12.5
8	169	4	6	5	12	7	15	12	20	5	9	14	13	11	12	12	12
	20.4	22.2	20.7	16.1	22.6j	11.3	26.8F J	20.0	27.0FJ	9.4	16.1	23.7f J	25.5f J	20.8	18.8	23.1f j	21.4j
7	154	3	4	7	13	7	8	12	18	12	8	5	9	11	12	8	17
	18.6	16.7	13.8	22.6l	24.5f L	11.3	14.3	20.0l	24.3f L	22.6L	14.3	8.5	17.6	20.8l	18.8	15.4	30.4FGKLp
6	116	5	-	2	10	13	6	8	9	9	9	9	8	6	9	7	6
	14.0	27.8	-	6.5	18.9	21.0d	10.7	13.3	12.2	17.0	16.1	15.3	15.7	11.3	14.1	13.5	10.7
5	108	-	2	8	8	7	10	8	7	11	10	9	4	9	6	3	6
	13.1	-	6.9	25.8f IMOPq	15.1	11.3	17.9p	13.3	9.5	20.8i moP	17.9p	15.3	7.8	17.0p	9.4	5.8	10.7
4	25	-	2	-	1	3	3	1	3	-	2	3	3	1	1	2	-
	3.0	-	6.9	-	1.9	4.8q	5.4jq	1.7	4.1	-	3.6	5.1q	5.9jq	1.9	1.6	3.8	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Trustworthiness of the following in choosing the light bulb that lasts the longest time
life in years
(Base: Used life in years)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	827	18**	29**	31*	53*	62*	56*	60*	74*	53*	56*	59*	51*	53*	64*	52*	56*
3	12	-	-	1	-	1	-	2	1	1	3	-	-	1	1	-	1
	1.5	-	-	3.2	-	1.6	-	3.3	1.4	1.9	5.4eglmp	-	-	1.9	1.6	-	1.8
Bottom Three Box (Net)	18	1	2	-	1	1	-	1	1	3	1	4	-	-	2	-	1
	2.2	5.6	6.9	-	1.9	1.6	-	1.7	1.4	5.7gmnp	1.8	6.8gmnp	-	-	3.1	-	1.8
2	8	-	2	-	-	-	-	-	1	2	-	2	-	-	1	-	-
	1.0	-	6.9	-	-	-	-	-	1.4	3.8	-	3.4	-	-	1.6	-	-
1	3	-	-	-	-	-	-	-	-	-	-	2	-	-	1	-	-
	0.4	-	-	-	-	-	-	-	-	-	-	3.4	-	-	1.6	-	-
Not at all Trustworthy 0	7	1	-	-	1	1	-	1	-	1	1	-	-	-	-	-	1
	0.8	5.6	-	-	1.9	1.6	-	1.7	-	1.9	1.8	-	-	-	-	-	1.8
Not sure	45	2	4	-	2	6	3	2	5	2	3	1	4	2	4	2	3
	5.4	11.1	13.8	-	3.8	9.7dl	5.4	3.3	6.8	3.8	5.4	1.7	7.8	3.8	6.3	3.8	5.4
Mean	7.1	7.0	7.3	7.1	6.8	7.1	7.1j	7.1	7.1	6.5	6.7	6.8	7.3J	7.2j	7.3j	7.7EghIJKLq	7.1
Standard Deviation	1.94	2.31	2.38	1.93	1.73	2.22	1.73	2.04	1.67	2.05	2.18	2.28	1.68	1.70	2.00	1.61	1.76
Standard Error	0.07	0.58	0.48	0.35	0.24	0.30	0.24	0.27	0.20	0.29	0.30	0.30	0.25	0.24	0.26	0.23	0.24
Median	7.7	7.7	8.4	7.6	7.4	7.4	7.9	7.8	7.8	7.1	7.2	7.8	7.9	7.8	7.9	8.4	7.7

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 208c-4

Trustworthiness of the following in choosing the light bulb that lasts the longest time
life in hours
(Base: Used life in hours)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	545	58*	44*	61*	34*	30*	35*	22**	32*	37*	28**	21**	28**	20**	24**	43*	28**
Top Three Box (Net)	239	26	22	24	13	16	17	10	16	14	11	7	10	6	11	21	15
	43.9	44.8	50.0	39.3	38.2	53.3	48.6	45.5	50.0	37.8	39.3	33.3	35.7	30.0	45.8	48.8	53.6
Extremely Trustworthy 10	62	5	5	8	4	8	2	2	6	4	4	1	2	-	3	6	2
	11.4	8.6	11.4	13.1	11.8	26.7Bc Gj	5.7	9.1	18.8	10.8	14.3	4.8	7.1	-	12.5	14.0	7.1
9	73	7	7	6	3	2	10	4	3	8	3	3	3	1	3	6	4
	13.4	12.1	15.9	9.8	8.8	6.7	28.6b DEFi	18.2	9.4	21.6f	10.7	14.3	10.7	5.0	12.5	14.0	14.3
8	104	14	10	10	6	6	5	4	7	2	4	3	5	5	5	9	9
	19.1	24.1J	22.7J	16.4	17.6	20.0j	14.3	18.2	21.9J	5.4	14.3	14.3	17.9	25.0	20.8	20.9J	32.1
7	108	14	9	15	13	1	3	3	7	11	2	3	9	2	4	7	5
	19.8	24.1F g	20.5F	24.6F g	38.2cF GP	3.3	8.6	13.6	21.9F	29.7FG	7.1	14.3	32.1	10.0	16.7	16.3f	17.9
6	59	7	4	8	4	3	3	3	4	4	6	3	1	2	3	3	1
	10.8	12.1	9.1	13.1	11.8	10.0	8.6	13.6	12.5	10.8	21.4	14.3	3.6	10.0	12.5	7.0	3.6
5	68	2	2	7	2	7	6	2	2	4	5	3	5	7	2	6	6
	12.5	3.4	4.5	11.5	5.9	23.3B Cei	17.1Bc	9.1	6.3	10.8	17.9	14.3	17.9	35.0	8.3	14.0b	21.4
4	12	1	-	3	1	1	2	-	-	1	-	1	1	-	-	1	-
	2.2	1.7	-	4.9	2.9	3.3	5.7	-	-	2.7	-	4.8	3.6	-	-	2.3	-
3	14	1	3	1	-	-	1	2	-	2	-	1	1	-	-	2	-
	2.6	1.7	6.8	1.6	-	-	2.9	9.1	-	5.4	-	4.8	3.6	-	-	4.7	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 208c-4

Trustworthiness of the following in choosing the light bulb that lasts the longest time
life in hours
(Base: Used life in hours)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	545	58*	44*	61*	34*	30*	35*	22**	32*	37*	28**	21**	28**	20**	24**	43*	28**
Bottom Three Box (Net)	16	3	2	1	1	1	3	-	-	1	2	1	-	-	1	-	-
	2.9	5.2	4.5	1.6	2.9	3.3	8.6ip	-	-	2.7	7.1	4.8	-	-	4.2	-	-
2	8	2	1	1	-	1	1	-	-	-	1	1	-	-	-	-	-
	1.5	3.4	2.3	1.6	-	3.3	2.9	-	-	-	3.6	4.8	-	-	-	-	-
1	2	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-
	0.4	-	2.3	-	-	-	2.9	-	-	-	-	-	-	-	-	-	-
Not at all Trustworthy 0	6	1	-	-	1	-	1	-	-	1	1	-	-	-	1	-	-
	1.1	1.7	-	-	2.9	-	2.9	-	-	2.7	3.6	-	-	-	4.2	-	-
Not sure	29	4	2	2	-	1	-	2	3	-	2	2	1	3	3	3	1
	5.3	6.9	4.5	3.3	-	3.3	-	9.1	9.4egj	-	7.1	9.5	3.6	15.0	12.5	7.0	3.6
Mean	7.1	7.1	7.2	7.1	7.2	7.3	6.7	7.2	7.8	7.0	6.8	6.5	7.0	6.5	7.3	7.3	7.4
Standard Deviation	2.06	2.06	2.22	1.90	1.93	2.30	2.60	2.06	1.54	2.24	2.45	2.17	1.76	1.46	2.26	1.97	1.57
Standard Error	0.09	0.28	0.34	0.25	0.33	0.43	0.44	0.46	0.29	0.37	0.48	0.50	0.34	0.35	0.49	0.31	0.30
Median	7.8	7.9	8.1	7.6	7.7	8.3	7.8	8.0	8.2	7.6	7.0	7.2	7.6	6.8	8.1	8.1	8.2

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 208c-5

Trustworthiness of the following in choosing the light bulb that lasts the longest time
lumens
(Base: Used lumens)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	37	3**	3**	3**	2**	1**	5**	1**	1**	4**	3**	2**	2**	4**	-**	1**	2**
Top Three Box (Net)	18	1	1	2	1	1	2	1	-	4	-	-	2	1	-	1	1
	48.6	33.3	33.3	66.7	50.0	100.0	40.0	100.0	-	100.0	-	-	100.0	25.0	-	100.0	50.0
Extremely Trustworthy 10	7	1	1	1	-	1	1	-	-	-	-	-	2	-	-	-	-
	18.9	33.3	33.3	33.3	-	100.0	20.0	-	-	-	-	-	100.0	-	-	-	-
9	2	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-
	5.4	-	-	-	-	-	-	-	-	25.0	-	-	-	25.0	-	-	-
8	9	-	-	1	1	-	1	1	-	3	-	-	-	-	-	1	1
	24.3	-	-	33.3	50.0	-	20.0	100.0	-	75.0	-	-	-	-	-	100.0	50.0
7	8	-	1	1	-	-	1	-	1	-	1	1	-	2	-	-	-
	21.6	-	33.3	33.3	-	-	20.0	-	100.0	-	33.3	50.0	-	50.0	-	-	-
6	3	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1
	8.1	33.3	-	-	-	-	-	-	-	-	33.3	-	-	-	-	-	50.0
5	4	1	1	-	1	-	1	-	-	-	-	-	-	-	-	-	-
	10.8	33.3	33.3	-	50.0	-	20.0	-	-	-	-	-	-	-	-	-	-
4	2	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-
	5.4	-	-	-	-	-	-	-	-	-	-	50.0	-	25.0	-	-	-
Not sure	2	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-
	5.4	-	-	-	-	-	20.0	-	-	-	33.3	-	-	-	-	-	-
Mean	7.5	7.0	7.3	8.3	6.5	10.0	7.5	8.0	7.0	8.3	6.5	5.5	10.0	6.8	-	8.0	7.0
Standard Deviation	1.79	2.65	2.52	1.53	2.12	-	2.08	-	-	0.50	0.71	2.12	0.00	2.06	-	-	1.41
Standard Error	0.30	1.53	1.45	0.88	1.50	-	1.04	-	-	0.25	0.50	1.50	0.00	1.03	-	-	1.00
Median	8.1	6.5	7.5	8.5	8.0	5.0	8.0	8.5	7.5	8.7	7.0	7.0	5.0	7.5	-	8.5	8.0

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Lamp Labeling Study - 3W88

Question 208c-6

Trustworthiness of the following in choosing the light bulb that lasts the longest time
energy cost
(Base: Used energy cost)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	177	6**	8**	9**	12**	10**	19**	6**	5**	10**	14**	8**	19**	12**	9**	15**	15**
Top Three Box (Net)	101	3	5	6	7	3	7	5	4	6	7	4	12	6	6	9	11
	57.1	50.0	62.5	66.7	58.3	30.0	36.8	83.3	80.0	60.0	50.0	50.0	63.2	50.0	66.7	60.0	73.3
Extremely Trustworthy 10	36	2	1	2	2	1	1	1	1	2	5	2	4	1	1	7	3
	20.3	33.3	12.5	22.2	16.7	10.0	5.3	16.7	20.0	20.0	35.7	25.0	21.1	8.3	11.1	46.7	20.0
9	25	-	2	-	4	1	1	3	-	2	2	1	4	1	1	1	2
	14.1	-	25.0	-	33.3	10.0	5.3	50.0	-	20.0	14.3	12.5	21.1	8.3	11.1	6.7	13.3
8	40	1	2	4	1	1	5	1	3	2	-	1	4	4	4	1	6
	22.6	16.7	25.0	44.4	8.3	10.0	26.3	16.7	60.0	20.0	-	12.5	21.1	33.3	44.4	6.7	40.0
7	33	2	2	-	1	2	3	1	1	2	3	1	4	4	1	4	2
	18.6	33.3	25.0	-	8.3	20.0	15.8	16.7	20.0	20.0	21.4	12.5	21.1	33.3	11.1	26.7	13.3
6	19	1	1	2	1	4	3	-	-	-	1	1	2	1	2	-	-
	10.7	16.7	12.5	22.2	8.3	40.0	15.8	-	-	-	7.1	12.5	10.5	8.3	22.2	-	-
5	15	-	-	1	1	-	5	-	-	-	2	2	-	1	-	1	2
	8.5	-	-	11.1	8.3	-	26.3	-	-	-	14.3	25.0	-	8.3	-	6.7	13.3
4	2	-	-	-	1	-	-	-	-	-	-	-	1	-	-	-	-
	1.1	-	-	-	8.3	-	-	-	-	-	-	-	5.3	-	-	-	-
3	2	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1	-
	1.1	-	-	-	-	-	-	-	-	10.0	-	-	-	-	-	6.7	-
Bottom Three Box (Net)	2	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-
	1.1	-	-	-	-	-	5.3	-	-	-	7.1	-	-	-	-	-	-
2	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
	0.6	-	-	-	-	-	5.3	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 208c-6

Trustworthiness of the following in choosing the light bulb that lasts the longest time
energy cost
(Base: Used energy cost)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	177	6**	8**	9**	12**	10**	19**	6**	5**	10**	14**	8**	19**	12**	9**	15**	15**
1	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-
	0.6	-	-	-	-	-	-	-	-	-	7.1	-	-	-	-	-	-
Not sure	3	-	-	-	1	1	-	-	-	1	-	-	-	-	-	-	-
	1.7	-	-	-	8.3	10.0	-	-	-	10.0	-	-	-	-	-	-	-
Mean	7.7	8.0	8.0	7.7	7.8	7.2	6.6	8.7	8.2	7.9	7.6	7.5	8.0	7.5	7.8	8.2	8.0
Standard Deviation	1.81	1.67	1.31	1.73	2.04	1.48	1.87	1.03	1.10	2.15	2.68	2.07	1.63	1.31	1.30	2.18	1.56
Standard Error	0.14	0.68	0.46	0.58	0.62	0.49	0.43	0.42	0.49	0.72	0.72	0.73	0.37	0.38	0.43	0.56	0.40
Median	8.4	8.0	8.5	8.4	9.1	7.3	7.2	9.3	8.5	8.8	9.0	8.0	8.6	8.0	8.4	9.5	8.6

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 208c-7

Trustworthiness of the following in choosing the light bulb that lasts the longest time
watts
(Base: Used watts)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	132	10**	7**	8**	6**	14**	12**	9**	3**	11**	9**	11**	6**	7**	7**	4**	8**
Top Three Box (Net)	81	5	5	6	3	7	9	6	3	7	6	7	3	4	4	3	3
	61.4	50.0	71.4	75.0	50.0	50.0	75.0	66.7	100.0	63.6	66.7	63.6	50.0	57.1	57.1	75.0	37.5
Extremely Trustworthy 10	33	2	3	2	1	2	4	-	-	1	5	4	1	2	2	2	2
	25.0	20.0	42.9	25.0	16.7	14.3	33.3	-	-	9.1	55.6	36.4	16.7	28.6	28.6	50.0	25.0
9	18	1	1	-	-	3	3	2	-	2	-	3	-	2	1	-	-
	13.6	10.0	14.3	-	-	21.4	25.0	22.2	-	18.2	-	27.3	-	28.6	14.3	-	-
8	30	2	1	4	2	2	2	4	3	4	1	-	2	-	1	1	1
	22.7	20.0	14.3	50.0	33.3	14.3	16.7	44.4	100.0	36.4	11.1	-	33.3	-	14.3	25.0	12.5
7	24	5	-	1	1	5	1	1	-	1	2	1	1	1	2	-	2
	18.2	50.0	-	12.5	16.7	35.7	8.3	11.1	-	9.1	22.2	9.1	16.7	14.3	28.6	-	25.0
6	9	-	2	1	-	-	-	1	-	-	-	2	-	-	1	-	2
	6.8	-	28.6	12.5	-	-	-	11.1	-	-	-	18.2	-	-	14.3	-	25.0
5	14	-	-	-	2	1	1	1	-	3	1	-	1	2	-	1	1
	10.6	-	-	-	33.3	7.1	8.3	11.1	-	27.3	11.1	-	16.7	28.6	-	25.0	12.5
4	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
	0.8	-	-	-	-	-	-	-	-	-	-	9.1	-	-	-	-	-
3	2	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-
	1.5	-	-	-	-	-	8.3	-	-	-	-	-	16.7	-	-	-	-
Not sure	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
	0.8	-	-	-	-	7.1	-	-	-	-	-	-	-	-	-	-	-
Mean	7.9	8.0	8.4	8.1	7.2	7.9	8.2	7.6	8.0	7.5	8.6	8.2	6.8	7.9	8.1	8.3	7.4
Standard Deviation	1.76	1.25	1.81	1.36	1.94	1.44	2.21	1.33	0.00	1.75	1.88	2.09	2.48	2.19	1.57	2.36	1.85
Standard Error	0.15	0.39	0.69	0.48	0.79	0.40	0.64	0.44	0.00	0.53	0.63	0.63	1.01	0.83	0.59	1.18	0.65

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 208c-7

Trustworthiness of the following in choosing the light bulb that lasts the longest time
watts
(Base: Used watts)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	132	10**	7**	8**	6**	14**	12**	9**	3**	11**	9**	11**	6**	7**	7**	4**	8**
Median	8.5	8.0	9.5	8.5	8.0	8.3	9.3	8.4	8.5	8.4	9.0	9.5	8.0	9.3	8.5	10.0	7.5

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 208c-8

Trustworthiness of the following in choosing the light bulb that lasts the longest time
energy efficiency in lumens/watt
(Base: Used energy efficiency in lumens/watt)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	122	9**	8**	11**	8**	5**	7**	10**	3**	11**	5**	15**	3**	4**	7**	7**	9**
Top Three Box (Net)	66	5	2	7	4	3	2	6	2	8	2	9	2	4	3	3	4
	54.1	55.6	25.0	63.6	50.0	60.0	28.6	60.0	66.7	72.7	40.0	60.0	66.7	100.0	42.9	42.9	44.4
Extremely Trustworthy 10	32	4	-	4	2	1	1	2	-	4	2	4	1	3	2	1	1
	26.2	44.4	-	36.4	25.0	20.0	14.3	20.0	-	36.4	40.0	26.7	33.3	75.0	28.6	14.3	11.1
9	16	1	-	1	1	-	-	3	2	2	-	4	-	-	-	1	1
	13.1	11.1	-	9.1	12.5	-	-	30.0	66.7	18.2	-	26.7	-	-	-	14.3	11.1
8	18	-	2	2	1	2	1	1	-	2	-	1	1	1	1	1	2
	14.8	-	25.0	18.2	12.5	40.0	14.3	10.0	-	18.2	-	6.7	33.3	25.0	14.3	14.3	22.2
7	25	4	5	1	2	-	1	1	-	2	1	2	1	-	3	1	1
	20.5	44.4	62.5	9.1	25.0	-	14.3	10.0	-	18.2	20.0	13.3	33.3	-	42.9	14.3	11.1
6	13	-	1	-	1	2	2	1	-	1	1	-	-	-	1	1	2
	10.7	-	12.5	-	12.5	40.0	28.6	10.0	-	9.1	20.0	-	-	-	14.3	14.3	22.2
5	16	-	-	2	1	-	1	2	1	-	1	4	-	-	-	2	2
	13.1	-	-	18.2	12.5	-	14.3	20.0	33.3	-	20.0	26.7	-	-	-	28.6	22.2
Not sure	2	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-
	1.6	-	-	9.1	-	-	14.3	-	-	-	-	-	-	-	-	-	-
Mean	7.8	8.6	7.1	8.2	7.8	7.6	7.0	7.8	7.7	8.5	7.6	7.9	8.3	9.5	7.9	7.1	7.1
Standard Deviation	1.74	1.51	0.64	1.99	1.83	1.67	1.79	1.93	2.31	1.44	2.30	2.03	1.53	1.00	1.57	1.95	1.76
Standard Error	0.16	0.50	0.23	0.63	0.65	0.75	0.73	0.61	1.33	0.43	1.03	0.52	0.88	0.50	0.59	0.74	0.59
Median	8.3	9.5	7.6	9.0	8.0	8.3	7.0	9.0	9.3	9.3	7.5	9.1	8.5	6.7	7.8	7.5	7.5

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 208c-9

Trustworthiness of the following in choosing the light bulb that lasts the longest time
energy efficiency in number of stars
(Base: Used energy efficiency in number of stars)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	80	3**	1**	4**	2**	2**	3**	12**	11**	1**	2**	3**	1**	16**	10**	4**	5**
Top Three Box (Net)	51	2	1	2	2	1	2	10	6	-	-	-	1	11	8	2	3
	63.8	66.7	100.0	50.0	100.0	50.0	66.7	83.3	54.5	-	-	-	100.0	68.8	80.0	50.0	60.0
Extremely Trustworthy 10	19	2	1	2	1	-	1	6	-	-	-	-	-	2	2	1	1
	23.8	66.7	100.0	50.0	50.0	-	33.3	50.0	-	-	-	-	-	12.5	20.0	25.0	20.0
9	13	-	-	-	-	-	1	4	2	-	-	-	1	3	1	1	-
	16.3	-	-	-	-	-	33.3	33.3	18.2	-	-	-	100.0	18.8	10.0	25.0	-
8	19	-	-	-	1	1	-	-	4	-	-	-	-	6	5	-	2
	23.8	-	-	-	50.0	50.0	-	-	36.4	-	-	-	-	37.5	50.0	-	40.0
7	12	-	-	2	-	-	1	1	2	-	-	1	-	2	-	1	2
	15.0	-	-	50.0	-	-	33.3	8.3	18.2	-	-	33.3	-	12.5	-	25.0	40.0
6	8	1	-	-	-	1	-	-	1	-	2	-	-	1	2	-	-
	10.0	33.3	-	-	-	50.0	-	-	9.1	-	100.0	-	-	6.3	20.0	-	-
5	4	-	-	-	-	-	-	-	1	1	-	-	-	1	-	1	-
	5.0	-	-	-	-	-	-	-	9.1	100.0	-	-	-	6.3	-	25.0	-
3	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
	1.3	-	-	-	-	-	-	-	-	-	-	33.3	-	-	-	-	-
Not sure	4	-	-	-	-	-	-	1	1	-	-	1	-	1	-	-	-
	5.0	-	-	-	-	-	-	8.3	9.1	-	-	33.3	-	6.3	-	-	-
Mean	8.1	8.7	10.0	8.5	9.0	7.0	8.7	9.4	7.5	5.0	6.0	5.0	9.0	8.0	8.1	7.8	8.0
Standard Deviation	1.61	2.31	-	1.73	1.41	1.41	1.53	0.92	1.27	-	0.00	2.83	-	1.36	1.37	2.22	1.22
Standard Error	0.18	1.33	-	0.87	1.00	1.00	0.88	0.28	0.40	-	0.00	2.00	-	0.35	0.43	1.11	0.55
Median	8.7	7.5	5.0	10.0	10.0	8.0	9.5	9.2	8.3	5.5	6.5	7.0	9.5	8.6	8.6	9.0	8.3

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 208c-10

Trustworthiness of the following in choosing the light bulb that lasts the longest time
  watt equivalency
(Base: Used watt equivalency)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	61	5**	2**	4**	7**	3**	3**	4**	-**	2**	8**	6**	4**	1**	2**	4**	6**
Top Three Box (Net)	39	3	1	2	3	2	2	4	-	-	7	4	4	1	2	2	2
	63.9	60.0	50.0	50.0	42.9	66.7	66.7	100.0	-	-	87.5	66.7	100.0	100.0	100.0	50.0	33.3
Extremely Trustworthy 10	12	1	-	-	1	-	-	1	-	-	2	2	2	-	2	1	-
	19.7	20.0	-	-	14.3	-	-	25.0	-	-	25.0	33.3	50.0	-	100.0	25.0	-
9	13	-	-	1	2	-	2	1	-	-	3	-	2	-	-	1	1
	21.3	-	-	25.0	28.6	-	66.7	25.0	-	-	37.5	-	50.0	-	-	25.0	16.7
8	14	2	1	1	-	2	-	2	-	-	2	2	-	1	-	-	1
	23.0	40.0	50.0	25.0	-	66.7	-	50.0	-	-	25.0	33.3	-	100.0	-	-	16.7
7	8	1	-	1	-	-	-	-	-	2	-	1	-	-	-	2	1
	13.1	20.0	-	25.0	-	-	-	-	-	100.0	-	16.7	-	-	-	50.0	16.7
6	4	-	1	-	1	-	-	-	-	-	-	1	-	-	-	-	1
	6.6	-	50.0	-	14.3	-	-	-	-	-	-	16.7	-	-	-	-	16.7
5	4	1	-	-	1	1	-	-	-	-	-	-	-	-	-	-	1
	6.6	20.0	-	-	14.3	33.3	-	-	-	-	-	-	-	-	-	-	16.7
4	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-
	1.6	-	-	-	-	-	-	-	-	-	12.5	-	-	-	-	-	-
Bottom Three Box (Net)	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
	1.6	-	-	25.0	-	-	-	-	-	-	-	-	-	-	-	-	-
2	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
	1.6	-	-	25.0	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	4	-	-	-	2	-	1	-	-	-	-	-	-	-	-	-	1
	6.6	-	-	-	28.6	-	33.3	-	-	-	-	-	-	-	-	-	16.7
Mean	8.0	7.6	7.0	6.5	7.8	7.0	9.0	8.8	-	7.0	8.4	8.2	9.5	8.0	10.0	8.3	7.0

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Trustworthiness of the following in choosing the light bulb that lasts the longest time
  watt equivalency
(Base: Used watt equivalency)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	61	5**	2**	4**	7**	3**	3**	4**	-**	2**	8**	6**	4**	1**	2**	4**	6**
Standard Deviation	1.76	1.82	1.41	3.11	2.17	1.73	0.00	0.96	-	0.00	1.92	1.60	0.58	-	0.00	1.50	1.58
Standard Error	0.23	0.81	1.00	1.55	0.97	1.00	0.00	0.48	-	0.00	0.68	0.65	0.29	-	0.00	0.75	0.71
Median	8.8	8.3	8.0	8.0	9.3	8.3	9.5	9.0	-	7.5	9.3	8.5	10.0	8.5	5.0	9.0	7.5

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Trustworthiness of the following in choosing the light bulb that lasts the longest time
Energy Star
(Base: Used Energy Star)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	161	8**	8**	10**	8**	6**	9**	17**	17**	9**	4**	8**	6**	17**	8**	10**	16**
Top Three Box (Net)	114	8	7	5	5	4	7	14	9	6	3	4	6	12	5	7	12
	70.8	100.0	87.5	50.0	62.5	66.7	77.8	82.4	52.9	66.7	75.0	50.0	100.0	70.6	62.5	70.0	75.0
Extremely Trustworthy 10	52	4	2	3	4	3	4	8	1	5	1	2	3	7	-	4	1
	32.3	50.0	25.0	30.0	50.0	50.0	44.4	47.1	5.9	55.6	25.0	25.0	50.0	41.2	-	40.0	6.3
9	25	2	2	1	-	-	1	3	3	-	-	2	1	3	1	2	4
	15.5	25.0	25.0	10.0	-	-	11.1	17.6	17.6	-	-	25.0	16.7	17.6	12.5	20.0	25.0
8	37	2	3	1	1	1	2	3	5	1	2	-	2	2	4	1	7
	23.0	25.0	37.5	10.0	12.5	16.7	22.2	17.6	29.4	11.1	50.0	-	33.3	11.8	50.0	10.0	43.8
7	16	-	-	1	2	-	-	1	4	-	-	2	-	2	1	2	1
	9.9	-	-	10.0	25.0	-	-	5.9	23.5	-	-	25.0	-	11.8	12.5	20.0	6.3
6	16	-	1	1	-	-	-	1	1	3	1	2	-	3	1	1	1
	9.9	-	12.5	10.0	-	-	-	5.9	5.9	33.3	25.0	25.0	-	17.6	12.5	10.0	6.3
5	6	-	-	3	-	1	-	-	-	-	-	-	-	-	1	-	1
	3.7	-	-	30.0	-	16.7	-	-	-	-	-	-	-	-	12.5	-	6.3
4	2	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-
	1.2	-	-	-	-	-	-	5.9	5.9	-	-	-	-	-	-	-	-
Bottom Three Box (Net)	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-
	0.6	-	-	-	12.5	-	-	-	-	-	-	-	-	-	-	-	-
2	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-
	0.6	-	-	-	12.5	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	6	-	-	-	-	1	2	-	2	-	-	-	-	-	-	-	1
	3.7	-	-	-	-	16.7	22.2	-	11.8	-	-	-	-	-	-	-	6.3
Mean	8.3	9.3	8.5	7.5	8.0	8.6	9.3	8.7	7.7	8.4	8.0	8.0	9.2	8.5	7.4	8.6	8.0

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Trustworthiness of the following in choosing the light bulb that lasts the longest time
Energy Star
(Base: Used Energy Star)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	161	8**	8**	10**	8**	6**	9**	17**	17**	9**	4**	8**	6**	17**	8**	10**	16**
Standard Deviation	1.65	0.89	1.31	2.17	2.78	2.19	0.95	1.72	1.45	1.94	1.63	1.69	0.98	1.59	1.30	1.51	1.25
Standard Error	0.13	0.31	0.46	0.69	0.98	0.98	0.36	0.42	0.37	0.65	0.82	0.60	0.40	0.38	0.46	0.48	0.32
Median	9.0	10.0	9.0	8.0	10.0	8.3	8.8	9.8	8.3	9.0	8.5	9.0	10.0	9.5	8.3	9.5	8.6

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Lamp Labeling Study - 3W88

Question 208c-12

Trustworthiness of the following in choosing the light bulb that lasts the longest time
voltage
(Base: Used voltage)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	26	-**	3**	1**	3**	-**	-**	1**	2**	4**	-**	3**	2**	-**	2**	2**	3**
Top Three Box (Net)	13	-	1	1	1	-	-	1	-	2	-	3	1	-	1	1	1
	50.0	-	33.3	100.0	33.3	-	-	100.0	-	50.0	-	100.0	50.0	-	50.0	50.0	33.3
Extremely Trustworthy 10	5	-	1	-	1	-	-	-	-	-	-	2	1	-	-	-	-
	19.2	-	33.3	-	33.3	-	-	-	-	-	-	66.7	50.0	-	-	-	-
9	4	-	-	1	-	-	-	-	-	-	-	1	-	-	1	1	-
	15.4	-	-	100.0	-	-	-	-	-	-	-	33.3	-	-	50.0	50.0	-
8	4	-	-	-	-	-	-	1	-	2	-	-	-	-	-	-	1
	15.4	-	-	-	-	-	-	100.0	-	50.0	-	-	-	-	-	-	33.3
7	6	-	-	-	2	-	-	-	2	-	-	-	1	-	1	-	-
	23.1	-	-	-	66.7	-	-	-	100.0	-	-	-	50.0	-	50.0	-	-
6	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
	3.8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	33.3
5	3	-	-	-	-	-	-	-	-	2	-	-	-	-	-	1	-
	11.5	-	-	-	-	-	-	-	-	50.0	-	-	-	-	-	50.0	-
Not sure	3	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	1
	11.5	-	66.7	-	-	-	-	-	-	-	-	-	-	-	-	-	33.3
Mean	7.9	-	10.0	9.0	8.0	-	-	8.0	7.0	6.5	-	9.7	8.5	-	8.0	7.0	7.0
Standard Deviation	1.66	-	-	-	1.73	-	-	-	0.00	1.73	-	0.58	2.12	-	1.41	2.83	1.41
Standard Error	0.35	-	-	-	1.00	-	-	-	0.00	0.87	-	0.33	1.50	-	1.00	2.00	1.00
Median	8.4	-	5.0	9.5	7.8	-	-	8.5	7.5	8.0	-	7.5	10.0	-	9.0	9.0	8.0

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Lamp Labeling Study - 3W88

Question 208c

Trustworthiness of the following in choosing the light bulb that lasts the longest time
(Top Three Box Summary)
(Base: Used label information)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	5635	353	353	350	352	353	354	351	355	350	352	353	350	352	353	352	352
life in years	349	7	15	13	18	24	26	26	30	15	20	28	23	23	29	30	22
	42.2	38.9	51.7	41.9	34.0	38.7	46.4j	43.3	40.5	28.3	35.7	47.5J	45.1j	43.4	45.3j	57.7E FiJKq	39.3
life in hours	239	26	22	24	13	16	17	10	16	14	11	7	10	6	11	21	15
	43.9	44.8	50.0	39.3	38.2	53.3	48.6	45.5	50.0	37.8	39.3	33.3	35.7	30.0	45.8	48.8	53.6
Energy Star	114	8	7	5	5	4	7	14	9	6	3	4	6	12	5	7	12
	70.8	100.0	87.5	50.0	62.5	66.7	77.8	82.4	52.9	66.7	75.0	50.0	100.0	70.6	62.5	70.0	75.0
energy cost	101	3	5	6	7	3	7	5	4	6	7	4	12	6	6	9	11
	57.1	50.0	62.5	66.7	58.3	30.0	36.8	83.3	80.0	60.0	50.0	50.0	63.2	50.0	66.7	60.0	73.3
watts	81	5	5	6	3	7	9	6	3	7	6	7	3	4	4	3	3
	61.4	50.0	71.4	75.0	50.0	50.0	75.0	66.7	100.0	63.6	66.7	63.6	50.0	57.1	57.1	75.0	37.5
energy efficiency in lumens/watt	66	5	2	7	4	3	2	6	2	8	2	9	2	4	3	3	4
	54.1	55.6	25.0	63.6	50.0	60.0	28.6	60.0	66.7	72.7	40.0	60.0	66.7	100.0	42.9	42.9	44.4
energy efficiency in number of stars	51	2	1	2	2	1	2	10	6	-	-	-	1	11	8	2	3
	63.8	66.7	100.0	50.0	100.0	50.0	66.7	83.3	54.5	-	-	-	100.0	68.8	80.0	50.0	60.0
watt equivalency	39	3	1	2	3	2	2	4	-	-	7	4	4	1	2	2	2
	63.9	60.0	50.0	50.0	42.9	66.7	66.7	100.0	-	-	87.5	66.7	100.0	100.0	100.0	50.0	33.3
lumens	18	1	1	2	1	1	2	1	-	4	-	-	2	1	-	1	1
	48.6	33.3	33.3	66.7	50.0	100.0	40.0	100.0	-	100.0	-	-	100.0	25.0	-	100.0	50.0
voltage	13	-	1	1	1	-	-	1	-	2	-	3	1	-	1	1	1
	50.0	-	33.3	100.0	33.3	-	-	100.0	-	50.0	-	100.0	50.0	-	50.0	50.0	33.3
color temperature (on the front)	7	1	-	-	-	-	2	-	1	-	-	-	-	-	1	1	1
	36.8	50.0	-	-	-	-	100.0	-	33.3	-	-	-	-	-	100.0	100.0	50.0

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Lamp Labeling Study - 3W88

Question 208c

Trustworthiness of the following in choosing the light bulb that lasts the longest time
(Top Three Box Summary)
(Base: Used label information)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
color temperature (on the back)	3	-	-	-	-	-	-	1	1	1	-	-	-	-	-	-	-
	30.0	-	-	-	-	-	-	100.0	100.0	50.0	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Lamp Labeling Study - 3W88

Trustworthiness of the following in choosing the light bulb that lasts the longest time
(Mean Summary)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	5635	353	353	350	352	353	354	351	355	350	352	353	350	352	353	352	352
color temperature (on the front)	7.00	7.00	7.00	7.00	-	-	9.00	6.00	7.00	3.00	5.00	-	-	4.00	10.00	9.00	8.00
color temperature (on the back)	6.56	4.00	-	-	-	6.00	7.00	8.00	10.00	6.50	-	-	-	-	5.00	-	6.00
life in years	7.07	7.00	7.32	7.13	6.82	7.13	7.13j	7.10	7.06	6.51	6.70	6.84	7.30J	7.16j	7.25j	7.70E ghIJK Lq	7.11
life in hours	7.11	7.15	7.19	7.10	7.18	7.31	6.66	7.15	7.79	7.00	6.77	6.53	6.96	6.47	7.29	7.32	7.37
lumens	7.49	7.00	7.33	8.33	6.50	10.00	7.50	8.00	7.00	8.25	6.50	5.50	10.00	6.75	-	8.00	7.00
energy cost	7.71	8.00	8.00	7.67	7.82	7.22	6.58	8.67	8.20	7.89	7.57	7.50	8.00	7.50	7.78	8.20	8.00
watts	7.89	8.00	8.43	8.13	7.17	7.92	8.17	7.56	8.00	7.45	8.56	8.18	6.83	7.86	8.14	8.25	7.38
energy efficiency in lumens/watt	7.84	8.56	7.13	8.20	7.75	7.60	7.00	7.80	7.67	8.55	7.60	7.87	8.33	9.50	7.86	7.14	7.11
energy efficiency in number of stars	8.08	8.67	10.00	8.50	9.00	7.00	8.67	9.36	7.50	5.00	6.00	5.00	9.00	8.00	8.10	7.75	8.00
watt equivalency	7.98	7.60	7.00	6.50	7.80	7.00	9.00	8.75	-	7.00	8.38	8.17	9.50	8.00	10.00	8.25	7.00
Energy Star	8.32	9.25	8.50	7.50	8.00	8.60	9.29	8.71	7.67	8.44	8.00	8.00	9.17	8.53	7.38	8.60	8.00
voltage	7.87	-	10.00	9.00	8.00	-	-	8.00	7.00	6.50	-	9.67	8.50	-	8.00	7.00	7.00

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

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Question 209

Most like Photo B (4100K)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	5635	353	353	350	352	353	354	351	355	350	352	353	350	352	353	352	352
Bulb C (6500K)	1225 21.7	73 20.7f	97 27.5B DFgIL moPQ	67 19.1	80 22.7F l	54 15.3	75 21.2F	95 27.1B DFgIL mopq	64 18.0	89 25.4D FIL	81 23.0F L	60 17.0	74 21.1F	93 26.4b DFILp q	75 21.2F	74 21.0F	74 21.0F
Bulb D (2700K)	1371 24.3	101 28.6F GkLMN OPq	96 27.2f GLMNO P	99 28.3F GkLMN OPq	145 41.2B CDFGH IJKLM NOPQ	74 21.0n	66 18.6	114 32.5F GIKLM NOPQ	91 25.6G LMNOP	118 33.7c FGIKL MNOPQ	79 22.4N P	63 17.8	63 18.0	56 15.9	68 19.3	58 16.5	80 22.7NP
Bulb E (4100K) - Correct Choice	2360 41.9	97 27.5	97 27.5	133 38.0B CEj	97 27.6	180 51.0B CDEHJ K	175 49.4B CDEHJ k	114 32.5	165 46.5B CDEHJ	111 31.7	151 42.9B CEHJ	197 55.8B CDEgH IJKMN Q	162 46.3B CDEHJ	161 45.7B CDEHJ	179 50.7B CDEHJ K	178 50.6B CDEHJ K	163 46.3BCDEHJ
Not Sure	679 12.0	82 23.2c DEFGH IJKLM NOPQ	63 17.8E fGHIJ KLNOP Q	51 14.6EH iJLOq	30 8.5	45 12.7e Ho	38 10.7	28 8.0	35 9.9	32 9.1	41 11.6	33 9.3	51 14.6E HiJLO q	42 11.9h	31 8.8	42 11.9h	35 9.9

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

Most like Photo A (2700K)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	5635	353	353	350	352	353	354	351	355	350	352	353	350	352	353	352	352
Bulb C (6500K)	1877 33.3	150 42.5D FGIKL MNOPQ	153 43.3D FGIKL MNOPQ	122 34.9F iLnoP	165 46.9D FGHIK LMNOP Q	86 24.4	107 30.2f P	135 38.5F GILNO PQ	100 28.2p	143 40.9F GIkLM NOPQ	119 33.8F LoP	92 26.1	117 33.4F LP	102 29.0p	99 28.0	80 22.7	107 30.4fP
Bulb D (2700K) - Correct Choice	2222 39.4	61 17.3	87 24.6B	138 39.4B CE	110 31.3B c	166 47.0B CDEHJ KM	148 41.8B CEJk	132 37.6B Ce	157 44.2B CEhJK m	121 34.6B C	123 34.9B C	177 50.1B CDEGH JKM	132 37.7B Ce	165 46.9B CDEHJ KM	167 47.3B CDEHJ KM	180 51.1B CDEGH iJKMq	158 44.9BCEhJKm
Bulb E (4100K)	885 15.7	71 20.1D ELMNP q	58 16.4	47 13.4	46 13.1	59 16.7	58 16.4	59 16.8	60 16.9	54 15.4	70 19.9D ELMNP	50 14.2	50 14.3	47 13.4	57 16.1	45 12.8	54 15.3
Not Sure	651 11.6	71 20.1D EFGHI JKLmN OPQ	55 15.6E HiJLn OQ	43 12.3H	31 8.8	42 11.9H	41 11.6H	25 7.1	38 10.7h	32 9.1	40 11.4h	34 9.6	51 14.6E HJLOQ	38 10.8h	30 8.5	47 13.4eH jOq	33 9.4

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

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Lamp Labeling Study - 3W88

Question 211

Importance of appearance of the light the bulb produces

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	5635	353	353	350	352	353	354	351	355	350	352	353	350	352	353	352	352
Top Three Box (Net)	3244	218	196	210	216	196	214	215	209	188	185	211	192	202	199	194	199
	57.6	61.8c fJKmp	55.5	60.0j K	61.4J Kmp	55.5	60.5j K	61.3J Kmp	58.9k	53.7	52.6	59.8k	54.9	57.4	56.4	55.1	56.5
Extremely Important 10	1306	94	91	100	89	72	80	79	77	73	77	81	77	87	80	74	75
	23.2	26.6f jpq	25.8f	28.6F ghIJK lMoPQ	25.3	20.4	22.6	22.5	21.7	20.9	21.9	22.9	22.0	24.7	22.7	21.0	21.3
9	839	48	38	55	49	43	65	66	71	52	47	54	53	43	52	51	52
	14.9	13.6	10.8	15.7c	13.9	12.2	18.4b CFkN	18.8b CeFKN	20.0B CEFjK mNopq	14.9	13.4	15.3c	15.1c	12.2	14.7	14.5	14.8
8	1099	76	67	55	78	81	69	70	61	63	61	76	62	72	67	69	72
	19.5	21.5D	19.0	15.7	22.2D i	22.9D ikm	19.5	19.9	17.2	18.0	17.3	21.5D	17.7	20.5	19.0	19.6	20.5
7	922	54	65	41	59	66	62	51	52	51	59	57	62	52	65	60	66
	16.4	15.3	18.4D	11.7	16.8d	18.7D	17.5D	14.5	14.6	14.6	16.8d	16.1d	17.7D	14.8	18.4D	17.0D	18.8D
6	531	33	33	43	30	22	32	29	28	42	42	32	41	30	31	36	27
	9.4	9.3	9.3	12.3Fh iQ	8.5	6.2	9.0	8.3	7.9	12.0F iq	11.9Fi q	9.1	11.7Fi q	8.5	8.8	10.2f	7.7
5	461	22	34	32	27	32	24	25	28	34	35	24	27	26	32	30	29
	8.2	6.2	9.6b	9.1	7.7	9.1	6.8	7.1	7.9	9.7b	9.9b	6.8	7.7	7.4	9.1	8.5	8.2
4	130	4	6	6	4	11	10	9	8	10	12	10	6	8	10	11	5
	2.3	1.1	1.7	1.7	1.1	3.1be	2.8	2.6	2.3	2.9	3.4BE q	2.8	1.7	2.3	2.8	3.1be	1.4

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

Importance of appearance of the light the bulb produces

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	5635	353	353	350	352	353	354	351	355	350	352	353	350	352	353	352	352
3	104	4	7	5	6	11	4	9	14	3	3	5	6	9	6	5	7
	1.8	1.1	2.0	1.4	1.7	3.1bg JK	1.1	2.6jk	3.9BD eGJKL moP	0.9	0.9	1.4	1.7	2.6jk	1.7	1.4	2.0
Bottom Three Box (Net)	180	13	9	8	9	13	5	11	12	13	13	10	13	15	10	10	16
	3.2	3.7g	2.5	2.3	2.6	3.7g	1.4	3.1	3.4g	3.7g	3.7g	2.8	3.7g	4.3G	2.8	2.8	4.5G
2	58	3	4	2	4	8	3	5	4	5	4	2	4	4	1	3	2
	1.0	0.8	1.1	0.6	1.1	2.3dl Oq	0.8	1.4	1.1	1.4o	1.1	0.6	1.1	1.1	0.3	0.9	0.6
1	39	3	4	1	2	1	1	1	2	3	4	1	3	7	4	1	1
	0.7	0.8	1.1	0.3	0.6	0.3	0.3	0.3	0.6	0.9	1.1	0.3	0.9	2.0De FGHiL PQ	1.1	0.3	0.3
Not at all Important 0	83	7	1	5	3	4	1	5	6	5	5	7	6	4	5	6	13
	1.5	2.0CG	0.3	1.4cg	0.9	1.1	0.3	1.4g	1.7cg	1.4cg	1.4	2.0CG	1.7cg	1.1	1.4	1.7cg	3.7CdEFGhjkNo
Not sure	63	5	3	5	1	2	3	2	4	9	3	4	3	10	-	6	3
	1.1	1.4O	0.8o	1.4O	0.3	0.6	0.8o	0.6	1.1O	2.6cE FgHkm Oq	0.9o	1.1O	0.9o	2.8CEFG HkmOq	-	1.7eO	0.9o
Mean	7.6	7.8Fj Kq	7.6	7.8Fj Kq	7.8Fj Kq	7.4	7.8FJ KmnpQ	7.7	7.6	7.5	7.4	7.7	7.5	7.5	7.6	7.5	7.5
Standard Deviation	2.17	2.18	2.09	2.16	2.04	2.20	1.90	2.18	2.29	2.20	2.21	2.14	2.20	2.31	2.16	2.14	2.34
Standard Error	0.03	0.12	0.11	0.12	0.11	0.12	0.10	0.12	0.12	0.12	0.12	0.11	0.12	0.13	0.11	0.12	0.13
Median	8.4	8.6	8.3	8.7	8.5	8.3	8.6	8.6	8.5	8.3	8.2	8.5	8.3	8.4	8.3	8.3	8.3

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

Label information used to choose the light that looks most like the photographs
(Base: Asked Question)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	1389	87*	93*	86*	104	87*	80*	89*	81*	83*	77*	81*	96*	82*	96*	88*	79*
Color information on front label	417 30.0	5 5.7	3 3.2	7 8.1	37 35.6B CD	28 32.2B CD	26 32.5B CD	42 47.2B CDFgi KmPQ	28 34.6B CD	33 39.8B CDkp	21 27.3B CD	30 37.0B CD	33 34.4B CD	37 45.1B CDfKP q	38 39.6B CDkp	24 27.3B CD	25 31.6BCD
Lumens	257 18.5	27 31.0C EFHJL nPQ	14 15.1	20 23.3E hP	12 11.5	15 17.2	17 21.3e p	12 13.5	17 21.0e p	12 14.5	20 26.0c EHjlP q	12 14.8	21 21.9e p	15 18.3	21 21.9e p	10 11.4	12 15.2
Watts	209 15.0	21 24.1e HIJKl NQ	20 21.5H IJKQ	27 31.4E fGHIJ KLMNO PQ	14 13.5	16 18.4H kq	12 15.0	7 7.9	8 9.9	8 9.6	7 9.1	11 13.6	14 14.6	10 12.2	14 14.6	13 14.8	7 8.9
Color information on back label	204 14.7	5 5.7	29 31.2B EFGHI JKLMN OQ	18 20.9B hJLQ	18 17.3B JlQ	13 14.9B Q	12 15.0b Q	10 11.2	10 12.3	6 7.2	11 14.3bq	7 8.6	12 12.5q	10 12.2	13 13.5b q	26 29.5BE FGHIJK LMNOQ	4 5.1
Energy efficiency in lumens/watt	165 11.9	14 16.1	10 10.8	7 8.1	16 15.4	9 10.3	8 10.0	12 13.5	9 11.1	11 13.3	9 11.7	12 14.8	8 8.3	11 13.4	10 10.4	10 11.4	9 11.4
Energy cost	151 10.9	7 8.0	8 8.6	8 9.3	23 22.1B CDfGH iJKmN OP	11 12.6Hn	6 7.5	3 3.4	9 11.1h	7 8.4	6 7.8	13 16.0g HN	12 12.5Hn	4 4.9	9 9.4	8 9.1	17 21.5BCDGHiJKNOP
Life in years	126 9.1	5 5.7	6 6.5	7 8.1	10 9.6	7 8.0	6 7.5	9 10.1	6 7.4	8 9.6	6 7.8	13 16.0B Cgio	11 11.5	7 8.5	7 7.3	7 8.0	11 13.9b

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base

Label information used to choose the light that looks most like the photographs
(Base: Asked Question)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	1389	87*	93*	86*	104	87*	80*	89*	81*	83*	77*	81*	96*	82*	96*	88*	79*
Energy Star	112	10	12	7	10	8	6	13	7	7	5	2	7	5	5	3	5
	8.1	11.5L P	12.9Lo P	8.1	9.6lp	9.2l	7.5	14.6kL nOPq	8.6l	8.4l	6.5	2.5	7.3	6.1	5.2	3.4	6.3
Watt equivalency	108	15	8	10	5	4	6	6	6	6	5	8	6	6	7	6	4
	7.8	17.2cE FgHiJK MnOPQ	8.6	11.6ef	4.8	4.6	7.5	6.7	7.4	7.2	6.5	9.9	6.3	7.3	7.3	6.8	5.1
Life in hours	105	11	12	9	9	1	4	3	6	8	6	7	8	6	4	4	7
	7.6	12.6F gHOp	12.9F gHOP	10.5Fh	8.7F	1.1	5.0	3.4	7.4F	9.6Fh	7.8F	8.6F	8.3F	7.3F	4.2	4.5	8.9F
Energy efficiency in number of stars	64	2	4	2	3	2	3	7	4	3	3	3	2	11	7	6	2
	4.6	2.3	4.3	2.3	2.9	2.3	3.8	7.9bd fm	4.9	3.6	3.9	3.7	2.1	13.4BC DEFGiJ KLMQ	7.3m	6.8	2.5
Voltage	43	4	7	4	2	6	3	1	1	1	1	2	3	1	1	2	4
	3.1	4.6	7.5eH iJkNO	4.7	1.9	6.9eh ijknO	3.8	1.1	1.2	1.2	1.3	2.5	3.1	1.2	1.0	2.3	5.1
None of the above	66	2	6	7	3	2	4	3	6	4	5	2	4	4	4	6	4
	4.8	2.3	6.5	8.1bf	2.9	2.3	5.0	3.4	7.4	4.8	6.5	2.5	4.2	4.9	4.2	6.8	5.1
Not Sure	118	13	6	6	4	8	7	5	9	10	11	3	8	2	10	10	6
	8.5	14.9cd EHLN	6.5	7.0	3.8	9.2n	8.8n	5.6	11.1e lN	12.0E lN	14.3cE hLN	3.7	8.3n	2.4	10.4e lN	11.4El N	7.6

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base

Usefulness of the following in choosing the light bulb with light that would look most like the light in the photograph
color temperature (on the front)
(Base: Used color temperature (on the front))

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	417	5**	3**	7**	37*	28**	26**	42*	28**	33*	21**	30*	33*	37*	38*	24**	25**
Top Three Box (Net)	266	2	-	5	21	20	15	23	20	11	16	24	22	27	23	15	22
	63.8	40.0	-	71.4	56.8j	71.4	57.7	54.8j	71.4	33.3	76.2	80.0E HJo	66.7J	73.0h J	60.5J	62.5	88.0
Extremely Useful 10	141	2	-	3	8	14	8	6	9	6	9	14	16	14	16	5	11
	33.8	40.0	-	42.9	21.6	50.0	30.8	14.3	32.1	18.2	42.9	46.7E HJ	48.5E HJ	37.8H j	42.1e HJ	20.8	44.0
9	57	-	-	-	6	4	2	10	7	3	2	8	1	3	6	3	2
	13.7	-	-	-	16.2m	14.3	7.7	23.8M n	25.0	9.1	9.5	26.7jM N	3.0	8.1	15.8m	12.5	8.0
8	68	-	-	2	7	2	5	7	4	2	5	2	5	10	1	7	9
	16.3	-	-	28.6	18.9O	7.1	19.2	16.7O	14.3	6.1	23.8	6.7	15.2o	27.0JL O	2.6	29.2	36.0
7	52	2	1	-	3	1	4	4	4	6	2	2	6	5	6	4	2
	12.5	40.0	33.3	-	8.1	3.6	15.4	9.5	14.3	18.2	9.5	6.7	18.2	13.5	15.8	16.7	8.0
6	36	-	1	1	4	2	2	3	3	9	-	1	1	2	3	3	1
	8.6	-	33.3	14.3	10.8	7.1	7.7	7.1	10.7	27.3eHLM NO	-	3.3	3.0	5.4	7.9	12.5	4.0
5	32	-	-	1	5	2	3	3	1	5	-	3	3	1	4	1	-
	7.7	-	-	14.3	13.5n	7.1	11.5	7.1	3.6	15.2n	-	10.0	9.1	2.7	10.5	4.2	-
4	10	-	-	-	3	-	1	2	-	-	2	-	-	1	1	-	-
	2.4	-	-	-	8.1	-	3.8	4.8	-	-	9.5	-	-	2.7	2.6	-	-
3	8	-	-	-	1	1	1	3	-	-	1	-	-	-	1	-	-
	1.9	-	-	-	2.7	3.6	3.8	7.1	-	-	4.8	-	-	-	2.6	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 212b-1

Usefulness of the following in choosing the light bulb with light that would look most like the light in the photograph
color temperature (on the front)
(Base: Used color temperature (on the front))

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	417	5**	3**	7**	37*	28**	26**	42*	28**	33*	21**	30*	33*	37*	38*	24**	25**
Bottom Three Box (Net)	9	1	1	-	-	-	-	2	-	2	-	-	1	1	-	1	-
	2.2	20.0	33.3	-	-	-	-	4.8	-	6.1	-	-	3.0	2.7	-	4.2	-
2	4	-	1	-	-	-	-	1	-	1	-	-	-	-	-	1	-
	1.0	-	33.3	-	-	-	-	2.4	-	3.0	-	-	-	-	-	4.2	-
1	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-
	0.2	-	-	-	-	-	-	-	-	-	-	-	-	2.7	-	-	-
Not at all Useful 0	4	1	-	-	-	-	-	1	-	1	-	-	1	-	-	-	-
	1.0	20.0	-	-	-	-	-	2.4	-	3.0	-	-	3.0	-	-	-	-
Not sure	4	-	-	-	-	2	-	2	-	-	-	-	-	-	-	-	-
	1.0	-	-	-	-	7.1	-	4.8	-	-	-	-	-	-	-	-	-
Mean	7.9	6.8	5.0	8.1	7.4	8.6	7.7	7.2	8.4	6.8	8.2	8.8EH J	8.2hJ	8.2HJ	8.1hJ	7.8	8.8
Standard Deviation	2.15	4.09	2.65	2.04	2.13	2.02	2.11	2.56	1.53	2.31	2.19	1.65	2.26	2.00	2.11	1.89	1.22
Standard Error	0.11	1.83	1.53	0.77	0.35	0.40	0.41	0.40	0.29	0.40	0.48	0.30	0.39	0.33	0.34	0.39	0.24
Median	8.9	7.8	6.5	8.8	8.4	9.3	8.4	8.4	9.3	7.1	9.3	9.9	9.5	8.9	9.5	8.4	9.3

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 212b-2

Usefulness of the following in choosing the light bulb with light that would look most like the light in the photograph
color temperature (on the back)
(Base: Used color temperature (on the back))

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	204	5**	29**	18**	18**	13**	12**	10**	10**	6**	11**	7**	12**	10**	13**	26**	4**
Top Three Box (Net)	119	3	18	13	5	7	7	7	5	1	8	3	6	6	9	18	3
	58.3	60.0	62.1	72.2	27.8	53.8	58.3	70.0	50.0	16.7	72.7	42.9	50.0	60.0	69.2	69.2	75.0
Extremely Useful 10	55	2	9	8	2	3	3	-	2	-	3	2	6	4	3	6	2
	27.0	40.0	31.0	44.4	11.1	23.1	25.0	-	20.0	-	27.3	28.6	50.0	40.0	23.1	23.1	50.0
9	24	1	1	1	1	3	1	3	2	1	3	1	-	-	3	3	-
	11.8	20.0	3.4	5.6	5.6	23.1	8.3	30.0	20.0	16.7	27.3	14.3	-	-	23.1	11.5	-
8	40	-	8	4	2	1	3	4	1	-	2	-	-	2	3	9	1
	19.6	-	27.6	22.2	11.1	7.7	25.0	40.0	10.0	-	18.2	-	-	20.0	23.1	34.6	25.0
7	29	-	3	1	3	2	2	1	3	-	1	3	2	1	2	5	-
	14.2	-	10.3	5.6	16.7	15.4	16.7	10.0	30.0	-	9.1	42.9	16.7	10.0	15.4	19.2	-
6	19	1	3	1	3	2	1	2	2	1	-	-	1	1	-	-	1
	9.3	20.0	10.3	5.6	16.7	15.4	8.3	20.0	20.0	16.7	-	-	8.3	10.0	-	-	25.0
5	16	-	1	1	5	1	1	-	-	1	-	1	1	1	2	1	-
	7.8	-	3.4	5.6	27.8	7.7	8.3	-	-	16.7	-	14.3	8.3	10.0	15.4	3.8	-
4	9	-	1	1	1	1	-	-	-	2	-	-	2	1	-	-	-
	4.4	-	3.4	5.6	5.6	7.7	-	-	-	33.3	-	-	16.7	10.0	-	-	-
3	4	-	1	1	-	-	1	-	-	-	1	-	-	-	-	-	-
	2.0	-	3.4	5.6	-	-	8.3	-	-	-	9.1	-	-	-	-	-	-
Bottom Three Box (Net)	5	1	1	-	-	-	-	-	-	1	1	-	-	-	-	1	-
	2.5	20.0	3.4	-	-	-	-	-	-	16.7	9.1	-	-	-	-	3.8	-
2	3	1	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	1.5	20.0	3.4	-	-	-	-	-	-	-	-	-	-	-	-	3.8	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 212b-2

Usefulness of the following in choosing the light bulb with light that would look most like the light in the photograph
color temperature (on the back)
(Base: Used color temperature (on the back))

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	204	5**	29**	18**	18**	13**	12**	10**	10**	6**	11**	7**	12**	10**	13**	26**	4**
1	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-
	0.5	-	-	-	-	-	-	-	-	-	9.1	-	-	-	-	-	-
Not at all Useful 0	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
	0.5	-	-	-	-	-	-	-	-	16.7	-	-	-	-	-	-	-
Not sure	3	-	1	-	1	-	-	-	-	-	-	-	-	-	-	1	-
	1.5	-	3.4	-	5.6	-	-	-	-	-	-	-	-	-	-	3.8	-
Mean	7.7	7.4	7.7	8.1	6.6	7.7	7.6	7.8	7.9	4.7	7.6	7.9	7.8	7.8	8.1	8.0	8.5
Standard Deviation	2.16	3.44	2.24	2.27	1.84	2.02	2.15	1.14	1.52	2.94	2.98	1.86	2.53	2.25	1.71	1.79	1.91
Standard Error	0.15	1.54	0.42	0.54	0.45	0.56	0.62	0.36	0.48	1.20	0.90	0.70	0.73	0.71	0.47	0.36	0.96
Median	8.5	9.5	8.5	9.0	6.8	8.5	8.3	8.5	8.0	5.0	9.2	7.8	10.0	8.5	8.8	8.6	10.0

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 212b-3

Usefulness of the following in choosing the light bulb with light that would look most like the light in the photograph
life in years
(Base: Used life in years)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	126	5**	6**	7**	10**	7**	6**	9**	6**	8**	6**	13**	11**	7**	7**	7**	11**
Top Three Box (Net)	90	5	6	5	7	4	6	8	4	6	3	9	7	5	3	4	8
	71.4	100.0	100.0	71.4	70.0	57.1	100.0	88.9	66.7	75.0	50.0	69.2	63.6	71.4	42.9	57.1	72.7
Extremely Useful 10	29	2	2	2	2	2	-	2	1	2	2	2	3	4	-	1	2
	23.0	40.0	33.3	28.6	20.0	28.6	-	22.2	16.7	25.0	33.3	15.4	27.3	57.1	-	14.3	18.2
9	27	-	2	2	2	2	3	3	-	1	1	3	2	1	1	-	4
	21.4	-	33.3	28.6	20.0	28.6	50.0	33.3	-	12.5	16.7	23.1	18.2	14.3	14.3	-	36.4
8	34	3	2	1	3	-	3	3	3	3	-	4	2	-	2	3	2
	27.0	60.0	33.3	14.3	30.0	-	50.0	33.3	50.0	37.5	-	30.8	18.2	-	28.6	42.9	18.2
7	20	-	-	1	3	2	-	1	1	2	2	2	2	1	1	1	1
	15.9	-	-	14.3	30.0	28.6	-	11.1	16.7	25.0	33.3	15.4	18.2	14.3	14.3	14.3	9.1
6	7	-	-	-	-	-	-	-	-	-	1	-	-	-	3	1	2
	5.6	-	-	-	-	-	-	-	-	-	16.7	-	-	-	42.9	14.3	18.2
5	4	-	-	1	-	-	-	-	-	-	-	-	1	1	-	1	-
	3.2	-	-	14.3	-	-	-	-	-	-	-	-	9.1	14.3	-	14.3	-
4	2	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-
	1.6	-	-	-	-	-	-	-	-	-	-	7.7	9.1	-	-	-	-
3	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
	0.8	-	-	-	-	-	-	-	-	-	-	7.7	-	-	-	-	-
Bottom Three Box (Net)	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
	0.8	-	-	-	-	14.3	-	-	-	-	-	-	-	-	-	-	-
Not at all Useful 0	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
	0.8	-	-	-	-	14.3	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 212b-3

Usefulness of the following in choosing the light bulb with light that would look most like the light in the photograph
life in years
(Base: Used life in years)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	126	5**	6**	7**	10**	7**	6**	9**	6**	8**	6**	13**	11**	7**	7**	7**	11**
Not sure	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-
	0.8	-	-	-	-	-	-	-	16.7	-	-	-	-	-	-	-	-
Mean	8.1	8.8	9.0	8.3	8.3	7.4	8.5	8.7	8.2	8.4	8.2	7.7	7.9	8.7	7.1	7.4	8.3
Standard Deviation	1.67	1.10	0.89	1.80	1.16	3.51	0.55	1.00	1.10	1.19	1.72	2.10	2.02	1.98	1.21	1.62	1.42
Standard Error	0.15	0.49	0.37	0.68	0.37	1.32	0.22	0.33	0.49	0.42	0.70	0.58	0.61	0.75	0.46	0.61	0.43
Median	8.8	8.8	9.5	9.3	8.7	9.3	9.0	9.2	8.5	8.7	9.0	8.6	8.8	8.8	7.5	8.2	9.1

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 212b-4

Usefulness of the following in choosing the light bulb with light that would look most like the light in the photograph
life in hours
(Base: Used life in hours)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	105	11**	12**	9**	9**	1**	4**	3**	6**	8**	6**	7**	8**	6**	4**	4**	7**
Top Three Box (Net)	70	8	7	5	7	1	3	1	4	3	3	4	4	6	4	4	6
	66.7	72.7	58.3	55.6	77.8	100.0	75.0	33.3	66.7	37.5	50.0	57.1	50.0	100.0	100.0	100.0	85.7
Extremely Useful 10	30	4	2	3	3	1	1	-	2	-	-	4	2	3	2	1	2
	28.6	36.4	16.7	33.3	33.3	100.0	25.0	-	33.3	-	-	57.1	25.0	50.0	50.0	25.0	28.6
9	16	1	1	1	2	-	1	-	1	2	3	-	1	1	1	1	-
	15.2	9.1	8.3	11.1	22.2	-	25.0	-	16.7	25.0	50.0	-	12.5	16.7	25.0	25.0	-
8	24	3	4	1	2	-	1	1	1	1	-	-	1	2	1	2	4
	22.9	27.3	33.3	11.1	22.2	-	25.0	33.3	16.7	12.5	-	-	12.5	33.3	25.0	50.0	57.1
7	18	2	1	1	2	-	-	2	2	1	3	2	1	-	-	-	1
	17.1	18.2	8.3	11.1	22.2	-	-	66.7	33.3	12.5	50.0	28.6	12.5	-	-	-	14.3
6	7	-	3	1	-	-	1	-	-	2	-	-	-	-	-	-	-
	6.7	-	25.0	11.1	-	-	25.0	-	-	25.0	-	-	-	-	-	-	-
5	7	-	1	1	-	-	-	-	-	2	-	1	2	-	-	-	-
	6.7	-	8.3	11.1	-	-	-	-	-	25.0	-	14.3	25.0	-	-	-	-
3	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1.0	9.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bottom Three Box (Net)	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
	1.0	-	-	11.1	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all Useful 0	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
	1.0	-	-	11.1	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-
	1.0	-	-	-	-	-	-	-	-	-	-	-	12.5	-	-	-	-
Mean	8.1	8.2	7.6	7.2	8.7	10.0	8.3	7.3	8.5	6.9	8.0	8.4	7.7	9.2	9.3	8.8	8.4

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 212b-4

Usefulness of the following in choosing the light bulb with light that would look most like the light in the photograph
life in hours
(Base: Used life in hours)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	105	11**	12**	9**	9**	1**	4**	3**	6**	8**	6**	7**	8**	6**	4**	4**	7**
Standard Deviation	1.80	2.09	1.62	3.27	1.22	-	1.71	0.58	1.38	1.64	1.10	2.07	2.14	0.98	0.96	0.96	1.13
Standard Error	0.18	0.63	0.47	1.09	0.41	-	0.85	0.33	0.56	0.58	0.45	0.78	0.81	0.40	0.48	0.48	0.43
Median	8.8	8.8	8.3	8.5	9.3	5.0	9.0	7.8	9.0	7.0	9.0	8.8	8.5	10.0	10.0	9.0	8.6

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 212b-5

Usefulness of the following in choosing the light bulb with light that would look most like the light in the photograph
lumens
(Base: Used lumens)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	257	27**	14**	20**	12**	15**	17**	12**	17**	12**	20**	12**	21**	15**	21**	10**	12**
Top Three Box (Net)	157	15	10	11	8	8	10	9	11	7	16	5	11	6	16	5	9
	61.1	55.6	71.4	55.0	66.7	53.3	58.8	75.0	64.7	58.3	80.0	41.7	52.4	40.0	76.2	50.0	75.0
Extremely Useful 10	46	5	4	3	3	1	2	2	5	2	3	-	3	1	6	4	2
	17.9	18.5	28.6	15.0	25.0	6.7	11.8	16.7	29.4	16.7	15.0	-	14.3	6.7	28.6	40.0	16.7
9	60	4	2	4	4	5	5	4	3	3	6	2	6	4	4	-	4
	23.3	14.8	14.3	20.0	33.3	33.3	29.4	33.3	17.6	25.0	30.0	16.7	28.6	26.7	19.0	-	33.3
8	51	6	4	4	1	2	3	3	3	2	7	3	2	1	6	1	3
	19.8	22.2	28.6	20.0	8.3	13.3	17.6	25.0	17.6	16.7	35.0	25.0	9.5	6.7	28.6	10.0	25.0
7	39	5	1	2	-	2	2	2	2	2	2	4	5	4	3	2	1
	15.2	18.5	7.1	10.0	-	13.3	11.8	16.7	11.8	16.7	10.0	33.3	23.8	26.7	14.3	20.0	8.3
6	27	1	-	2	1	3	3	1	3	2	1	1	3	4	1	1	-
	10.5	3.7	-	10.0	8.3	20.0	17.6	8.3	17.6	16.7	5.0	8.3	14.3	26.7	4.8	10.0	-
5	18	3	2	2	2	2	-	-	-	1	-	1	1	-	1	1	2
	7.0	11.1	14.3	10.0	16.7	13.3	-	-	-	8.3	-	8.3	4.8	-	4.8	10.0	16.7
4	4	1	-	-	-	-	-	-	-	-	-	1	1	1	-	-	-
	1.6	3.7	-	-	-	-	-	-	-	-	-	8.3	4.8	6.7	-	-	-
3	4	1	1	2	-	-	-	-	-	-	-	-	-	-	-	-	-
	1.6	3.7	7.1	10.0	-	-	-	-	-	-	-	-	-	-	-	-	-
Bottom Three Box (Net)	7	1	-	1	-	-	2	-	1	-	1	-	-	-	-	1	-
	2.7	3.7	-	5.0	-	-	11.8	-	5.9	-	5.0	-	-	-	-	10.0	-
2	4	-	-	1	-	-	-	-	1	-	1	-	-	-	-	1	-
	1.6	-	-	5.0	-	-	-	-	5.9	-	5.0	-	-	-	-	10.0	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 212b-5

Usefulness of the following in choosing the light bulb with light that would look most like the light in the photograph
lumens
(Base: Used lumens)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	257	27**	14**	20**	12**	15**	17**	12**	17**	12**	20**	12**	21**	15**	21**	10**	12**
Not at all Useful 0	3	1	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-
	1.2	3.7	-	-	-	-	11.8	-	-	-	-	-	-	-	-	-	-
Not sure	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-
	0.4	-	-	-	8.3	-	-	-	-	-	-	-	-	-	-	-	-
Mean	7.7	7.3	7.9	7.1	8.2	7.5	7.1	8.3	7.9	7.8	8.1	7.1	7.7	7.3	8.4	7.5	8.1
Standard Deviation	2.01	2.41	2.18	2.45	1.94	1.64	2.98	1.23	2.14	1.64	1.77	1.51	1.71	1.63	1.43	2.68	1.68
Standard Error	0.13	0.46	0.58	0.55	0.58	0.42	0.72	0.36	0.52	0.47	0.40	0.43	0.37	0.42	0.31	0.85	0.48
Median	8.6	8.3	8.8	8.3	9.4	8.3	8.5	9.0	8.8	8.5	8.9	7.8	8.3	7.6	8.9	8.0	9.0

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 212b-6

Usefulness of the following in choosing the light bulb with light that would look most like the light in the photograph
energy cost
(Base: Used energy cost)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	151	7**	8**	8**	23**	11**	6**	3**	9**	7**	6**	13**	12**	4**	9**	8**	17**
Top Three Box (Net)	110	6	6	5	18	9	5	2	8	5	4	9	9	2	5	5	12
	72.8	85.7	75.0	62.5	78.3	81.8	83.3	66.7	88.9	71.4	66.7	69.2	75.0	50.0	55.6	62.5	70.6
Extremely Useful 10	45	4	4	3	9	4	-	-	2	2	1	3	5	1	1	2	4
	29.8	57.1	50.0	37.5	39.1	36.4	-	-	22.2	28.6	16.7	23.1	41.7	25.0	11.1	25.0	23.5
9	30	2	-	-	4	4	2	2	3	1	1	1	2	1	1	1	5
	19.9	28.6	-	-	17.4	36.4	33.3	66.7	33.3	14.3	16.7	7.7	16.7	25.0	11.1	12.5	29.4
8	35	-	2	2	5	1	3	-	3	2	2	5	2	-	3	2	3
	23.2	-	25.0	25.0	21.7	9.1	50.0	-	33.3	28.6	33.3	38.5	16.7	-	33.3	25.0	17.6
7	24	1	1	2	4	1	-	-	-	-	1	3	1	2	3	2	3
	15.9	14.3	12.5	25.0	17.4	9.1	-	-	-	-	16.7	23.1	8.3	50.0	33.3	25.0	17.6
6	4	-	1	-	-	-	-	-	-	1	-	-	1	-	-	-	1
	2.6	-	12.5	-	-	-	-	-	-	14.3	-	-	8.3	-	-	-	5.9
5	3	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1
	2.0	-	-	-	-	-	-	-	-	14.3	16.7	-	-	-	-	-	5.9
4	3	-	-	-	1	-	-	1	-	-	-	-	-	-	1	-	-
	2.0	-	-	-	4.3	-	-	33.3	-	-	-	-	-	-	11.1	-	-
3	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
	0.7	-	-	-	-	-	-	-	-	-	-	7.7	-	-	-	-	-
Bottom Three Box (Net)	3	-	-	-	-	1	1	-	-	-	-	-	-	-	-	1	-
	2.0	-	-	-	-	9.1	16.7	-	-	-	-	-	-	-	-	12.5	-
1	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
	0.7	-	-	-	-	9.1	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 212b-6

Usefulness of the following in choosing the light bulb with light that would look most like the light in the photograph
energy cost
(Base: Used energy cost)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	151	7**	8**	8**	23**	11**	6**	3**	9**	7**	6**	13**	12**	4**	9**	8**	17**
Not at all Useful 0	2	-	-	-	-	-	1	-	-	-	-	-	-	-	-	1	-
	1.3	-	-	-	-	-	16.7	-	-	-	-	-	-	-	-	12.5	-
Not sure	3	-	-	1	-	-	-	-	1	-	-	-	1	-	-	-	-
	2.0	-	-	12.5	-	-	-	-	11.1	-	-	-	8.3	-	-	-	-
Mean	8.3	9.3	8.6	8.6	8.6	8.4	7.0	7.3	8.9	8.0	7.8	7.9	8.8	8.3	7.6	7.4	8.3
Standard Deviation	1.87	1.11	1.60	1.40	1.53	2.62	3.46	2.89	0.83	1.91	1.72	1.85	1.40	1.50	1.67	3.20	1.49
Standard Error	0.15	0.42	0.56	0.53	0.32	0.79	1.41	1.67	0.30	0.72	0.70	0.51	0.42	0.75	0.56	1.13	0.36
Median	9.0	8.8	10.0	8.8	9.4	9.6	8.7	9.3	9.3	8.8	8.5	8.5	9.8	9.0	8.2	8.5	9.1

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 212b-7

Usefulness of the following in choosing the light bulb with light that would look most like the light in the photograph
watts
(Base: Used watts)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	209	21**	20**	27**	14**	16**	12**	7**	8**	8**	7**	11**	14**	10**	14**	13**	7**
Top Three Box (Net)	135	15	13	16	7	11	7	7	7	5	3	7	7	7	9	8	6
	64.6	71.4	65.0	59.3	50.0	68.8	58.3	100.0	87.5	62.5	42.9	63.6	50.0	70.0	64.3	61.5	85.7
Extremely Useful 10	52	7	8	6	2	5	-	1	3	4	1	2	4	1	2	4	2
	24.9	33.3	40.0	22.2	14.3	31.3	-	14.3	37.5	50.0	14.3	18.2	28.6	10.0	14.3	30.8	28.6
9	36	2	1	5	3	2	1	2	4	1	1	1	2	4	3	2	2
	17.2	9.5	5.0	18.5	21.4	12.5	8.3	28.6	50.0	12.5	14.3	9.1	14.3	40.0	21.4	15.4	28.6
8	47	6	4	5	2	4	6	4	-	-	1	4	1	2	4	2	2
	22.5	28.6	20.0	18.5	14.3	25.0	50.0	57.1	-	-	14.3	36.4	7.1	20.0	28.6	15.4	28.6
7	34	2	1	7	5	2	2	-	-	1	3	2	3	1	2	2	1
	16.3	9.5	5.0	25.9	35.7	12.5	16.7	-	-	12.5	42.9	18.2	21.4	10.0	14.3	15.4	14.3
6	16	2	1	1	-	3	2	-	1	1	-	2	-	-	2	1	-
	7.7	9.5	5.0	3.7	-	18.8	16.7	-	12.5	12.5	-	18.2	-	-	14.3	7.7	-
5	11	-	3	3	1	-	-	-	-	1	-	-	2	-	1	-	-
	5.3	-	15.0	11.1	7.1	-	-	-	-	12.5	-	-	14.3	-	7.1	-	-
4	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	0.5	4.8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	5	-	2	-	1	-	-	-	-	-	-	-	2	-	-	-	-
	2.4	-	10.0	-	7.1	-	-	-	-	-	-	-	14.3	-	-	-	-
Bottom Three Box (Net)	5	1	-	-	-	-	-	-	-	-	-	-	-	2	-	2	-
	2.4	4.8	-	-	-	-	-	-	-	-	-	-	-	20.0	-	15.4	-
2	2	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-
	1.0	4.8	-	-	-	-	-	-	-	-	-	-	-	10.0	-	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 212b-7

Usefulness of the following in choosing the light bulb with light that would look most like the light in the photograph
watts
(Base: Used watts)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	209	21**	20**	27**	14**	16**	12**	7**	8**	8**	7**	11**	14**	10**	14**	13**	7**
1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	0.5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7.7	-
Not at all Useful 0	2	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-
	1.0	-	-	-	-	-	-	-	-	-	-	-	-	10.0	-	7.7	-
Not sure	2	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-
	1.0	-	-	-	-	-	8.3	-	-	-	14.3	-	-	-	-	-	-
Mean	7.9	8.0	7.8	8.0	7.6	8.3	7.5	8.6	9.0	8.4	8.0	7.9	7.4	7.1	7.9	7.3	8.7
Standard Deviation	2.01	2.14	2.45	1.60	1.91	1.53	0.93	0.79	1.31	2.07	1.26	1.38	2.53	3.35	1.51	3.30	1.11
Standard Error	0.14	0.47	0.55	0.31	0.51	0.38	0.28	0.30	0.46	0.73	0.52	0.41	0.68	1.06	0.40	0.92	0.42
Median	8.7	8.8	8.8	8.5	8.0	8.8	8.3	8.9	9.8	10.0	8.0	8.4	8.0	9.0	8.5	8.8	9.3

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 212b-8

Usefulness of the following in choosing the light bulb with light that would look most like the light in the photograph
energy efficiency in lumens/watt
(Base: Used energy efficiency in lumens/watt)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	165	14**	10**	7**	16**	9**	8**	12**	9**	11**	9**	12**	8**	11**	10**	10**	9**
Top Three Box (Net)	111	10	8	4	13	7	5	10	8	6	4	7	4	9	5	6	5
	67.3	71.4	80.0	57.1	81.3	77.8	62.5	83.3	88.9	54.5	44.4	58.3	50.0	81.8	50.0	60.0	55.6
Extremely Useful 10	39	3	5	2	6	1	-	5	-	3	2	2	1	3	2	3	1
	23.6	21.4	50.0	28.6	37.5	11.1	-	41.7	-	27.3	22.2	16.7	12.5	27.3	20.0	30.0	11.1
9	34	-	2	1	5	3	4	4	3	2	-	2	1	2	1	1	3
	20.6	-	20.0	14.3	31.3	33.3	50.0	33.3	33.3	18.2	-	16.7	12.5	18.2	10.0	10.0	33.3
8	38	7	1	1	2	3	1	1	5	1	2	3	2	4	2	2	1
	23.0	50.0	10.0	14.3	12.5	33.3	12.5	8.3	55.6	9.1	22.2	25.0	25.0	36.4	20.0	20.0	11.1
7	25	1	1	1	1	1	2	1	-	4	2	-	2	1	4	3	1
	15.2	7.1	10.0	14.3	6.3	11.1	25.0	8.3	-	36.4	22.2	-	25.0	9.1	40.0	30.0	11.1
6	11	-	-	-	2	1	1	-	-	1	3	2	-	1	-	-	-
	6.7	-	-	-	12.5	11.1	12.5	-	-	9.1	33.3	16.7	-	9.1	-	-	-
5	10	1	-	2	-	-	-	1	-	-	-	2	1	-	1	-	2
	6.1	7.1	-	28.6	-	-	-	8.3	-	-	-	16.7	12.5	-	10.0	-	22.2
4	2	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-
	1.2	7.1	-	-	-	-	-	-	-	-	-	-	12.5	-	-	-	-
Bottom Three Box (Net)	2	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1
	1.2	-	10.0	-	-	-	-	-	-	-	-	-	-	-	-	-	11.1
2	2	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1
	1.2	-	10.0	-	-	-	-	-	-	-	-	-	-	-	-	-	11.1
Not sure	4	1	-	-	-	-	-	-	1	-	-	1	-	-	-	1	-
	2.4	7.1	-	-	-	-	-	-	11.1	-	-	8.3	-	-	-	10.0	-
Mean	8.1	7.8	8.5	7.7	8.8	8.2	8.0	8.8	8.4	8.2	7.6	7.6	7.3	8.5	7.8	8.4	7.1

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 212b-8

Usefulness of the following in choosing the light bulb with light that would look most like the light in the photograph
energy efficiency in lumens/watt
(Base: Used energy efficiency in lumens/watt)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	165	14**	10**	7**	16**	9**	8**	12**	9**	11**	9**	12**	8**	11**	10**	10**	9**
Standard Deviation	1.68	1.77	2.51	2.14	1.39	1.20	1.20	1.53	0.52	1.47	1.59	1.86	1.98	1.29	1.55	1.33	2.62
Standard Error	0.13	0.49	0.79	0.81	0.35	0.40	0.42	0.44	0.18	0.44	0.53	0.56	0.70	0.39	0.49	0.44	0.87
Median	8.8	8.5	10.0	8.5	9.6	8.8	9.0	9.8	8.8	8.5	7.8	8.5	8.0	8.9	8.0	8.8	8.5

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 212b-9

Usefulness of the following in choosing the light bulb with light that would look most like the light in the photograph
energy efficiency in number of stars
(Base: Used energy efficiency in number of stars)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	64	2**	4**	2**	3**	2**	3**	7**	4**	3**	3**	3**	2**	11**	7**	6**	2**
Top Three Box (Net)	48	1	2	1	3	1	2	7	3	3	2	3	-	8	5	5	2
	75.0	50.0	50.0	50.0	100.0	50.0	66.7	100.0	75.0	100.0	66.7	100.0	-	72.7	71.4	83.3	100.0
Extremely Useful 10	12	-	1	-	-	-	1	2	2	1	-	1	-	1	1	1	1
	18.8	-	25.0	-	-	-	33.3	28.6	50.0	33.3	-	33.3	-	9.1	14.3	16.7	50.0
9	17	1	-	1	1	1	1	2	1	2	1	1	-	1	2	2	-
	26.6	50.0	-	50.0	33.3	50.0	33.3	28.6	25.0	66.7	33.3	33.3	-	9.1	28.6	33.3	-
8	19	-	1	-	2	-	-	3	-	-	1	1	-	6	2	2	1
	29.7	-	25.0	-	66.7	-	-	42.9	-	-	33.3	33.3	-	54.5	28.6	33.3	50.0
7	6	-	1	-	-	-	1	-	-	-	1	-	1	1	1	-	-
	9.4	-	25.0	-	-	-	33.3	-	-	-	33.3	-	50.0	9.1	14.3	-	-
6	3	-	-	-	-	-	-	-	1	-	-	-	1	-	-	1	-
	4.7	-	-	-	-	-	-	-	25.0	-	-	-	50.0	-	-	16.7	-
5	4	-	1	1	-	1	-	-	-	-	-	-	-	1	-	-	-
	6.3	-	25.0	50.0	-	50.0	-	-	-	-	-	-	-	9.1	-	-	-
4	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1.6	50.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bottom Three Box (Net)	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-
	1.6	-	-	-	-	-	-	-	-	-	-	-	-	9.1	-	-	-
2	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-
	1.6	-	-	-	-	-	-	-	-	-	-	-	-	9.1	-	-	-
Not sure	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-
	1.6	-	-	-	-	-	-	-	-	-	-	-	-	-	14.3	-	-
Mean	8.1	6.5	7.5	7.0	8.3	7.0	8.7	8.9	8.8	9.3	8.0	9.0	6.5	7.4	8.5	8.3	9.0

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Usefulness of the following in choosing the light bulb with light that would look most like the light in the photograph
energy efficiency in number of stars
(Base: Used energy efficiency in number of stars)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	64	2**	4**	2**	3**	2**	3**	7**	4**	3**	3**	3**	2**	11**	7**	6**	2**
Standard Deviation	1.66	3.54	2.08	2.83	0.58	2.83	1.53	0.90	1.89	0.58	1.00	1.00	0.71	2.16	1.05	1.37	1.41
Standard Error	0.21	2.50	1.04	2.00	0.33	2.00	0.88	0.34	0.95	0.33	0.58	0.58	0.50	0.65	0.43	0.56	1.00
Median	8.9	9.0	8.0	9.0	8.8	9.0	9.5	9.3	10.0	9.8	8.5	9.5	7.0	8.4	9.0	9.0	10.0

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Lamp Labeling Study - 3W88

Question 212b-10

Usefulness of the following in choosing the light bulb with light that would look most like the light in the photograph
  watt equivalency
(Base: Used watt equivalency)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	108	15**	8**	10**	5**	4**	6**	6**	6**	6**	5**	8**	6**	6**	7**	6**	4**
Top Three Box (Net)	68	8	5	8	4	3	3	3	5	4	4	3	2	6	4	3	3
	63.0	53.3	62.5	80.0	80.0	75.0	50.0	50.0	83.3	66.7	80.0	37.5	33.3	100.0	57.1	50.0	75.0
Extremely Useful 10	39	7	3	3	-	2	1	1	5	3	3	1	-	5	1	2	2
	36.1	46.7	37.5	30.0	-	50.0	16.7	16.7	83.3	50.0	60.0	12.5	-	83.3	14.3	33.3	50.0
9	14	1	-	3	2	-	2	2	-	-	-	1	-	1	2	-	-
	13.0	6.7	-	30.0	40.0	-	33.3	33.3	-	-	-	12.5	-	16.7	28.6	-	-
8	15	-	2	2	2	1	-	-	-	1	1	1	2	-	1	1	1
	13.9	-	25.0	20.0	40.0	25.0	-	-	-	16.7	20.0	12.5	33.3	-	14.3	16.7	25.0
7	13	2	1	1	1	-	-	1	1	2	1	1	2	-	-	-	-
	12.0	13.3	12.5	10.0	20.0	-	-	16.7	16.7	33.3	20.0	12.5	33.3	-	-	-	-
6	11	2	1	-	-	1	1	1	-	-	-	1	-	-	2	1	1
	10.2	13.3	12.5	-	-	25.0	16.7	16.7	-	-	-	12.5	-	-	28.6	16.7	25.0
5	9	1	-	1	-	-	1	-	-	-	-	2	1	-	1	2	-
	8.3	6.7	-	10.0	-	-	16.7	-	-	-	-	25.0	16.7	-	14.3	33.3	-
4	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
	0.9	-	-	-	-	-	-	16.7	-	-	-	-	-	-	-	-	-
3	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-
	0.9	-	-	-	-	-	-	-	-	-	-	-	16.7	-	-	-	-
Bottom Three Box (Net)	2	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
	1.9	6.7	-	-	-	-	16.7	-	-	-	-	-	-	-	-	-	-
2	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	0.9	6.7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Question 212b-10

Usefulness of the following in choosing the light bulb with light that would look most like the light in the photograph
  watt equivalency
(Base: Used watt equivalency)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	108	15**	8**	10**	5**	4**	6**	6**	6**	6**	5**	8**	6**	6**	7**	6**	4**
Not at all Useful 0	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
	0.9	-	-	-	-	-	16.7	-	-	-	-	-	-	-	-	-	-
Not sure	3	1	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-
	2.8	6.7	12.5	-	-	-	-	-	-	-	-	12.5	-	-	-	-	-
Mean	8.1	8.0	8.4	8.5	8.2	8.5	6.5	7.5	9.5	8.7	9.0	7.1	6.3	9.8	7.6	7.3	8.5
Standard Deviation	2.08	2.54	1.62	1.58	0.84	1.91	3.73	2.26	1.22	1.51	1.41	1.95	1.97	0.41	1.90	2.34	1.91
Standard Error	0.20	0.68	0.61	0.50	0.37	0.96	1.52	0.92	0.50	0.61	0.63	0.74	0.80	0.17	0.72	0.95	0.96
Median	9.0	10.0	8.8	9.3	8.8	10.0	9.0	9.0	6.0	10.0	8.3	7.5	7.5	6.0	8.5	8.0	10.0

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Usefulness of the following in choosing the light bulb with light that would look most like the light in the photograph
Energy Star
(Base: Used Energy Star)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	112	10**	12**	7**	10**	8**	6**	13**	7**	7**	5**	2**	7**	5**	5**	3**	5**
Top Three Box (Net)	76	8	7	4	6	4	6	10	7	3	3	1	5	4	4	1	3
	67.9	80.0	58.3	57.1	60.0	50.0	100.0	76.9	100.0	42.9	60.0	50.0	71.4	80.0	80.0	33.3	60.0
Extremely Useful 10	33	4	3	2	5	2	4	4	2	1	1	1	1	1	1	1	-
	29.5	40.0	25.0	28.6	50.0	25.0	66.7	30.8	28.6	14.3	20.0	50.0	14.3	20.0	20.0	33.3	-
9	20	1	1	1	-	2	1	2	4	1	2	-	2	1	2	-	-
	17.9	10.0	8.3	14.3	-	25.0	16.7	15.4	57.1	14.3	40.0	-	28.6	20.0	40.0	-	-
8	23	3	3	1	1	-	1	4	1	1	-	-	2	2	1	-	3
	20.5	30.0	25.0	14.3	10.0	-	16.7	30.8	14.3	14.3	-	-	28.6	40.0	20.0	-	60.0
7	22	1	2	3	4	1	-	1	-	4	1	1	2	-	-	2	-
	19.6	10.0	16.7	42.9	40.0	12.5	-	7.7	-	57.1	20.0	50.0	28.6	-	-	66.7	-
6	5	1	-	-	-	-	-	-	-	-	-	-	-	1	1	-	2
	4.5	10.0	-	-	-	-	-	-	-	-	-	-	-	20.0	20.0	-	40.0
5	7	-	2	-	-	2	-	2	-	-	1	-	-	-	-	-	-
	6.3	-	16.7	-	-	25.0	-	15.4	-	-	20.0	-	-	-	-	-	-
Not sure	2	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-
	1.8	-	8.3	-	-	12.5	-	-	-	-	-	-	-	-	-	-	-
Mean	8.3	8.6	7.9	8.3	8.6	7.9	9.5	8.2	9.1	7.9	8.0	8.5	8.3	8.2	8.4	8.0	7.2
Standard Deviation	1.51	1.43	1.81	1.38	1.51	2.19	0.84	1.74	0.69	1.21	2.00	2.12	1.11	1.48	1.52	1.73	1.10
Standard Error	0.14	0.45	0.55	0.52	0.48	0.83	0.34	0.48	0.26	0.46	0.89	1.50	0.42	0.66	0.68	1.00	0.49
Median	8.9	9.0	8.5	8.5	10.0	9.3	7.5	8.9	9.6	7.9	9.3	10.0	8.8	8.8	9.3	7.8	8.2

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 212b-12

Usefulness of the following in choosing the light bulb with light that would look most like the light in the photograph
voltage
(Base: Used voltage)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	43	4**	7**	4**	2**	6**	3**	1**	1**	1**	1**	2**	3**	1**	1**	2**	4**
Top Three Box (Net)	24	-	5	2	2	2	2	1	1	1	-	-	-	1	1	2	4
	55.8	-	71.4	50.0	100.0	33.3	66.7	100.0	100.0	100.0	-	-	-	100.0	100.0	100.0	100.0
Extremely Useful 10	8	-	2	-	1	1	-	-	1	1	-	-	-	-	-	1	1
	18.6	-	28.6	-	50.0	16.7	-	-	100.0	100.0	-	-	-	-	-	50.0	25.0
9	6	-	-	-	-	-	1	1	-	-	-	-	-	-	1	1	2
	14.0	-	-	-	-	-	33.3	100.0	-	-	-	-	-	-	100.0	50.0	50.0
8	10	-	3	2	1	1	1	-	-	-	-	-	-	1	-	-	1
	23.3	-	42.9	50.0	50.0	16.7	33.3	-	-	-	-	-	-	100.0	-	-	25.0
7	5	2	1	-	-	1	1	-	-	-	-	-	-	-	-	-	-
	11.6	50.0	14.3	-	-	16.7	33.3	-	-	-	-	-	-	-	-	-	-
6	4	1	-	-	-	1	-	-	-	-	-	1	1	-	-	-	-
	9.3	25.0	-	-	-	16.7	-	-	-	-	-	50.0	33.3	-	-	-	-
5	6	1	-	2	-	1	-	-	-	-	1	-	1	-	-	-	-
	14.0	25.0	-	50.0	-	16.7	-	-	-	-	100.0	-	33.3	-	-	-	-
3	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-
	2.3	-	-	-	-	-	-	-	-	-	-	-	33.3	-	-	-	-
Bottom Three Box (Net)	2	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-
	4.7	-	14.3	-	-	16.7	-	-	-	-	-	-	-	-	-	-	-
1	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2.3	-	14.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all Useful 0	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
	2.3	-	-	-	-	16.7	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 212b-12

Usefulness of the following in choosing the light bulb with light that would look most like the light in the photograph
voltage
(Base: Used voltage)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	43	4**	7**	4**	2**	6**	3**	1**	1**	1**	1**	2**	3**	1**	1**	2**	4**
Not sure	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
	2.3	-	-	-	-	-	-	-	-	-	-	50.0	-	-	-	-	-
Mean	7.3	6.3	7.4	6.5	9.0	6.0	8.0	9.0	10.0	10.0	5.0	6.0	4.7	8.0	9.0	9.5	9.0
Standard Deviation	2.37	0.96	3.05	1.73	1.41	3.41	1.00	-	-	-	-	-	1.53	-	-	0.71	0.82
Standard Error	0.37	0.48	1.15	0.87	1.00	1.39	0.58	-	-	-	-	-	0.88	-	-	0.50	0.41
Median	8.3	7.0	8.5	8.0	10.0	7.0	8.5	9.5	5.0	5.0	5.5	6.5	5.5	8.5	9.5	10.0	9.5

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Usefulness of the following in choosing the light bulb with light that would look most like the light in the photograph
(Top Three Box Summary)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	5635	353	353	350	352	353	354	351	355	350	352	353	350	352	353	352	352
color temperature (on the front)	266	2	-	5	21	20	15	23	20	11	16	24	22	27	23	15	22
	63.8	40.0	-	71.4	56.8j	71.4	57.7	54.8j	71.4	33.3	76.2	80.0E HJo	66.7J	73.0h J	60.5J	62.5	88.0
lumens	157	15	10	11	8	8	10	9	11	7	16	5	11	6	16	5	9
	61.1	55.6	71.4	55.0	66.7	53.3	58.8	75.0	64.7	58.3	80.0	41.7	52.4	40.0	76.2	50.0	75.0
watts	135	15	13	16	7	11	7	7	7	5	3	7	7	7	9	8	6
	64.6	71.4	65.0	59.3	50.0	68.8	58.3	100.0	87.5	62.5	42.9	63.6	50.0	70.0	64.3	61.5	85.7
color temperature (on the back)	119	3	18	13	5	7	7	7	5	1	8	3	6	6	9	18	3
	58.3	60.0	62.1	72.2	27.8	53.8	58.3	70.0	50.0	16.7	72.7	42.9	50.0	60.0	69.2	69.2	75.0
energy efficiency in lumens/watt	111	10	8	4	13	7	5	10	8	6	4	7	4	9	5	6	5
	67.3	71.4	80.0	57.1	81.3	77.8	62.5	83.3	88.9	54.5	44.4	58.3	50.0	81.8	50.0	60.0	55.6
energy cost	110	6	6	5	18	9	5	2	8	5	4	9	9	2	5	5	12
	72.8	85.7	75.0	62.5	78.3	81.8	83.3	66.7	88.9	71.4	66.7	69.2	75.0	50.0	55.6	62.5	70.6
life in years	90	5	6	5	7	4	6	8	4	6	3	9	7	5	3	4	8
	71.4	100.0	100.0	71.4	70.0	57.1	100.0	88.9	66.7	75.0	50.0	69.2	63.6	71.4	42.9	57.1	72.7
Energy Star	76	8	7	4	6	4	6	10	7	3	3	1	5	4	4	1	3
	67.9	80.0	58.3	57.1	60.0	50.0	100.0	76.9	100.0	42.9	60.0	50.0	71.4	80.0	80.0	33.3	60.0
life in hours	70	8	7	5	7	1	3	1	4	3	3	4	4	6	4	4	6
	66.7	72.7	58.3	55.6	77.8	100.0	75.0	33.3	66.7	37.5	50.0	57.1	50.0	100.0	100.0	100.0	85.7
watt equivalency	68	8	5	8	4	3	3	3	5	4	4	3	2	6	4	3	3
	63.0	53.3	62.5	80.0	80.0	75.0	50.0	50.0	83.3	66.7	80.0	37.5	33.3	100.0	57.1	50.0	75.0
energy efficiency in number of stars	48	1	2	1	3	1	2	7	3	3	2	3	-	8	5	5	2
	75.0	50.0	50.0	50.0	100.0	50.0	66.7	100.0	75.0	100.0	66.7	100.0	-	72.7	71.4	83.3	100.0

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 212b

Usefulness of the following in choosing the light bulb with light that would look most like the light in the photograph
(Top Three Box Summary)

	Total	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
		TREATMENT															
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
voltage	24	-	5	2	2	2	2	1	1	1	-	-	-	1	1	2	4
	55.8	-	71.4	50.0	100.0	33.3	66.7	100.0	100.0	100.0	-	-	-	100.0	100.0	100.0	100.0

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Usefulness of the following in choosing the light bulb with light that would look most like the light in the photograph
(Mean Summary)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	5635	353	353	350	352	353	354	351	355	350	352	353	350	352	353	352	352
color temperature (on the front)	7.94	6.80	5.00	8.14	7.43	8.62	7.69	7.15	8.43	6.85	8.24	8.77EHJ	8.24hJ	8.22HJ	8.13hJ	7.75	8.80
color temperature (on the back)	7.65	7.40	7.71	8.11	6.65	7.69	7.58	7.80	7.90	4.67	7.64	7.86	7.75	7.80	8.08	8.04	8.50
life in years	8.14	8.80	9.00	8.29	8.30	7.43	8.50	8.67	8.20	8.38	8.17	7.69	7.91	8.71	7.14	7.43	8.27
life in hours	8.10	8.18	7.58	7.22	8.67	10.00	8.25	7.33	8.50	6.88	8.00	8.43	7.71	9.17	9.25	8.75	8.43
lumens	7.69	7.30	7.86	7.10	8.18	7.53	7.12	8.33	7.94	7.83	8.10	7.08	7.71	7.33	8.38	7.50	8.08
energy cost	8.26	9.29	8.63	8.57	8.61	8.36	7.00	7.33	8.88	8.00	7.83	7.92	8.82	8.25	7.56	7.38	8.29
watts	7.89	8.00	7.75	7.96	7.57	8.25	7.55	8.57	9.00	8.38	8.00	7.91	7.36	7.10	7.86	7.31	8.71
energy efficiency in lumens/watt	8.09	7.85	8.50	7.71	8.75	8.22	8.00	8.83	8.38	8.18	7.56	7.64	7.25	8.45	7.80	8.44	7.11
energy efficiency in number of stars	8.11	6.50	7.50	7.00	8.33	7.00	8.67	8.86	8.75	9.33	8.00	9.00	6.50	7.36	8.50	8.33	9.00
watt equivalency	8.07	8.00	8.43	8.50	8.20	8.50	6.50	7.50	9.50	8.67	9.00	7.14	6.33	9.83	7.57	7.33	8.50
Energy Star	8.30	8.60	7.91	8.29	8.60	7.86	9.50	8.23	9.14	7.86	8.00	8.50	8.29	8.20	8.40	8.00	7.20
voltage	7.31	6.25	7.43	6.50	9.00	6.00	8.00	9.00	10.00	10.00	5.00	6.00	4.67	8.00	9.00	9.50	9.00

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

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Lamp Labeling Study - 3W88

Question 212c-1

Trustworthiness of the following in choosing the light bulb with light that would look most like the light in the photograph
color temperature (on the front)
(Base: Used color temperature (on the front))

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	417	5**	3**	7**	37*	28**	26**	42*	28**	33*	21**	30*	33*	37*	38*	24**	25**
Top Three Box (Net)	213	1	1	4	21	14	13	20	15	12	13	19	15	18	20	14	13
	51.1	20.0	33.3	57.1	56.8j	50.0	50.0	47.6	53.6	36.4	61.9	63.3J	45.5	48.6	52.6	58.3	52.0
Extremely Trustworthy 10	56	1	-	3	4	4	5	4	6	3	4	1	4	5	6	-	6
	13.4	20.0	-	42.9	10.8	14.3	19.2	9.5	21.4	9.1	19.0	3.3	12.1	13.5	15.8	-	24.0
9	66	-	1	1	10	7	2	5	4	2	3	8	5	3	7	6	2
	15.8	-	33.3	14.3	27.0h JN	25.0	7.7	11.9	14.3	6.1	14.3	26.7J N	15.2	8.1	18.4	25.0	8.0
8	91	-	-	-	7	3	6	11	5	7	6	10	6	10	7	8	5
	21.8	-	-	-	18.9	10.7	23.1	26.2	17.9	21.2	28.6	33.3	18.2	27.0	18.4	33.3	20.0
7	68	-	-	1	6	3	4	9	4	9	2	4	11	5	3	3	4
	16.3	-	-	14.3	16.2	10.7	15.4	21.4o	14.3	27.3O	9.5	13.3	33.3l nO	13.5	7.9	12.5	16.0
6	46	1	-	1	5	4	2	5	3	3	1	2	2	6	4	4	3
	11.0	20.0	-	14.3	13.5	14.3	7.7	11.9	10.7	9.1	4.8	6.7	6.1	16.2	10.5	16.7	12.0
5	42	2	-	1	3	4	3	4	3	3	2	3	3	2	6	1	2
	10.1	40.0	-	14.3	8.1	14.3	11.5	9.5	10.7	9.1	9.5	10.0	9.1	5.4	15.8	4.2	8.0
4	13	-	-	-	1	1	2	1	2	1	1	-	-	2	2	-	-
	3.1	-	-	-	2.7	3.6	7.7	2.4	7.1	3.0	4.8	-	-	5.4	5.3	-	-
3	4	1	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-
	1.0	20.0	33.3	-	-	-	-	2.4	-	-	4.8	-	-	-	-	-	-
Bottom Three Box (Net)	4	-	1	-	-	-	-	-	-	2	-	-	-	-	-	1	-
	1.0	-	33.3	-	-	-	-	-	-	6.1	-	-	-	-	-	4.2	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Trustworthiness of the following in choosing the light bulb with light that would look most like the light in the photograph
color temperature (on the front)
(Base: Used color temperature (on the front))

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	417	5**	3**	7**	37*	28**	26**	42*	28**	33*	21**	30*	33*	37*	38*	24**	25**
2	4	-	1	-	-	-	-	-	-	2	-	-	-	-	-	1	-
	1.0	-	33.3	-	-	-	-	-	-	6.1	-	-	-	-	-	4.2	-
Not sure	27	-	-	-	1	2	2	2	1	3	1	2	2	4	3	1	3
	6.5	-	-	-	2.7	7.1	7.7	4.8	3.6	9.1	4.8	6.7	6.1	10.8	7.9	4.2	12.0
Mean	7.5	5.8	4.7	8.1	7.7j	7.5	7.5	7.3	7.6	6.9	7.6	7.8	7.6	7.5	7.5	7.4	7.9
Standard Deviation	1.80	2.59	3.79	2.12	1.62	1.88	1.93	1.67	1.95	2.00	2.06	1.35	1.45	1.70	1.93	1.67	1.69
Standard Error	0.09	1.16	2.19	0.80	0.27	0.37	0.39	0.26	0.37	0.36	0.46	0.26	0.26	0.30	0.33	0.35	0.36
Median	8.2	5.8	3.5	9.5	8.4	8.3	8.2	8.0	8.3	7.7	8.5	8.5	8.0	8.1	8.4	8.3	8.4

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 212c-2

Trustworthiness of the following in choosing the light bulb with light that would look most like the light in the photograph
color temperature (on the back)
(Base: Used color temperature (on the back))

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	204	5**	29**	18**	18**	13**	12**	10**	10**	6**	11**	7**	12**	10**	13**	26**	4**
Top Three Box (Net)	96	2	19	9	7	6	5	4	4	1	6	3	5	3	9	11	2
	47.1	40.0	65.5	50.0	38.9	46.2	41.7	40.0	40.0	16.7	54.5	42.9	41.7	30.0	69.2	42.3	50.0
Extremely Trustworthy 10	26	1	6	3	1	-	2	-	1	-	2	1	2	2	1	3	1
	12.7	20.0	20.7	16.7	5.6	-	16.7	-	10.0	-	18.2	14.3	16.7	20.0	7.7	11.5	25.0
9	33	1	8	1	3	2	-	2	3	-	1	-	2	1	4	4	1
	16.2	20.0	27.6	5.6	16.7	15.4	-	20.0	30.0	-	9.1	-	16.7	10.0	30.8	15.4	25.0
8	37	-	5	5	3	4	3	2	-	1	3	2	1	-	4	4	-
	18.1	-	17.2	27.8	16.7	30.8	25.0	20.0	-	16.7	27.3	28.6	8.3	-	30.8	15.4	-
7	42	1	4	4	5	3	3	4	2	-	1	2	3	2	2	6	-
	20.6	20.0	13.8	22.2	27.8	23.1	25.0	40.0	20.0	-	9.1	28.6	25.0	20.0	15.4	23.1	-
6	19	1	1	2	1	1	2	-	4	1	1	1	-	1	1	1	1
	9.3	20.0	3.4	11.1	5.6	7.7	16.7	-	40.0	16.7	9.1	14.3	-	10.0	7.7	3.8	25.0
5	28	-	3	-	5	3	1	1	-	4	2	1	1	1	1	4	1
	13.7	-	10.3	-	27.8	23.1	8.3	10.0	-	66.7	18.2	14.3	8.3	10.0	7.7	15.4	25.0
4	4	-	-	-	-	-	-	1	-	-	-	-	1	1	-	1	-
	2.0	-	-	-	-	-	-	10.0	-	-	-	-	8.3	10.0	-	3.8	-
3	2	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-
	1.0	-	3.4	-	-	-	-	-	-	-	-	-	-	10.0	-	-	-
Bottom Three Box (Net)	3	1	-	-	-	-	-	-	-	-	1	-	-	-	-	1	-
	1.5	20.0	-	-	-	-	-	-	-	-	9.1	-	-	-	-	3.8	-
2	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	0.5	20.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 212c-2

Trustworthiness of the following in choosing the light bulb with light that would look most like the light in the photograph
color temperature (on the back)
(Base: Used color temperature (on the back))

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	204	5**	29**	18**	18**	13**	12**	10**	10**	6**	11**	7**	12**	10**	13**	26**	4**
1	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-
	0.5	-	-	-	-	-	-	-	-	-	9.1	-	-	-	-	-	-
Not at all Trustworthy 0	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	0.5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.8	-
Not sure	10	-	1	3	-	-	1	-	-	-	-	-	2	1	-	2	-
	4.9	-	3.4	16.7	-	-	8.3	-	-	-	-	-	16.7	10.0	-	7.7	-
Mean	7.4	6.8	8.0	7.9	7.1	7.1	7.5	7.1	7.5	5.7	7.0	7.3	7.6	6.8	7.9	7.1	7.5
Standard Deviation	1.89	3.11	1.85	1.33	1.63	1.44	1.57	1.60	1.58	1.21	2.65	1.60	2.01	2.54	1.38	2.30	2.38
Standard Error	0.14	1.39	0.35	0.34	0.38	0.40	0.47	0.50	0.50	0.49	0.80	0.61	0.64	0.85	0.38	0.47	1.19
Median	8.0	7.5	9.0	8.3	7.6	7.8	7.8	7.8	7.5	5.8	8.2	7.8	8.0	7.3	8.6	7.8	9.0

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 212c-3

Trustworthiness of the following in choosing the light bulb with light that would look most like the light in the photograph
life in years
(Base: Used life in years)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	126	5**	6**	7**	10**	7**	6**	9**	6**	8**	6**	13**	11**	7**	7**	7**	11**
Top Three Box (Net)	60	4	3	5	4	1	3	5	4	3	3	5	5	4	4	3	4
	47.6	80.0	50.0	71.4	40.0	14.3	50.0	55.6	66.7	37.5	50.0	38.5	45.5	57.1	57.1	42.9	36.4
Extremely Trustworthy 10	16	-	3	1	-	1	-	1	1	2	1	-	1	2	1	1	1
	12.7	-	50.0	14.3	-	14.3	-	11.1	16.7	25.0	16.7	-	9.1	28.6	14.3	14.3	9.1
9	13	2	-	1	1	-	1	2	-	1	1	-	1	1	1	-	1
	10.3	40.0	-	14.3	10.0	-	16.7	22.2	-	12.5	16.7	-	9.1	14.3	14.3	-	9.1
8	31	2	-	3	3	-	2	2	3	-	1	5	3	1	2	2	2
	24.6	40.0	-	42.9	30.0	-	33.3	22.2	50.0	-	16.7	38.5	27.3	14.3	28.6	28.6	18.2
7	28	-	3	1	-	3	1	2	1	4	1	3	3	-	1	1	4
	22.2	-	50.0	14.3	-	42.9	16.7	22.2	16.7	50.0	16.7	23.1	27.3	-	14.3	14.3	36.4
6	12	-	-	-	3	-	-	1	-	1	-	2	2	1	-	1	1
	9.5	-	-	-	30.0	-	-	11.1	-	12.5	-	15.4	18.2	14.3	-	14.3	9.1
5	12	-	-	1	1	2	1	-	-	-	1	-	1	1	-	2	2
	9.5	-	-	14.3	10.0	28.6	16.7	-	-	-	16.7	-	9.1	14.3	-	28.6	18.2
4	6	1	-	-	2	-	-	-	-	-	1	1	-	-	1	-	-
	4.8	20.0	-	-	20.0	-	-	-	-	-	16.7	7.7	-	-	14.3	-	-
3	2	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-
	1.6	-	-	-	-	-	-	-	-	-	-	7.7	-	14.3	-	-	-
Bottom Three Box (Net)	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
	0.8	-	-	-	-	-	-	-	-	-	-	7.7	-	-	-	-	-
2	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
	0.8	-	-	-	-	-	-	-	-	-	-	7.7	-	-	-	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 212c-3

Trustworthiness of the following in choosing the light bulb with light that would look most like the light in the photograph
life in years
(Base: Used life in years)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	126	5**	6**	7**	10**	7**	6**	9**	6**	8**	6**	13**	11**	7**	7**	7**	11**
Not sure	5	-	-	-	-	1	1	1	1	-	-	-	-	-	1	-	-
	4.0	-	-	-	-	14.3	16.7	11.1	16.7	-	-	-	-	-	14.3	-	-
Mean	7.3	7.6	8.5	7.9	6.4	6.8	7.4	8.0	8.2	7.9	7.2	6.3	7.4	7.3	7.7	7.0	7.2
Standard Deviation	1.79	2.07	1.64	1.57	1.78	1.83	1.52	1.31	1.10	1.55	2.32	2.06	1.43	2.69	2.07	1.83	1.54
Standard Error	0.16	0.93	0.67	0.59	0.56	0.75	0.68	0.46	0.49	0.55	0.95	0.57	0.43	1.02	0.84	0.69	0.46
Median	8.0	8.8	10.0	8.5	6.7	7.3	8.3	8.5	8.5	7.8	8.0	7.5	7.8	8.5	8.5	7.5	7.6

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 212c-4

Trustworthiness of the following in choosing the light bulb with light that would look most like the light in the photograph
life in hours
(Base: Used life in hours)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	105	11**	12**	9**	9**	1**	4**	3**	6**	8**	6**	7**	8**	6**	4**	4**	7**
Top Three Box (Net)	49	7	4	4	5	1	2	-	5	1	3	4	2	4	2	2	3
	46.7	63.6	33.3	44.4	55.6	100.0	50.0	-	83.3	12.5	50.0	57.1	25.0	66.7	50.0	50.0	42.9
Extremely Trustworthy 10	14	2	2	-	2	1	1	-	-	-	-	2	-	2	2	-	-
	13.3	18.2	16.7	-	22.2	100.0	25.0	-	-	-	-	28.6	-	33.3	50.0	-	-
9	17	2	2	1	-	-	-	-	3	1	2	2	2	2	-	-	-
	16.2	18.2	16.7	11.1	-	-	-	-	50.0	12.5	33.3	28.6	25.0	33.3	-	-	-
8	18	3	-	3	3	-	1	-	2	-	1	-	-	-	-	2	3
	17.1	27.3	-	33.3	33.3	-	25.0	-	33.3	-	16.7	-	-	-	-	50.0	42.9
7	24	1	3	2	2	-	-	2	-	2	2	2	2	1	2	2	1
	22.9	9.1	25.0	22.2	22.2	-	-	66.7	-	25.0	33.3	28.6	25.0	16.7	50.0	50.0	14.3
6	13	2	2	1	1	-	-	-	-	4	1	-	1	-	-	-	1
	12.4	18.2	16.7	11.1	11.1	-	-	-	-	50.0	16.7	-	12.5	-	-	-	14.3
5	7	-	2	1	-	-	-	-	-	1	-	-	2	-	-	-	1
	6.7	-	16.7	11.1	-	-	-	-	-	12.5	-	-	25.0	-	-	-	14.3
4	3	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	1
	2.9	-	8.3	-	-	-	25.0	-	-	-	-	-	-	-	-	-	14.3
3	2	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-
	1.9	-	-	-	11.1	-	-	33.3	-	-	-	-	-	-	-	-	-
Bottom Three Box (Net)	2	-	-	-	-	-	-	-	1	-	-	-	-	1	-	-	-
	1.9	-	-	-	-	-	-	-	16.7	-	-	-	-	16.7	-	-	-
2	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-
	1.0	-	-	-	-	-	-	-	16.7	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 212c-4

Trustworthiness of the following in choosing the light bulb with light that would look most like the light in the photograph
life in hours
(Base: Used life in hours)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	105	11**	12**	9**	9**	1**	4**	3**	6**	8**	6**	7**	8**	6**	4**	4**	7**
1	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-
	1.0	-	-	-	-	-	-	-	-	-	-	-	-	16.7	-	-	-
Not sure	5	1	-	1	-	-	1	-	-	-	-	1	1	-	-	-	-
	4.8	9.1	-	11.1	-	-	25.0	-	-	-	-	14.3	12.5	-	-	-	-
Mean	7.4	8.1	7.1	7.3	7.4	10.0	7.3	5.7	7.5	6.5	7.7	8.7	6.9	7.7	8.5	7.5	6.6
Standard Deviation	1.90	1.45	2.02	1.28	2.13	-	3.06	2.31	2.74	1.20	1.21	1.37	1.68	3.44	1.73	0.58	1.62
Standard Error	0.19	0.46	0.58	0.45	0.71	-	1.76	1.33	1.12	0.42	0.49	0.56	0.63	1.41	0.87	0.29	0.61
Median	8.0	8.7	7.3	8.0	8.2	5.0	8.5	7.3	9.0	6.8	8.0	9.5	7.3	9.5	10.0	8.0	7.5

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 212c-5

Trustworthiness of the following in choosing the light bulb with light that would look most like the light in the photograph
lumens
(Base: Used lumens)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	257	27**	14**	20**	12**	15**	17**	12**	17**	12**	20**	12**	21**	15**	21**	10**	12**
Top Three Box (Net)	131	11	4	5	7	7	10	9	11	7	11	5	13	4	13	5	9
	51.0	40.7	28.6	25.0	58.3	46.7	58.8	75.0	64.7	58.3	55.0	41.7	61.9	26.7	61.9	50.0	75.0
Extremely Trustworthy 10	28	4	1	1	2	3	1	1	1	3	2	-	4	-	1	3	1
	10.9	14.8	7.1	5.0	16.7	20.0	5.9	8.3	5.9	25.0	10.0	-	19.0	-	4.8	30.0	8.3
9	47	3	-	4	2	3	4	-	7	-	3	1	6	3	8	-	3
	18.3	11.1	-	20.0	16.7	20.0	23.5	-	41.2	-	15.0	8.3	28.6	20.0	38.1	-	25.0
8	56	4	3	-	3	1	5	8	3	4	6	4	3	1	4	2	5
	21.8	14.8	21.4	-	25.0	6.7	29.4	66.7	17.6	33.3	30.0	33.3	14.3	6.7	19.0	20.0	41.7
7	47	5	7	6	-	3	2	1	2	1	4	4	2	3	4	1	2
	18.3	18.5	50.0	30.0	-	20.0	11.8	8.3	11.8	8.3	20.0	33.3	9.5	20.0	19.0	10.0	16.7
6	26	1	-	3	1	3	2	-	1	3	2	2	3	2	1	2	-
	10.1	3.7	-	15.0	8.3	20.0	11.8	-	5.9	25.0	10.0	16.7	14.3	13.3	4.8	20.0	-
5	29	4	1	4	2	2	1	2	1	-	2	-	1	4	3	1	1
	11.3	14.8	7.1	20.0	16.7	13.3	5.9	16.7	5.9	-	10.0	-	4.8	26.7	14.3	10.0	8.3
4	6	1	-	1	-	-	1	-	-	-	1	-	1	1	-	-	-
	2.3	3.7	-	5.0	-	-	5.9	-	-	-	5.0	-	4.8	6.7	-	-	-
Bottom Three Box (Net)	5	2	1	-	-	-	-	-	1	-	-	-	-	-	-	1	-
	1.9	7.4	7.1	-	-	-	-	-	5.9	-	-	-	-	-	-	10.0	-
2	3	1	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	1.2	3.7	7.1	-	-	-	-	-	-	-	-	-	-	-	-	10.0	-
1	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-
	0.4	-	-	-	-	-	-	-	5.9	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 212c-5

Trustworthiness of the following in choosing the light bulb with light that would look most like the light in the photograph
lumens
(Base: Used lumens)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	257	27**	14**	20**	12**	15**	17**	12**	17**	12**	20**	12**	21**	15**	21**	10**	12**
Not at all Trustworthy 0	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	0.4	3.7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	13	3	1	1	2	-	1	-	1	1	-	1	1	1	-	-	-
	5.1	11.1	7.1	5.0	16.7	-	5.9	-	5.9	8.3	-	8.3	4.8	6.7	-	-	-
Mean	7.4	6.9	6.9	6.8	7.8	7.6	7.6	7.6	7.7	7.9	7.4	7.4	7.9	6.6	7.8	7.2	8.0
Standard Deviation	1.82	2.57	1.85	1.71	1.87	1.80	1.63	1.38	2.21	1.58	1.64	0.92	1.79	1.70	1.51	2.57	1.28
Standard Error	0.12	0.52	0.51	0.39	0.59	0.47	0.41	0.40	0.55	0.48	0.37	0.28	0.40	0.45	0.33	0.81	0.37
Median	8.2	7.8	7.6	7.3	8.7	7.8	8.4	8.4	9.0	8.4	8.2	7.9	9.0	7.0	8.6	8.0	8.6

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 212c-6

Trustworthiness of the following in choosing the light bulb with light that would look most like the light in the photograph
energy cost
(Base: Used energy cost)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	151	7**	8**	8**	23**	11**	6**	3**	9**	7**	6**	13**	12**	4**	9**	8**	17**
Top Three Box (Net)	87	5	3	5	16	5	4	2	8	4	4	5	7	3	2	5	9
	57.6	71.4	37.5	62.5	69.6	45.5	66.7	66.7	88.9	57.1	66.7	38.5	58.3	75.0	22.2	62.5	52.9
Extremely Trustworthy 10	23	2	1	-	4	1	-	-	2	1	1	1	3	2	-	2	3
	15.2	28.6	12.5	-	17.4	9.1	-	-	22.2	14.3	16.7	7.7	25.0	50.0	-	25.0	17.6
9	35	3	1	2	7	3	3	2	4	1	2	1	2	-	-	2	2
	23.2	42.9	12.5	25.0	30.4	27.3	50.0	66.7	44.4	14.3	33.3	7.7	16.7	-	-	25.0	11.8
8	29	-	1	3	5	1	1	-	2	2	1	3	2	1	2	1	4
	19.2	-	12.5	37.5	21.7	9.1	16.7	-	22.2	28.6	16.7	23.1	16.7	25.0	22.2	12.5	23.5
7	31	2	2	1	4	1	2	-	1	-	2	5	4	1	3	-	3
	20.5	28.6	25.0	12.5	17.4	9.1	33.3	-	11.1	-	33.3	38.5	33.3	25.0	33.3	-	17.6
6	12	-	1	1	1	1	-	-	-	2	-	-	-	-	1	1	4
	7.9	-	12.5	12.5	4.3	9.1	-	-	-	28.6	-	-	-	-	11.1	12.5	23.5
5	7	-	1	-	-	1	-	1	-	-	-	-	-	-	3	-	1
	4.6	-	12.5	-	-	9.1	-	33.3	-	-	-	-	-	-	33.3	-	5.9
3	3	-	-	-	2	1	-	-	-	-	-	-	-	-	-	-	-
	2.0	-	-	-	8.7	9.1	-	-	-	-	-	-	-	-	-	-	-
Bottom Three Box (Net)	2	-	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-
	1.3	-	-	-	-	-	-	-	-	-	-	7.7	-	-	-	12.5	-
2	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
	0.7	-	-	-	-	-	-	-	-	-	-	7.7	-	-	-	-	-
Not at all Trustworthy 0	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	0.7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12.5	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 212c-6

Trustworthiness of the following in choosing the light bulb with light that would look most like the light in the photograph
energy cost
(Base: Used energy cost)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	151	7**	8**	8**	23**	11**	6**	3**	9**	7**	6**	13**	12**	4**	9**	8**	17**
Not sure	9	-	1	1	-	2	-	-	-	1	-	2	1	-	-	1	-
	6.0	-	12.5	12.5	-	18.2	-	-	-	14.3	-	15.4	8.3	-	-	12.5	-
Mean	7.8	8.7	7.4	7.9	8.0	7.3	8.2	7.7	8.8	7.8	8.3	7.3	8.4	8.8	6.4	7.4	7.6
Standard Deviation	1.77	1.25	1.72	1.07	1.92	2.29	0.98	2.31	0.97	1.60	1.21	2.00	1.29	1.50	1.24	3.55	1.58
Standard Error	0.15	0.47	0.65	0.40	0.40	0.76	0.40	1.33	0.32	0.65	0.49	0.60	0.39	0.75	0.41	1.34	0.38
Median	8.6	9.5	7.8	8.5	8.9	8.5	9.0	9.3	9.4	8.5	9.0	7.9	8.8	10.0	7.2	9.3	8.1

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 212c-7

Trustworthiness of the following in choosing the light bulb with light that would look most like the light in the photograph
watts
(Base: Used watts)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	209	21**	20**	27**	14**	16**	12**	7**	8**	8**	7**	11**	14**	10**	14**	13**	7**
Top Three Box (Net)	132	10	13	18	8	10	7	5	7	7	4	6	8	8	7	9	5
	63.2	47.6	65.0	66.7	57.1	62.5	58.3	71.4	87.5	87.5	57.1	54.5	57.1	80.0	50.0	69.2	71.4
Extremely Trustworthy 10	42	3	6	8	1	4	1	1	2	3	1	1	3	2	1	4	1
	20.1	14.3	30.0	29.6	7.1	25.0	8.3	14.3	25.0	37.5	14.3	9.1	21.4	20.0	7.1	30.8	14.3
9	40	2	2	4	3	5	2	-	4	3	2	2	2	1	3	4	1
	19.1	9.5	10.0	14.8	21.4	31.3	16.7	-	50.0	37.5	28.6	18.2	14.3	10.0	21.4	30.8	14.3
8	50	5	5	6	4	1	4	4	1	1	1	3	3	5	3	1	3
	23.9	23.8	25.0	22.2	28.6	6.3	33.3	57.1	12.5	12.5	14.3	27.3	21.4	50.0	21.4	7.7	42.9
7	32	3	2	4	3	3	3	2	1	-	1	5	3	-	1	-	1
	15.3	14.3	10.0	14.8	21.4	18.8	25.0	28.6	12.5	-	14.3	45.5	21.4	-	7.1	-	14.3
6	15	1	-	4	1	1	2	-	-	-	1	-	-	-	3	2	-
	7.2	4.8	-	14.8	7.1	6.3	16.7	-	-	-	14.3	-	-	-	21.4	15.4	-
5	17	2	3	1	2	1	-	-	-	1	-	-	2	1	3	-	1
	8.1	9.5	15.0	3.7	14.3	6.3	-	-	-	12.5	-	-	14.3	10.0	21.4	-	14.3
4	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
	0.5	-	-	-	-	6.3	-	-	-	-	-	-	-	-	-	-	-
3	2	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1.0	-	10.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bottom Three Box (Net)	3	1	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-
	1.4	4.8	-	-	-	-	-	-	-	-	-	-	-	10.0	-	7.7	-
2	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	0.5	4.8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 212c-7

Trustworthiness of the following in choosing the light bulb with light that would look most like the light in the photograph
watts
(Base: Used watts)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	209	21**	20**	27**	14**	16**	12**	7**	8**	8**	7**	11**	14**	10**	14**	13**	7**
1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	0.5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7.7	-
Not at all Trustworthy 0	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-
	0.5	-	-	-	-	-	-	-	-	-	-	-	-	10.0	-	-	-
Not sure	7	4	-	-	-	-	-	-	-	-	1	-	1	-	-	1	-
	3.3	19.0	-	-	-	-	-	-	-	-	14.3	-	7.1	-	-	7.7	-
Mean	7.9	7.5	7.7	8.2	7.6	8.1	7.8	8.0	8.9	8.8	8.2	7.9	7.9	7.4	7.2	8.1	7.9
Standard Deviation	1.82	2.10	2.32	1.57	1.50	1.88	1.22	1.00	0.99	1.67	1.47	1.04	1.71	2.95	1.72	2.64	1.57
Standard Error	0.13	0.51	0.52	0.30	0.40	0.47	0.35	0.38	0.35	0.59	0.60	0.31	0.47	0.93	0.46	0.76	0.59
Median	8.6	8.3	8.6	8.8	8.3	9.2	8.3	8.4	9.5	9.7	9.0	8.2	8.5	8.6	8.0	9.5	8.5

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 212c-8

Trustworthiness of the following in choosing the light bulb with light that would look most like the light in the photograph
energy efficiency in lumens/watt
(Base: Used energy efficiency in lumens/watt)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	165	14**	10**	7**	16**	9**	8**	12**	9**	11**	9**	12**	8**	11**	10**	10**	9**
Top Three Box (Net)	100	8	6	4	12	7	6	9	7	7	2	6	3	7	7	5	4
	60.6	57.1	60.0	57.1	75.0	77.8	75.0	75.0	77.8	63.6	22.2	50.0	37.5	63.6	70.0	50.0	44.4
Extremely Trustworthy 10	23	2	2	2	4	-	-	3	1	2	1	-	-	1	1	3	1
	13.9	14.3	20.0	28.6	25.0	-	-	25.0	11.1	18.2	11.1	-	-	9.1	10.0	30.0	11.1
9	31	1	3	-	3	4	2	3	3	2	-	2	1	2	3	-	2
	18.8	7.1	30.0	-	18.8	44.4	25.0	25.0	33.3	18.2	-	16.7	12.5	18.2	30.0	-	22.2
8	46	5	1	2	5	3	4	3	3	3	1	4	2	4	3	2	1
	27.9	35.7	10.0	28.6	31.3	33.3	50.0	25.0	33.3	27.3	11.1	33.3	25.0	36.4	30.0	20.0	11.1
7	24	3	1	1	3	-	1	-	-	2	1	1	3	2	3	2	1
	14.5	21.4	10.0	14.3	18.8	-	12.5	-	-	18.2	11.1	8.3	37.5	18.2	30.0	20.0	11.1
6	14	1	-	-	1	1	1	1	-	1	3	1	1	1	-	1	1
	8.5	7.1	-	-	6.3	11.1	12.5	8.3	-	9.1	33.3	8.3	12.5	9.1	-	10.0	11.1
5	15	1	-	2	-	-	-	1	-	1	3	2	1	1	-	1	2
	9.1	7.1	-	28.6	-	-	-	8.3	-	9.1	33.3	16.7	12.5	9.1	-	10.0	22.2
4	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	0.6	-	10.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
	0.6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11.1
Not sure	10	1	2	-	-	1	-	1	2	-	-	2	-	-	-	1	-
	6.1	7.1	20.0	-	-	11.1	-	8.3	22.2	-	-	16.7	-	-	-	10.0	-
Mean	7.8	7.8	8.3	7.6	8.4	8.3	7.9	8.4	8.7	7.9	6.4	7.3	7.1	7.7	8.2	7.9	6.9
Standard Deviation	1.56	1.42	1.98	2.07	1.26	1.04	0.99	1.63	0.76	1.58	1.67	1.49	1.25	1.42	1.03	1.83	2.32
Standard Error	0.13	0.39	0.70	0.78	0.31	0.37	0.35	0.49	0.29	0.48	0.56	0.47	0.44	0.43	0.33	0.61	0.77

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Trustworthiness of the following in choosing the light bulb with light that would look most like the light in the photograph
energy efficiency in lumens/watt
(Base: Used energy efficiency in lumens/watt)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	165	14**	10**	7**	16**	9**	8**	12**	9**	11**	9**	12**	8**	11**	10**	10**	9**
Median	8.5	8.3	9.3	8.3	8.8	9.0	8.5	9.2	9.2	8.5	6.5	8.3	7.7	8.4	8.7	8.3	7.5

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Trustworthiness of the following in choosing the light bulb with light that would look most like the light in the photograph
energy efficiency in number of stars
(Base: Used energy efficiency in number of stars)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	64	2**	4**	2**	3**	2**	3**	7**	4**	3**	3**	3**	2**	11**	7**	6**	2**
Top Three Box (Net)	44	1	1	1	3	1	2	5	3	3	2	3	2	4	6	5	2
	68.8	50.0	25.0	50.0	100.0	50.0	66.7	71.4	75.0	100.0	66.7	100.0	100.0	36.4	85.7	83.3	100.0
Extremely Trustworthy 10	8	-	1	-	-	-	1	1	2	1	-	-	-	1	-	-	1
	12.5	-	25.0	-	-	-	33.3	14.3	50.0	33.3	-	-	-	9.1	-	-	50.0
9	19	1	-	1	1	1	1	1	1	1	2	2	1	2	2	2	-
	29.7	50.0	-	50.0	33.3	50.0	33.3	14.3	25.0	33.3	66.7	66.7	50.0	18.2	28.6	33.3	-
8	17	-	-	-	2	-	-	3	-	1	-	1	1	1	4	3	1
	26.6	-	-	-	66.7	-	-	42.9	-	33.3	-	33.3	50.0	9.1	57.1	50.0	50.0
7	10	-	2	-	-	-	1	2	-	-	1	-	-	2	1	1	-
	15.6	-	50.0	-	-	-	33.3	28.6	-	-	33.3	-	-	18.2	14.3	16.7	-
6	2	-	-	-	-	-	-	-	1	-	-	-	-	1	-	-	-
	3.1	-	-	-	-	-	-	-	25.0	-	-	-	-	9.1	-	-	-
5	6	1	1	1	-	1	-	-	-	-	-	-	-	2	-	-	-
	9.4	50.0	25.0	50.0	-	50.0	-	-	-	-	-	-	-	18.2	-	-	-
3	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-
	1.6	-	-	-	-	-	-	-	-	-	-	-	-	9.1	-	-	-
Not sure	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-
	1.6	-	-	-	-	-	-	-	-	-	-	-	-	9.1	-	-	-
Mean	8.0	7.0	7.3	7.0	8.3	7.0	8.7	8.1	8.8	9.0	8.3	8.7	8.5	6.9	8.1	8.2	9.0
Standard Deviation	1.54	2.83	2.06	2.83	0.58	2.83	1.53	1.07	1.89	1.00	1.15	0.58	0.71	2.18	0.69	0.75	1.41
Standard Error	0.19	2.00	1.03	2.00	0.33	2.00	0.88	0.40	0.95	0.58	0.67	0.33	0.50	0.69	0.26	0.31	1.00
Median	8.7	9.0	7.5	9.0	8.8	9.0	9.5	8.5	10.0	9.5	9.3	9.3	9.0	7.5	8.6	8.7	10.0

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 212c-10

Trustworthiness of the following in choosing the light bulb with light that would look most like the light in the photograph
  watt equivalency
(Base: Used watt equivalency)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	108	15**	8**	10**	5**	4**	6**	6**	6**	6**	5**	8**	6**	6**	7**	6**	4**
Top Three Box (Net)	61	8	4	7	3	3	4	3	4	3	3	3	3	6	2	2	3
	56.5	53.3	50.0	70.0	60.0	75.0	66.7	50.0	66.7	50.0	60.0	37.5	50.0	100.0	28.6	33.3	75.0
Extremely Trustworthy 10	24	4	3	2	-	1	1	-	1	1	2	-	1	4	-	2	2
	22.2	26.7	37.5	20.0	-	25.0	16.7	-	16.7	16.7	40.0	-	16.7	66.7	-	33.3	50.0
9	19	3	-	3	-	2	1	3	1	2	-	2	-	-	1	-	1
	17.6	20.0	-	30.0	-	50.0	16.7	50.0	16.7	33.3	-	25.0	-	-	14.3	-	25.0
8	18	1	1	2	3	-	2	-	2	-	1	1	2	2	1	-	-
	16.7	6.7	12.5	20.0	60.0	-	33.3	-	33.3	-	20.0	12.5	33.3	33.3	14.3	-	-
7	17	-	1	2	2	-	-	1	-	1	1	1	2	-	3	2	1
	15.7	-	12.5	20.0	40.0	-	-	16.7	-	16.7	20.0	12.5	33.3	-	42.9	33.3	25.0
6	7	1	1	-	-	-	1	-	1	1	-	2	-	-	-	-	-
	6.5	6.7	12.5	-	-	-	16.7	-	16.7	16.7	-	25.0	-	-	-	-	-
5	11	1	-	1	-	1	-	-	-	1	1	1	1	-	2	2	-
	10.2	6.7	-	10.0	-	25.0	-	-	-	16.7	20.0	12.5	16.7	-	28.6	33.3	-
4	2	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-
	1.9	-	-	-	-	-	16.7	16.7	-	-	-	-	-	-	-	-	-
3	2	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
	1.9	6.7	-	-	-	-	-	16.7	-	-	-	-	-	-	-	-	-
Bottom Three Box (Net)	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	0.9	6.7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	0.9	6.7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 212c-10

Trustworthiness of the following in choosing the light bulb with light that would look most like the light in the photograph
watt equivalency
(Base: Used watt equivalency)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	108	15**	8**	10**	5**	4**	6**	6**	6**	6**	5**	8**	6**	6**	7**	6**	4**
Not sure	7	3	2	-	-	-	-	-	1	-	-	1	-	-	-	-	-
	6.5	20.0	25.0	-	-	-	-	-	16.7	-	-	12.5	-	-	-	-	-
Mean	7.8	7.6	8.5	8.2	7.6	8.3	7.5	6.8	8.2	7.7	8.0	7.1	7.5	9.3	6.9	7.3	9.0
Standard Deviation	1.93	2.87	1.76	1.55	0.55	2.22	2.17	2.71	1.48	1.97	2.12	1.57	1.64	1.03	1.46	2.25	1.41
Standard Error	0.19	0.83	0.72	0.49	0.24	1.11	0.89	1.11	0.66	0.80	0.95	0.59	0.67	0.42	0.55	0.92	0.71
Median	8.6	9.3	10.0	9.0	8.2	9.5	8.5	9.0	8.8	9.0	8.5	7.5	8.0	7.5	7.5	7.5	10.0

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 212c-11

Trustworthiness of the following in choosing the light bulb with light that would look most like the light in the photograph
Energy Star
(Base: Used Energy Star)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	112	10**	12**	7**	10**	8**	6**	13**	7**	7**	5**	2**	7**	5**	5**	3**	5**
Top Three Box (Net)	76	10	8	4	7	4	5	9	7	3	3	1	3	5	4	-	3
	67.9	100.0	66.7	57.1	70.0	50.0	83.3	69.2	100.0	42.9	60.0	50.0	42.9	100.0	80.0	-	60.0
Extremely Trustworthy 10	35	5	1	2	3	4	3	4	3	1	1	1	1	3	3	-	-
	31.3	50.0	8.3	28.6	30.0	50.0	50.0	30.8	42.9	14.3	20.0	50.0	14.3	60.0	60.0	-	-
9	18	2	5	2	2	-	2	2	1	-	-	-	-	-	-	-	2
	16.1	20.0	41.7	28.6	20.0	-	33.3	15.4	14.3	-	-	-	-	-	-	-	40.0
8	23	3	2	-	2	-	-	3	3	2	2	-	2	2	1	-	1
	20.5	30.0	16.7	-	20.0	-	-	23.1	42.9	28.6	40.0	-	28.6	40.0	20.0	-	20.0
7	18	-	1	3	3	-	-	1	-	1	2	1	3	-	-	2	1
	16.1	-	8.3	42.9	30.0	-	-	7.7	-	14.3	40.0	50.0	42.9	-	-	66.7	20.0
6	6	-	-	-	-	2	-	1	-	1	-	-	1	-	1	-	-
	5.4	-	-	-	-	25.0	-	7.7	-	14.3	-	-	14.3	-	20.0	-	-
5	6	-	2	-	-	2	-	1	-	1	-	-	-	-	-	-	-
	5.4	-	16.7	-	-	25.0	-	7.7	-	14.3	-	-	-	-	-	-	-
4	2	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	1
	1.8	-	-	-	-	-	-	7.7	-	-	-	-	-	-	-	-	20.0
Bottom Three Box (Net)	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	0.9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	33.3	-
Not at all Trustworthy 0	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	0.9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	33.3	-
Not sure	3	-	1	-	-	-	1	-	-	1	-	-	-	-	-	-	-
	2.7	-	8.3	-	-	-	16.7	-	-	14.3	-	-	-	-	-	-	-
Mean	8.2	9.2	8.0	8.4	8.5	7.8	9.6	8.0	9.0	7.3	8.0	8.5	7.6	9.2	8.8	4.7	7.4

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Trustworthiness of the following in choosing the light bulb with light that would look most like the light in the photograph
Energy Star
(Base: Used Energy Star)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	112	10**	12**	7**	10**	8**	6**	13**	7**	7**	5**	2**	7**	5**	5**	3**	5**
Standard Deviation	1.79	0.92	1.67	1.40	1.27	2.43	0.55	2.00	1.00	1.75	1.22	2.12	1.27	1.10	1.79	4.04	2.07
Standard Error	0.17	0.29	0.50	0.53	0.40	0.86	0.24	0.55	0.38	0.71	0.55	1.50	0.48	0.49	0.80	2.33	0.93
Median	8.9	10.0	9.1	9.3	9.0	10.0	8.3	8.8	9.5	8.0	8.3	10.0	7.8	8.3	8.3	7.3	8.5

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Lamp Labeling Study - 3W88

Trustworthiness of the following in choosing the light bulb with light that would look most like the light in the photograph
  voltage
(Base: Used voltage)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	43	4**	7**	4**	2**	6**	3**	1**	1**	1**	1**	2**	3**	1**	1**	2**	4**
Top Three Box (Net)	19	1	2	-	2	3	3	1	1	-	-	-	1	1	1	1	2
	44.2	25.0	28.6	-	100.0	50.0	100.0	100.0	100.0	-	-	-	33.3	100.0	100.0	50.0	50.0
Extremely Trustworthy 10	6	-	2	-	1	1	-	-	-	-	-	-	1	-	-	-	1
	14.0	-	28.6	-	50.0	16.7	-	-	-	-	-	-	33.3	-	-	-	25.0
9	8	-	-	-	1	1	2	1	1	-	-	-	-	-	-	1	1
	18.6	-	-	-	50.0	16.7	66.7	100.0	100.0	-	-	-	-	-	-	50.0	25.0
8	5	1	-	-	-	1	1	-	-	-	-	-	-	1	1	-	-
	11.6	25.0	-	-	-	16.7	33.3	-	-	-	-	-	-	100.0	100.0	-	-
7	12	1	2	1	-	2	-	-	-	1	1	1	-	-	-	1	2
	27.9	25.0	28.6	25.0	-	33.3	-	-	-	100.0	100.0	50.0	-	-	-	50.0	50.0
6	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
	2.3	-	-	-	-	16.7	-	-	-	-	-	-	-	-	-	-	-
5	10	2	2	3	-	-	-	-	-	-	-	1	2	-	-	-	-
	23.3	50.0	28.6	75.0	-	-	-	-	-	-	-	50.0	66.7	-	-	-	-
Not sure	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2.3	-	14.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	7.4	6.3	7.3	5.5	9.5	7.8	8.7	9.0	9.0	7.0	7.0	6.0	6.7	8.0	8.0	8.0	8.3
Standard Deviation	1.74	1.50	2.25	1.00	0.71	1.47	0.58	-	-	-	-	1.41	2.89	-	-	1.41	1.50
Standard Error	0.27	0.75	0.92	0.50	0.50	0.60	0.33	-	-	-	-	1.00	1.67	-	-	1.00	0.75
Median	7.8	7.0	7.5	5.7	10.0	8.0	9.3	9.5	9.5	7.5	7.5	7.0	5.8	8.5	8.5	9.0	9.0

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Lamp Labeling Study - 3W88

Trustworthiness of the following in choosing the light bulb with light that would look most like the light in the photograph
(Top Three Box Summary)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	5635	353	353	350	352	353	354	351	355	350	352	353	350	352	353	352	352
color temperature (on the front)	213	1	1	4	21	14	13	20	15	12	13	19	15	18	20	14	13
	51.1	20.0	33.3	57.1	56.8j	50.0	50.0	47.6	53.6	36.4	61.9	63.3J	45.5	48.6	52.6	58.3	52.0
watts	132	10	13	18	8	10	7	5	7	7	4	6	8	8	7	9	5
	63.2	47.6	65.0	66.7	57.1	62.5	58.3	71.4	87.5	87.5	57.1	54.5	57.1	80.0	50.0	69.2	71.4
lumens	131	11	4	5	7	7	10	9	11	7	11	5	13	4	13	5	9
	51.0	40.7	28.6	25.0	58.3	46.7	58.8	75.0	64.7	58.3	55.0	41.7	61.9	26.7	61.9	50.0	75.0
energy efficiency in lumens/watt	100	8	6	4	12	7	6	9	7	7	2	6	3	7	7	5	4
	60.6	57.1	60.0	57.1	75.0	77.8	75.0	75.0	77.8	63.6	22.2	50.0	37.5	63.6	70.0	50.0	44.4
color temperature (on the back)	96	2	19	9	7	6	5	4	4	1	6	3	5	3	9	11	2
	47.1	40.0	65.5	50.0	38.9	46.2	41.7	40.0	40.0	16.7	54.5	42.9	41.7	30.0	69.2	42.3	50.0
energy cost	87	5	3	5	16	5	4	2	8	4	4	5	7	3	2	5	9
	57.6	71.4	37.5	62.5	69.6	45.5	66.7	66.7	88.9	57.1	66.7	38.5	58.3	75.0	22.2	62.5	52.9
Energy Star	76	10	8	4	7	4	5	9	7	3	3	1	3	5	4	-	3
	67.9	100.0	66.7	57.1	70.0	50.0	83.3	69.2	100.0	42.9	60.0	50.0	42.9	100.0	80.0	-	60.0
watt equivalency	61	8	4	7	3	3	4	3	4	3	3	3	3	6	2	2	3
	56.5	53.3	50.0	70.0	60.0	75.0	66.7	50.0	66.7	50.0	60.0	37.5	50.0	100.0	28.6	33.3	75.0
life in years	60	4	3	5	4	1	3	5	4	3	3	5	5	4	4	3	4
	47.6	80.0	50.0	71.4	40.0	14.3	50.0	55.6	66.7	37.5	50.0	38.5	45.5	57.1	57.1	42.9	36.4
life in hours	49	7	4	4	5	1	2	-	5	1	3	4	2	4	2	2	3
	46.7	63.6	33.3	44.4	55.6	100.0	50.0	-	83.3	12.5	50.0	57.1	25.0	66.7	50.0	50.0	42.9
energy efficiency in number of stars	44	1	1	1	3	1	2	5	3	3	2	3	2	4	6	5	2
	68.8	50.0	25.0	50.0	100.0	50.0	66.7	71.4	75.0	100.0	66.7	100.0	100.0	36.4	85.7	83.3	100.0

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Trustworthiness of the following in choosing the light bulb with light that would look most like the light in the photograph
(Top Three Box Summary)

	Total	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
		TREATMENT															
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
voltage	19	1	2	-	2	3	3	1	1	-	-	-	1	1	1	1	2
	44.2	25.0	28.6	-	100.0	50.0	100.0	100.0	100.0	-	-	-	33.3	100.0	100.0	50.0	50.0

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Trustworthiness of the following in choosing the light bulb with light that would look most like the light in the photograph
(Mean Summary)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	5635	353	353	350	352	353	354	351	355	350	352	353	350	352	353	352	352
color temperature (on the front)	7.48	5.80	4.67	8.14	7.69j	7.54	7.46	7.32	7.59	6.93	7.60	7.75	7.65	7.45	7.49	7.39	7.91
color temperature (on the back)	7.35	6.80	8.00	7.93	7.06	7.08	7.45	7.10	7.50	5.67	7.00	7.29	7.60	6.78	7.92	7.08	7.50
life in years	7.31	7.60	8.50	7.86	6.40	6.83	7.40	8.00	8.20	7.88	7.17	6.31	7.36	7.29	7.67	7.00	7.18
life in hours	7.39	8.10	7.08	7.25	7.44	10.00	7.33	5.67	7.50	6.50	7.67	8.67	6.86	7.67	8.50	7.50	6.57
lumens	7.43	6.92	6.92	6.84	7.80	7.60	7.56	7.58	7.69	7.91	7.45	7.36	7.95	6.57	7.76	7.20	8.00
energy cost	7.83	8.71	7.43	7.86	7.96	7.33	8.17	7.67	8.78	7.83	8.33	7.27	8.36	8.75	6.44	7.43	7.65
watts	7.88	7.47	7.65	8.19	7.57	8.06	7.75	8.00	8.88	8.75	8.17	7.91	7.92	7.40	7.21	8.08	7.86
energy efficiency in lumens/watt	7.81	7.77	8.25	7.57	8.38	8.25	7.88	8.36	8.71	7.91	6.44	7.30	7.13	7.73	8.20	7.89	6.89
energy efficiency in number of stars	7.97	7.00	7.25	7.00	8.33	7.00	8.67	8.14	8.75	9.00	8.33	8.67	8.50	6.90	8.14	8.17	9.00
watt equivalency	7.79	7.58	8.50	8.20	7.60	8.25	7.50	6.83	8.20	7.67	8.00	7.14	7.50	9.33	6.86	7.33	9.00
Energy Star	8.22	9.20	8.00	8.43	8.50	7.75	9.60	8.00	9.00	7.33	8.00	8.50	7.57	9.20	8.80	4.67	7.40
voltage	7.43	6.25	7.33	5.50	9.50	7.83	8.67	9.00	9.00	7.00	7.00	6.00	6.67	8.00	8.00	8.00	8.25

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

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Lamp Labeling Study - 3W88

Question 213

Least amount of energy

	Total	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
		TREATMENT															
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	5635	353	353	350	352	353	354	351	355	350	352	353	350	352	353	352	352
Bulb A (60 Watts)	739 13.1	21 5.9	29 8.2	33 9.4b m	39 11.1BM	28 7.9	29 8.2	34 9.7b m	38 10.7B M	104 29.7B CDEFG HIMNO PQ	102 29.0B CDEFG HIMNO PQ	126 35.7BC DEFGHI jkMNOP Q	21 6.0	32 9.1	32 9.1	44 12.5Bc FgMQ	27 7.7
Bulb K (40 Watts)	543 9.6	23 6.5P	19 5.4P	14 4.0p	39 11.1B CDP	42 11.9B CDP	41 11.6B CDP	49 14.0B CDkLO P	37 10.4b CDP	35 10.0bC DP	34 9.7CD P	29 8.2D P	45 12.9B CDLOP	59 16.8BC DEfGIJ KLOPq	29 8.2DP	6 1.7	42 11.9BCDP
Bulb I (7 watts) - Correct Choice	3999 71.0	292 82.7E FGHIJ KLMNQ	280 79.3E HIJKL N	288 82.3E FGHIJ KLMNQ	256 72.7J KL	266 75.4J KLN	264 74.6J KLN	247 70.4J KL	255 71.8J KL	178 50.9	184 52.3	172 48.7	264 75.4J KLN	238 67.6J KL	276 78.2e HiJKL N	277 78.7e HIJKL N	262 74.4JKLN
Not Sure	354 6.3	17 4.8	25 7.1	15 4.3	18 5.1	17 4.8	20 5.6	21 6.0	25 7.0	33 9.4BD EFghm Oq	32 9.1BD EFgmO	26 7.4d	20 5.7	23 6.5	16 4.5	25 7.1	21 6.0

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

Lamp Labeling Study - 3W88

Most energy efficient

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	5635	353	353	350	352	353	354	351	355	350	352	353	350	352	353	352	352
Bulb A (14 Lumens/Watt)	572 10.2	21 5.9	28 7.9	34 9.7bG mnQ	26 7.4	34 9.6bG mnQ	20 5.6	27 7.7	23 6.5	74 21.1B CDEFG HIMNO PQ	74 21.0B CDEFG HIMNO PQ	77 21.8BC DEFGHI MNOPQ	21 6.0	22 6.3	27 7.6	44 12.5BC EGHIMN OQ	20 5.7
Bulb K (20 Lumens/Watt)	354 6.3	24 6.8c	14 4.0	16 4.6	24 6.8c	18 5.1	28 7.9Cd p	20 5.7	21 5.9	28 8.0Cd p	25 7.1c	31 8.8CD fP	22 6.3	22 6.3	22 6.2	16 4.5	23 6.5
Bulb I (124 Lumens/Watt) - Correct Choice	4368 77.5	286 81.0J KLp	281 79.6J KL	286 81.7J KLp	287 81.5J KLp	286 81.0J KLp	284 80.2J KL	286 81.5J KLp	289 81.4J KLp	217 62.0	226 64.2	224 63.5	282 80.6J KL	289 82.1J KLP	289 81.9J KLp	267 75.9J KL	289 82.1JKLP
Not Sure	341 6.1	22 6.2	30 8.5DE FhO	14 4.0	15 4.3	15 4.2	22 6.2	18 5.1	22 6.2	31 8.9DE FhnO	27 7.7De fo	21 5.9	25 7.1df o	19 5.4	15 4.2	25 7.1d	20 5.7

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

Most amount of energy

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	5635	353	353	350	352	353	354	351	355	350	352	353	350	352	353	352	352
Bulb A (60 Watts) - Correct Choice	3838 68.1	287 81.3E FGHIJ KLMNO pQ	276 78.2E GHIJK LNoQ	271 77.4E GHIJK LNq	247 70.2J KL	260 73.7J KLN	248 70.1J KL	246 70.1J KL	242 68.2J KL	152 43.4	182 51.7J	169 47.9	258 73.7J KLN	227 64.5J KL	255 72.2J KLN	266 75.6I JKLN	252 71.6JKLN
Bulb K (40 Watts)	391 6.9	16 4.5	21 5.9q	26 7.4Q	30 8.5Bf Q	18 5.1	26 7.3Q	25 7.1Q	22 6.2q	34 9.7Bc FimQ	23 6.5Q	30 8.5Bf Q	22 6.3Q	24 6.8Q	28 7.9bQ	35 9.9Bc FimQ	11 3.1
Bulb I (7 watts)	1072 19.0	33 9.3	32 9.1	38 10.9p	60 17.0B CDP	59 16.7B CDP	61 17.2B CDP	63 17.9B CDP	70 19.7B CDMP	131 37.4B CDEFG HIMNO PQ	119 33.8B CDEFG HIMNO PQ	132 37.4B CDEFG HIMNO PQ	47 13.4b cP	78 22.2B CDefM OP	56 15.9BC dP	25 7.1	68 19.3BCDMP
Not Sure	334 5.9	17 4.8	24 6.8o	15 4.3	15 4.3	16 4.5	19 5.4	17 4.8	21 5.9	33 9.4BD EFGHi Oq	28 8.0bD EfhO	22 6.2	23 6.6	23 6.5	14 4.0	26 7.4de o	21 6.0

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

Least energy efficient

	Total	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
		TREATMENT															
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	5635	353	353	350	352	353	354	351	355	350	352	353	350	352	353	352	352
Bulb A (14 Lumens/Watt) - Correct Choice	4079 72.4	277 78.5C iJKLP	250 70.8J KL	259 74.0J KLP	265 75.3J KLP	282 79.9C dIJKL P	274 77.4C JKLP	272 77.5C JKLP	258 72.7J KLp	191 54.6	208 59.1	212 60.1	262 74.9J KLP	277 78.7C iJKLP	281 79.6C dIJKL P	235 66.8J Kl	276 78.4CiJKLP
Bulb K (20 Lumens/Watt)	430 7.6	16 4.5	35 9.9BF OQ	28 8.0bF	26 7.4F	12 3.4	24 6.8F	26 7.4F	35 9.9B FOQ	37 10.6BF gnOQ	31 8.8BF q	31 8.8BF q	28 8.0bF	23 6.5f	20 5.7	40 11.4Be FGhNOQ	18 5.1
Bulb I (124 Lumens/Watt)	779 13.8	37 10.5	37 10.5	47 13.4g	45 12.8	43 12.2	33 9.3	34 9.7	42 11.8	88 25.1B CDEFG HIMNO PQ	86 24.4B CDEFG HIMNO PQ	86 24.4B CDEFG HIMNO PQ	35 10.0	37 10.5	38 10.8	49 13.9g h	42 11.9
Not Sure	347 6.2	23 6.5	31 8.8DE FhNOQ	16 4.6	16 4.5	16 4.5	23 6.5	19 5.4	20 5.6	34 9.7DE FHINO Q	27 7.7de fnOq	24 6.8o	25 7.1o	15 4.3	14 4.0	28 8.0de fNOq	16 4.5

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

Lamp Labeling Study - 3W88

Least amount of energy

	Total	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
		TREATMENT															
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	5635	353	353	350	352	353	354	351	355	350	352	353	350	352	353	352	352
Bulb B (100 Watts)	750 13.3	23 6.5	27 7.6	21 6.0	36 10.2bD m	30 8.5	34 9.6d	38 10.8B DMq	41 11.5B cDMQ	101 28.9B CDEFG HIMNO PQ	111 31.5B CDEFG HIMNO PQ	128 36.3BC DEFGHI JMNOPQ	22 6.3	43 12.2BC DMQ	34 9.6d	36 10.2bD m	25 7.1
Bulb G (23 Watts) - Correct Choice	3992 70.8	293 83.0c GHIJK LNP	274 77.6H iJKLN	295 84.3C eGHIJ KLmNP	278 79.0H IJKLN p	292 82.7c gHIJK LNP	272 76.8H JKLN	246 70.1J KL	256 72.1J KL	165 47.1K l	132 37.5	143 40.5	277 79.1H IJKLN p	243 69.0J KL	281 79.6H IJKLN P	257 73.0J KL	288 81.8HIJKLNP
Bulb H (26 Watts)	511 9.1	16 4.5	25 7.1	15 4.3	20 5.7	15 4.2	23 6.5	43 12.3BC DEFGmO pQ	32 9.0B DeFQ	48 13.7B CDEFG IMOPQ	77 21.9B CDEFG HIJMN OPQ	62 17.6BC DEFGHI MNOPQ	28 8.0b DFQ	39 11.1Bc DEFGOQ	24 6.8	29 8.2BD FQ	15 4.3
Not Sure	382 6.8	21 5.9	27 7.6fO	19 5.4	18 5.1	16 4.5	25 7.1o	24 6.8o	26 7.3o	36 10.3BD EFLmO	32 9.1dE FlO	20 5.7	23 6.6	27 7.7fO	14 4.0	30 8.5eF O	24 6.8o

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

Most energy efficient

	Total	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
		---------- TREATMENT ----------															
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	5635	353	353	350	352	353	354	351	355	350	352	353	350	352	353	352	352
Bulb B (17 Lumens/Watt)	601 10.7	20 5.7	34 9.6B n	35 10.0Bi n	34 9.7Bn	32 9.1b	31 8.8	24 6.8	23 6.5	75 21.4B CDEFG HIMNO PQ	67 19.0B CDEFG HIMNO PQ	80 22.7BC DEFGHI MNOPQ	29 8.3	22 6.3	27 7.6	44 12.5BH ImNOQ	24 6.8
Bulb G (65 Lumens/Watt)	3670 65.1	274 77.6C DgHIJ KLMP	237 67.1J KLP	235 67.1J KLP	260 73.9c dhJKL P	280 79.3C DeGHI JKLMN P	253 71.5J KLP	237 67.5J KLP	247 69.6J KLP	140 40.0l	144 40.9L	119 33.7	249 71.1J KLP	256 72.7J KLP	263 74.5C DHJKL P	196 55.7J KL	280 79.5CDeGHIJKLMNP
Bulb H (67 Lumens/Watt) - Correct Choice	988 17.5	35 9.9	52 14.7b FQ	61 17.4B eFQ	44 12.5F	23 6.5	46 13.0F q	64 18.2B EFgoQ	59 16.6B FQ	99 28.3B CDEFG HIMNO Q	113 32.1B CDEFG HIMNO PQ	129 36.5B CDEFG HIJMN OPQ	48 13.7F q	50 14.2b FQ	47 13.3F q	86 24.4BC DEFGHI MNOQ	32 9.1
Not Sure	376 6.7	24 6.8e	30 8.5Ef OQ	19 5.4	14 4.0	18 5.1	24 6.8e	26 7.4e	26 7.3e	36 10.3bD EFgOQ	28 8.0Eo q	25 7.1e	24 6.9e	24 6.8e	16 4.5	26 7.4e	16 4.5

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

Most amount of energy

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	5635	353	353	350	352	353	354	351	355	350	352	353	350	352	353	352	352
Bulb B (100 Watts) - Correct Choice	3876 68.8	279 79.0e fGHIJ KLmNQ	277 78.5e fGHIJ KLmNQ	276 78.9e fGHIJ KLmNQ	257 73.0J KL	257 72.8J KL	247 69.8J KL	243 69.2J KL	242 68.2J KL	172 49.1	181 51.4	163 46.2	255 72.9J KL	238 67.6J KL	263 74.5i JKLN	281 79.8E FGHIJ KLMNo Q	245 69.6JKL
Bulb G (23 Watts)	438 7.8	31 8.8P	23 6.5	28 8.0p	30 8.5p	23 6.5	33 9.3P	29 8.3p	31 8.7P	24 6.9	25 7.1	36 10.2cf P	27 7.7	26 7.4	29 8.2p	17 4.8	26 7.4
Bulb H (26 Watts)	978 17.4	20 5.7	27 7.6	30 8.6	47 13.4B CDP	56 15.9B CDP	51 14.4B CDP	63 17.9B CDemo P	63 17.7B CDmP	121 34.6B CDEFG HIMNO PQ	121 34.4B CDEFG HIMNO PQ	132 37.4B CDEFG HIMNO PQ	45 12.9B CdP	67 19.0B CDEMO P	47 13.3BC DP	27 7.7	61 17.3BCDmP
Not Sure	343 6.1	23 6.5	26 7.4o	16 4.6	18 5.1	17 4.8	23 6.5	16 4.6	19 5.4	33 9.4DE FHInO q	25 7.1o	22 6.2	23 6.6	21 6.0	14 4.0	27 7.7dh O	20 5.7

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

Least energy efficient

	Total	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
		TREATMENT															
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	5635	353	353	350	352	353	354	351	355	350	352	353	350	352	353	352	352
Bulb B (17 Lumens/Watt) - Correct Choice	4258 75.6	293 83.0C DgJKL MP	256 72.5J KL	264 75.4J KL	277 78.7c JKL	282 79.9C JKLMP	276 78.0c JKL	287 81.8C DJKLM P	281 79.2C JKLmp	213 60.9	229 65.1	228 64.6	257 73.4J KL	281 79.8C JKLMp	293 83.0C DgJKL MP	259 73.6J KL	282 80.1CJKLMP
Bulb G (65 Lumens/Watt)	462 8.2	25 7.1	36 10.2F Hnop	37 10.6FH NOp	31 8.8	20 5.7	28 7.9	20 5.7	27 7.6	34 9.7F Hno	36 10.2FH nop	33 9.3fh	32 9.1fh	22 6.3	22 6.2	23 6.5	36 10.2FHnop
Bulb H (67 Lumens/Watt)	566 10.0	12 3.4	32 9.1BQ	30 8.6Bq	29 8.2Bq	33 9.3BQ	24 6.8B	27 7.7B	24 6.8B	71 20.3B CDEFG HIMNO PQ	61 17.3B CDEFG HIMNO pQ	70 19.8BC DEFGHI MNOPQ	34 9.7BQ	31 8.8Bq	26 7.4B	44 12.5Bd eGHIOQ	18 5.1
Not Sure	349 6.2	23 6.5o	29 8.2Ef hnOQ	19 5.4	15 4.3	18 5.1	26 7.3eO	17 4.8	23 6.5o	32 9.1dE FHNOQ	26 7.4eO	22 6.2o	27 7.7eO q	18 5.1	12 3.4	26 7.4eO	16 4.5

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 217

Amount more willing to pay for light bulb B

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	5635	353	353	350	352	353	354	351	355	350	352	353	350	352	353	352	352
Less than $.50	329 5.8	19 5.4H	29 8.2fH IJnO	22 6.3H	31 8.8bf HIJnO	18 5.1H	21 5.9H	7 2.0	14 3.9	14 4.0	28 8.0HI Jo	29 8.2fH IJnO	20 5.7H	18 5.1H	16 4.5h	20 5.7H	23 6.5H
About $.50	1049 18.6	66 18.7	73 20.7N o	72 20.6N	68 19.3	58 16.4	60 16.9	61 17.4	61 17.2	76 21.7f NO	70 19.9n	75 21.2N o	64 18.3	52 14.8	56 15.9	72 20.5N	65 18.5
More than $.50	3871 68.7	246 69.7c l	224 63.5	233 66.6	234 66.5	257 72.8C dejKL P	240 67.8	255 72.6C dejKL p	261 73.5C DEgJK LP	233 66.6	230 65.3	223 63.2	239 68.3	258 73.3C dEjKL P	267 75.6b CDEGJ KLMPQ	232 65.9	239 67.9
Not sure	386 6.9	22 6.2	27 7.6O	23 6.6	19 5.4	20 5.7	33 9.3Ef IO	28 8.0O	19 5.4	27 7.7O	24 6.8o	26 7.4o	27 7.7O	24 6.8o	14 4.0	28 8.0O	25 7.1o

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

Amount willing to pay for light bulb B
(Base: Would pay more than $0.50 for light bulb B)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	3871	246	224	233	234	257	240	255	261	233	230	223	239	258	267	232	239
$0.51-$0.99	571	47	36	37	31	27	28	33	37	37	34	37	32	42	42	36	35
	14.8	19.1e FGhm	16.1f	15.9f	13.2	10.5	11.7	12.9	14.2	15.9f	14.8	16.6f	13.4	16.3f	15.7f	15.5f	14.6
$1.00-$1.99	1424	101	89	93	89	90	97	92	90	81	83	80	85	90	91	75	98
	36.8	41.1P	39.7	39.9p	38.0	35.0	40.4p	36.1	34.5	34.8	36.1	35.9	35.6	34.9	34.1	32.3	41.0p
$2.00-$2.99	765	56	40	46	43	62	45	59	48	39	49	44	59	49	40	45	41
	19.8	22.8j O	17.9	19.7	18.4	24.1c JOq	18.8	23.1j Oq	18.4	16.7	21.3o	19.7	24.7c eiJOQ	19.0	15.0	19.4	17.2
$3.00-$4.99	525	20	26	34	39	31	34	33	37	33	26	27	35	37	44	38	31
	13.6	8.1	11.6	14.6B	16.7B k	12.1	14.2B	12.9b	14.2B	14.2B	11.3	12.1	14.6B	14.3B	16.5B k	16.4B	13.0b
$5.00-$9.99	447	17	26	15	25	39	24	28	40	33	32	29	21	31	33	30	24
	11.5	6.9	11.6bd	6.4	10.7	15.2B DgMq	10.0	11.0d	15.3B DgMq	14.2B Dm	13.9B Dm	13.0BD	8.8	12.0b D	12.4B D	12.9B D	10.0
$10 or more	139	5	7	8	7	8	12	10	9	10	6	6	7	9	17	8	10
	3.6	2.0	3.1	3.4	3.0	3.1	5.0b	3.9	3.4	4.3	2.6	2.7	2.9	3.5	6.4Bc efKlm	3.4	4.2
Mean	3.4	2.5	3.5	2.6	2.8	3.7	3.7	3.9b	3.7b	3.6	3.4	2.8	3.4	3.3	4.9BD ELnq	3.5	3.1
Standard Deviation	8.79	6.76	10.02	5.42	6.62	9.93	9.96	10.72	9.02	8.53	8.35	5.63	9.03	7.72	13.07	8.05	7.33
Standard Error	0.14	0.43	0.67	0.36	0.43	0.62	0.64	0.67	0.56	0.56	0.55	0.38	0.58	0.48	0.80	0.53	0.47
Median	1.50	1.50	1.50	1.50	1.92	2.00	1.50	2.00	2.00	1.66	1.99	1.50	2.00	1.89	2.00	2.00	1.50

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

Lamp Labeling Study - 3W88

Amount willing to pay for light bulb B
(Base: Would pay more than $0.50 for light bulb B/Outliers ($50+) divided by 100 - assumed meant decimal)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	3871	246	224	233	234	257	240	255	261	233	230	223	239	258	267	232	239
$0.51-$0.99	624	49	40	38	32	30	32	37	41	41	37	38	36	45	51	39	38
	16.1	19.9e Fg	17.9f	16.3	13.7	11.7	13.3	14.5	15.7	17.6f	16.1	17.0f	15.1	17.4f	19.1F g	16.8	15.9
$1.00-$1.99	1424	101	89	93	89	90	97	92	90	81	83	80	85	90	91	75	98
	36.8	41.1P	39.7	39.9p	38.0	35.0	40.4p	36.1	34.5	34.8	36.1	35.9	35.6	34.9	34.1	32.3	41.0p
$2.00-$2.99	765	56	40	46	43	62	45	59	48	39	49	44	59	49	40	45	41
	19.8	22.8j O	17.9	19.7	18.4	24.1c JOq	18.8	23.1j Oq	18.4	16.7	21.3o	19.7	24.7c eiJOQ	19.0	15.0	19.4	17.2
$3.00-$4.99	525	20	26	34	39	31	34	33	37	33	26	27	35	37	44	38	31
	13.6	8.1	11.6	14.6B	16.7B k	12.1	14.2B	12.9b	14.2B	14.2B	11.3	12.1	14.6B	14.3B	16.5B k	16.4B	13.0b
$5.00-$9.99	447	17	26	15	25	39	24	28	40	33	32	29	21	31	33	30	24
	11.5	6.9	11.6bd	6.4	10.7	15.2B DgMq	10.0	11.0d	15.3B DgMq	14.2B Dm	13.9B Dm	13.0BD	8.8	12.0b D	12.4B D	12.9B D	10.0
$10 or more	86	3	3	7	6	5	8	6	5	6	3	5	3	6	8	5	7
	2.2	1.2	1.3	3.0	2.6	1.9	3.3	2.4	1.9	2.6	1.3	2.2	1.3	2.3	3.0	2.2	2.9
Mean	2.5	1.9	2.2B	2.3B	2.4B	2.9B	2.5B	2.8B	2.6Bc m	2.5Bm	2.4B	2.5B	2.2B	2.5B	2.5B	2.6Bc m	2.4B
Standard Deviation	3.23	1.58	1.91	2.60	1.99	6.39	2.45	6.51	2.50	2.18	2.19	2.85	1.84	3.25	2.42	2.45	2.50
Standard Error	0.05	0.10	0.13	0.17	0.13	0.40	0.16	0.41	0.16	0.14	0.15	0.19	0.12	0.20	0.15	0.16	0.16
Median	1.50	1.50	1.50	1.50	1.89	2.00	1.50	2.00	2.00	1.50	1.99	1.50	2.00	1.79	1.50	2.00	1.50

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 219

Importance of amount energy needed to operate light bulb when making light bulb purchase

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	5635	353	353	350	352	353	354	351	355	350	352	353	350	352	353	352	352
Top Three Box (Net)	3461	224	211	210	216	226	221	227	228	196	207	215	212	216	231	208	213
	61.4	63.5J	59.8	60.0	61.4	64.0J	62.4j	64.7J	64.2J	56.0	58.8	60.9	60.6	61.4	65.4J kp	59.1	60.5
Extremely Important 10	1515	102	93	102	100	103	83	91	100	76	83	99	102	99	104	84	94
	26.9	28.9J	26.3	29.1g Jk	28.4J	29.2g Jk	23.4	25.9	28.2J	21.7	23.6	28.0j	29.1g Jk	28.1j	29.5g Jkp	23.9	26.7
9	832	52	44	49	44	49	49	64	65	51	50	46	44	55	54	56	60
	14.8	14.7	12.5	14.0	12.5	13.9	13.8	18.2C ElM	18.3C ElM	14.6	14.2	13.0	12.6	15.6	15.3	15.9	17.0cem
8	1114	70	74	59	72	74	89	72	63	69	74	70	66	62	73	68	59
	19.8	19.8	21.0	16.9	20.5	21.0	25.1b DIjlM NpQ	20.5	17.7	19.7	21.0	19.8	18.9	17.6	20.7	19.3	16.8
7	821	53	56	47	54	46	51	48	49	51	50	48	57	55	43	60	53
	14.6	15.0	15.9	13.4	15.3	13.0	14.4	13.7	13.8	14.6	14.2	13.6	16.3	15.6	12.2	17.0o	15.1
6	447	27	30	29	30	16	28	28	27	25	31	24	30	22	38	28	34
	7.9	7.6f	8.5F	8.3F	8.5F	4.5	7.9f	8.0f	7.6f	7.1	8.8F	6.8	8.6F	6.3	10.8Fj lN	8.0f	9.7Fn
5	452	28	21	29	23	35	28	25	24	40	26	40	23	33	26	27	24
	8.0	7.9	5.9	8.3	6.5	9.9c	7.9	7.1	6.8	11.4CE HIkMop Q	7.4	11.3CE hIkMop Q	6.6	9.4c	7.4	7.7	6.8
4	124	4	10	13	8	8	10	5	10	9	9	9	4	2	5	11	7
	2.2	1.1	2.8N	3.7Bh MNo	2.3n	2.3n	2.8N	1.4	2.8N	2.6N	2.6N	2.5N	1.1	0.6	1.4	3.1bm N	2.0n

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

Importance of amount energy needed to operate light bulb when making light bulb purchase

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	5635	353	353	350	352	353	354	351	355	350	352	353	350	352	353	352	352
3	89	2	9	3	5	5	5	4	5	8	8	7	4	10	5	4	5
	1.6	0.6	2.5Bd	0.9	1.4	1.4	1.4	1.1	1.4	2.3b	2.3b	2.0b	1.1	2.8Bd	1.4	1.1	1.4
Bottom Three Box (Net)	137	6	8	14	7	13	4	8	7	10	16	6	12	8	2	5	11
	2.4	1.7	2.3o	4.0bG lOP	2.0o	3.7GO p	1.1	2.3o	2.0o	2.9O	4.5Bc eGhiL nOP	1.7	3.4GO p	2.3o	0.6	1.4	3.1gO
2	51	2	4	7	4	5	-	2	3	6	5	3	3	1	-	3	3
	0.9	0.6	1.1GO	2.0bG hNO	1.1GO	1.4GO	-	0.6	0.8go	1.7Gn O	1.4GO	0.8go	0.9go	0.3	-	0.9go	0.9go
1	30	-	1	1	1	3	2	3	2	1	6	-	4	3	-	-	3
	0.5	-	0.3	0.3	0.3	0.8bl op	0.6	0.9bl op	0.6	0.3	1.7Bcde jLOP	-	1.1BL OP	0.9blop	-	-	0.9blop
Not at all Important 0	56	4	3	6	2	5	2	3	2	3	5	3	5	4	2	2	5
	1.0	1.1	0.8	1.7	0.6	1.4	0.6	0.9	0.6	0.9	1.4	0.8	1.4	1.1	0.6	0.6	1.4
Not sure	104	9	8	5	9	4	7	6	5	11	5	4	8	6	3	9	5
	1.8	2.5o	2.3	1.4	2.6o	1.1	2.0	1.7	1.4	3.1fl O	1.4	1.1	2.3	1.7	0.8	2.6o	1.4
Mean	7.8	8.0dJ K	7.7	7.7	7.9JK	7.8	7.8j	7.9JK	7.9JK	7.5	7.5	7.8	7.8jk	7.8jk	8.0cd JKl	7.8j	7.8
Standard Deviation	2.10	1.96	2.11	2.30	2.02	2.25	1.93	2.02	2.04	2.17	2.31	2.11	2.18	2.15	1.88	1.95	2.17
Standard Error	0.03	0.11	0.11	0.12	0.11	0.12	0.10	0.11	0.11	0.12	0.12	0.11	0.12	0.12	0.10	0.11	0.12
Median	8.6	8.7	8.5	8.6	8.6	8.7	8.5	8.8	8.8	8.4	8.5	8.6	8.6	8.7	8.8	8.5	8.7

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

Lamp Labeling Study - 3W88

Importance of energy efficiency when making light bulb purchase

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	5635	353	353	350	352	353	354	351	355	350	352	353	350	352	353	352	352
Top Three Box (Net)	3899 69.2	244 69.1J	242 68.6J	229 65.4	256 72.7D Jp	252 71.4d J	245 69.2J	264 75.2b cDgJK mPQ	252 71.0J	212 60.6	237 67.3j	247 70.0J	240 68.6J	251 71.3d J	255 72.2d Jp	233 66.2	240 68.2J
Extremely Important 10	1803 32.0	116 32.9j	118 33.4g jk	118 33.7g Jk	116 33.0j	123 34.8G JK	98 27.7	117 33.3j k	119 33.5g jk	94 26.9	96 27.3	107 30.3	121 34.6G JK	112 31.8	120 34.0g Jk	112 31.8	116 33.0j
9	1033 18.3	53 15.0	49 13.9	59 16.9	74 21.0B Cmq	62 17.6	85 24.0B CDFJl MnopQ	80 22.8B CDfJM Q	73 20.6b Cq	58 16.6	68 19.3c	65 18.4	56 16.0	65 18.5c	66 18.7c	66 18.8c	54 15.3
8	1063 18.9	75 21.2D p	75 21.2D p	52 14.9	66 18.8	67 19.0	62 17.5	67 19.1	60 16.9	60 17.1	73 20.7D p	75 21.2D p	63 18.0	74 21.0D p	69 19.5	55 15.6	70 19.9d
7	733 13.0	44 12.5	48 13.6	44 12.6	49 13.9	35 9.9	51 14.4f	50 14.2f	50 14.1f	50 14.3f	42 11.9	40 11.3	48 13.7	39 11.1	46 13.0	49 13.9	48 13.6
6	391 6.9	27 7.6e	23 6.5	25 7.1	16 4.5	23 6.5	24 6.8	18 5.1	18 5.1	35 10.0cE fHILo	30 8.5Eh i	21 5.9	29 8.3Eh i	25 7.1	22 6.2	29 8.2Eh i	26 7.4
5	324 5.7	21 5.9H	18 5.1H	24 6.9Hi	16 4.5h	25 7.1Hi	17 4.8h	8 2.3	14 3.9	32 9.1CE GHIMo Q	25 7.1Hi	31 8.8cE GHIMQ	15 4.3	21 6.0H	20 5.7H	21 6.0H	16 4.5h
4	78 1.4	4 1.1M	7 2.0jM p	10 2.9HJ MNP	7 2.0jM p	5 1.4M	6 1.7M	3 0.9m	8 2.3jM p	2 0.6	4 1.1M	4 1.1M	- -	3 0.9m	5 1.4M	2 0.6	8 2.3jMp

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

Lamp Labeling Study - 3W88

Importance of energy efficiency when making light bulb purchase

	Total	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
		---------- TREATMENT ----------															
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	5635	353	353	350	352	353	354	351	355	350	352	353	350	352	353	352	352
3	49	2	5	3	-	3	3	-	5	5	3	1	3	6	2	6	2
	0.9	0.6	1.4EH	0.9eh	-	0.8eh	0.8eh	-	1.4EH	1.4EH l	0.9eh	0.3	0.9eh	1.7EH l	0.6	1.7EH l	0.6
Bottom Three Box (Net)	98	5	6	11	5	6	3	6	6	8	9	5	9	3	2	6	8
	1.7	1.4	1.7	3.1GN O	1.4	1.7	0.8	1.7	1.7	2.3o	2.6gn O	1.4	2.6gn O	0.9	0.6	1.7	2.3o
2	31	1	2	5	3	2	1	1	1	3	2	2	4	1	-	1	2
	0.6	0.3	0.6	1.4bg iO	0.9o	0.6	0.3	0.3	0.3	0.9o	0.6	0.6	1.1O	0.3	-	0.3	0.6
1	20	-	-	-	1	1	1	3	1	2	3	-	2	1	-	3	2
	0.4	-	-	-	0.3	0.3	0.3	0.9bc dlo	0.3	0.6	0.9bcdl o	-	0.6	0.3	-	0.9bc dlo	0.6
Not at all Important 0	47	4	4	6	1	3	1	2	4	3	4	3	3	1	2	2	4
	0.8	1.1	1.1	1.7eg n	0.3	0.8	0.3	0.6	1.1	0.9	1.1	0.8	0.9	0.3	0.6	0.6	1.1
Not sure	63	6	4	4	3	4	5	2	2	6	2	4	6	4	1	6	4
	1.1	1.7o	1.1	1.1	0.9	1.1	1.4	0.6	0.6	1.7o	0.6	1.1	1.7o	1.1	0.3	1.7o	1.1
Mean	8.2	8.2J	8.1j	8.0	8.3DJ K	8.2J	8.2Jk	8.4bC DgJKL PQ	8.2Jk	7.8	8.0	8.1J	8.2J	8.2Jk	8.3DJ K	8.1j	8.1j
Standard Deviation	1.94	1.90	1.99	2.21	1.77	1.98	1.76	1.73	1.97	2.06	2.04	1.89	1.97	1.84	1.76	1.98	2.02
Standard Error	0.03	0.10	0.11	0.12	0.09	0.11	0.09	0.09	0.11	0.11	0.11	0.10	0.11	0.10	0.09	0.11	0.11
Median	9.0	8.9	8.9	9.1	9.2	9.2	9.1	9.3	9.2	8.7	8.8	9.0	9.1	9.0	9.2	9.1	8.9

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

Label information used to answer questions related to energy use and energy efficiency
(Base: Asked Question)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	1389	84*	95*	76*	93*	78*	80*	76*	87*	84*	103	106	87*	100	86*	75*	79*
Energy cost	491 35.3	12 14.3	36 37.9B HjN	21 27.6B Hn	49 52.7B CDHIJ KLNo	39 50.0B DHIJK LN	37 46.3B DHIJK N	11 14.5	23 26.4b h	22 26.2b h	31 30.1B HN	37 34.9B HN	46 52.9B CDHIJ KLNo	17 17.0	33 38.4B HijN	32 42.7B dHIJk N	45 57.0BCDHIJKLNOp
Life in years	372 26.8	10 11.9	14 14.7	8 10.5	32 34.4B CDjP	35 44.9B CDghI JKNOP	24 30.0B CDP	24 31.6B CDP	26 29.9B CDP	19 22.6b Dp	28 27.2B CDP	35 33.0B CDP	30 34.5B CDjP	28 28.0B CDP	21 24.4B DP	9 12.0	29 36.7BCDjoP
Energy efficiency in lumens/watt	362 26.1	23 27.4M n	18 18.9	25 32.9C EfMNo q	16 17.2	16 20.5	18 22.5	18 23.7	20 23.0	32 38.1C EFGhI MNOQ	38 36.9C EFGhI MNOQ	49 46.2B CdEFG HIMNO Q	13 14.9	17 17.0	17 19.8	26 34.7C EfgMN OQ	16 20.3
Watts	314 22.6	36 42.9E FGHIj KLMNO Q	31 32.6e FGHIl MOQ	26 34.2e FGHIk lMOQ	20 21.5Q	12 15.4	13 16.3	9 11.8	13 14.9	24 28.6F gHIOQ	23 22.3h oQ	23 21.7h Q	16 18.4	25 25.0H iOQ	11 12.8	24 32.0F GHIMO Q	8 10.1
Life in hours	218 15.7	29 34.5E FGHIJ KLMNO PQ	25 26.3F GHIJK LmNOQ	21 27.6F GHIJK LmNOQ	18 19.4H LNo	8 10.3	11 13.8	6 7.9	10 11.5	12 14.3	14 13.6	10 9.4	14 16.1n	8 8.0	9 10.5	13 17.3h n	10 12.7
Energy Star	216 15.6	12 14.3	11 11.6	9 11.8	18 19.4q	9 11.5	15 18.8	14 18.4	21 24.1C DFLmo Q	13 15.5	18 17.5	12 11.3	11 12.6	20 20.0l q	11 12.8	14 18.7	8 10.1

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base

Label information used to answer questions related to energy use and energy efficiency
(Base: Asked Question)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	1389	84*	95*	76*	93*	78*	80*	76*	87*	84*	103	106	87*	100	86*	75*	79*
Energy efficiency in number of stars	207 14.9	3 3.6	3 3.2	2 2.6	1 1.1	6 7.7EM	3 3.8	42 55.3B CDEFG iJKLM PQ	35 40.2BC DEFGJK LMPQ	6 7.1Em	5 4.9	5 4.7	1 1.1	48 48.0B CDEFG JKLMP Q	40 46.5BC DEFGJK LMPQ	2 2.7	5 6.3em
Watt equivalency	106 7.6	13 15.5E FHIJk lMOP	11 11.6e iOp	8 10.5o	4 4.3	4 5.1	9 11.3eo p	4 5.3	4 4.6	5 6.0	7 6.8	8 7.5	5 5.7	10 10.0o	3 3.5	3 4.0	8 10.1o
Lumens	95 6.8	10 11.9D hiop	10 10.5D	2 2.6	6 6.5	7 9.0d	4 5.0	3 3.9	4 4.6	8 9.5d	9 8.7d	8 7.5	6 6.9	6 6.0	4 4.7	3 4.0	5 6.3
Voltage	36 2.6	1 1.2	4 4.2q	3 3.9q	3 3.2	4 5.1lQ	1 1.3	1 1.3	2 2.3	2 2.4	5 4.9lQ	1 0.9	1 1.1	3 3.0	2 2.3	3 4.0q	- -
Color information on front label	20 1.4	1 1.2	1 1.1	- -	- -	1 1.3	2 2.5	2 2.6	- -	- -	2 1.9	4 3.8de ij	1 1.1	1 1.0	2 2.3	2 2.7	1 1.3
Color information on back label	12 0.9	- -	1 1.1	3 3.9befh ijLo	- -	- -	3 3.8befh ijLo	- -	- -	- -	1 1.0	- -	1 1.1	1 1.0	- -	1 1.3	1 1.3
None of the above	12 0.9	1 1.2	3 3.2eilm n	- -	- -	- -	- -	2 2.6l	- -	1 1.2	1 1.0	- -	- -	- -	3 3.5efgi lmn	- -	1 1.3
Not Sure	61 4.4	4 4.8	2 2.1	5 6.6o	2 2.2	3 3.8	4 5.0	4 5.3	3 3.4	6 7.1o	6 5.8o	5 4.7	6 6.9o	3 3.0	1 1.2	4 5.3	3 3.8

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 220b-1

Usefulness of the following in choosing light bulbs based on energy use and energy efficiency
color temperature (on the front)
(Base: Used color temperature (on the front))

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	20	1**	1**	-**	-**	1**	2**	2**	-**	-**	2**	4**	1**	1**	2**	2**	1**
Top Three Box (Net)	10	-	-	-	-	1	2	1	-	-	2	2	-	1	1	-	-
	50.0	-	-	-	-	100.0	100.0	50.0	-	-	100.0	50.0	-	100.0	50.0	-	-
Extremely Useful 10	5	-	-	-	-	1	1	1	-	-	-	2	-	-	-	-	-
	25.0	-	-	-	-	100.0	50.0	50.0	-	-	-	50.0	-	-	-	-	-
8	5	-	-	-	-	-	1	-	-	-	2	-	-	1	1	-	-
	25.0	-	-	-	-	-	50.0	-	-	-	100.0	-	-	100.0	50.0	-	-
7	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	5.0	100.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6	2	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1
	10.0	-	100.0	-	-	-	-	-	-	-	-	-	-	-	-	-	100.0
5	4	-	-	-	-	-	-	1	-	-	-	1	1	-	-	1	-
	20.0	-	-	-	-	-	-	50.0	-	-	-	25.0	100.0	-	-	50.0	-
4	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	5.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	50.0	-
3	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
	5.0	-	-	-	-	-	-	-	-	-	-	25.0	-	-	-	-	-
Bottom Three Box (Net)	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-
	5.0	-	-	-	-	-	-	-	-	-	-	-	-	-	50.0	-	-
Not at all Useful 0	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-
	5.0	-	-	-	-	-	-	-	-	-	-	-	-	-	50.0	-	-
Mean	6.8	7.0	6.0	-	-	10.0	9.0	7.5	-	-	8.0	7.0	5.0	8.0	4.0	4.5	6.0
Standard Deviation	2.73	-	-	-	-	-	1.41	3.54	-	-	0.00	3.56	-	-	5.66	0.71	-
Standard Error	0.61	-	-	-	-	-	1.00	2.50	-	-	0.00	1.78	-	-	4.00	0.50	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Usefulness of the following in choosing light bulbs based on energy use and energy efficiency
color temperature (on the front)
(Base: Used color temperature (on the front))

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	20	1**	1**	-**	-**	1**	2**	2**	-**	-**	2**	4**	1**	1**	2**	2**	1**
Median	8.0	7.5	6.5	-	-	5.0	10.0	10.0	-	-	8.5	10.0	5.5	8.5	8.0	5.0	6.5

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Lamp Labeling Study - 3W88

Question 220b-2

Usefulness of the following in choosing light bulbs based on energy use and energy efficiency
color temperature (on the back)
(Base: Used color temperature (on the back))

		TREATMENT															
	Total	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	12	-**	1**	3**	-**	-**	3**	-**	-**	-**	1**	-**	1**	1**	-**	1**	1**
Top Three Box (Net)	7	-	1	2	-	-	2	-	-	-	-	-	-	1	-	-	1
	58.3	-	100.0	66.7	-	-	66.7	-	-	-	-	-	-	100.0	-	-	100.0
Extremely Useful 10	2	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1
	16.7	-	-	33.3	-	-	-	-	-	-	-	-	-	-	-	-	100.0
9	2	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-
	16.7	-	-	-	-	-	33.3	-	-	-	-	-	-	100.0	-	-	-
8	3	-	1	1	-	-	1	-	-	-	-	-	-	-	-	-	-
	25.0	-	100.0	33.3	-	-	33.3	-	-	-	-	-	-	-	-	-	-
7	3	-	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-
	25.0	-	-	33.3	-	-	33.3	-	-	-	100.0	-	-	-	-	-	-
6	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	8.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100.0	-
Bottom Three Box (Net)	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-
	8.3	-	-	-	-	-	-	-	-	-	-	-	100.0	-	-	-	-
Not at all Useful 0	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-
	8.3	-	-	-	-	-	-	-	-	-	-	-	100.0	-	-	-	-
Mean	7.4	-	8.0	8.3	-	-	8.0	-	-	-	7.0	-	0.0	9.0	-	6.0	10.0
Standard Deviation	2.64	-	-	1.53	-	-	1.00	-	-	-	-	-	-	-	-	-	-
Standard Error	0.76	-	-	0.88	-	-	0.58	-	-	-	-	-	-	-	-	-	-
Median	8.3	-	8.5	8.5	-	-	8.5	-	-	-	7.5	-	0.5	9.5	-	6.5	5.0

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Usefulness of the following in choosing light bulbs based on energy use and energy efficiency
life in years
(Base: Used life in years)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	372	10**	14**	8**	32*	35*	24**	24**	26**	19**	28**	35*	30*	28**	21**	9**	29**
Top Three Box (Net)	289	8	11	5	25	27	18	23	20	14	22	23	23	24	17	8	21
	77.7	80.0	78.6	62.5	78.1	77.1	75.0	95.8	76.9	73.7	78.6	65.7	76.7	85.7	81.0	88.9	72.4
Extremely Useful 10	125	2	6	2	9	15	8	9	8	5	14	7	15	7	7	5	6
	33.6	20.0	42.9	25.0	28.1	42.9L	33.3	37.5	30.8	26.3	50.0	20.0	50.0eL	25.0	33.3	55.6	20.7
9	77	2	1	1	9	6	6	7	6	5	5	9	2	5	5	2	6
	20.7	20.0	7.1	12.5	28.1M	17.1	25.0	29.2	23.1	26.3	17.9	25.7M	6.7	17.9	23.8	22.2	20.7
8	87	4	4	2	7	6	4	7	6	4	3	7	6	12	5	1	9
	23.4	40.0	28.6	25.0	21.9	17.1	16.7	29.2	23.1	21.1	10.7	20.0	20.0	42.9	23.8	11.1	31.0
7	43	1	1	-	4	6	3	1	2	4	1	6	4	3	3	-	4
	11.6	10.0	7.1	-	12.5	17.1	12.5	4.2	7.7	21.1	3.6	17.1	13.3	10.7	14.3	-	13.8
6	19	1	1	1	-	-	1	-	3	1	4	4	2	-	-	-	1
	5.1	10.0	7.1	12.5	-	-	4.2	-	11.5	5.3	14.3	11.4eF	6.7	-	-	-	3.4
5	9	-	1	1	1	1	-	-	1	-	1	1	-	-	1	1	-
	2.4	-	7.1	12.5	3.1	2.9	-	-	3.8	-	3.6	2.9	-	-	4.8	11.1	-
4	3	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	2
	0.8	-	-	-	3.1	-	-	-	-	-	-	-	-	-	-	-	6.9
3	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
	0.3	-	-	-	-	2.9	-	-	-	-	-	-	-	-	-	-	-
Bottom Three Box (Net)	5	-	-	1	1	-	-	-	-	-	-	1	1	-	-	-	1
	1.3	-	-	12.5	3.1	-	-	-	-	-	-	2.9	3.3	-	-	-	3.4
2	2	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-
	0.5	-	-	12.5	-	-	-	-	-	-	-	-	3.3	-	-	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Usefulness of the following in choosing light bulbs based on energy use and energy efficiency
life in years
(Base: Used life in years)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	372	10**	14**	8**	32*	35*	24**	24**	26**	19**	28**	35*	30*	28**	21**	9**	29**
Not at all Useful 0	3	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	1
	0.8	-	-	-	3.1	-	-	-	-	-	-	2.9	-	-	-	-	3.4
Not sure	3	-	-	-	-	-	2	-	-	-	-	-	-	1	-	-	-
	0.8	-	-	-	-	-	8.3	-	-	-	-	-	-	3.6	-	-	-
Mean	8.4	8.3	8.5	7.3	8.3	8.6	8.8	9.0	8.4	8.5	8.8	7.9	8.6	8.6	8.6	9.0	7.9
Standard Deviation	1.68	1.25	1.65	2.76	2.09	1.65	1.23	0.93	1.50	1.26	1.62	1.97	1.85	1.01	1.36	1.66	2.18
Standard Error	0.09	0.40	0.44	0.98	0.37	0.28	0.26	0.19	0.29	0.29	0.31	0.33	0.34	0.19	0.30	0.55	0.41
Median	9.2	8.8	9.0	8.5	9.2	9.6	9.5	9.6	9.2	9.1	10.0	8.8	10.0	8.9	9.3	9.0	8.7

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Question 220b-4

Usefulness of the following in choosing light bulbs based on energy use and energy efficiency life in hours
(Base: Used life in hours)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	218	29**	25**	21**	18**	8**	11**	6**	10**	12**	14**	10**	14**	8**	9**	13**	10**
Top Three Box (Net)	165	23	18	13	13	5	10	6	5	8	13	8	10	5	8	12	8
	75.7	79.3	72.0	61.9	72.2	62.5	90.9	100.0	50.0	66.7	92.9	80.0	71.4	62.5	88.9	92.3	80.0
Extremely Useful 10	73	10	6	6	7	3	4	2	2	4	6	4	5	1	5	4	4
	33.5	34.5	24.0	28.6	38.9	37.5	36.4	33.3	20.0	33.3	42.9	40.0	35.7	12.5	55.6	30.8	40.0
9	38	5	6	4	3	-	1	1	2	2	4	1	1	2	3	2	1
	17.4	17.2	24.0	19.0	16.7	-	9.1	16.7	20.0	16.7	28.6	10.0	7.1	25.0	33.3	15.4	10.0
8	54	8	6	3	3	2	5	3	1	2	3	3	4	2	-	6	3
	24.8	27.6	24.0	14.3	16.7	25.0	45.5	50.0	10.0	16.7	21.4	30.0	28.6	25.0	-	46.2	30.0
7	25	3	3	4	3	1	1	-	2	1	1	2	3	-	-	-	1
	11.5	10.3	12.0	19.0	16.7	12.5	9.1	-	20.0	8.3	7.1	20.0	21.4	-	-	-	10.0
6	15	2	3	1	-	1	-	-	2	1	-	-	1	2	-	1	1
	6.9	6.9	12.0	4.8	-	12.5	-	-	20.0	8.3	-	-	7.1	25.0	-	7.7	10.0
5	9	1	1	2	1	1	-	-	1	1	-	-	-	1	-	-	-
	4.1	3.4	4.0	9.5	5.6	12.5	-	-	10.0	8.3	-	-	-	12.5	-	-	-
4	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
	0.5	-	-	4.8	-	-	-	-	-	-	-	-	-	-	-	-	-
3	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-
	0.5	-	-	-	-	-	-	-	-	-	-	-	-	-	11.1	-	-
Not sure	2	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-
	0.9	-	-	-	5.6	-	-	-	-	8.3	-	-	-	-	-	-	-
Mean	8.4	8.5	8.2	8.0	8.6	8.0	8.7	8.8	7.7	8.4	9.1	8.7	8.4	7.6	8.9	8.6	8.6
Standard Deviation	1.52	1.43	1.48	1.87	1.50	1.93	1.10	0.98	1.77	1.75	1.00	1.25	1.40	1.77	2.26	1.19	1.43
Standard Error	0.10	0.27	0.30	0.41	0.36	0.68	0.33	0.40	0.56	0.53	0.27	0.40	0.37	0.63	0.75	0.33	0.45

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Question 220b-4

Usefulness of the following in choosing light bulbs based on energy use and energy efficiency life in hours
(Base: Used life in hours)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	218	29**	25**	21**	18**	8**	11**	6**	10**	12**	14**	10**	14**	8**	9**	13**	10**
Median	9.1	9.1	8.9	8.8	9.5	8.5	8.9	9.0	8.0	9.3	9.8	9.0	8.8	8.5	9.0	8.9	9.0

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Lamp Labeling Study - 3W88

June 9-15, 2009

Question 220b-5

Usefulness of the following in choosing light bulbs based on energy use and energy efficiency
lumens
(Base: Used lumens)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	95	10**	10**	2**	6**	7**	4**	3**	4**	8**	9**	8**	6**	6**	4**	3**	5**
Top Three Box (Net)	60	8	4	1	3	5	1	2	3	7	4	3	5	3	4	2	5
	63.2	80.0	40.0	50.0	50.0	71.4	25.0	66.7	75.0	87.5	44.4	37.5	83.3	50.0	100.0	66.7	100.0
Extremely Useful 10	27	4	-	1	1	2	-	2	1	3	3	2	2	2	2	1	1
	28.4	40.0	-	50.0	16.7	28.6	-	66.7	25.0	37.5	33.3	25.0	33.3	33.3	50.0	33.3	20.0
9	17	3	1	-	1	2	1	-	2	1	1	-	1	-	1	1	2
	17.9	30.0	10.0	-	16.7	28.6	25.0	-	50.0	12.5	11.1	-	16.7	-	25.0	33.3	40.0
8	16	1	3	-	1	1	-	-	-	3	-	1	2	1	1	-	2
	16.8	10.0	30.0	-	16.7	14.3	-	-	-	37.5	-	12.5	33.3	16.7	25.0	-	40.0
7	11	1	-	-	-	-	2	1	-	1	2	1	-	2	-	1	-
	11.6	10.0	-	-	-	-	50.0	33.3	-	12.5	22.2	12.5	-	33.3	-	33.3	-
6	7	-	2	1	2	-	-	-	-	-	1	-	-	1	-	-	-
	7.4	-	20.0	50.0	33.3	-	-	-	-	-	11.1	-	-	16.7	-	-	-
5	6	1	3	-	-	1	-	-	-	-	-	-	1	-	-	-	-
	6.3	10.0	30.0	-	-	14.3	-	-	-	-	-	-	16.7	-	-	-	-
4	3	-	-	-	-	-	1	-	1	-	-	1	-	-	-	-	-
	3.2	-	-	-	-	-	25.0	-	25.0	-	-	12.5	-	-	-	-	-
Bottom Three Box (Net)	3	-	1	-	-	-	-	-	-	-	1	1	-	-	-	-	-
	3.2	-	10.0	-	-	-	-	-	-	-	11.1	12.5	-	-	-	-	-
Not at all Useful 0	3	-	1	-	-	-	-	-	-	-	1	1	-	-	-	-	-
	3.2	-	10.0	-	-	-	-	-	-	-	11.1	12.5	-	-	-	-	-
Not sure	5	-	-	-	1	1	-	-	-	-	1	2	-	-	-	-	-
	5.3	-	-	-	16.7	14.3	-	-	-	-	11.1	25.0	-	-	-	-	-
Mean	7.9	8.7	6.0	8.0	7.8	8.5	6.8	9.0	8.0	8.8	7.4	6.5	8.3	8.0	9.3	8.7	8.8

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Usefulness of the following in choosing light bulbs based on energy use and energy efficiency
lumens
(Base: Used lumens)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	95	10**	10**	2**	6**	7**	4**	3**	4**	8**	9**	8**	6**	6**	4**	3**	5**
Standard Deviation	2.27	1.64	2.58	2.83	1.79	1.87	2.06	1.73	2.71	1.16	3.38	3.89	1.86	1.67	0.96	1.53	0.84
Standard Error	0.24	0.52	0.82	2.00	0.80	0.76	1.03	1.00	1.35	0.41	1.19	1.59	0.76	0.68	0.48	0.88	0.37
Median	8.9	9.7	6.5	10.0	8.5	9.5	7.5	7.5	9.5	9.0	9.0	8.0	9.0	8.0	10.0	9.5	9.3

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Usefulness of the following in choosing light bulbs based on energy use and energy efficiency
  energy cost
(Base: Used energy cost)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	491	12**	36*	21**	49*	39*	37*	11**	23**	22**	31*	37*	46*	17**	33*	32*	45*
Top Three Box (Net)	374	8	27	14	40	27	29	9	17	17	21	30	35	16	25	26	33
	76.2	66.7	75.0	66.7	81.6	69.2	78.4	81.8	73.9	77.3	67.7	81.1	76.1	94.1	75.8	81.3	73.3
Extremely Useful 10	168	4	10	9	25	11	11	2	8	8	9	12	21	8	13	7	10
	34.2	33.3	27.8	42.9	51.0C FgklPQ	28.2	29.7	18.2	34.8	36.4	29.0	32.4	45.7PQ	47.1	39.4	21.9	22.2
9	103	1	13	3	6	4	10	4	6	4	8	10	5	5	4	11	9
	21.0	8.3	36.1E FMO	14.3	12.2	10.3	27.0e fm	36.4	26.1	18.2	25.8fm	27.0e fm	10.9	29.4	12.1	34.4E FMO	20.0
8	103	3	4	2	9	12	8	3	3	5	4	8	9	3	8	8	14
	21.0	25.0	11.1	9.5	18.4	30.8Ck	21.6	27.3	13.0	22.7	12.9	21.6	19.6	17.6	24.2	25.0	31.1Ck
7	69	1	5	3	5	7	5	1	4	3	7	6	7	-	5	5	5
	14.1	8.3	13.9	14.3	10.2	17.9	13.5	9.1	17.4	13.6	22.6	16.2	15.2	-	15.2	15.6	11.1
6	21	-	2	1	2	2	1	1	2	1	3	-	1	-	2	-	3
	4.3	-	5.6	4.8	4.1	5.1	2.7	9.1	8.7	4.5	9.7lp	-	2.2	-	6.1	-	6.7
5	15	-	2	1	1	2	-	-	-	1	-	-	1	1	1	1	4
	3.1	-	5.6	4.8	2.0	5.1	-	-	-	4.5	-	-	2.2	5.9	3.0	3.1	8.9gkl
4	4	1	-	1	1	1	-	-	-	-	-	-	-	-	-	-	-
	0.8	8.3	-	4.8	2.0	2.6	-	-	-	-	-	-	-	-	-	-	-
3	2	-	-	1	-	-	-	-	-	-	-	1	-	-	-	-	-
	0.4	-	-	4.8	-	-	-	-	-	-	-	2.7	-	-	-	-	-
Not sure	6	2	-	-	-	-	2	-	-	-	-	-	2	-	-	-	-
	1.2	16.7	-	-	-	-	5.4	-	-	-	-	-	4.3	-	-	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 220b-6

Usefulness of the following in choosing light bulbs based on energy use and energy efficiency
  energy cost
(Base: Used energy cost)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	491	12**	36*	21**	49*	39*	37*	11**	23**	22**	31*	37*	46*	17**	33*	32*	45*
Mean	8.5	8.4	8.5	8.2	8.8FQ	8.1	8.7fq	8.5	8.6	8.5	8.4	8.6	8.8FQ	9.1	8.5	8.5	8.1
Standard Deviation	1.47	1.90	1.46	2.18	1.52	1.59	1.15	1.21	1.37	1.47	1.39	1.44	1.37	1.30	1.46	1.19	1.52
Standard Error	0.07	0.60	0.24	0.48	0.22	0.25	0.19	0.37	0.29	0.31	0.25	0.24	0.21	0.31	0.25	0.21	0.23
Median	9.3	9.0	9.4	9.5	9.8	8.6	9.4	9.1	9.4	9.3	9.2	9.4	9.8	9.9	9.1	9.2	8.8

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 220b-7

Usefulness of the following in choosing light bulbs based on energy use and energy efficiency
watts
(Base: Used watts)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	314	36*	31*	26**	20**	12**	13**	9**	13**	24**	23**	23**	16**	25**	11**	24**	8**
Top Three Box (Net)	222	24	22	19	14	6	10	6	10	18	17	16	12	16	10	17	5
	70.7	66.7	71.0	73.1	70.0	50.0	76.9	66.7	76.9	75.0	73.9	69.6	75.0	64.0	90.9	70.8	62.5
Extremely Useful 10	102	11	11	9	9	5	4	3	4	8	8	7	4	7	2	9	1
	32.5	30.6	35.5	34.6	45.0	41.7	30.8	33.3	30.8	33.3	34.8	30.4	25.0	28.0	18.2	37.5	12.5
9	60	6	6	4	4	-	3	2	4	6	4	5	3	5	3	4	1
	19.1	16.7	19.4	15.4	20.0	-	23.1	22.2	30.8	25.0	17.4	21.7	18.8	20.0	27.3	16.7	12.5
8	60	7	5	6	1	1	3	1	2	4	5	4	5	4	5	4	3
	19.1	19.4	16.1	23.1	5.0	8.3	23.1	11.1	15.4	16.7	21.7	17.4	31.3	16.0	45.5	16.7	37.5
7	52	8	5	6	4	2	1	2	1	4	3	3	2	5	-	5	1
	16.6	22.2	16.1	23.1	20.0	16.7	7.7	22.2	7.7	16.7	13.0	13.0	12.5	20.0	-	20.8	12.5
6	13	-	-	-	1	1	1	-	1	1	1	1	2	-	1	1	2
	4.1	-	-	-	5.0	8.3	7.7	-	7.7	4.2	4.3	4.3	12.5	-	9.1	4.2	25.0
5	19	3	3	1	1	3	1	1	-	1	1	1	-	2	-	1	-
	6.1	8.3	9.7	3.8	5.0	25.0	7.7	11.1	-	4.2	4.3	4.3	-	8.0	-	4.2	-
3	3	-	-	-	-	-	-	-	-	-	1	1	-	1	-	-	-
	1.0	-	-	-	-	-	-	-	-	-	4.3	4.3	-	4.0	-	-	-
Not sure	5	1	1	-	-	-	-	-	1	-	-	1	-	1	-	-	-
	1.6	2.8	3.2	-	-	-	-	-	7.7	-	-	4.3	-	4.0	-	-	-
Mean	8.4	8.3	8.5	8.5	8.6	7.8	8.4	8.3	8.8	8.5	8.3	8.3	8.3	8.1	8.5	8.5	7.8
Standard Deviation	1.59	1.55	1.61	1.39	1.60	2.18	1.61	1.73	1.29	1.44	1.84	1.86	1.35	1.87	1.13	1.50	1.39
Standard Error	0.09	0.26	0.29	0.27	0.36	0.63	0.45	0.58	0.37	0.29	0.38	0.40	0.34	0.38	0.34	0.31	0.49
Median	9.1	8.9	9.3	9.0	9.8	8.0	9.2	9.3	9.5	9.3	9.1	9.2	8.8	9.0	8.9	9.3	8.3

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 220b-8

Usefulness of the following in choosing light bulbs based on energy use and energy efficiency
energy efficiency in lumens/watt
(Base: Used energy efficiency in lumens/watt)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	362	23**	18**	25**	16**	16**	18**	18**	20**	32*	38*	49*	13**	17**	17**	26**	16**
Top Three Box (Net)	254	18	11	16	12	12	13	14	15	24	26	27	10	13	13	16	14
	70.2	78.3	61.1	64.0	75.0	75.0	72.2	77.8	75.0	75.0l	68.4	55.1	76.9	76.5	76.5	61.5	87.5
Extremely Useful 10	103	6	4	8	7	5	3	8	9	9	10	11	2	6	3	6	6
	28.5	26.1	22.2	32.0	43.8	31.3	16.7	44.4	45.0	28.1	26.3	22.4	15.4	35.3	17.6	23.1	37.5
9	60	3	3	4	2	2	4	1	-	7	6	7	2	5	5	5	4
	16.6	13.0	16.7	16.0	12.5	12.5	22.2	5.6	-	21.9	15.8	14.3	15.4	29.4	29.4	19.2	25.0
8	91	9	4	4	3	5	6	5	6	8	10	9	6	2	5	5	4
	25.1	39.1	22.2	16.0	18.8	31.3	33.3	27.8	30.0	25.0	26.3	18.4	46.2	11.8	29.4	19.2	25.0
7	49	2	5	3	1	2	3	2	2	3	4	6	3	2	3	6	2
	13.5	8.7	27.8	12.0	6.3	12.5	16.7	11.1	10.0	9.4	10.5	12.2	23.1	11.8	17.6	23.1	12.5
6	21	2	-	2	2	-	1	2	2	-	3	6	-	-	-	1	-
	5.8	8.7	-	8.0	12.5	-	5.6	11.1	10.0	-	7.9	12.2J	-	-	-	3.8	-
5	25	1	1	2	1	2	-	-	-	4	4	6	-	1	1	2	-
	6.9	4.3	5.6	8.0	6.3	12.5	-	-	-	12.5	10.5	12.2	-	5.9	5.9	7.7	-
4	5	-	1	1	-	-	-	-	-	-	-	2	-	1	-	-	-
	1.4	-	5.6	4.0	-	-	-	-	-	-	-	4.1	-	5.9	-	-	-
3	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
	0.3	-	-	-	-	-	-	-	-	-	-	2.0	-	-	-	-	-
Not sure	7	-	-	1	-	-	1	-	1	1	1	1	-	-	-	1	-
	1.9	-	-	4.0	-	-	5.6	-	5.0	3.1	2.6	2.0	-	-	-	3.8	-
Mean	8.2	8.3	7.9	8.1	8.5	8.3	8.3	8.6	8.6	8.3l	8.1	7.6	8.2	8.5	8.3	8.1	8.9
Standard Deviation	1.61	1.42	1.70	1.87	1.71	1.65	1.16	1.46	1.46	1.62	1.65	1.98	1.01	1.81	1.31	1.54	1.09
Standard Error	0.09	0.30	0.40	0.38	0.43	0.41	0.28	0.34	0.34	0.29	0.27	0.29	0.28	0.44	0.32	0.31	0.27

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Lamp Labeling Study - 3W88

Question 220b-8

Usefulness of the following in choosing light bulbs based on energy use and energy efficiency
energy efficiency in lumens/watt
(Base: Used energy efficiency in lumens/watt)

		TREATMENT															
	Total	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	362	23**	18**	25**	16**	16**	18**	18**	20**	32*	38*	49*	13**	17**	17**	26**	16**
Median	8.8	8.7	8.5	9.0	9.5	8.8	8.8	9.0	8.9	9.1	8.8	8.3	8.6	9.5	8.9	8.7	9.5

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Lamp Labeling Study - 3W88

Question 220b-9

Usefulness of the following in choosing light bulbs based on energy use and energy efficiency
energy efficiency in number of stars
(Base: Used energy efficiency in number of stars)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	207	3**	3**	2**	1**	6**	3**	42*	35*	6**	5**	5**	1**	48*	40*	2**	5**
Top Three Box (Net)	165	3	3	1	1	3	-	38	26	5	4	2	1	39	34	1	4
	79.7	100.0	100.0	50.0	100.0	50.0	-	90.5i	74.3	83.3	80.0	40.0	100.0	81.3	85.0	50.0	80.0
Extremely Useful 10	79	2	1	1	1	1	-	18	12	-	2	1	-	24	15	-	1
	38.2	66.7	33.3	50.0	100.0	16.7	-	42.9	34.3	-	40.0	20.0	-	50.0	37.5	-	20.0
9	47	1	1	-	-	-	-	11	8	4	1	-	-	7	12	-	2
	22.7	33.3	33.3	-	-	-	-	26.2	22.9	66.7	20.0	-	-	14.6	30.0n	-	40.0
8	39	-	1	-	-	2	-	9	6	1	1	1	1	8	7	1	1
	18.8	-	33.3	-	-	33.3	-	21.4	17.1	16.7	20.0	20.0	100.0	16.7	17.5	50.0	20.0
7	24	-	-	-	-	1	-	2	8	1	-	2	-	6	4	-	-
	11.6	-	-	-	-	16.7	-	4.8	22.9H	16.7	-	40.0	-	12.5	10.0	-	-
6	10	-	-	1	-	1	1	2	-	-	1	1	-	1	1	-	1
	4.8	-	-	50.0	-	16.7	33.3	4.8	-	-	20.0	20.0	-	2.1	2.5	-	20.0
5	6	-	-	-	-	1	1	-	-	-	-	-	-	2	1	1	-
	2.9	-	-	-	-	16.7	33.3	-	-	-	-	-	-	4.2	2.5	50.0	-
Not sure	2	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-
	1.0	-	-	-	-	-	33.3	-	2.9	-	-	-	-	-	-	-	-
Mean	8.7	9.7	9.0	8.0	10.0	7.3	5.5	9.0	8.7	8.5	8.6	7.6	8.0	8.9	8.8	6.5	8.4
Standard Deviation	1.37	0.58	1.00	2.83	-	1.75	0.71	1.14	1.19	0.84	1.67	1.52	-	1.43	1.26	2.12	1.52
Standard Error	0.10	0.33	0.58	2.00	-	0.71	0.50	0.18	0.20	0.34	0.75	0.68	-	0.21	0.20	1.50	0.68
Median	9.5	7.5	9.5	10.0	5.0	8.0	6.0	9.7	9.4	9.3	9.5	7.8	8.5	10.0	9.6	8.0	9.3

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Lamp Labeling Study - 3W88

Question 220b-10

Usefulness of the following in choosing light bulbs based on energy use and energy efficiency
watt equivalency
(Base: Used watt equivalency)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	106	13**	11**	8**	4**	4**	9**	4**	4**	5**	7**	8**	5**	10**	3**	3**	8**
Top Three Box (Net)	75	10	7	5	4	4	6	3	4	4	3	5	3	9	2	3	3
	70.8	76.9	63.6	62.5	100.0	100.0	66.7	75.0	100.0	80.0	42.9	62.5	60.0	90.0	66.7	100.0	37.5
Extremely Useful 10	36	5	4	4	4	1	4	2	1	1	2	1	-	3	-	2	2
	34.0	38.5	36.4	50.0	100.0	25.0	44.4	50.0	25.0	20.0	28.6	12.5	-	30.0	-	66.7	25.0
9	22	3	2	1	-	2	1	1	3	2	-	1	1	4	-	-	1
	20.8	23.1	18.2	12.5	-	50.0	11.1	25.0	75.0	40.0	-	12.5	20.0	40.0	-	-	12.5
8	17	2	1	-	-	1	1	-	-	1	1	3	2	2	2	1	-
	16.0	15.4	9.1	-	-	25.0	11.1	-	-	20.0	14.3	37.5	40.0	20.0	66.7	33.3	-
7	14	1	1	1	-	-	1	1	-	-	1	3	1	1	1	-	2
	13.2	7.7	9.1	12.5	-	-	11.1	25.0	-	-	14.3	37.5	20.0	10.0	33.3	-	25.0
6	7	-	2	1	-	-	1	-	-	-	1	-	1	-	-	-	1
	6.6	-	18.2	12.5	-	-	11.1	-	-	-	14.3	-	20.0	-	-	-	12.5
5	6	1	1	-	-	-	-	-	-	1	2	-	-	-	-	-	1
	5.7	7.7	9.1	-	-	-	-	-	-	20.0	28.6	-	-	-	-	-	12.5
4	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
	1.9	7.7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12.5
Not sure	2	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-
	1.9	-	-	12.5	-	-	11.1	-	-	-	-	-	-	-	-	-	-
Mean	8.4	8.4	8.2	8.9	10.0	9.0	8.8	9.0	9.3	8.2	7.3	8.0	7.6	8.9	7.7	9.3	7.3
Standard Deviation	1.64	1.98	1.89	1.68	0.00	0.82	1.58	1.41	0.50	1.92	2.14	1.07	1.14	0.99	0.58	1.15	2.25
Standard Error	0.16	0.55	0.57	0.63	0.00	0.41	0.56	0.71	0.25	0.86	0.81	0.38	0.51	0.31	0.33	0.67	0.80
Median	9.3	9.5	9.3	8.8	5.0	9.5	10.0	10.0	9.7	9.3	7.5	8.3	8.3	9.5	8.3	7.5	7.5

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 220b-11

Usefulness of the following in choosing light bulbs based on energy use and energy efficiency
Energy Star
(Base: Used Energy Star)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	216	12**	11**	9**	18**	9**	15**	14**	21**	13**	18**	12**	11**	20**	11**	14**	8**
Top Three Box (Net)	167	10	9	6	17	7	13	10	14	11	12	10	8	15	8	12	5
	77.3	83.3	81.8	66.7	94.4	77.8	86.7	71.4	66.7	84.6	66.7	83.3	72.7	75.0	72.7	85.7	62.5
Extremely Useful 10	83	3	9	3	10	4	8	4	8	5	6	4	2	6	4	3	4
	38.4	25.0	81.8	33.3	55.6	44.4	53.3	28.6	38.1	38.5	33.3	33.3	18.2	30.0	36.4	21.4	50.0
9	40	2	-	1	5	-	4	2	4	3	3	3	3	3	3	3	1
	18.5	16.7	-	11.1	27.8	-	26.7	14.3	19.0	23.1	16.7	25.0	27.3	15.0	27.3	21.4	12.5
8	44	5	-	2	2	3	1	4	2	3	3	3	3	6	1	6	-
	20.4	41.7	-	22.2	11.1	33.3	6.7	28.6	9.5	23.1	16.7	25.0	27.3	30.0	9.1	42.9	-
7	30	2	2	2	-	1	2	2	3	1	4	2	1	3	2	1	2
	13.9	16.7	18.2	22.2	-	11.1	13.3	14.3	14.3	7.7	22.2	16.7	9.1	15.0	18.2	7.1	25.0
6	14	-	-	-	-	1	-	1	2	1	2	-	2	2	1	1	1
	6.5	-	-	-	-	11.1	-	7.1	9.5	7.7	11.1	-	18.2	10.0	9.1	7.1	12.5
5	3	-	-	1	-	-	-	1	1	-	-	-	-	-	-	-	-
	1.4	-	-	11.1	-	-	-	7.1	4.8	-	-	-	-	-	-	-	-
3	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-
	0.5	-	-	-	-	-	-	-	4.8	-	-	-	-	-	-	-	-
Bottom Three Box (Net)	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-
	0.5	-	-	-	5.6	-	-	-	-	-	-	-	-	-	-	-	-
1	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-
	0.5	-	-	-	5.6	-	-	-	-	-	-	-	-	-	-	-	-
Mean	8.6	8.5	9.5	8.2	9.0	8.6	9.2	8.2	8.2	8.8	8.4	8.8	8.2	8.4	8.6	8.4	8.6
Standard Deviation	1.50	1.09	1.21	1.72	2.11	1.51	1.08	1.58	2.00	1.30	1.46	1.14	1.40	1.35	1.43	1.16	1.69
Standard Error	0.10	0.31	0.37	0.57	0.50	0.50	0.28	0.42	0.44	0.36	0.34	0.33	0.42	0.30	0.43	0.31	0.60

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Lamp Labeling Study - 3W88

Question 220b-11

Usefulness of the following in choosing light bulbs based on energy use and energy efficiency
Energy Star
(Base: Used Energy Star)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	216	12**	11**	9**	18**	9**	15**	14**	21**	13**	18**	12**	11**	20**	11**	14**	8**
Median	9.4	8.8	6.1	8.8	9.0	8.8	9.4	8.8	9.4	9.5	9.0	9.3	8.8	8.8	9.5	8.8	10.0

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Usefulness of the following in choosing light bulbs based on energy use and energy efficiency
voltage
(Base: Used voltage)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	36	1**	4**	3**	3**	4**	1**	1**	2**	2**	5**	1**	1**	3**	2**	3**	-**
Top Three Box (Net)	20	1	2	1	2	3	1	1	1	1	2	-	1	2	1	1	-
	55.6	100.0	50.0	33.3	66.7	75.0	100.0	100.0	50.0	50.0	40.0	-	100.0	66.7	50.0	33.3	-
Extremely Useful 10	10	1	1	1	1	2	-	-	-	-	1	-	1	1	-	1	-
	27.8	100.0	25.0	33.3	33.3	50.0	-	-	-	-	20.0	-	100.0	33.3	-	33.3	-
9	2	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-
	5.6	-	-	-	-	25.0	-	-	-	-	20.0	-	-	-	-	-	-
8	8	-	1	-	1	-	1	1	1	1	-	-	-	1	1	-	-
	22.2	-	25.0	-	33.3	-	100.0	100.0	50.0	50.0	-	-	-	33.3	50.0	-	-
7	8	-	1	1	-	-	-	-	1	-	3	1	-	-	-	1	-
	22.2	-	25.0	33.3	-	-	-	-	50.0	-	60.0	100.0	-	-	-	33.3	-
6	2	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1	-
	5.6	-	-	-	-	-	-	-	-	50.0	-	-	-	-	-	33.3	-
5	5	-	1	-	1	1	-	-	-	-	-	-	-	1	1	-	-
	13.9	-	25.0	-	33.3	25.0	-	-	-	-	-	-	-	33.3	50.0	-	-
4	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
	2.8	-	-	33.3	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	7.8	10.0	7.5	7.0	7.7	8.5	8.0	8.0	7.5	7.0	8.0	7.0	10.0	7.7	6.5	7.7	-
Standard Deviation	1.83	-	2.08	3.00	2.52	2.38	-	-	0.71	1.41	1.41	-	-	2.52	2.12	2.08	-
Standard Error	0.30	-	1.04	1.73	1.45	1.19	-	-	0.50	1.00	0.63	-	-	1.45	1.50	1.20	-
Median	8.3	5.0	8.0	7.5	8.5	10.0	8.5	8.5	8.0	8.0	7.8	7.5	5.0	8.5	8.0	7.5	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Usefulness of the following in choosing light bulbs based on energy use and energy efficiency
(Top Three Box Summary)
(Base: Used label information)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	5635	353	353	350	352	353	354	351	355	350	352	353	350	352	353	352	352
energy cost	374	8	27	14	40	27	29	9	17	17	21	30	35	16	25	26	33
	76.2	66.7	75.0	66.7	81.6	69.2	78.4	81.8	73.9	77.3	67.7	81.1	76.1	94.1	75.8	81.3	73.3
life in years	289	8	11	5	25	27	18	23	20	14	22	23	23	24	17	8	21
	77.7	80.0	78.6	62.5	78.1	77.1	75.0	95.8	76.9	73.7	78.6	65.7	76.7	85.7	81.0	88.9	72.4
energy efficiency in lumens/watt	254	18	11	16	12	12	13	14	15	24	26	27	10	13	13	16	14
	70.2	78.3	61.1	64.0	75.0	75.0	72.2	77.8	75.0	75.0l	68.4	55.1	76.9	76.5	76.5	61.5	87.5
watts	222	24	22	19	14	6	10	6	10	18	17	16	12	16	10	17	5
	70.7	66.7	71.0	73.1	70.0	50.0	76.9	66.7	76.9	75.0	73.9	69.6	75.0	64.0	90.9	70.8	62.5
Energy Star	167	10	9	6	17	7	13	10	14	11	12	10	8	15	8	12	5
	77.3	83.3	81.8	66.7	94.4	77.8	86.7	71.4	66.7	84.6	66.7	83.3	72.7	75.0	72.7	85.7	62.5
energy efficiency in number of stars	165	3	3	1	1	3	-	38	26	5	4	2	1	39	34	1	4
	79.7	100.0	100.0	50.0	100.0	50.0	-	90.5i	74.3	83.3	80.0	40.0	100.0	81.3	85.0	50.0	80.0
life in hours	165	23	18	13	13	5	10	6	5	8	13	8	10	5	8	12	8
	75.7	79.3	72.0	61.9	72.2	62.5	90.9	100.0	50.0	66.7	92.9	80.0	71.4	62.5	88.9	92.3	80.0
watt equivalency	75	10	7	5	4	4	6	3	4	4	3	5	3	9	2	3	3
	70.8	76.9	63.6	62.5	100.0	100.0	66.7	75.0	100.0	80.0	42.9	62.5	60.0	90.0	66.7	100.0	37.5
lumens	60	8	4	1	3	5	1	2	3	7	4	3	5	3	4	2	5
	63.2	80.0	40.0	50.0	50.0	71.4	25.0	66.7	75.0	87.5	44.4	37.5	83.3	50.0	100.0	66.7	100.0
voltage	20	1	2	1	2	3	1	1	1	1	2	-	1	2	1	1	-
	55.6	100.0	50.0	33.3	66.7	75.0	100.0	100.0	50.0	50.0	40.0	-	100.0	66.7	50.0	33.3	-
color temperature (on the front)	10	-	-	-	-	1	2	1	-	-	2	2	-	1	1	-	-
	50.0	-	-	-	-	100.0	100.0	50.0	-	-	100.0	50.0	-	100.0	50.0	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Question 220b

Usefulness of the following in choosing light bulbs based on energy use and energy efficiency
(Top Three Box Summary)
(Base: Used label information)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
color temperature (on the back)	7	-	1	2	-	-	2	-	-	-	-	-	-	1	-	-	1
	58.3	-	100.0	66.7	-	-	66.7	-	-	-	-	-	-	100.0	-	-	100.0

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Usefulness of the following in choosing light bulbs based on energy use and energy efficiency
(Mean Summary)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	5635	353	353	350	352	353	354	351	355	350	352	353	350	352	353	352	352
color temperature (on the front)	6.80	7.00	6.00	-	-	10.00	9.00	7.50	-	-	8.00	7.00	5.00	8.00	4.00	4.50	6.00
color temperature (on the back)	7.42	-	8.00	8.33	-	-	8.00	-	-	-	7.00	-	0.00	9.00	-	6.00	10.00
life in years	8.45	8.30	8.50	7.25	8.25	8.63	8.77	9.00	8.42	8.47	8.75	7.94	8.60	8.59	8.62	9.00	7.86
life in hours	8.43	8.52	8.24	8.00	8.65	8.00	8.73	8.83	7.70	8.36	9.07	8.70	8.43	7.63	8.89	8.62	8.60
lumens	7.91	8.70	6.00	8.00	7.80	8.50	6.75	9.00	8.00	8.75	7.38	6.50	8.33	8.00	9.25	8.67	8.80
energy cost	8.53	8.40	8.50	8.19	8.82F Q	8.13	8.71f q	8.45	8.61	8.55	8.42	8.62	8.80F Q	9.06	8.55	8.53	8.13
watts	8.37	8.31	8.47	8.50	8.65	7.75	8.38	8.33	8.75	8.54	8.30	8.27	8.31	8.13	8.45	8.50	7.75
energy efficiency in lumens/watt	8.21	8.26	7.94	8.13	8.50	8.25	8.29	8.61	8.63	8.32l	8.11	7.58	8.23	8.47	8.29	8.12	8.88
energy efficiency in number of stars	8.70	9.67	9.00	8.00	10.00	7.33	5.50	8.98	8.71	8.50	8.60	7.60	8.00	8.85	8.82	6.50	8.40
watt equivalency	8.38	8.38	8.18	8.86	10.00	9.00	8.75	9.00	9.25	8.20	7.29	8.00	7.60	8.90	7.67	9.33	7.25
Energy Star	8.59	8.50	9.45	8.22	9.00	8.56	9.20	8.21	8.24	8.77	8.39	8.75	8.18	8.40	8.64	8.43	8.63
voltage	7.75	10.00	7.50	7.00	7.67	8.50	8.00	8.00	7.50	7.00	8.00	7.00	10.00	7.67	6.50	7.67	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

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Question 220c-1

Trustworthiness of the following in choosing light bulbs based on energy use and energy efficiency
color temperature (on the front)
(Base: Used color temperature (on the front))

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	20	1**	1**	-**	-**	1**	2**	2**	-**	-**	2**	4**	1**	1**	2**	2**	1**
Top Three Box (Net)	5	-	-	-	-	1	2	1	-	-	-	-	-	-	1	-	-
	25.0	-	-	-	-	100.0	100.0	50.0	-	-	-	-	-	-	50.0	-	-
Extremely Useful 10	2	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-
	10.0	-	-	-	-	100.0	50.0	-	-	-	-	-	-	-	-	-	-
9	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
	5.0	-	-	-	-	-	-	50.0	-	-	-	-	-	-	-	-	-
8	2	-	-	-	-	-	1	-	-	-	-	-	-	-	1	-	-
	10.0	-	-	-	-	-	50.0	-	-	-	-	-	-	-	50.0	-	-
7	4	1	-	-	-	-	-	-	-	-	1	1	-	-	-	-	1
	20.0	100.0	-	-	-	-	-	-	-	-	50.0	25.0	-	-	-	-	100.0
6	3	-	1	-	-	-	-	-	-	-	-	-	-	1	-	1	-
	15.0	-	100.0	-	-	-	-	-	-	-	-	-	-	100.0	-	50.0	-
5	6	-	-	-	-	-	-	-	-	-	1	2	1	-	1	1	-
	30.0	-	-	-	-	-	-	-	-	-	50.0	50.0	100.0	-	50.0	50.0	-
3	2	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-
	10.0	-	-	-	-	-	-	50.0	-	-	-	25.0	-	-	-	-	-
Mean	6.3	7.0	6.0	-	-	10.0	9.0	6.0	-	-	6.0	5.0	5.0	6.0	6.5	5.5	7.0
Standard Deviation	1.98	-	-	-	-	-	1.41	4.24	-	-	1.41	1.63	-	-	2.12	0.71	-
Standard Error	0.44	-	-	-	-	-	1.00	3.00	-	-	1.00	0.82	-	-	1.50	0.50	-
Median	6.7	7.5	6.5	-	-	5.0	10.0	9.0	-	-	7.0	5.5	5.5	6.5	8.0	6.0	7.5

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Trustworthiness of the following in choosing light bulbs based on energy use and energy efficiency
color temperature (on the back)
(Base: Used color temperature (on the back))

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	12	-**	1**	3**	-**	-**	3**	-**	-**	-**	1**	-**	1**	1**	-**	1**	1**
Top Three Box (Net)	6	-	1	2	-	-	1	-	-	-	-	-	-	1	-	-	1
	50.0	-	100.0	66.7	-	-	33.3	-	-	-	-	-	-	100.0	-	-	100.0
Extremely Useful 10	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
	8.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100.0
9	2	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-
	16.7	-	100.0	33.3	-	-	-	-	-	-	-	-	-	-	-	-	-
8	3	-	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-
	25.0	-	-	33.3	-	-	33.3	-	-	-	-	-	-	100.0	-	-	-
7	2	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-
	16.7	-	-	33.3	-	-	33.3	-	-	-	-	-	-	-	-	-	-
6	2	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1	-
	16.7	-	-	-	-	-	-	-	-	-	100.0	-	-	-	-	100.0	-
Bottom Three Box (Net)	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-
	8.3	-	-	-	-	-	-	-	-	-	-	-	100.0	-	-	-	-
1	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-
	8.3	-	-	-	-	-	-	-	-	-	-	-	100.0	-	-	-	-
Not sure	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
	8.3	-	-	-	-	-	33.3	-	-	-	-	-	-	-	-	-	-
Mean	7.2	-	9.0	8.0	-	-	7.5	-	-	-	6.0	-	1.0	8.0	-	6.0	10.0
Standard Deviation	2.40	-	-	1.00	-	-	0.71	-	-	-	-	-	-	-	-	-	-
Standard Error	0.72	-	-	0.58	-	-	0.50	-	-	-	-	-	-	-	-	-	-
Median	8.2	-	9.5	8.5	-	-	8.0	-	-	-	6.5	-	1.5	8.5	-	6.5	5.0

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Trustworthiness of the following in choosing light bulbs based on energy use and energy efficiency
life in years
(Base: Used life in years)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	372	10**	14**	8**	32*	35*	24**	24**	26**	19**	28**	35*	30*	28**	21**	9**	29**
Top Three Box (Net)	163	7	8	4	16	14	11	16	13	7	11	13	12	7	7	5	12
	43.8	70.0	57.1	50.0	50.0	40.0	45.8	66.7	50.0	36.8	39.3	37.1	40.0	25.0	33.3	55.6	41.4
Extremely Useful 10	41	2	2	1	5	3	1	4	3	4	1	1	6	4	-	2	2
	11.0	20.0	14.3	12.5	15.6l	8.6	4.2	16.7	11.5	21.1	3.6	2.9	20.0L	14.3	-	22.2	6.9
9	47	1	4	-	7	5	4	3	1	1	3	7	2	2	-	3	4
	12.6	10.0	28.6	-	21.9m	14.3	16.7	12.5	3.8	5.3	10.7	20.0	6.7	7.1	-	33.3	13.8
8	75	4	2	3	4	6	6	9	9	2	7	5	4	1	7	-	6
	20.2	40.0	14.3	37.5	12.5	17.1	25.0	37.5	34.6	10.5	25.0	14.3	13.3	3.6	33.3	-	20.7
7	66	2	3	-	6	6	6	4	3	2	3	8	8	5	2	2	6
	17.7	20.0	21.4	-	18.8	17.1	25.0	16.7	11.5	10.5	10.7	22.9	26.7	17.9	9.5	22.2	20.7
6	56	-	2	2	5	6	3	1	5	6	2	4	1	6	6	1	6
	15.1	-	14.3	25.0	15.6	17.1m	12.5	4.2	19.2	31.6	7.1	11.4	3.3	21.4	28.6	11.1	20.7
5	45	-	-	1	1	6	3	2	3	3	7	5	2	5	3	1	3
	12.1	-	-	12.5	3.1	17.1e	12.5	8.3	11.5	15.8	25.0	14.3	6.7	17.9	14.3	11.1	10.3
4	8	1	1	-	1	-	-	-	1	-	1	3	-	-	-	-	-
	2.2	10.0	7.1	-	3.1	-	-	-	3.8	-	3.6	8.6f	-	-	-	-	-
3	6	-	-	1	-	-	-	1	1	-	1	-	1	1	-	-	-
	1.6	-	-	12.5	-	-	-	4.2	3.8	-	3.6	-	3.3	3.6	-	-	-
Bottom Three Box (Net)	9	-	-	-	2	1	-	-	-	-	1	1	2	-	1	-	1
	2.4	-	-	-	6.3	2.9	-	-	-	-	3.6	2.9	6.7	-	4.8	-	3.4
2	4	-	-	-	1	-	-	-	-	-	1	-	2	-	-	-	-
	1.1	-	-	-	3.1	-	-	-	-	-	3.6	-	6.7	-	-	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 220c-3

Trustworthiness of the following in choosing light bulbs based on energy use and energy efficiency
life in years
(Base: Used life in years)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	372	10**	14**	8**	32*	35*	24**	24**	26**	19**	28**	35*	30*	28**	21**	9**	29**
1	3	-	-	-	1	1	-	-	-	-	-	-	-	-	1	-	-
	0.8	-	-	-	3.1	2.9	-	-	-	-	-	-	-	-	4.8	-	-
Not at all Useful 0	2	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1
	0.5	-	-	-	-	-	-	-	-	-	-	2.9	-	-	-	-	3.4
Not sure	19	-	-	-	1	2	1	-	-	1	2	1	4	4	2	-	1
	5.1	-	-	-	3.1	5.7	4.2	-	-	5.3	7.1	2.9	13.3	14.3	9.5	-	3.4
Mean	7.1	7.9	7.8	6.8	7.4	7.0	7.3	7.8	7.1	7.2	6.5	6.8	7.3	6.9	6.4	8.0	7.0
Standard Deviation	1.95	1.73	1.72	2.19	2.25	1.93	1.40	1.73	1.81	1.86	2.02	2.06	2.36	1.94	1.74	1.80	1.99
Standard Error	0.10	0.55	0.46	0.77	0.40	0.34	0.29	0.35	0.35	0.44	0.40	0.35	0.46	0.40	0.40	0.60	0.38
Median	7.8	8.5	8.5	8.0	8.1	7.6	7.9	8.4	8.0	7.0	7.3	7.5	7.9	7.0	6.9	9.2	7.7

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 220c-4

Trustworthiness of the following in choosing light bulbs based on energy use and energy efficiency life in hours
(Base: Used life in hours)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	218	29**	25**	21**	18**	8**	11**	6**	10**	12**	14**	10**	14**	8**	9**	13**	10**
Top Three Box (Net)	107	14	13	7	8	4	4	5	5	7	7	8	5	5	5	6	4
	49.1	48.3	52.0	33.3	44.4	50.0	36.4	83.3	50.0	58.3	50.0	80.0	35.7	62.5	55.6	46.2	40.0
Extremely Useful 10	36	3	3	3	1	3	2	1	-	4	3	3	2	1	2	3	2
	16.5	10.3	12.0	14.3	5.6	37.5	18.2	16.7	-	33.3	21.4	30.0	14.3	12.5	22.2	23.1	20.0
9	27	5	4	2	3	-	-	1	2	2	1	2	1	3	1	-	-
	12.4	17.2	16.0	9.5	16.7	-	-	16.7	20.0	16.7	7.1	20.0	7.1	37.5	11.1	-	-
8	44	6	6	2	4	1	2	3	3	1	3	3	2	1	2	3	2
	20.2	20.7	24.0	9.5	22.2	12.5	18.2	50.0	30.0	8.3	21.4	30.0	14.3	12.5	22.2	23.1	20.0
7	40	5	2	4	6	-	5	1	1	-	2	2	1	1	2	4	4
	18.3	17.2	8.0	19.0	33.3	-	45.5	16.7	10.0	-	14.3	20.0	7.1	12.5	22.2	30.8	40.0
6	18	2	4	2	-	2	1	-	1	-	1	-	2	-	-	2	1
	8.3	6.9	16.0	9.5	-	25.0	9.1	-	10.0	-	7.1	-	14.3	-	-	15.4	10.0
5	24	5	1	4	1	1	1	-	1	-	2	-	4	1	2	1	-
	11.0	17.2	4.0	19.0	5.6	12.5	9.1	-	10.0	-	14.3	-	28.6	12.5	22.2	7.7	-
4	9	1	1	1	-	-	-	-	-	4	-	-	1	1	-	-	-
	4.1	3.4	4.0	4.8	-	-	-	-	-	33.3	-	-	7.1	12.5	-	-	-
3	4	-	-	2	-	-	-	-	1	-	-	-	-	-	-	-	1
	1.8	-	-	9.5	-	-	-	-	10.0	-	-	-	-	-	-	-	10.0
Bottom Three Box (Net)	7	-	2	-	1	1	-	-	1	1	-	-	1	-	-	-	-
	3.2	-	8.0	-	5.6	12.5	-	-	10.0	8.3	-	-	7.1	-	-	-	-
2	3	-	1	-	-	1	-	-	1	-	-	-	-	-	-	-	-
	1.4	-	4.0	-	-	12.5	-	-	10.0	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 220c-4

Trustworthiness of the following in choosing light bulbs based on energy use and energy efficiency
life in hours
(Base: Used life in hours)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	218	29**	25**	21**	18**	8**	11**	6**	10**	12**	14**	10**	14**	8**	9**	13**	10**
1	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
	0.5	-	-	-	-	-	-	-	-	8.3	-	-	-	-	-	-	-
Not at all Useful 0	3	-	1	-	1	-	-	-	-	-	-	-	1	-	-	-	-
	1.4	-	4.0	-	5.6	-	-	-	-	-	-	-	7.1	-	-	-	-
Not sure	9	2	2	1	2	-	-	-	-	-	2	-	-	-	-	-	-
	4.1	6.9	8.0	4.8	11.1	-	-	-	-	-	14.3	-	-	-	-	-	-
Mean	7.3	7.4	7.1	6.7	7.3	7.1	7.5	8.3	6.5	6.9	7.8	8.6	6.3	7.6	7.7	7.6	7.3
Standard Deviation	2.17	1.76	2.52	2.23	2.27	2.90	1.51	1.03	2.46	3.26	1.82	1.17	2.67	2.13	1.87	1.61	2.00
Standard Error	0.15	0.34	0.53	0.50	0.57	1.03	0.45	0.42	0.78	0.94	0.52	0.37	0.71	0.75	0.62	0.45	0.63
Median	8.1	8.1	8.3	7.3	8.0	8.0	7.7	8.7	8.0	9.0	8.3	9.0	6.5	9.0	8.3	7.9	7.8

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Lamp Labeling Study - 3W88

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Question 220c-5

Trustworthiness of the following in choosing light bulbs based on energy use and energy efficiency lumens
(Base: Used lumens)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	95	10**	10**	2**	6**	7**	4**	3**	4**	8**	9**	8**	6**	6**	4**	3**	5**
Top Three Box (Net)	49	5	2	1	1	2	4	3	1	6	4	3	3	4	3	2	5
	51.6	50.0	20.0	50.0	16.7	28.6	100.0	100.0	25.0	75.0	44.4	37.5	50.0	66.7	75.0	66.7	100.0
Extremely Useful 10	18	3	1	1	-	1	-	1	-	4	1	3	-	-	1	-	2
	18.9	30.0	10.0	50.0	-	14.3	-	33.3	-	50.0	11.1	37.5	-	-	25.0	-	40.0
9	19	2	1	-	1	1	3	1	1	1	1	-	2	3	1	-	1
	20.0	20.0	10.0	-	16.7	14.3	75.0	33.3	25.0	12.5	11.1	-	33.3	50.0	25.0	-	20.0
8	12	-	-	-	-	-	1	1	-	1	2	-	1	1	1	2	2
	12.6	-	-	-	-	-	25.0	33.3	-	12.5	22.2	-	16.7	16.7	25.0	66.7	40.0
7	15	1	-	-	2	3	-	-	-	-	2	1	2	2	1	1	-
	15.8	10.0	-	-	33.3	42.9	-	-	-	-	22.2	12.5	33.3	33.3	25.0	33.3	-
6	7	-	3	-	-	1	-	-	1	1	-	1	-	-	-	-	-
	7.4	-	30.0	-	-	14.3	-	-	25.0	12.5	-	12.5	-	-	-	-	-
5	11	1	4	-	1	-	-	-	-	1	2	1	1	-	-	-	-
	11.6	10.0	40.0	-	16.7	-	-	-	-	12.5	22.2	12.5	16.7	-	-	-	-
4	4	1	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-
	4.2	10.0	-	50.0	-	-	-	-	25.0	-	-	12.5	-	-	-	-	-
Bottom Three Box (Net)	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1.1	-	10.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all Useful 0	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1.1	-	10.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	8	2	-	-	2	1	-	-	1	-	1	1	-	-	-	-	-
	8.4	20.0	-	-	33.3	14.3	-	-	25.0	-	11.1	12.5	-	-	-	-	-
Mean	7.6	8.0	5.7	7.0	7.0	7.7	8.8	9.0	6.3	8.5	7.4	7.4	7.5	8.2	8.5	7.7	9.0

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Lamp Labeling Study - 3W88

Question 220c-5

Trustworthiness of the following in choosing light bulbs based on energy use and energy efficiency
lumens
(Base: Used lumens)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	95	10**	10**	2**	6**	7**	4**	3**	4**	8**	9**	8**	6**	6**	4**	3**	5**
Standard Deviation	2.02	2.39	2.67	4.24	1.63	1.51	0.50	1.00	2.52	2.00	1.77	2.57	1.52	0.98	1.29	0.58	1.00
Standard Error	0.22	0.85	0.84	3.00	0.82	0.61	0.25	0.58	1.45	0.71	0.63	0.97	0.62	0.40	0.65	0.33	0.45
Median	8.5	9.5	6.0	10.0	7.5	7.7	9.3	9.5	6.5	10.0	8.0	7.5	8.0	9.0	9.0	8.3	9.5

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Trustworthiness of the following in choosing light bulbs based on energy use and energy efficiency
energy cost
(Base: Used energy cost)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	491	12**	36*	21**	49*	39*	37*	11**	23**	22**	31*	37*	46*	17**	33*	32*	45*
Top Three Box (Net)	256	5	24	11	26	19	18	4	11	14	14	24	20	12	20	15	19
	52.1	41.7	66.7k MQ	52.4	53.1	48.7	48.6	36.4	47.8	63.6	45.2	64.9m Q	43.5	70.6	60.6	46.9	42.2
Extremely Useful 10	79	3	9	4	9	4	6	2	5	4	4	9	7	5	4	-	4
	16.1	25.0	25.0f Pq	19.0	18.4P	10.3p	16.2P	18.2	21.7	18.2	12.9P	24.3P q	15.2P	29.4	12.1P	-	8.9p
9	71	2	3	3	7	5	6	-	3	4	3	6	4	6	6	6	7
	14.5	16.7	8.3	14.3	14.3	12.8	16.2	-	13.0	18.2	9.7	16.2	8.7	35.3	18.2	18.8	15.6
8	106	-	12	4	10	10	6	2	3	6	7	9	9	1	10	9	8
	21.6	-	33.3g	19.0	20.4	25.6	16.2	18.2	13.0	27.3	22.6	24.3	19.6	5.9	30.3	28.1	17.8
7	91	2	3	3	7	8	11	2	7	3	7	6	8	3	6	5	10
	18.5	16.7	8.3	14.3	14.3	20.5	29.7C e	18.2	30.4	13.6	22.6	16.2	17.4	17.6	18.2	15.6	22.2c
6	54	2	3	1	7	4	5	3	1	-	5	1	5	2	4	6	5
	11.0	16.7	8.3	4.8	14.3l	10.3	13.5l	27.3	4.3	-	16.1l	2.7	10.9	11.8	12.1	18.8L	11.1
5	44	1	2	4	2	4	2	1	2	4	2	4	4	-	3	4	5
	9.0	8.3	5.6	19.0	4.1	10.3	5.4	9.1	8.7	18.2	6.5	10.8	8.7	-	9.1	12.5	11.1
4	11	1	1	1	-	3	-	-	-	-	1	-	1	-	-	-	3
	2.2	8.3	2.8	4.8	-	7.7egl	-	-	-	-	3.2	-	2.2	-	-	-	6.7e
3	4	-	-	-	-	1	-	1	1	-	-	1	-	-	-	-	-
	0.8	-	-	-	-	2.6	-	9.1	4.3	-	-	2.7	-	-	-	-	-
Bottom Three Box (Net)	3	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	1
	0.6	-	2.8	-	2.0	-	-	-	-	-	-	-	-	-	-	-	2.2

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Trustworthiness of the following in choosing light bulbs based on energy use and energy efficiency
energy cost
(Base: Used energy cost)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	491	12**	36*	21**	49*	39*	37*	11**	23**	22**	31*	37*	46*	17**	33*	32*	45*
2	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	0.2	-	2.8	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1	2	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1
	0.4	-	-	-	2.0	-	-	-	-	-	-	-	-	-	-	-	2.2
Not sure	28	1	2	1	6	-	1	-	1	1	2	1	8	-	-	2	2
	5.7	8.3	5.6	4.8	12.2FO	-	2.7	-	4.3	4.5	6.5	2.7	17.4FGLO q	-	-	6.3	4.4
Mean	7.6	7.5	7.9q	7.5	7.8q	7.2	7.8	6.9	7.7	7.9	7.4	8.0fp Q	7.6	8.5	7.7	7.2	7.1
Standard Deviation	1.76	2.16	1.93	1.96	1.85	1.83	1.48	2.07	1.89	1.71	1.59	1.80	1.69	1.42	1.46	1.36	1.95
Standard Error	0.08	0.65	0.33	0.44	0.28	0.29	0.25	0.62	0.40	0.37	0.30	0.30	0.27	0.34	0.25	0.25	0.30
Median	8.2	7.8	8.6	8.3	8.4	7.9	8.0	7.3	8.0	8.6	7.9	8.7	8.1	9.4	8.4	8.0	7.8

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 220c-7

Trustworthiness of the following in choosing light bulbs based on energy use and energy efficiency
watts
(Base: Used watts)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	314	36*	31*	26**	20**	12**	13**	9**	13**	24**	23**	23**	16**	25**	11**	24**	8**
Top Three Box (Net)	191	22	19	16	12	6	9	5	8	14	14	15	9	14	8	17	3
	60.8	61.1	61.3	61.5	60.0	50.0	69.2	55.6	61.5	58.3	60.9	65.2	56.3	56.0	72.7	70.8	37.5
Extremely Useful 10	71	9	10	8	9	3	2	2	1	3	6	8	-	4	2	3	1
	22.6	25.0	32.3	30.8	45.0	25.0	15.4	22.2	7.7	12.5	26.1	34.8	-	16.0	18.2	12.5	12.5
9	53	6	4	2	2	1	3	-	5	8	3	2	4	7	1	5	-
	16.9	16.7	12.9	7.7	10.0	8.3	23.1	-	38.5	33.3	13.0	8.7	25.0	28.0	9.1	20.8	-
8	67	7	5	6	1	2	4	3	2	3	5	5	5	3	5	9	2
	21.3	19.4	16.1	23.1	5.0	16.7	30.8	33.3	15.4	12.5	21.7	21.7	31.3	12.0	45.5	37.5	25.0
7	59	2	6	5	6	1	1	1	4	4	5	4	3	6	2	6	3
	18.8	5.6	19.4b	19.2	30.0	8.3	7.7	11.1	30.8	16.7	21.7	17.4	18.8	24.0	18.2	25.0	37.5
6	18	5	1	-	2	-	2	-	-	3	1	-	1	-	1	1	1
	5.7	13.9	3.2	-	10.0	-	15.4	-	-	12.5	4.3	-	6.3	-	9.1	4.2	12.5
5	17	4	-	2	-	4	-	1	-	-	1	-	1	4	-	-	-
	5.4	11.1c	-	7.7	-	33.3	-	11.1	-	-	4.3	-	6.3	16.0	-	-	-
4	4	-	-	1	-	-	-	-	-	1	-	1	-	-	-	-	1
	1.3	-	-	3.8	-	-	-	-	-	4.2	-	4.3	-	-	-	-	12.5
3	2	-	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-
	0.6	-	3.2	-	-	-	-	-	-	-	4.3	-	-	-	-	-	-
Not sure	23	3	4	2	-	1	1	2	1	2	1	3	2	1	-	-	-
	7.3	8.3	12.9	7.7	-	8.3	7.7	22.2	7.7	8.3	4.3	13.0	12.5	4.0	-	-	-
Mean	8.1	8.0	8.4	8.1	8.5	7.5	8.2	8.0	8.3	8.0	8.0	8.5	7.7	7.9	8.1	8.1	7.1
Standard Deviation	1.59	1.77	1.69	1.78	1.57	2.16	1.34	1.73	1.06	1.57	1.83	1.61	1.20	1.68	1.22	1.08	1.73
Standard Error	0.09	0.31	0.33	0.36	0.35	0.65	0.39	0.65	0.30	0.34	0.39	0.36	0.32	0.34	0.37	0.22	0.61

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 220c-7

Trustworthiness of the following in choosing light bulbs based on energy use and energy efficiency
watts
(Base: Used watts)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	314	36*	31*	26**	20**	12**	13**	9**	13**	24**	23**	23**	16**	25**	11**	24**	8**
Median	8.7	8.8	9.1	8.7	9.5	8.3	8.8	8.5	9.0	9.0	8.6	9.0	8.4	8.7	8.5	8.6	7.7

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Trustworthiness of the following in choosing light bulbs based on energy use and energy efficiency
energy efficiency in lumens/watt
(Base: Used energy efficiency in lumens/watt)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	362	23**	18**	25**	16**	16**	18**	18**	20**	32*	38*	49*	13**	17**	17**	26**	16**
Top Three Box (Net)	204	13	10	16	11	11	8	11	13	18	18	18	8	9	14	13	13
	56.4	56.5	55.6	64.0	68.8	68.8	44.4	61.1	65.0	56.3l	47.4	36.7	61.5	52.9	82.4	50.0	81.3
Extremely Useful 10	56	3	3	4	4	4	-	3	6	6	5	5	2	2	2	5	2
	15.5	13.0	16.7	16.0	25.0	25.0	-	16.7	30.0	18.8	13.2	10.2	15.4	11.8	11.8	19.2	12.5
9	60	2	2	3	2	3	5	5	1	5	6	7	1	5	5	2	6
	16.6	8.7	11.1	12.0	12.5	18.8	27.8	27.8	5.0	15.6	15.8	14.3	7.7	29.4	29.4	7.7	37.5
8	88	8	5	9	5	4	3	3	6	7	7	6	5	2	7	6	5
	24.3	34.8	27.8	36.0	31.3	25.0	16.7	16.7	30.0	21.9	18.4	12.2	38.5	11.8	41.2	23.1	31.3
7	68	7	5	2	1	2	7	5	3	2	10	14	-	2	1	4	3
	18.8	30.4	27.8	8.0	6.3	12.5	38.9	27.8	15.0	6.3	26.3J	28.6J	-	11.8	5.9	15.4	18.8
6	28	-	1	3	2	-	-	2	1	3	4	5	2	1	-	4	-
	7.7	-	5.6	12.0	12.5	-	-	11.1	5.0	9.4	10.5	10.2	15.4	5.9	-	15.4	-
5	26	3	1	1	1	1	-	-	1	2	1	8	1	3	1	2	-
	7.2	13.0	5.6	4.0	6.3	6.3	-	-	5.0	6.3	2.6	16.3K	7.7	17.6	5.9	7.7	-
4	7	-	1	1	-	-	-	-	-	1	1	1	-	-	1	1	-
	1.9	-	5.6	4.0	-	-	-	-	-	3.1	2.6	2.0	-	-	5.9	3.8	-
3	2	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-
	0.6	-	-	-	-	6.3	-	-	-	3.1	-	-	-	-	-	-	-
Not sure	27	-	-	2	1	1	3	-	2	5	4	3	2	2	-	2	-
	7.5	-	-	8.0	6.3	6.3	16.7	-	10.0	15.6	10.5	6.1	15.4	11.8	-	7.7	-
Mean	7.8	7.7	7.7	7.8	8.1	8.1	7.9	8.1	8.3	7.8	7.7	7.2	7.8	7.7	8.1	7.6	8.4
Standard Deviation	1.59	1.43	1.64	1.61	1.60	1.98	0.92	1.32	1.53	1.97	1.50	1.65	1.60	1.79	1.56	1.77	0.96
Standard Error	0.09	0.30	0.39	0.34	0.41	0.51	0.24	0.31	0.36	0.38	0.26	0.24	0.48	0.46	0.38	0.36	0.24

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Trustworthiness of the following in choosing light bulbs based on energy use and energy efficiency
energy efficiency in lumens/watt
(Base: Used energy efficiency in lumens/watt)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	362	23**	18**	25**	16**	16**	18**	18**	20**	32*	38*	49*	13**	17**	17**	26**	16**
Median	8.4	8.2	8.2	8.5	8.7	8.9	8.2	8.7	8.7	8.6	8.1	7.6	8.5	8.8	8.8	8.2	9.0

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Lamp Labeling Study - 3W88

Question 220c-9

Trustworthiness of the following in choosing light bulbs based on energy use and energy efficiency
energy efficiency in number of stars
(Base: Used energy efficiency in number of stars)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	207	3**	3**	2**	1**	6**	3**	42*	35*	6**	5**	5**	1**	48*	40*	2**	5**
Top Three Box (Net)	135	2	3	1	1	2	1	31	20	6	3	1	-	31	28	1	4
	65.2	66.7	100.0	50.0	100.0	33.3	33.3	73.8	57.1	100.0	60.0	20.0	-	64.6	70.0	50.0	80.0
Extremely Useful 10	42	1	1	1	-	1	-	11	4	-	2	-	-	11	9	-	1
	20.3	33.3	33.3	50.0	-	16.7	-	26.2	11.4	-	40.0	-	-	22.9	22.5	-	20.0
9	40	-	-	-	1	1	-	8	8	2	-	1	-	11	7	-	1
	19.3	-	-	-	100.0	16.7	-	19.0	22.9	33.3	-	20.0	-	22.9	17.5	-	20.0
8	53	1	2	-	-	-	1	12	8	4	1	-	-	9	12	1	2
	25.6	33.3	66.7	-	-	-	33.3	28.6	22.9	66.7	20.0	-	-	18.8	30.0	50.0	40.0
7	31	1	-	-	-	3	-	5	6	-	-	2	1	9	4	-	-
	15.0	33.3	-	-	-	50.0	-	11.9	17.1	-	-	40.0	100.0	18.8	10.0	-	-
6	14	-	-	1	-	-	1	2	5	-	-	1	-	3	1	-	-
	6.8	-	-	50.0	-	-	33.3	4.8	14.3o	-	-	20.0	-	6.3	2.5	-	-
5	16	-	-	-	-	1	-	1	2	-	1	-	-	4	5	1	1
	7.7	-	-	-	-	16.7	-	2.4	5.7	-	20.0	-	-	8.3	12.5h	50.0	20.0
4	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-
	0.5	-	-	-	-	-	-	-	2.9	-	-	-	-	-	-	-	-
3	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
	0.5	-	-	-	-	-	-	2.4	-	-	-	-	-	-	-	-	-
Not sure	9	-	-	-	-	-	1	2	1	-	1	1	-	1	2	-	-
	4.3	-	-	-	-	-	33.3	4.8	2.9	-	20.0	20.0	-	2.1	5.0	-	-
Mean	8.0	8.3	8.7	8.0	9.0	7.5	7.0	8.3i	7.7	8.3	8.3	7.3	7.0	8.1	8.1	6.5	8.0
Standard Deviation	1.56	1.53	1.15	2.83	-	1.76	1.41	1.56	1.57	0.52	2.36	1.26	-	1.56	1.61	2.12	1.87
Standard Error	0.11	0.88	0.67	2.00	-	0.72	1.00	0.25	0.27	0.21	1.18	0.63	-	0.23	0.26	1.50	0.84

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 220c-9

Trustworthiness of the following in choosing light bulbs based on energy use and energy efficiency
energy efficiency in number of stars
(Base: Used energy efficiency in number of stars)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	207	3**	3**	2**	1**	6**	3**	42*	35*	6**	5**	5**	1**	48*	40*	2**	5**
Median	8.7	8.5	8.8	10.0	9.5	7.7	8.0	8.9	8.4	8.8	10.0	7.5	7.5	8.8	8.8	8.0	8.8

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Trustworthiness of the following in choosing light bulbs based on energy use and energy efficiency
watt equivalency
(Base: Used watt equivalency)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	106	13**	11**	8**	4**	4**	9**	4**	4**	5**	7**	8**	5**	10**	3**	3**	8**
Top Three Box (Net)	61	9	5	4	2	2	5	3	4	3	3	4	3	7	2	2	3
	57.5	69.2	45.5	50.0	50.0	50.0	55.6	75.0	100.0	60.0	42.9	50.0	60.0	70.0	66.7	66.7	37.5
Extremely Useful 10	21	3	1	2	2	1	2	1	1	1	1	-	-	2	-	2	2
	19.8	23.1	9.1	25.0	50.0	25.0	22.2	25.0	25.0	20.0	14.3	-	-	20.0	-	66.7	25.0
9	19	5	1	1	-	-	2	-	2	1	-	1	1	3	1	-	1
	17.9	38.5	9.1	12.5	-	-	22.2	-	50.0	20.0	-	12.5	20.0	30.0	33.3	-	12.5
8	21	1	3	1	-	1	1	2	1	1	2	3	2	2	1	-	-
	19.8	7.7	27.3	12.5	-	25.0	11.1	50.0	25.0	20.0	28.6	37.5	40.0	20.0	33.3	-	-
7	18	-	3	-	1	1	2	-	-	1	1	3	1	2	1	1	1
	17.0	-	27.3	-	25.0	25.0	22.2	-	-	20.0	14.3	37.5	20.0	20.0	33.3	33.3	12.5
6	9	1	-	1	-	-	1	-	-	-	2	1	1	1	-	-	1
	8.5	7.7	-	12.5	-	-	11.1	-	-	-	28.6	12.5	20.0	10.0	-	-	12.5
5	10	3	1	2	-	-	-	1	-	-	1	-	-	-	-	-	2
	9.4	23.1	9.1	25.0	-	-	-	25.0	-	-	14.3	-	-	-	-	-	25.0
4	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
	0.9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12.5
Not sure	7	-	2	1	1	1	1	-	-	1	-	-	-	-	-	-	-
	6.6	-	18.2	12.5	25.0	25.0	11.1	-	-	20.0	-	-	-	-	-	-	-
Mean	7.9	8.0	7.7	7.6	9.0	8.3	8.3	7.8	9.0	8.5	7.1	7.5	7.6	8.3	8.0	9.0	7.0
Standard Deviation	1.64	2.00	1.41	2.23	1.73	1.53	1.49	2.06	0.82	1.29	1.68	0.93	1.14	1.34	1.00	1.73	2.39
Standard Error	0.16	0.55	0.47	0.84	1.00	0.88	0.53	1.03	0.41	0.65	0.63	0.33	0.51	0.42	0.58	1.00	0.85
Median	8.5	9.3	8.2	8.5	7.5	8.5	9.0	8.5	9.5	9.0	7.5	8.0	8.3	9.0	8.5	7.5	7.0

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Trustworthiness of the following in choosing light bulbs based on energy use and energy efficiency
Energy Star
(Base: Used Energy Star)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	216	12**	11**	9**	18**	9**	15**	14**	21**	13**	18**	12**	11**	20**	11**	14**	8**
Top Three Box (Net)	155	9	8	6	13	6	12	10	15	9	13	9	9	11	8	11	6
	71.8	75.0	72.7	66.7	72.2	66.7	80.0	71.4	71.4	69.2	72.2	75.0	81.8	55.0	72.7	78.6	75.0
Extremely Useful 10	66	1	6	4	6	4	8	2	7	5	5	1	2	2	5	4	4
	30.6	8.3	54.5	44.4	33.3	44.4	53.3	14.3	33.3	38.5	27.8	8.3	18.2	10.0	45.5	28.6	50.0
9	38	4	2	-	5	1	2	5	4	1	2	3	4	3	1	1	-
	17.6	33.3	18.2	-	27.8	11.1	13.3	35.7	19.0	7.7	11.1	25.0	36.4	15.0	9.1	7.1	-
8	51	4	-	2	2	1	2	3	4	3	6	5	3	6	2	6	2
	23.6	33.3	-	22.2	11.1	11.1	13.3	21.4	19.0	23.1	33.3	41.7	27.3	30.0	18.2	42.9	25.0
7	34	1	1	2	1	2	2	3	2	3	2	3	-	7	2	2	1
	15.7	8.3	9.1	22.2	5.6	22.2	13.3	21.4	9.5	23.1	11.1	25.0	-	35.0	18.2	14.3	12.5
6	10	1	-	-	2	1	1	-	1	1	-	-	1	1	1	-	-
	4.6	8.3	-	-	11.1	11.1	6.7	-	4.8	7.7	-	-	9.1	5.0	9.1	-	-
5	12	1	1	1	1	-	-	1	3	-	3	-	1	-	-	-	-
	5.6	8.3	9.1	11.1	5.6	-	-	7.1	14.3	-	16.7	-	9.1	-	-	-	-
4	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	0.5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7.1	-
Bottom Three Box (Net)	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-
	0.5	-	-	-	5.6	-	-	-	-	-	-	-	-	-	-	-	-
1	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-
	0.5	-	-	-	5.6	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	3	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	1
	1.4	-	9.1	-	-	-	-	-	-	-	-	-	-	5.0	-	-	12.5
Mean	8.3	8.0	9.0	8.3	8.1	8.6	8.9	8.2	8.2	8.5	8.1	8.2	8.3	7.9	8.6	8.2	9.0

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

June 9-15, 2009

Lamp Labeling Study - 3W88

Question 220c-11

Trustworthiness of the following in choosing light bulbs based on energy use and energy efficiency
Energy Star
(Base: Used Energy Star)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	216	12**	11**	9**	18**	9**	15**	14**	21**	13**	18**	12**	11**	20**	11**	14**	8**
Standard Deviation	1.58	1.41	1.70	1.80	2.37	1.59	1.39	1.37	1.79	1.45	1.73	0.94	1.56	1.10	1.50	1.63	1.29
Standard Error	0.11	0.41	0.54	0.60	0.56	0.53	0.36	0.37	0.39	0.40	0.41	0.27	0.47	0.25	0.45	0.43	0.49
Median	9.0	8.8	8.3	8.8	9.4	9.5	9.4	9.0	9.1	8.8	8.7	8.6	9.1	8.3	9.5	8.7	8.8

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Trustworthiness of the following in choosing light bulbs based on energy use and energy efficiency
voltage
(Base: Used voltage)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	36	1**	4**	3**	3**	4**	1**	1**	2**	2**	5**	1**	1**	3**	2**	3**	-**
Top Three Box (Net)	20	1	2	1	2	3	1	-	1	1	1	-	1	2	2	2	-
	55.6	100.0	50.0	33.3	66.7	75.0	100.0	-	50.0	50.0	20.0	-	100.0	66.7	100.0	66.7	-
Extremely Useful 10	8	1	-	1	1	2	-	-	-	-	1	-	1	-	-	1	-
	22.2	100.0	-	33.3	33.3	50.0	-	-	-	-	20.0	-	100.0	-	-	33.3	-
9	5	-	-	-	-	1	1	-	1	-	-	-	-	-	2	-	-
	13.9	-	-	-	-	25.0	100.0	-	50.0	-	-	-	-	-	100.0	-	-
8	7	-	2	-	1	-	-	-	-	1	-	-	-	2	-	1	-
	19.4	-	50.0	-	33.3	-	-	-	-	50.0	-	-	-	66.7	-	33.3	-
7	8	-	1	1	-	-	-	1	1	-	3	1	-	-	-	-	-
	22.2	-	25.0	33.3	-	-	-	100.0	50.0	-	60.0	100.0	-	-	-	-	-
6	3	-	-	-	1	-	-	-	-	-	1	-	-	-	-	1	-
	8.3	-	-	-	33.3	-	-	-	-	-	20.0	-	-	-	-	33.3	-
5	3	-	-	1	-	1	-	-	-	-	-	-	-	1	-	-	-
	8.3	-	-	33.3	-	25.0	-	-	-	-	-	-	-	33.3	-	-	-
4	2	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-
	5.6	-	25.0	-	-	-	-	-	-	50.0	-	-	-	-	-	-	-
Mean	7.7	10.0	6.8	7.3	8.0	8.5	9.0	7.0	8.0	6.0	7.4	7.0	10.0	7.0	9.0	8.0	-
Standard Deviation	1.80	-	1.89	2.52	2.00	2.38	-	-	1.41	2.83	1.52	-	-	1.73	0.00	2.00	-
Standard Error	0.30	-	0.95	1.45	1.15	1.19	-	-	1.00	2.00	0.68	-	-	1.00	0.00	1.15	-
Median	8.3	5.0	8.0	7.5	8.5	10.0	9.5	7.5	9.0	8.0	7.5	7.5	5.0	8.3	9.5	8.5	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Lamp Labeling Study - 3W88

Trustworthiness of the following in choosing light bulbs based on energy use and energy efficiency
(Top Three Box Summary)
(Base: Used label information)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	5635	353	353	350	352	353	354	351	355	350	352	353	350	352	353	352	352
energy cost	256	5	24	11	26	19	18	4	11	14	14	24	20	12	20	15	19
	52.1	41.7	66.7k MQ	52.4	53.1	48.7	48.6	36.4	47.8	63.6	45.2	64.9m Q	43.5	70.6	60.6	46.9	42.2
energy efficiency in lumens/watt	204	13	10	16	11	11	8	11	13	18	18	18	8	9	14	13	13
	56.4	56.5	55.6	64.0	68.8	68.8	44.4	61.1	65.0	56.3l	47.4	36.7	61.5	52.9	82.4	50.0	81.3
watts	191	22	19	16	12	6	9	5	8	14	14	15	9	14	8	17	3
	60.8	61.1	61.3	61.5	60.0	50.0	69.2	55.6	61.5	58.3	60.9	65.2	56.3	56.0	72.7	70.8	37.5
life in years	163	7	8	4	16	14	11	16	13	7	11	13	12	7	7	5	12
	43.8	70.0	57.1	50.0	50.0	40.0	45.8	66.7	50.0	36.8	39.3	37.1	40.0	25.0	33.3	55.6	41.4
Energy Star	155	9	8	6	13	6	12	10	15	9	13	9	9	11	8	11	6
	71.8	75.0	72.7	66.7	72.2	66.7	80.0	71.4	71.4	69.2	72.2	75.0	81.8	55.0	72.7	78.6	75.0
energy efficiency in number of stars	135	2	3	1	1	2	1	31	20	6	3	1	-	31	28	1	4
	65.2	66.7	100.0	50.0	100.0	33.3	33.3	73.8	57.1	100.0	60.0	20.0	-	64.6	70.0	50.0	80.0
life in hours	107	14	13	7	8	4	4	5	5	7	7	8	5	5	5	6	4
	49.1	48.3	52.0	33.3	44.4	50.0	36.4	83.3	50.0	58.3	50.0	80.0	35.7	62.5	55.6	46.2	40.0
watt equivalency	61	9	5	4	2	2	5	3	4	3	3	4	3	7	2	2	3
	57.5	69.2	45.5	50.0	50.0	50.0	55.6	75.0	100.0	60.0	42.9	50.0	60.0	70.0	66.7	66.7	37.5
lumens	49	5	2	1	1	2	4	3	1	6	4	3	3	4	3	2	5
	51.6	50.0	20.0	50.0	16.7	28.6	100.0	100.0	25.0	75.0	44.4	37.5	50.0	66.7	75.0	66.7	100.0
voltage	20	1	2	1	2	3	1	-	1	1	1	-	1	2	2	2	-
	55.6	100.0	50.0	33.3	66.7	75.0	100.0	-	50.0	50.0	20.0	-	100.0	66.7	100.0	66.7	-
color temperature (on the back)	6	-	1	2	-	-	1	-	-	-	-	-	-	1	-	-	1
	50.0	-	100.0	66.7	-	-	33.3	-	-	-	-	-	-	100.0	-	-	100.0

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Lamp Labeling Study - 3W88

Trustworthiness of the following in choosing light bulbs based on energy use and energy efficiency
(Top Three Box Summary)
(Base: Used label information)

		TREATMENT															
	Total	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
color temperature (on the front)	5	-	-	-	-	1	2	1	-	-	-	-	-	-	1	-	-
	25.0	-	-	-	-	100.0	100.0	50.0	-	-	-	-	-	-	50.0	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Usefulness of the following in choosing light bulbs based on energy use and energy efficiency
(Mean Summary)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	5635	353	353	350	352	353	354	351	355	350	352	353	350	352	353	352	352
color temperature (on the front)	6.35	7.00	6.00	-	-	10.00	9.00	6.00	-	-	6.00	5.00	5.00	6.00	6.50	5.50	7.00
color temperature (on the back)	7.18	-	9.00	8.00	-	-	7.50	-	-	-	6.00	-	1.00	8.00	-	6.00	10.00
life in years	7.13	7.90	7.79	6.75	7.39	7.03	7.35	7.75	7.08	7.22	6.54	6.76	7.27	6.88	6.42	8.00	7.04
life in hours	7.26	7.37	7.09	6.70	7.25	7.13	7.45	8.33	6.50	6.92	7.75	8.60	6.29	7.63	7.67	7.62	7.30
lumens	7.64	8.00	5.70	7.00	7.00	7.67	8.75	9.00	6.33	8.50	7.38	7.43	7.50	8.17	8.50	7.67	9.00
energy cost	7.60	7.55	7.88q	7.50	7.79q	7.18	7.75	6.91	7.68	7.86	7.45	7.97fpQ	7.58	8.53	7.73	7.23	7.09
watts	8.08	8.00	8.41	8.13	8.50	7.45	8.17	8.00	8.25	8.00	8.00	8.50	7.71	7.88	8.09	8.13	7.13
energy efficiency in lumens/watt	7.80	7.65	7.67	7.83	8.13	8.07	7.87	8.11	8.28	7.78	7.74	7.24	7.82	7.73	8.06	7.58	8.44
energy efficiency in number of stars	8.04	8.33	8.67	8.00	9.00	7.50	7.00	8.32i	7.71	8.33	8.25	7.25	7.00	8.13	8.11	6.50	8.00
watt equivalency	7.91	8.00	7.67	7.57	9.00	8.33	8.25	7.75	9.00	8.50	7.14	7.50	7.60	8.30	8.00	9.00	7.00
Energy Star	8.32	8.00	9.00	8.33	8.11	8.56	8.93	8.21	8.24	8.46	8.06	8.17	8.27	7.89	8.64	8.21	9.00
voltage	7.72	10.00	6.75	7.33	8.00	8.50	9.00	7.00	8.00	6.00	7.40	7.00	10.00	7.00	9.00	8.00	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

Qualifies for Energy Star

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	5635	353	353	350	352	353	354	351	355	350	352	353	350	352	353	352	352
Bulb A (no)	299 5.3	18 5.1	11 3.1	21 6.0cO	18 5.1	16 4.5	12 3.4	18 5.1	16 4.5	32 9.1BC EFGHI mNOPQ	30 8.5bC eFGhI NOPQ	34 9.6BC dEFGH ImNOP Q	20 5.7co	14 4.0	10 2.8	14 4.0	15 4.3
Bulb D (yes) - Correct Choice	3764 66.8	243 68.8c K	220 62.3	234 66.9k	239 67.9K	239 67.7k	239 67.5k	237 67.5k	233 65.6	233 66.6	214 60.8	230 65.2	238 68.0K	229 65.1	241 68.3c K	256 72.7C dIjKL N	239 67.9K
Bulb I (yes) - Correct Choice	4536 80.5	290 82.2J KLM	279 79.0k l	279 79.7K L	278 79.0k l	285 80.7j KL	290 81.9J KLm	307 87.5b CDEFG JKLMp	297 83.7J KLM	261 74.6	257 73.0	257 72.8	266 76.0	302 85.8C DEfJK LM	303 85.8C DEfJK LM	291 82.7J KLM	294 83.5JKLM
Both D and I	3536 62.8	228 64.6K	208 58.9	220 62.9K	227 64.5K	230 65.2c Kl	224 63.3K	225 64.1K	220 62.0K	219 62.6K	192 54.5	207 58.6	217 62.0K	217 61.6k	223 63.2K	249 70.7b CDeGh IJKLM NO	230 65.3cKl
Only Chose Bulb D	182 3.2	12 3.4	12 3.4	9 2.6	10 2.8	6 1.7	11 3.1	8 2.3	11 3.1	8 2.3	21 6.0DE FgHiJ nPQ	18 5.1dF HJPQ	16 4.6Fh jpq	11 3.1	15 4.2Fp q	7 2.0	7 2.0
Only Chose Bulb I	971 17.2	60 17.0J P	69 19.5E fJLMP	56 16.0j p	49 13.9	52 14.7	64 18.1J mP	82 23.4B DEFgJ kLMPq	75 21.1d EFJLM P	39 11.1	64 18.2J mP	49 13.9	47 13.4	83 23.6B DEFgJ kLMPq	78 22.1b DEFJL MP	40 11.4	64 18.2JmP

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

Qualifies for Energy Star

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	5635	353	353	350	352	353	354	351	355	350	352	353	350	352	353	352	352
Either D or I	4764 84.5	305 86.4J KL	291 82.4	293 83.7j	290 82.4	294 83.3	305 86.2J KL	319 90.9b CDEFG JKLMP Q	310 87.3c eJKLm	275 78.6	279 79.3	280 79.3	287 82.0	314 89.2C DEFJK LMp	321 90.9b CDEFG JKLMP Q	298 84.7J kl	303 86.1JKL
None	79 1.4	2 0.6	7 2.0be p	6 1.7	2 0.6	9 2.5BE mP	5 1.4	7 2.0be p	4 1.1	6 1.7	7 2.0be p	4 1.1	3 0.9	7 2.0be p	4 1.1	2 0.6	4 1.1
Not Sure	629 11.2	38 10.8H	47 13.3H NO	44 12.6H NO	46 13.1H NO	42 11.9H nO	39 11.0Ho	22 6.3	36 10.1h	49 14.0H NO	44 12.5H NO	44 12.5H NO	48 13.7HN O	27 7.7	26 7.4	41 11.6H no	36 10.2h

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

Qualifies for Energy Star

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	5635	353	353	350	352	353	354	351	355	350	352	353	350	352	353	352	352
Any bulb	2336 41.5	139 39.4	148 41.9J	165 47.1B EFGJK LMPQ	133 37.8	136 38.5	135 38.1	173 49.3B cEFGJ KLMPQ	168 47.3B EFGJK LMPQ	120 34.3	139 39.5	136 38.5	131 37.4	176 50.0B CEFGJ KLMPQ	176 49.9B CEFGJ KLMPQ	134 38.1	127 36.1
Bulb A (no)	438 7.8	31 8.8en o	34 9.6E fGiN O	35 10.0Ef GimNO	18 5.1	22 6.2	20 5.6	24 6.8	22 6.2	29 8.3e no	38 10.8E FGhIM NO	39 11.0EF GhIMNO	22 6.3	18 5.1	18 5.1	32 9.1E gNO	36 10.2EfGimNO
Bulb B (no)	357 6.3	13 3.7	13 3.7	17 4.9	25 7.1BC	20 5.7	18 5.1	21 6.0	26 7.3BC	27 7.7BC	33 9.4B CDfG hO	36 10.2BC DFGHmO pq	22 6.3	24 6.8bc	18 5.1	22 6.3	22 6.3
Bulb F (no)	1953 34.7	121 34.3J kLQ	119 33.7J kLQ	144 41.1b CEFGJ KLMPQ	107 30.4	111 31.4j	118 33.3J lq	159 45.3B CEFGJ KLMPQ	153 43.1B CEFGJ KLMPQ	89 25.4	98 27.8	95 26.9	107 30.6	165 46.9B CEFGJ KLMPQ	164 46.5B CEFGJ KLMPQ	109 31.0	94 26.7
None	2260 40.1	158 44.8c DhIKl No	136 38.5	121 34.6	155 44.0D IkN	147 41.6d in	158 44.6D hIKlN	134 38.2	123 34.6	148 42.3D In	131 37.2	134 38.0	142 40.6	124 35.2	136 38.5	141 40.1	172 48.9CDfHIjKLMNOP
Not Sure	1039 18.4	56 15.9	69 19.5H nO	64 18.3H O	64 18.2H O	70 19.8H nOq	61 17.2h O	44 12.5	64 18.0H O	82 23.4B deGHi NOQ	82 23.3B eGHiN OQ	83 23.5B deGHi NOQ	77 22.0B HNOQ	52 14.8	41 11.6	77 21.9B HNOQ	53 15.1

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

Most reliable performance

	Total	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
		TREATMENT															
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	5635	353	353	350	352	353	354	351	355	350	352	353	350	352	353	352	352
Bulb A	214 3.8	20 5.7FH imNOP	15 4.2op	18 5.1fh nOP	16 4.5op	9 2.5	15 4.2op	9 2.6	10 2.8	11 3.1	26 7.4cF gHIJM NOPq	18 5.1fh nOP	10 2.9	9 2.6	7 2.0	7 2.0	14 4.0
Bulb I	3118 55.3	187 53.0c	161 45.6	177 50.6	198 56.3C JKp	189 53.5C j	190 53.7C j	242 68.9B CDEFG JKLMP Q	235 66.2B CDEFG JKLMP Q	165 47.1	169 48.0	183 51.8c	178 50.9	242 68.8B CDEFG JKLMP Q	240 68.0B CDEFG JKLMP Q	172 48.9	190 54.0Cj
Bulb J	797 14.1	58 16.4G HINO	70 19.8E FGHIM NO	61 17.4f GHINO	50 14.2H INO	45 12.7H No	37 10.5h	23 6.6	32 9.0	77 22.0b EFGHI MNOPQ	67 19.0e FGHIm NO	63 17.8f GHINO	48 13.7HI NO	25 7.1	30 8.5	56 15.9G HINO	55 15.6GHINO
Can't Tell	569 10.1	36 10.2o	37 10.5o	42 12.0eH nO	29 8.2	35 9.9	38 10.7O	26 7.4	34 9.6	38 10.9O	40 11.4h O	36 10.2o	44 12.6eH nOq	29 8.2	23 6.5	52 14.8bc EfHIlN OQ	30 8.5
Not Sure	937 16.6	52 14.7	70 19.8b dhIKl No	52 14.9	59 16.8	75 21.2B DHIKL NO	74 20.9B DHIKL NO	51 14.5	44 12.4	59 16.9i	50 14.2	53 15.0	70 20.0b dhIKl No	47 13.4	53 15.0	65 18.5I n	63 17.9In

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

Information used to judge reliability
(Base: Chose most reliable performance)

	Total	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
		TREATMENT															
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	4129	265	246	256	264	243	242	274	277	253	262	264	236	276	277	235	259
LIFE (NET)	2032	132	122	122	144	135	122	128	111	135	125	123	140	112	118	122	141
	49.2	49.8I No	49.6I N	47.7i	54.5h IlNO	55.6d HIkLN O	50.4I No	46.7	40.1	53.4I NO	47.7i n	46.6	59.3B CDgHI KLNO	40.6	42.6	51.9I NO	54.4hIlNO
Bulb life/length of use/life expectancy	1251	122	104	103	77	75	72	69	62	75	79	64	68	56	64	81	80
	30.3	46.0E FGHIJ KLMNO PQ	42.3E FGHIJ KLMNO pQ	40.2E FGHIJ KLMNO Q	29.2i N	30.9I lNO	29.8i No	25.2	22.4	29.6i No	30.2I No	24.2	28.8i N	20.3	23.1	34.5H ILNO	30.9IlNO
How long/number of years it will last	827	11	21	18	75	63	52	64	53	62	49	62	72	58	57	48	62
	20.0	4.2	8.5B	7.0	28.4B CDgIK NOP	25.9B CDik	21.5B CD	23.4B CD	19.1B CD	24.5B CD	18.7B CD	23.5B CD	30.5B CDGhI KlNOP	21.0B CD	20.6B CD	20.4B CD	23.9BCD
Reliability	5	-	-	2	-	1	-	-	-	-	1	-	1	-	-	-	-
	0.1	-	-	0.8	-	0.4	-	-	-	-	0.4	-	0.4	-	-	-	-
ENERGY EFFICIENCY (NET)	1263	40	42	43	39	38	50	184	165	90	63	71	45	170	145	41	37
	30.6	15.1	17.1	16.8	14.8	15.6	20.7e q	67.2B CDEFG iJKLM OPQ	59.6B CDEFG JKLMo PQ	35.6B CDEFG KLMPQ	24.0B cDEFp Q	26.9B CDEFM PQ	19.1	61.6B CDEFG JKLMO PQ	52.3B CDEFG JKLMP Q	17.4	14.3
Energy star	521	30	23	29	26	27	33	69	53	43	9	22	23	52	37	15	30
	12.6	11.3Kp	9.3K	11.3Kp	9.8K	11.1K p	13.6K lP	25.2B CDEFG iJKLM nOPQ	19.1B CDEFg KLMoP Q	17.0bC dEfKLM Pq	3.4	8.3K	9.7K	18.8B CDEFK LMoPQ	13.4Kl P	6.4	11.6KP

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

Lamp Labeling Study - 3W88

Information used to judge reliability
(Base: Chose most reliable performance)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	4129	265	246	256	264	243	242	274	277	253	262	264	236	276	277	235	259
Star rating	400	4	5	2	2	2	2	95	90	2	5	3	5	106	74	2	1
	9.7	1.5	2.0q	0.8	0.8	0.8	0.8	34.7B CDEFG JKLMO PQ	32.5BC DEFGJK LMPQ	0.8	1.9	1.1	2.1q	38.4B CDEFG JKLMO PQ	26.7BC DEFGJK LMPQ	0.9	0.4
Energy efficiency	241	5	8	11	7	6	11	28	22	24	28	24	8	17	28	9	5
	5.8	1.9	3.3	4.3	2.7	2.5	4.5b q	10.2BC DEFGMn PQ	7.9BC dEFMp Q	9.5B CDEF GMPQ	10.7BC DEFGMn PQ	9.1BC DEFGM PQ	3.4	6.2B EFQ	10.1BC DEFGMn PQ	3.8	1.9
Lumens per watt	96	2	6	3	4	2	2	4	3	17	14	18	5	2	2	12	-
	2.3	0.8	2.4Q	1.2q	1.5Q	0.8	0.8	1.5q	1.1q	6.7BC DEFGH IMNOQ	5.3Bc DEFGH ImNOQ	6.8BC DEFGH IMNOQ	2.1Q	0.7	0.7	5.1BDEF GHImNOQ	-
Efficiency (unsp)	82	-	1	3	1	1	2	9	9	10	7	9	4	12	8	5	1
	2.0	-	0.4	1.2b	0.4	0.4	0.8	3.3BC EFgQ	3.2BC EFgQ	4.0BC DEFGQ	2.7BC EFQ	3.4BC dEFGQ	1.7B	4.3BC DEFGm Q	2.9BC EFgQ	2.1Bc efq	0.4
All other energy efficiency mentions	2	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-
	*	-	-	-	-	-	-	-	-	-	-	0.4	-	-	0.4	-	-
ENERGY USE (NET)	888	131	108	111	49	33	42	27	41	63	63	52	31	25	30	56	26
	21.5	49.4E FGHIJ KLMNO PQ	43.9E FGHIJ KLMNO PQ	43.4E FGHIJ KLMNO PQ	18.6H mNOQ	13.6	17.4HN OQ	9.9	14.8h Nq	24.9e FGHIM NOQ	24.0F gHIMN OQ	19.7f HMNOQ	13.1	9.1	10.8	23.8F gHIMN OQ	10.0

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

Information used to judge reliability
(Base: Chose most reliable performance)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	4129	265	246	256	264	243	242	274	277	253	262	264	236	276	277	235	259
Wattage/bulb wattage	614	97	77	76	35	22	24	16	30	45	46	31	22	20	18	40	15
	14.9	36.6d EFGHI JKLMN OPQ	31.3E FGHIJ KLMNO PQ	29.7E FGHIJ KLMNO PQ	13.3HN OQ	9.1	9.9hq	5.8	10.8H oQ	17.8F GHIlM NOQ	17.6F GHIlM NOQ	11.7Hn OQ	9.3	7.2	6.5	17.0FG HIlMNO Q	5.8
Amount of energy/ electricity used	218	35	28	30	10	9	14	8	7	8	11	17	4	4	9	15	9
	5.3	13.2E FGHIJ KLMNO PQ	11.4E FGHIJ KlMNO pQ	11.7EF GHIJKL MNOPQ	3.8n	3.7	5.8iM N	2.9	2.5	3.2	4.2n	6.4hI jMNo	1.7	1.4	3.2	6.4hI jMNo	3.5
Energy (unsp)	33	3	2	3	1	2	1	2	1	3	4	4	1	-	2	2	2
	0.8	1.1n	0.8	1.2n	0.4	0.8	0.4	0.7	0.4	1.2n	1.5N	1.5N	0.4	-	0.7	0.9	0.8
Saves energy	21	1	-	2	2	1	1	1	-	4	3	-	2	1	1	2	-
	0.5	0.4	-	0.8	0.8	0.4	0.4	0.4	-	1.6CI LQ	1.1cilq	-	0.8	0.4	0.4	0.9	-
Voltage	20	-	1	3	1	-	2	1	2	3	1	-	2	1	-	1	2
	0.5	-	0.4	1.2bf lo	0.4	-	0.8	0.4	0.7	1.2bf lo	0.4	-	0.8	0.4	-	0.4	0.8
Power	14	-	2	3	1	-	3	-	1	3	-	-	-	-	1	-	-
	0.3	-	0.8	1.2bf hklmn pq	0.4	-	1.2bfhk lmnpq	-	0.4	1.2bfhk lmnpq	-	-	-	-	0.4	-	-
Watts per hour	10	2	3	-	1	-	-	-	2	1	1	-	-	-	-	-	-
	0.2	0.8	1.2dfgh lmnopq	-	0.4	-	-	-	0.7	0.4	0.4	-	-	-	-	-	-
All other energy use mentions	3	1	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-
	0.1	0.4	-	-	0.4	-	-	-	-	-	-	0.4	-	-	-	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

Information used to judge reliability
(Base: Chose most reliable performance)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	4129	265	246	256	264	243	242	274	277	253	262	264	236	276	277	235	259
OPERATING COST (NET)	674	6	14	15	102	94	82	13	14	18	16	22	72	9	65	43	89
	16.3	2.3	5.7B	5.9B	38.6B CDHIJ KLmNO P	38.7B CDHIJ KLmNO P	33.9BC DHIJKL NOP	4.7	5.1b	7.1BN	6.1B	8.3B hN	30.5BC DHIJKL NoP	3.3	23.5B CDHIJ KLN	18.3B CDHIJ KLN	34.4BCDHIJKLNOP
Price/cost (unsp)	200	1	4	4	29	25	34	1	6	4	2	6	27	2	13	12	30
	4.8	0.4	1.6	1.6	11.0B CDHIJ KLNOP	10.3B CDHIJ KLNOP	14.0BC DHIJKL NOP	0.4	2.2bh	1.6	0.8	2.3b h	11.4BC DHIJKL NOP	0.7	4.7BC DHJKN	5.1B CDHi JKlN	11.6BCDHIJKLNOP
Cost per year	194	-	3	4	29	33	21	6	2	5	4	7	15	4	24	10	27
	4.7	-	1.2b	1.6B	11.0B CDHIJ KLmNP	13.6BC DgHIJK LMNoP	8.7BC DHIJK LNp	2.2B	0.7	2.0B	1.5B	2.7Bi	6.4BC DHIJK LN	1.4B	8.7BC DHIJK LNP	4.3B CdIk n	10.4BCDHIJKLNP
Energy costs	107	3	2	1	18	8	9	1	3	5	6	4	13	-	7	10	17
	2.6	1.1n	0.8	0.4	6.8BC DfHIJ KLNO	3.3bc DHiN	3.7bC DHIN	0.4	1.1n	2.0dh N	2.3dh N	1.5N	5.5BCDH IJkLNo	-	2.5DH N	4.3BC DHIlN	6.6BCDfHIJKLNO
Cost of usage	106	1	3	2	17	17	17	3	3	2	-	3	10	2	14	7	5
	2.6	0.4	1.2k	0.8	6.4BC DHIJK LNpQ	7.0BC DHIJK LNPQ	7.0BC DHIJK LNPQ	1.1k	1.1k	0.8	-	1.1k	4.2BC DHIJK LN	0.7	5.1BC DHIJK LNq	3.0Bd jKn	1.9bK
Cost savings	25	1	1	2	3	2	1	1	-	1	2	2	3	-	2	3	1
	0.6	0.4	0.4	0.8	1.1in	0.8	0.4	0.4	-	0.4	0.8	0.8	1.3in	-	0.7	1.3in	0.4
Cost per hour	15	-	-	1	2	2	-	-	-	1	1	1	1	-	1	1	4
	0.4	-	-	0.4	0.8	0.8	-	-	-	0.4	0.4	0.4	0.4	-	0.4	0.4	1.5BcgHIN

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

Information used to judge reliability
(Base: Chose most reliable performance)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	4129	265	246	256	264	243	242	274	277	253	262	264	236	276	277	235	259
Cost per watt	14	-	1	1	-	5	-	-	-	-	1	-	2	1	1	-	2
	0.3	-	0.4	0.4	-	2.1BcdE GHIJkLn oP	-	-	-	-	0.4	-	0.8	0.4	0.4	-	0.8
Cost efficiency	10	-	-	-	4	1	-	1	-	-	-	-	-	-	2	-	2
	0.2	-	-	-	1.5Bc DgIjK LmNp	0.4	-	0.4	-	-	-	-	-	-	0.7	-	0.8
All other operating cost mentions	7	-	-	-	1	2	-	-	-	-	-	-	1	-	1	1	1
	0.2	-	-	-	0.4	0.8	-	-	-	-	-	-	0.4	-	0.4	0.4	0.4
LIGHT OUTPUT (NET)	289	35	15	24	20	20	17	8	17	23	31	22	10	16	14	7	10
	7.0	13.2CE fGHIlM NOPQ	6.1h	9.4HM oPQ	7.6HP q	8.2Hm PQ	7.0HP	2.9	6.1hp	9.1H MoPQ	11.8Ce gHIMNO PQ	8.3Hm PQ	4.2	5.8h	5.1	3.0	3.9
Lumens/amount of lumens	210	26	9	19	17	17	12	7	9	20	22	14	6	12	8	6	6
	5.1	9.8CG HIlMN OPQ	3.7	7.4cH IMOPQ	6.4Hi MOPQ	7.0Hi MOPQ	5.0	2.6	3.2	7.9CH IMnOP Q	8.4CH IMnOP Q	5.3q	2.5	4.3	2.9	2.6	2.3
Brightness	41	-	1	-	1	-	4	1	6	4	6	6	4	3	3	-	2
	1.0	-	0.4	-	0.4	-	1.7BD FP	0.4	2.2Bc DeFhP	1.6BD Fp	2.3Bc DeFhP	2.3Bc DeFhP	1.7BD FP	1.1bd	1.1bd	-	0.8
Light output	39	9	5	6	2	2	1	-	2	-	4	2	-	1	3	1	1
	0.9	3.4EF GHIJL MNoPQ	2.0HJ Mnq	2.3gH JMNpq	0.8	0.8	0.4	-	0.7	-	1.5HJ m	0.8	-	0.4	1.1hj	0.4	0.4
All other light output mentions	2	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1
	*	-	-	-	-	0.4	-	-	-	-	-	-	-	-	-	-	0.4

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

Information used to judge reliability
(Base: Chose most reliable performance)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	4129	265	246	256	264	243	242	274	277	253	262	264	236	276	277	235	259
MISCELLANEOUS (NET)	240	19	18	15	13	12	13	9	14	13	23	26	12	15	12	9	17
	5.8	7.2H	7.3Hp	5.9	4.9	4.9	5.4	3.3	5.1	5.1	8.8ef HiOP	9.8dE FgHIJ MnOP	5.1	5.4	4.3	3.8	6.6h
Everything	98	8	4	7	7	8	2	6	5	7	5	6	8	10	6	2	7
	2.4	3.0gp	1.6	2.7	2.7	3.3gp	0.8	2.2	1.8	2.8	1.9	2.3	3.4gp	3.6GP	2.2	0.9	2.7
The numbers	49	5	4	3	2	1	4	-	2	2	10	9	-	1	1	2	3
	1.2	1.9HM no	1.6HM	1.2hm	0.8	0.4	1.7HM	-	0.7	0.8	3.8dE FHIJM NOPq	3.4dEFH IJMNOpq	-	0.4	0.4	0.9	1.2hm
Information on back	25	2	2	-	1	2	3	1	-	-	1	5	1	1	2	1	3
	0.6	0.8	0.8	-	0.4	0.8	1.2di j	0.4	-	-	0.4	1.9Dh IJn	0.4	0.4	0.7	0.4	1.2dij
Brand name	8	-	1	-	1	-	-	-	-	1	2	1	1	-	-	-	1
	0.2	-	0.4	-	0.4	-	-	-	-	0.4	0.8	0.4	0.4	-	-	-	0.4
Information on front	7	3	1	1	-	-	-	-	1	-	1	-	-	-	-	-	-
	0.2	1.1ef ghjln oq	0.4	0.4	-	-	-	-	0.4	-	0.4	-	-	-	-	-	-
Description	2	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	0.4	-	0.4	-
All other miscellaneous mentions	54	1	7	4	2	1	5	2	7	3	4	5	2	2	3	3	3
	1.3	0.4	2.8Be Fhn	1.6	0.8	0.4	2.1b	0.7	2.5Bf hn	1.2	1.5	1.9	0.8	0.7	1.1	1.3	1.2

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

Information used to judge reliability
(Base: Chose most reliable performance)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	4129	265	246	256	264	243	242	274	277	253	262	264	236	276	277	235	259
COLOR (NET)	30	1	1	5	-	2	1	2	3	1	1	1	6	1	3	-	2
	0.7	0.4	0.4	2.0bEkl nP	-	0.8	0.4	0.7	1.1e	0.4	0.4	0.4	2.5Bc EgJKL NP	0.4	1.1e	-	0.8
Temperature of light	14	1	1	2	-	1	-	-	1	-	1	-	4	-	3	-	-
	0.3	0.4	0.4	0.8	-	0.4	-	-	0.4	-	0.4	-	1.7EGHJ LNPQ	-	1.1ehjl nq	-	-
Color	9	-	-	2	-	1	-	1	2	1	-	-	2	-	-	-	-
	0.2	-	-	0.8	-	0.4	-	0.4	0.7	0.4	-	-	0.8	-	-	-	-
All other color mentions	8	-	-	1	-	-	1	1	-	-	-	1	1	1	-	-	2
	0.2	-	-	0.4	-	-	0.4	0.4	-	-	-	0.4	0.4	0.4	-	-	0.8
None/Nothing	130	7	8	9	9	7	7	2	7	3	15	12	6	9	3	12	14
	3.1	2.6h	3.3Ho	3.5Hj o	3.4Hj o	2.9h	2.9h	0.7	2.5h	1.2	5.7bH iJmO	4.5HJ O	2.5	3.3Ho	1.1	5.1HJ O	5.4HiJO
Don't Know	91	5	7	8	5	5	7	3	3	4	9	15	-	5	7	4	4
	2.2	1.9M	2.8M	3.1iM	1.9M	2.1M	2.9M	1.1	1.1	1.6m	3.4hi M	5.7BEFH IJMNoPQ	-	1.8M	2.5M	1.7M	1.5m
Refused/No Answer	238	24	17	17	14	12	10	14	14	11	20	16	11	14	7	18	19
	5.8	9.1ef GhiJm nO	6.9O	6.6O	5.3o	4.9	4.1	5.1	5.1	4.3	7.6gO	6.1O	4.7	5.1	2.5	7.7O	7.3O

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

Whether there was information not provided that would be helpful when purchasing light bulbs

	Total	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
		---------- TREATMENT ----------															
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	5635	353	353	350	352	353	354	351	355	350	352	353	350	352	353	352	352
Yes	1626 28.9	132 37.4C DEFgH IJKMn OPq	101 28.6f	98 28.0	96 27.3	80 22.7	111 31.4F oP	99 28.2f	107 30.1F P	104 29.7F p	93 26.4	115 32.6F kOP	98 28.0	109 31.0F P	90 25.5	83 23.6	110 31.3FoP
No	4009 71.1	221 62.6	252 71.4B	252 72.0B	256 72.7B	273 77.3B cGhIJ LNQ	243 68.6b	252 71.8B	248 69.9B	246 70.3B	259 73.6B l	238 67.4	252 72.0B	243 69.0b	263 74.5B gLq	269 76.4B GIjLN Q	242 68.8b

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

Information not provided but would be helpful when purchasing light bulbs

	Total	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
		TREATMENT															
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	1626	132	101	98*	96*	80*	111	99*	107	104	93*	115	98*	109	90*	83*	110
APPEARANCE (NET)	58	5	3	5	2	5	3	6	5	2	4	-	2	4	3	4	5
	3.6	3.8L	3.0l	5.1L	2.1	6.3L	2.7l	6.1L	4.7L	1.9	4.3L	-	2.0	3.7L	3.3l	4.8L	4.5L
Size of bulb	17	1	1	2	-	1	1	2	2	-	1	-	2	1	1	-	2
	1.0	0.8	1.0	2.0	-	1.3	0.9	2.0	1.9	-	1.1	-	2.0	0.9	1.1	-	1.8
Size of the base	8	-	-	-	-	-	1	-	1	-	2	-	-	1	-	2	1
	0.5	-	-	-	-	-	0.9	-	0.9	-	2.2b	-	-	0.9	-	2.4bl	0.9
Shape of bulb	9	-	1	2	1	-	-	1	1	-	1	-	-	1	-	-	1
	0.6	-	1.0	2.0	1.0	-	-	1.0	0.9	-	1.1	-	-	0.9	-	-	0.9
Picture of the bulb	8	1	-	1	-	-	-	-	1	2	-	-	-	1	1	-	1
	0.5	0.8	-	1.0	-	-	-	-	0.9	1.9	-	-	-	0.9	1.1	-	0.9
All other appearance mentions	20	3	1	1	1	4	1	3	1	-	-	-	-	1	1	2	1
	1.2	2.3	1.0	1.0	1.0	5.0gi JKLMnq	0.9	3.0jk lm	0.9	-	-	-	-	0.9	1.1	2.4l	0.9
BULB TYPE	59	2	3	6	6	4	2	4	5	5	3	2	3	5	2	1	6
	3.6	1.5	3.0	6.1bl p	6.3bl p	5.0	1.8	4.0	4.7	4.8	3.2	1.7	3.1	4.6	2.2	1.2	5.5b
Type (unsp)	46	1	1	4	6	4	2	3	5	3	3	1	2	3	2	1	5
	2.8	0.8	1.0	4.1b	6.3BC Lp	5.0bl	1.8	3.0	4.7bl	2.9	3.2	0.9	2.0	2.8	2.2	1.2	4.5bl
All other bulb type mentions	13	1	2	2	-	-	-	1	-	2	-	1	1	2	-	-	1
	0.8	0.8	2.0	2.0	-	-	-	1.0	-	1.9	-	0.9	1.0	1.8	-	-	0.9
COLOR (NET)	146	22	12	16	8	6	7	8	8	4	4	7	8	11	12	7	6
	9.0	16.7e fGhIJ KLmpQ	11.9J kq	16.3ef GhiJKL mQ	8.3	7.5	6.3	8.1	7.5	3.8	4.3	6.1	8.2	10.1j	13.3gJ Klq	8.4	5.5

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base

Information not provided but would be helpful when purchasing light bulbs

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	1626	132	101	98*	96*	80*	111	99*	107	104	93*	115	98*	109	90*	83*	110
Color of light	95	17	10	12	7	4	3	7	6	4	2	5	2	5	6	3	2
	5.8	12.9fG iJKLMN PQ	9.9G jKMQ	12.2fG iJKLMN PQ	7.3km q	5.0	2.7	7.1mq	5.6	3.8	2.2	4.3	2.0	4.6	6.7q	3.6	1.8
Color temperature	48	1	2	5	1	2	4	1	1	1	2	1	6	6	7	4	4
	3.0	0.8	2.0	5.1Bh ijl	1.0	2.5	3.6	1.0	0.9	1.0	2.2	0.9	6.1Be hIJL	5.5Be hijL	7.8Bc EHIJk L	4.8bi l	3.6
All other color mentions	7	4	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-
	0.4	3.0cegh jkmnoq	-	1.0	-	-	-	-	0.9	-	-	0.9	-	-	-	-	-
EFFECTS ON ENVIRONMENT (NET)	51	5	2	1	3	6	3	4	1	5	2	4	6	3	1	4	1
	3.1	3.8	2.0	1.0	3.1	7.5cD IkOQ	2.7	4.0	0.9	4.8iq	2.2	3.5	6.1dI oQ	2.8	1.1	4.8iq	0.9
Disposable	25	4	-	-	1	4	1	1	1	2	-	2	5	2	1	1	-
	1.5	3.0cdkq	-	-	1.0	5.0CD giKQ	0.9	1.0	0.9	1.9	-	1.7	5.1CD ghiKQ	1.8	1.1	1.2	-
Environment safety	12	-	1	1	1	2	2	1	-	1	1	-	-	-	-	1	1
	0.7	-	1.0	1.0	1.0	2.5bl n	1.8	1.0	-	1.0	1.1	-	-	-	-	1.2	0.9
Recyclable	9	1	1	-	-	1	-	-	-	1	1	2	1	-	-	1	-
	0.6	0.8	1.0	-	-	1.3	-	-	-	1.0	1.1	1.7	1.0	-	-	1.2	-
All other effects on environment mentions	15	-	-	-	2	-	-	2	-	2	-	3	2	2	-	2	-
	0.9	-	-	-	2.1b	-	-	2.0	-	1.9	-	2.6bg iq	2.0	1.8	-	2.4b	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base

Information not provided but would be helpful when purchasing light bulbs

	Total	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
		TREATMENT															
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	1626	132	101	98*	96*	80*	111	99*	107	104	93*	115	98*	109	90*	83*	110
ENERGY EFFICIENCY (NET)	285	9	14	14	17	10	16	25	27	22	22	20	10	31	21	16	11
	17.5	6.8	13.9b	14.3b	17.7B	12.5	14.4b	25.3B CdFGM Q	25.2B CdFGM Q	21.2B MQ	23.7B cfgMQ	17.4B	10.2	28.4B CDeFG lMQ	23.3B cfMQ	19.3B mq	10.0
Energy star	122	5	9	5	9	5	9	10	9	11	7	7	3	11	9	7	6
	7.5	3.8	8.9m	5.1	9.4bm	6.3	8.1	10.1bM	8.4	10.6BM	7.5	6.1	3.1	10.1b M	10.0bm	8.4	5.5
Energy efficiency	61	1	2	3	4	-	3	6	7	6	10	9	-	4	3	3	-
	3.8	0.8	2.0	3.1mq	4.2bfMQ	-	2.7q	6.1BF MQ	6.5BF MQ	5.8B FMQ	10.8BC DeFGMn opQ	7.8BcFg MQ	-	3.7fm Q	3.3mq	3.6fmQ	-
Star rating	43	2	-	2	1	2	-	6	8	-	-	1	1	11	5	3	1
	2.6	1.5	-	2.0	1.0	2.5g	-	6.1bC eGJKL mQ	7.5BCdE GJKLMQ	-	-	0.9	1.0	10.1BC DEFGJK LMpQ	5.6bC eGJKl mq	3.6cG jk	0.9
Efficiency (unspecified)	23	1	2	1	3	2	1	3	3	2	-	1	2	1	-	-	1
	1.4	0.8	2.0	1.0	3.1ko	2.5	0.9	3.0ko	2.8	1.9	-	0.9	2.0	0.9	-	-	0.9
Energy (unsp)	21	1	-	-	1	-	2	2	-	2	1	2	-	2	3	2	3
	1.3	0.8	-	-	1.0	-	1.8	2.0	-	1.9	1.1	1.7	-	1.8	3.3cd im	2.4	2.7ci
Lumens per watt	19	-	1	2	-	-	1	-	2	2	5	-	1	2	2	1	-
	1.2	-	1.0	2.0	-	-	0.9	-	1.9	1.9	5.4BcEF gHLmQ	-	1.0	1.8	2.2b	1.2	-
All other efficiency mentions	11	-	1	1	-	1	2	-	1	-	-	-	3	1	1	-	-
	0.7	-	1.0	1.0	-	1.3	1.8	-	0.9	-	-	-	3.1Be hjklq	0.9	1.1	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base

Information not provided but would be helpful when purchasing light bulbs

	Total	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
		TREATMENT															
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	1626	132	101	98*	96*	80*	111	99*	107	104	93*	115	98*	109	90*	83*	110
ENERGY USE (NET)	409	27	25	19	32	19	28	21	31	32	22	28	30	26	18	21	30
	25.2	20.5	24.8	19.4	33.3B DhO	23.8	25.2	21.2	29.0	30.8b do	23.7	24.3	30.6b do	23.9	20.0	25.3	27.3
Wattage/bulb wattage	276	17	18	14	20	12	21	12	19	24	16	16	21	18	14	17	17
	17.0	12.9	17.8	14.3	20.8	15.0	18.9	12.1	17.8	23.1B Hl	17.2	13.9	21.4b h	16.5	15.6	20.5	15.5
Amount of energy/ electricity used	73	6	5	3	8	5	4	5	7	3	4	4	4	5	2	5	3
	4.5	4.5	5.0	3.1	8.3jo q	6.3	3.6	5.1	6.5	2.9	4.3	3.5	4.1	4.6	2.2	6.0	2.7
Saves energy	26	2	1	-	3	1	1	1	1	-	4	3	3	1	2	-	3
	1.6	1.5	1.0	-	3.1dj	1.3	0.9	1.0	0.9	-	4.3DJ p	2.6j	3.1dj	0.9	2.2	-	2.7j
Location/where it can be used	17	3	-	2	-	-	1	1	2	2	-	-	1	1	1	-	3
	1.0	2.3	-	2.0	-	-	0.9	1.0	1.9	1.9	-	-	1.0	0.9	1.1	-	2.7cl
Voltage	11	-	1	-	-	-	1	1	2	1	-	-	-	-	-	2	3
	0.7	-	1.0	-	-	-	0.9	1.0	1.9	1.0	-	-	-	-	-	2.4bl	2.7bln
Power	4	-	-	-	1	-	-	-	2	-	-	-	-	-	-	-	1
	0.2	-	-	-	1.0	-	-	-	1.9	-	-	-	-	-	-	-	0.9
All other energy use mentions	24	1	1	-	2	2	2	1	2	3	-	5	1	3	-	-	1
	1.5	0.8	1.0	-	2.1	2.5	1.8	1.0	1.9	2.9d	-	4.3bD KOp	1.0	2.8	-	-	0.9
LIFE (NET)	373	17	25	24	28	16	26	28	23	23	26	23	24	23	23	22	22
	22.9	12.9	24.8B	24.5B	29.2B	20.0	23.4B	28.3B	21.5b	22.1b	28.0B	20.0	24.5B	21.1b	25.6B	26.5B	20.0
Bulb life/length of use/life expectancy	262	16	20	18	19	7	19	16	16	16	18	13	17	17	19	16	15
	16.1	12.1	19.8F l	18.4f	19.8Fl	8.8	17.1f	16.2	15.0	15.4	19.4f	11.3	17.3f	15.6	21.1b Fl	19.3f	13.6

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base

Lamp Labeling Study - 3W88

June 9-15, 2009

Question 906

Information not provided but would be helpful when purchasing light bulbs

	Total	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
		TREATMENT															
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	1626	132	101	98*	96*	80*	111	99*	107	104	93*	115	98*	109	90*	83*	110
How long/number of years it will last	112 6.9	1 0.8	5 5.0B	6 6.1B	8 8.3B	9 11.3Bo	8 7.2B	12 12.1Bc no	7 6.5B	7 6.7B	10 10.8B	10 8.7B	6 6.1B	6 5.5B	4 4.4b	6 7.2B	7 6.4B
All other life mentions	3 0.2	- -	- -	- -	1 1.0	- -	- -	1 1.0	- -	- -	- -	- -	1 1.0	- -	- -	- -	- -
LIGHT OUTPUT (NET)	186 11.4	13 9.8	12 11.9	11 11.2	12 12.5	6 7.5	14 12.6	9 9.1	16 15.0jl	7 6.7	13 14.0j	9 7.8	11 11.2	12 11.0	14 15.6jl	14 16.9fJl	13 11.8
Lumens	94 5.8	7 5.3	5 5.0	5 5.1	8 8.3f	2 2.5	7 6.3	3 3.0	10 9.3fhl	5 4.8	6 6.5	4 3.5	5 5.1	6 5.5	7 7.8	7 8.4	7 6.4
Brightness	64 3.9	2 1.5	4 4.0	3 3.1	3 3.1	1 1.3	5 4.5	4 4.0	5 4.7	2 1.9	5 5.4	5 4.3	4 4.1	4 3.7	7 7.8BFj	4 4.8	6 5.5b
Light output	26 1.6	4 3.0jloq	3 3.0jlq	3 3.1jloq	1 1.0	2 2.5lq	1 0.9	1 1.0	2 1.9	- -	3 3.2jloq	- -	2 2.0	2 1.8	- -	2 2.4l	- -
All other light output mentions	5 0.3	- -	- -	- -	- -	2 2.5blnq	1 0.9	1 1.0	- -	- -	- -	- -	- -	- -	- -	1 1.2	- -
OPERATING COSTS (NET)	210 12.9	9 6.8	12 11.9D	4 4.1	19 19.8BDjKlN	10 12.5D	21 18.9BDjKN	12 12.1D	17 15.9BDK	11 10.6d	6 6.5	13 11.3d	14 14.3bDk	10 9.2	18 20.0BDjKlN	12 14.5bDk	22 20.0BDjKlN
Price/cost (unsp)	72 4.4	4 3.0	4 4.0	2 2.0	6 6.3l	2 2.5	7 6.3l	6 6.1l	6 5.6	5 4.8	3 3.2	2 1.7	2 2.0	5 4.6	6 6.7l	5 6.0	7 6.4l

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base

Information not provided but would be helpful when purchasing light bulbs

	Total	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
		TREATMENT															
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	1626	132	101	98*	96*	80*	111	99*	107	104	93*	115	98*	109	90*	83*	110
Cost per year	43	1	2	-	5	4	4	1	3	1	2	-	3	2	5	4	6
	2.6	0.8	2.0	-	5.2BD hjL	5.0bD jL	3.6dL	1.0	2.8dl	1.0	2.2	-	3.1dl	1.8	5.6BD hjL	4.8bD L	5.5BDhjL
Cost to use/operate	32	2	3	-	3	1	3	1	3	3	-	2	4	2	4	-	1
	2.0	1.5	3.0dk	-	3.1dk	1.3	2.7	1.0	2.8d	2.9d	-	1.7	4.1Dk p	1.8	4.4DKp	-	0.9
Energy costs	19	-	2	-	2	-	3	-	3	-	-	1	3	-	1	1	3
	1.2	-	2.0	-	2.1b	-	2.7bjn	-	2.8bdhj n	-	-	0.9	3.1Bdhj kn	-	1.1	1.2	2.7bjn
Cost of bulb	17	2	-	1	1	1	1	3	-	1	-	3	-	-	1	-	3
	1.0	1.5	-	1.0	1.0	1.3	0.9	3.0cikm n	-	1.0	-	2.6in	-	-	1.1	-	2.7cin
Cost savings	10	-	1	-	-	-	1	1	1	1	1	2	1	1	-	-	-
	0.6	-	1.0	-	-	-	0.9	1.0	0.9	1.0	1.1	1.7	1.0	0.9	-	-	-
Cost per hour	8	-	-	1	1	1	1	-	1	-	-	-	-	1	-	2	-
	0.5	-	-	1.0	1.0	1.3	0.9	-	0.9	-	-	-	-	0.9	-	2.4bl	-
Guarantee	6	-	2	1	-	-	-	-	-	-	-	1	-	-	1	1	-
	0.4	-	2.0	1.0	-	-	-	-	-	-	-	0.9	-	-	1.1	1.2	-
All other operating costs mentions	16	-	-	1	2	1	1	1	1	-	-	3	2	1	-	-	3
	1.0	-	-	1.0	2.1b	1.3	0.9	1.0	0.9	-	-	2.6bj	2.0	0.9	-	-	2.7bcj
PRODUCT ATTRIBUTES (NET)	33	8	-	2	2	2	-	2	4	3	1	1	1	2	1	2	2
	2.0	6.1CGkL mo	-	2.0	2.1	2.5g	-	2.0	3.7cG	2.9cg	1.1	0.9	1.0	1.8	1.1	2.4	1.8
Materials used	7	1	-	-	-	1	-	1	1	-	-	-	-	2	-	1	-
	0.4	0.8	-	-	-	1.3	-	1.0	0.9	-	-	-	-	1.8	-	1.2	-

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base

Information not provided but would be helpful when purchasing light bulbs

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	1626	132	101	98*	96*	80*	111	99*	107	104	93*	115	98*	109	90*	83*	110
Contains mercury	5	1	-	-	2	1	-	-	-	-	-	-	-	-	-	1	-
	0.3	0.8	-	-	2.1	1.3	-	-	-	-	-	-	-	-	-	1.2	-
All other product attributes mentions	21	6	-	2	-	-	-	1	3	3	1	1	1	-	1	-	2
	1.3	4.5CEfG lNp	-	2.0	-	-	-	1.0	2.8cg n	2.9ce gn	1.1	0.9	1.0	-	1.1	-	1.8
QUALITY (NET)	22	5	2	2	-	-	3	-	2	1	-	1	2	-	1	1	2
	1.4	3.8ef hkN	2.0	2.0	-	-	2.7n	-	1.9	1.0	-	0.9	2.0	-	1.1	1.2	1.8
Reliability	17	3	2	2	-	-	2	-	1	1	-	1	1	-	1	1	2
	1.0	2.3	2.0	2.0	-	-	1.8	-	0.9	1.0	-	0.9	1.0	-	1.1	1.2	1.8
Quality	6	2	1	-	-	-	1	-	1	-	-	-	1	-	-	-	-
	0.4	1.5	1.0	-	-	-	0.9	-	0.9	-	-	-	1.0	-	-	-	-
MISCELLANEOUS (NET)	222	23	16	12	8	13	13	12	12	15	8	21	10	19	14	11	15
	13.7	17.4E k	15.8	12.2	8.3	16.3	11.7	12.1	11.2	14.4	8.6	18.3E Km	10.2	17.4e k	15.6	13.3	13.6
Description	56	5	7	5	-	6	3	5	2	4	-	5	3	4	5	2	-
	3.4	3.8ek Q	6.9Ei KQ	5.1EKQ	-	7.5Ei KQ	2.7q	5.1EK Q	1.9	3.8ekQ	-	4.3EK Q	3.1ek q	3.7ek Q	5.6EK Q	2.4	-
Everything	38	4	2	1	2	2	2	3	5	2	2	2	1	3	2	2	3
	2.3	3.0	2.0	1.0	2.1	2.5	1.8	3.0	4.7	1.9	2.2	1.7	1.0	2.8	2.2	2.4	2.7
Brand name	30	2	1	1	3	-	2	1	2	1	1	1	1	5	1	2	6
	1.8	1.5	1.0	1.0	3.1	-	1.8	1.0	1.9	1.0	1.1	0.9	1.0	4.6fl	1.1	2.4	5.5bcdFhjkLmo
Government information	16	2	1	1	1	1	-	-	-	1	-	4	-	1	-	1	3
	1.0	1.5	1.0	1.0	1.0	1.3	-	-	-	1.0	-	3.5Ghik mo	-	0.9	-	1.2	2.7gi

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base

Information not provided but would be helpful when purchasing light bulbs

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	1626	132	101	98*	96*	80*	111	99*	107	104	93*	115	98*	109	90*	83*	110
Packaging	10	1	-	1	1	1	-	-	-	-	-	2	-	-	3	1	-
	0.6	0.8	-	1.0	1.0	1.3	-	-	-	-	-	1.7	-	-	3.3cg hijkm nq	1.2	-
Better print	11	2	2	-	-	1	-	1	-	-	-	2	-	1	-	-	2
	0.7	1.5	2.0	-	-	1.3	-	1.0	-	-	-	1.7	-	0.9	-	-	1.8
The numbers	9	1	3	-	-	-	1	-	-	-	2	2	-	-	-	-	-
	0.6	0.8	3.0dehi jmnq	-	-	-	0.9	-	-	-	2.2	1.7	-	-	-	-	-
All other miscellaneous mentions	57	7	1	4	1	2	6	2	3	7	3	3	5	5	3	3	2
	3.5	5.3ce	1.0	4.1	1.0	2.5	5.4ce	2.0	2.8	6.7CE q	3.2	2.6	5.1c	4.6	3.3	3.6	1.8
Refused/No Answer	230	21	13	11	13	8	19	10	13	15	14	25	13	13	12	12	18
	14.1	15.9	12.9	11.2	13.5	10.0	17.1	10.1	12.1	14.4	15.1	21.7c DFHin	13.3	11.9	13.3	14.5	16.4

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used. * small base

Whether referred to the back label during survey

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	5635	353	353	350	352	353	354	351	355	350	352	353	350	352	353	352	352
Yes	4178	245	282	277	251	249	269	263	271	274	274	264	253	270	254	262	220
	74.1	69.4q	79.9B	79.1B	71.3Q	70.5Q	76.0B	74.9Q	76.3B	78.3B	77.8B	74.8Q	72.3Q	76.7B	72.0Q	74.4Q	62.5
			EFMOpQ	EFMOQ			Q		fQ	EFmoQ	EFmoQ			fQ			
No	1457	108	71	73	101	104	85	88	84	76	78	89	97	82	99	90	132
	25.9	30.6C	20.1	20.9	28.7C	29.5C	24.0	25.1	23.7	21.7	22.2	25.2	27.7C	23.3	28.0C	25.6c	37.5bCDEFGHIJKLMNOP
		DGIJKN			DJK	DiJKn							Djk		Djk		

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

Lamp Labeling Study - 3W88

Information used on back label
(Base: Referred to back label)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	4178	245	282	277	251	249	269	263	271	274	274	264	253	270	254	262	220
Life in years	2038	32	121	118	130	129	133	135	155	164	155	126	144	159	142	125	70
	48.8	13.1	42.9B Q	42.6B Q	51.8B CDQ	51.8B CDQ	49.4B Q	51.3B CDQ	57.2B CDgLP Q	59.9B CDefG HLPQ	56.6B CDgLP Q	47.7B Q	56.9B CDgLP Q	58.9B CDGhL PQ	55.9B CDlpQ	47.7B Q	31.8B
Energy Use (watts)	2000	64	140	140	136	127	122	132	159	151	157	132	121	135	117	130	37
	47.9	26.1Q	49.6B Q	50.5B Q	54.2B GoQ	51.0B Q	45.4B Q	50.2B Q	58.7B CdfGH LMNOP Q	55.1B GmOQ	57.3B cGhlM nOpQ	50.0B Q	47.8B Q	50.0B Q	46.1B Q	49.6B Q	16.8
Yearly Energy Cost	1925	19	123	116	129	125	127	129	146	134	136	136	123	142	135	139	66
	46.1	7.8	43.6B Q	41.9B Q	51.4B cDQ	50.2B dQ	47.2B Q	49.0B dQ	53.9B CDQ	48.9B dQ	49.6B dQ	51.5B cDQ	48.6B Q	52.6B CDQ	53.1B CDQ	53.1B CDQ	30.0B
Life in hours	1769	56	138	143	111	116	110	103	134	140	113	99	107	122	108	125	44
	42.3	22.9	48.9B gHkLQ	51.6B eGHKL MOQ	44.2B Q	46.6B hLQ	40.9B Q	39.2B Q	49.4B GHkLQ	51.1B GHKLM OQ	41.2B Q	37.5B Q	42.3B Q	45.2B lQ	42.5B Q	47.7B HLQ	20.0
Energy Efficiency in lumens/watt	1543	32	105	100	88	91	104	101	126	113	121	107	91	121	97	112	34
	36.9	13.1	37.2B Q	36.1B Q	35.1B Q	36.5B Q	38.7B Q	38.4B Q	46.5B CDEFg hMoQ	41.2B Q	44.2B cdEfm Q	40.5B Q	36.0B Q	44.8B cDEfM Q	38.2B Q	42.7B eQ	15.5
Brightness (lumens)	1492	39	89	109	111	73	106	98	116	105	105	93	96	112	104	87	49
	35.7	15.9	31.6B Q	39.4B cFQ	44.2B CFLPQ	29.3B q	39.4B cFQ	37.3B fQ	42.8B CFlPQ	38.3B cFQ	38.3B cFQ	35.2B Q	37.9B FQ	41.5B CFPQ	40.9B CFpQ	33.2B Q	22.3b
Light Output (lumens)	1216	33	89	98	70	93	76	89	93	83	68	76	78	82	69	85	34
	29.1	13.5	31.6B kQ	35.4B egKOQ	27.9B Q	37.3B EGjKL nOQ	28.3B Q	33.8B KQ	34.3B KoQ	30.3B Q	24.8B Q	28.8B Q	30.8B Q	30.4B Q	27.2B Q	32.4B kQ	15.5

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

Information used on back label
(Base: Referred to back label)

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	4178	245	282	277	251	249	269	263	271	274	274	264	253	270	254	262	220
Watt equivalency	1192	39	76	91	69	66	67	72	101	94	73	69	85	101	88	81	20
	28.5	15.9Q	27.0B Q	32.9B GlQ	27.5B Q	26.5B Q	24.9B Q	27.4B Q	37.3B CEFGH KLQ	34.3B cefGh kLQ	26.6B Q	26.1B Q	33.6B cfGkl Q	37.4B CEFGH KLQ	34.6B ceFGh KLQ	30.9BQ	9.1
Energy Efficiency in number of stars	970	21	36	37	29	30	43	141	133	50	35	43	26	132	124	63	27
	23.2	8.6	12.8	13.4b	11.6	12.0	16.0B m	53.6B CDEFG JKLMP Q	49.1B CDEFG JKLMP Q	18.2B cEFkM q	12.8	16.3B M	10.3	48.9B CDEFG JKLMP Q	48.8B CDEFG JKLMP Q	24.0B CDEFG KLMQ	12.3
Color Appearance	727	12	92	91	37	39	45	37	58	38	32	37	24	54	44	66	21
	17.4	4.9	32.6B EFGHI JKLMN OpQ	32.9B EFGHI JKLMN OpQ	14.7B mq	15.7B MQ	16.7B kMQ	14.1B	21.4B EfHJK LMQ	13.9B	11.7B	14.0B	9.5B	20.0B hjKlM Q	17.3B kMQ	25.2BE FGHJKL MOQ	9.5b
Color Temperature	704	11	65	85	30	42	52	35	55	39	33	26	40	57	56	59	19
	16.9	4.5	23.0B EfHJK LMQ	30.7B CEFGH IJKLM NOPQ	12.0B	16.9B LQ	19.3B EhKLQ	13.3B	20.3B EHjKL Q	14.2B q	12.0B	9.8B	15.8B LQ	21.1B EHJKL Q	22.0B EHJKL mQ	22.5BE HJKLmQ	8.6b
Voltage	644	13	38	41	44	34	40	51	56	56	46	39	43	44	37	46	16
	15.4	5.3	13.5B Q	14.8B Q	17.5B Q	13.7B Q	14.9B Q	19.4B cfQ	20.7B CdFgl oQ	20.4B CdFgl oQ	16.8B Q	14.8B Q	17.0B Q	16.3B Q	14.6B Q	17.6BQ	7.3
None of above	465	129	11	13	18	12	19	10	7	16	15	15	13	7	17	62	101
	11.1	52.7CD EFGHIJ KLMNOP	3.9	4.7	7.2ch IN	4.8	7.1hI N	3.8	2.6	5.8in	5.5in	5.7in	5.1	2.6	6.7I N	23.7C DEFGH IJKLM NO	45.9CDEFGHIJKLMNOP

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

Education

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	5635	353	353	350	352	353	354	351	355	350	352	353	350	352	353	352	352
Less than 12 years (high school)	187 3.3	13 3.7	12 3.4	10 2.9	8 2.3	8 2.3	8 2.3	11 3.1	7 2.0	15 4.3i	13 3.7	12 3.4	12 3.4	11 3.1	20 5.7dE FGIp	10 2.8	17 4.8efgI
12 years/High School Graduate/GED	1755 31.1	112 31.7	112 31.7	106 30.3	106 30.1	115 32.6o	106 29.9	114 32.5o	121 34.1J O	95 27.1	113 32.1o	112 31.7	109 31.1	116 33.0j o	93 26.3	107 30.4	118 33.5jO
1 or 2 years of college/ junior college/ Associate's Degree/ 3 or more years of college but no degree	1484 26.3	87 24.6	95 26.9	88 25.1	92 26.1	91 25.8	89 25.1	84 23.9	89 25.1	105 30.0h k	85 24.1	104 29.5h	91 26.0	98 27.8	100 28.3	96 27.3	90 25.6
Trade School	317 5.6	17 4.8	15 4.2	18 5.1	20 5.7	19 5.4	21 5.9	22 6.3	27 7.6co	21 6.0	20 5.7	17 4.8	18 5.1	27 7.7co	16 4.5	22 6.3	17 4.8
Bachelor's Degree (for example. B.A., A.B., B.S.)	1320 23.4	86 24.4	79 22.4	93 26.6I j	92 26.1i j	85 24.1	95 26.8I jp	79 22.5	71 20.0	72 20.6	82 23.3	78 22.1	89 25.4i	78 22.2	88 24.9	75 21.3	78 22.2
Advanced Degree (for example, Master's, Ph.D., M.D., J.D.)	572 10.2	38 10.8N	40 11.3N	35 10.0n	34 9.7n	35 9.9n	35 9.9n	41 11.7N	40 11.3N	42 12.0N	39 11.1N	30 8.5	31 8.9	22 6.3	36 10.2n	42 11.9N	32 9.1

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

Lamp Labeling Study - 3W88

Marital Status

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	5635	353	353	350	352	353	354	351	355	350	352	353	350	352	353	352	352
Married	2932 52.0	177 50.1	185 52.4f	174 49.7	188 53.4F	161 45.6	188 53.1F	197 56.1d Fjq	181 51.0	171 48.9	190 54.0F	190 53.8F	201 57.4b DFiJQ	187 53.1F	182 51.6	185 52.6f	175 49.7
Single, never been married	1343 23.8	84 23.8	80 22.7	90 25.7m	83 23.6	92 26.1M	82 23.2	74 21.1	83 23.4	79 22.6	89 25.3m	101 28.6c gHjMP	69 19.7	88 25.0m	82 23.2	76 21.6	91 25.9m
Divorced	602 10.7	43 12.2Kl	33 9.3	36 10.3	37 10.5	44 12.5Kl	33 9.3	37 10.5	39 11.0	52 14.9Cd eGhKLN O	27 7.7	29 8.2	44 12.6Kl	35 9.9	35 9.9	40 11.4k	38 10.8
Living with partner	408 7.2	27 7.6l	25 7.1	31 8.9L	22 6.3	26 7.4	25 7.1	23 6.6	25 7.0	31 8.9L	28 8.0l	16 4.5	25 7.1	22 6.3	29 8.2L	29 8.2L	24 6.8
Widowed	262 4.6	16 4.5	25 7.1dJ KLMn	14 4.0	17 4.8m	23 6.5jK lM	19 5.4M	17 4.8m	19 5.4M	12 3.4	11 3.1	12 3.4	8 2.3	14 4.0	22 6.2jk lM	17 4.8m	16 4.5
Separated	88 1.6	6 1.7	5 1.4	5 1.4	5 1.4	7 2.0	7 2.0	3 0.9	8 2.3	5 1.4	7 2.0	5 1.4	3 0.9	6 1.7	3 0.8	5 1.4	8 2.3

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

Lamp Labeling Study - 3W88

Gender

	Total	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
		TREATMENT															
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	5635	353	353	350	352	353	354	351	355	350	352	353	350	352	353	352	352
Male	2821 50.1	165 46.7	190 53.8b LO	172 49.1o	170 48.3	178 50.4O	196 55.4B dehLm O	169 48.1	175 49.3o	186 53.1b lO	181 51.4O	163 46.2	170 48.6	175 49.7o	151 42.8	199 56.5B dEHiL MnO	181 51.4O
Female	2814 49.9	188 53.3c GjP	163 46.2	178 50.9g p	182 51.7g P	175 49.6	158 44.6	182 51.9g P	180 50.7p	164 46.9	171 48.6	190 53.8C GjP	180 51.4g P	177 50.3p	202 57.2C dFGiJ KnPQ	153 43.5	171 48.6

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

Lamp Labeling Study - 3W88

Whether of Hispanic or Latino origin

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	5635	353	353	350	352	353	354	351	355	350	352	353	350	352	353	352	352
Yes, of Hispanic origin	291	28	14	15	8	15	17	19	19	22	22	14	21	19	20	18	20
	5.2	7.9CD EFgL	4.0	4.3	2.3	4.2	4.8e	5.4E	5.4E	6.3E	6.3E	4.0	6.0E	5.4E	5.7E	5.1E	5.7E
No, not of Hispanic origin	5215	317	327	332	336	333	324	324	327	320	321	328	317	325	327	327	330
	92.5	89.8	92.6	94.9B gjkM	95.5B GhiJK m Mn	94.3B	91.5	92.3	92.1	91.4	91.2	92.9	90.6	92.3	92.6	92.9	93.8b
Not sure	37	-	3	-	3	-	3	5	2	4	5	2	4	1	3	2	-
	0.7	-	0.8bdfq	-	0.9bdfq	-	0.8bd fq	1.4BD FQ	0.6	1.1BD FQ	1.4BD FQ	0.6	1.1BD FQ	0.3	0.8bd fq	0.6	-
Prefer not to answer	92	8	9	3	5	5	10	3	7	4	4	9	8	7	3	5	2
	1.6	2.3q	2.5dh oQ	0.9	1.4	1.4	2.8dh oQ	0.9	2.0q	1.1	1.1	2.5dh oQ	2.3q	2.0q	0.8	1.4	0.6

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

Ethnicity

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	5635	353	353	350	352	353	354	351	355	350	352	353	350	352	353	352	352
White	4945 87.8	308 87.3	311 88.1	309 88.3	301 85.5	304 86.1	320 90.4E fkLmo	319 90.9E FKLMo	321 90.4E fkLmo	308 88.0	302 85.8	298 84.4	301 86.0	318 90.3E fkLm	305 86.4	313 88.9l	307 87.2
Black or African American	300 5.3	18 5.1	16 4.5	20 5.7i	23 6.5In	23 6.5In	17 4.8	15 4.3	11 3.1	17 4.9	25 7.1INq	24 6.8INq	22 6.3In	12 3.4	23 6.5In	20 5.7i	14 4.0
Asian	236 4.2	17 4.8	19 5.4gik	14 4.0	17 4.8	18 5.1g	9 2.5	12 3.4	10 2.8	12 3.4	10 2.8	17 4.8	15 4.3	11 3.1	17 4.8	14 4.0	24 6.8dGHIJKNp
American Indian or Alaska Native	81 1.4	1 0.3	8 2.3Bq	5 1.4b	8 2.3Bq	8 2.3Bq	3 0.8	4 1.1	3 0.8	6 1.7b	6 1.7b	4 1.1	5 1.4b	7 2.0Bq	6 1.7b	5 1.4	2 0.6
Native Hawaiian or Other Pacific Islander	14 0.2	- -	1 0.3	- -	- -	- -	- -	- -	1 0.3	2 0.6	- -	2 0.6	2 0.6	1 0.3	1 0.3	1 0.3	3 0.9bdefghk
Prefer not to answer	153 2.7	12 3.4	7 2.0	6 1.7	8 2.3	7 2.0	9 2.5	6 1.7	12 3.4	11 3.1	15 4.3cDfH	13 3.7	13 3.7	9 2.6	8 2.3	9 2.6	8 2.3

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

Household Income

	Total	TREATMENT 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	5635	353	353	350	352	353	354	351	355	350	352	353	350	352	353	352	352
Less than $20,000	715	44	46	43	42	58	37	28	47	50	45	50	53	47	38	36	51
	12.7	12.5h	13.0H	12.3h	11.9h	16.4e	10.5	8.0	13.2H	14.3H	12.8H	14.2H	15.1g	13.4H	10.8	10.2	14.5Hp
						GHOP							Hop				
$20,000 to less than $40,000	1377	85	82	83	90	87	98	90	86	74	77	85	77	95	94	95	79
	24.4	24.1	23.2	23.7	25.6	24.6	27.7J	25.6	24.2	21.1	21.9	24.1	22.0	27.0j	26.6j	27.0j	22.4
							km										
$40,000 to less than $60,000	1149	76	79	75	62	65	61	86	69	75	74	67	60	82	76	69	73
	20.4	21.5	22.4g	21.4	17.6	18.4	17.2	24.5E	19.4	21.4	21.0	19.0	17.1	23.3e	21.5	19.6	20.7
			m					FGlM						GM			
$60,000 to less than $80,000	843	47	42	61	70	45	53	49	57	53	57	50	61	43	50	53	52
	15.0	13.3	11.9	17.4C	19.9B	12.7	15.0	14.0	16.1	15.1	16.2	14.2	17.4C	12.2	14.2	15.1	14.8
				fn	CFgHj								fn				
					LNOpq												
$80,000 to less than $100,000	504	28	45	26	23	30	34	34	34	33	29	32	25	24	33	39	35
	8.9	7.9	12.7BD	7.4	6.5	8.5	9.6	9.7	9.6	9.4	8.2	9.1	7.1	6.8	9.3	11.1dE	9.9
			EfkMN													mN	
$100,000 to less than $200,000	538	36	30	33	37	31	38	33	32	38	30	36	31	31	34	32	36
	9.5	10.2	8.5	9.4	10.5	8.8	10.7	9.4	9.0	10.9	8.5	10.2	8.9	8.8	9.6	9.1	10.2
$200,000 or more	54	5	3	3	1	6	3	1	3	2	6	3	5	3	3	2	5
	1.0	1.4	0.8	0.9	0.3	1.7eh	0.8	0.3	0.8	0.6	1.7eh	0.8	1.4	0.9	0.8	0.6	1.4
Prefer not to answer	455	32	26	26	27	31	30	30	27	25	34	30	38	27	25	26	21
	8.1	9.1	7.4	7.4	7.7	8.8	8.5	8.5	7.6	7.1	9.7q	8.5	10.9jo	7.7	7.1	7.4	6.0
													Q				

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q
Overlap formulae used.

Section VI:

Analysis

LAMP STUDY ANALYSIS

PROBIT MODELS

Dependent variable equals the percentage of respondents that correctly answered a given question

Table I: Missing variable for each treatment group

Front Panel Treatment	**Missing Variable**	**Cells**
Light Output	Light Output - Lumens	5
Energy	Lumens/Watt	9, 10, 11
Life	Years	4-14, 16
Color Temperature	Word Descriptor	4, 7, 9
Lighting Facts	No Lighting Facts on Rear Panel	1,16

Table II: Variables used in probit regressions

Variable	**Variable Description**	**Cells**
d_current	Current Label	1, 2, 3
dlu_bright	Light Output: Brightness	4, 6-14, 16
de_cost	Energy: Energy Cost	4, 5, 6, 12, 16
de_star	Energy: 5 Star Rating	7, 8, 13
d_14	Energy: Energy Cost & 5 Star Rating	14
dc_scale	Color Temperature: Color Scale (Black and White Warm-Cool)	6, 8, 10, 12, 13, 14, 16
dc_boxes	Color Temperature: Color Boxes (Scale)	5, 11
d_15	Lighting Facts Only	15
d_facts	Lighting Facts on Rear Panel	2-14
_cons	Constant	All cells

Q201: Choose the bulb with the most light.

```
Iteration 0:   log likelihood =   -3636.9343
Iteration 1:   log likelihood =   -3606.1203
Iteration 2:   log likelihood =   -3606.1164

Probit regression                                 Number of obs   =          5635
                                                     LR chi2(9)      =      61.64
                                                     Prob > chi2     =     0.0000
Log likelihood =  -3606.1164                         Pseudo R2       =     0.0085
```

Q201	Coef.	Std. Err.	z	P>|z|	[95% Conf.	Interval]
d_current	-.2487371	.1520971	-1.64	0.102	-.546842	.0493678
dlu_bright	-.0413057	.1155232	-0.36	0.721	-.2677271	.1851156
de_cost	.0738594	.0625646	1.18	0.238	-.0487649	.1964837
de_star	.0978259	.0639049	1.53	0.126	-.0274255	.2230772
d_14	.0556937	.0884818	0.63	0.529	-.1177276	.2291149
dc_scale	-.0149292	.0509109	-0.29	0.769	-.1147129	.0848544
dc_boxes	-.082278	.0875845	-0.94	0.348	-.2539405	.0893845
d_15	-.4665407	.1744151	-2.67	0.007	-.8083881	-.1246933
d_facts	-.0706572	.0586185	-1.21	0.228	-.1855474	.0442331
_cons	.5306745	.1610946	3.29	0.001	.2149349	.8464142

Q202: Choose the bulb with the second most light.

```
Iteration 0:   log likelihood =   -3899.8377
Iteration 1:   log likelihood =   -3881.9066
Iteration 2:   log likelihood =   -3881.9046

Probit regression                                 Number of obs   =          5635
                                                     LR chi2(9)      =      35.87
                                                     Prob > chi2     =     0.0000
Log likelihood =  -3881.9046                         Pseudo R2       =     0.0046
```

Q202	Coef.	Std. Err.	z	P>|z|	[95% Conf.	Interval]
d_current	-.0423387	.1479578	-0.29	0.775	-.3323308	.2476533
dlu_bright	.0606512	.1122172	0.54	0.589	-.1592906	.2805929
de_cost	.0606512	.0605239	1.00	0.316	-.0579735	.1792758
de_star	.011118	.0616184	0.18	0.857	-.1096518	.1318878
d_14	-.0478655	.0853658	-0.56	0.575	-.2151795	.1194484
dc_scale	-.0046847	.0489368	-0.10	0.924	-.100599	.0912296
dc_boxes	.0186038	.0854998	0.22	0.828	-.1489727	.1861804
d_15	-.3385906	.1705209	-1.99	0.047	-.6728054	-.0043758
d_facts	-.05523	.0569301	-0.97	0.332	-.166811	.056351
_cons	.0719849	.1565181	0.46	0.646	-.2347849	.3787547

Q205: Choose the bulb that will last the longest.

```
Iteration 0:   log likelihood =   -2907.5665
Iteration 1:   log likelihood =   -2893.0388
Iteration 2:   log likelihood =   -2893.0129

Probit regression                                 Number of obs   =          5635
                                                     LR chi2(9)      =      29.11
                                                     Prob > chi2     =     0.0006
Log likelihood =  -2893.0129                         Pseudo R2       =     0.0050
```

Q205	Coef.	Std. Err.	z	P>|z|	[95% Conf. Interval]	
d_current	.0668229	.1663129	0.40	0.688	-.2591443	.3927902
dlu_bright	-.0005926	.1265901	-0.00	0.996	-.2487047	.2475194
de_cost	.0691566	.0677102	1.02	0.307	-.0635531	.2018662
de_star	.0815448	.0691223	1.18	0.238	-.0539325	.2170222
d_14	.2192153	.0990682	2.21	0.027	.0250451	.4133855
dc_scale	-.027396	.0553076	-0.50	0.620	-.1357969	.0810049
dc_boxes	.0144598	.0956211	0.15	0.880	-.1729541	.2018736
d_15	-.275	.189138	-1.45	0.146	-.6457037	.0957038
d_facts	.0265179	.0640761	0.41	0.679	-.099069	.1521047
_cons	.7477891	.1758717	4.25	0.000	.4030869	1.092491

Q206: Choose the bulb that will last the second longest.

```
Iteration 0:   log likelihood =   -3191.8911
Iteration 1:   log likelihood =     -3177.98
Iteration 2:   log likelihood =   -3177.9703

Probit regression                                 Number of obs   =          5635
                                                     LR chi2(9)      =      27.84
                                                     Prob > chi2     =     0.0010
Log likelihood =  -3177.9703                         Pseudo R2       =     0.0044
```

Q206	Coef.	Std. Err.	z	P>|z|	[95% Conf. Interval]	
d_current	.2672542	.1603895	1.67	0.096	-.0471034	.5816119
dlu_bright	.2278263	.1218909	1.87	0.062	-.0110756	.4667281
de_cost	.0941176	.0657048	1.43	0.152	-.0346613	.2228966
de_star	.0449156	.0666789	0.67	0.501	-.0857726	.1756038
d_14	.2087306	.095289	2.19	0.028	.0219676	.3954935
dc_scale	-.0247966	.0534236	-0.46	0.643	-.1295049	.0799116
dc_boxes	.0869739	.0936277	0.93	0.353	-.096533	.2704808
d_15	.1082983	.1828145	0.59	0.554	-.2500115	.466608
d_facts	.1318686	.0609082	2.17	0.030	.0124907	.2512464
_cons	.2939518	.169373	1.74	0.083	-.0380132	.6259168

Q209: Choose the bulb that looks like photo B (4100K).

```
Iteration 0:   log likelihood =   -3831.2665
Iteration 1:   log likelihood =   -3736.3189
Iteration 2:   log likelihood =    -3736.272

Probit regression                                 Number of obs   =          5635
                                                     LR chi2(9)      =     189.99
                                                     Prob > chi2     =     0.0000
Log likelihood =   -3736.272                         Pseudo R2       =     0.0248
```

Q209	Coef.	Std. Err.	z	P>|z|	[95% Conf. Interval]	
d_current	.2310221	.150398	1.54	0.125	-.0637526	.5257967
dlu_bright	.1679681	.1129361	1.49	0.137	-.0533825	.3893187
de_cost	.0467369	.0617997	0.76	0.449	-.0743882	.167862
de_star	.0429809	.0628489	0.68	0.494	-.0802006	.1661624
d_14	.1398121	.0859148	1.63	0.104	-.0285777	.308202
dc_scale	.4156795	.0504136	8.25	0.000	.3168707	.5144883
dc_boxes	.6838254	.0868138	7.88	0.000	.5136734	.8539774
d_15	.7874109	.1726976	4.56	0.000	.4489298	1.125892
d_facts	.0674618	.0582995	1.16	0.247	-.0468031	.1817267
_cons	-.7731682	.1592534	-4.85	0.000	-1.085299	-.4610373

Q210: Choose the bulb that looks like photo A (2700K).

```
Iteration 0:   log likelihood =   -3779.0667
Iteration 1:   log likelihood =   -3702.1695
Iteration 2:   log likelihood =   -3702.0882
Iteration 3:   log likelihood =   -3702.0882

Probit regression                                 Number of obs   =          5635
                                                     LR chi2(9)      =     153.96
                                                     Prob > chi2     =     0.0000
Log likelihood =  -3702.0882                         Pseudo R2       =     0.0204
```

Q210	Coef.	Std. Err.	z	P>|z|	[95% Conf. Interval]	
d_current	.0880668	.1505827	0.58	0.559	-.2070699	.3832034
dlu_bright	.1697477	.1129223	1.50	0.133	-.0515759	.3910713
de_cost	.0915683	.0619896	1.48	0.140	-.0299292	.2130657
de_star	.1805731	.0627978	2.88	0.004	.0574917	.3036545
d_14	.2275136	.0861662	2.64	0.008	.0586311	.3963962
dc_scale	.1961019	.0499798	3.92	0.000	.0981432	.2940606
dc_boxes	.4946761	.0864314	5.72	0.000	.3252736	.6640785
d_15	.8087055	.1733043	4.67	0.000	.4690352	1.148376
d_facts	.1193439	.0595423	2.00	0.045	.002643	.2360447
_cons	-.7802172	.159908	-4.88	0.000	-1.093631	-.4668032

Q213: Choose the bulb that uses the least amount of energy.

```
Iteration 0:   log likelihood =   -3394.7797
Iteration 1:   log likelihood =   -3251.3591
Iteration 2:   log likelihood =   -3251.1858
Iteration 3:   log likelihood =   -3251.1858

Probit regression                                 Number of obs   =          5635
                                                     LR chi2(9)      =     287.19
                                                     Prob > chi2     =     0.0000
Log likelihood =  -3251.1858                         Pseudo R2       =     0.0423
```

Q213	Coef.	Std. Err.	z	P>|z|	[95% Conf. Interval]	
d_current	.7388374	.1538229	4.80	0.000	.4373501	1.040325
dlu_bright	-.1180019	.1167442	-1.01	0.312	-.3468163	.1108126
de_cost	.5996331	.062353	9.62	0.000	.4774235	.7218428
de_star	.4795174	.0628651	7.63	0.000	.3563039	.6027308
d_14	.7273852	.0919446	7.91	0.000	.5471771	.9075932
dc_scale	.0237613	.0510993	0.47	0.642	-.0763915	.1239141
dc_boxes	-.0593364	.0857117	-0.69	0.489	-.2273283	.1086555
d_15	.6201003	.1800914	3.44	0.001	.2671275	.973073
d_facts	-.0303416	.063636	-0.48	0.634	-.1550659	.0943827
_cons	.1757203	.1636908	1.07	0.283	-.1451078	.4965483

Q214: Choose the bulb that uses the most amount of energy.

```
Iteration 0:   log likelihood =   -3527.7203
Iteration 1:   log likelihood =   -3389.9612
Iteration 2:   log likelihood =   -3389.8491
Iteration 3:   log likelihood =   -3389.8491

Probit regression                                 Number of obs   =          5635
                                                     LR chi2(9)      =     275.74
                                                     Prob > chi2     =     0.0000
Log likelihood =  -3389.8491                         Pseudo R2       =     0.0391
```

Q214	Coef.	Std. Err.	z	P>|z|	[95% Conf. Interval]	
d_current	.7840257	.1526383	5.14	0.000	.4848601	1.083191
dlu_bright	-.0818849	.1159059	-0.71	0.480	-.3090563	.1452865
de_cost	.6041239	.0618492	9.77	0.000	.4829016	.7253462
de_star	.5111882	.0625656	8.17	0.000	.3885619	.6338144
d_14	.6342187	.0890488	7.12	0.000	.4596862	.8087512
dc_scale	.0330501	.050554	0.65	0.513	-.0660339	.1321341
dc_boxes	.0240614	.0856827	0.28	0.779	-.1438737	.1919964
d_15	.6356608	.1779481	3.57	0.000	.2868889	.9844327
d_facts	-.0522772	.0622915	-0.84	0.401	-.1743662	.0698118
_cons	.0568185	.1623026	0.35	0.726	-.2612888	.3749258

Q215: Choose the bulb that uses the least amount of energy.

```
Iteration 0:   log likelihood =   -3401.0152
Iteration 1:   log likelihood =   -3127.1116
Iteration 2:   log likelihood =   -3126.7797
Iteration 3:   log likelihood =   -3126.7797

Probit regression                                 Number of obs   =          5635
                                                     LR chi2(9)      =     548.47
                                                     Prob > chi2     =     0.0000
Log likelihood =  -3126.7797                         Pseudo R2       =     0.0806
```

Q215	Coef.	Std. Err.	z	P>|z|	[95% Conf. Interval]	
d_current	.8337813	.1577702	5.28	0.000	.5245573	1.143005
dlu_bright	-.1851476	.1216575	-1.52	0.128	-.423592	.0532968
de_cost	.998163	.0637465	15.66	0.000	.8732221	1.123104
de_star	.7437117	.0632896	11.75	0.000	.6196664	.8677569
d_14	1.060244	.0932449	11.37	0.000	.8774871	1.243
dc_scale	-.0769423	.0521987	-1.47	0.140	-.1792498	.0253652
dc_boxes	-.0844072	.0865307	-0.98	0.329	-.2540042	.0851899
d_15	.4661717	.1829424	2.55	0.011	.1076111	.8247323
d_facts	-.1176004	.0658784	-1.79	0.074	-.2467197	.0115188
_cons	.146985	.1683609	0.87	0.383	-.1829962	.4769663

Q216: Choose the bulb that uses the most amount of energy.

```
Iteration 0:   log likelihood =   -3498.2925
Iteration 1:   log likelihood =   -3364.2306
Iteration 2:   log likelihood =   -3364.1105
Iteration 3:   log likelihood =   -3364.1105

Probit regression                                 Number of obs   =          5635
                                                     LR chi2(9)      =     268.36
                                                     Prob > chi2     =     0.0000
Log likelihood =  -3364.1105                         Pseudo R2       =     0.0384
```

Q216	Coef.	Std. Err.	z	P>|z|	[95% Conf. Interval]	
d_current	.6560684	.1525335	4.30	0.000	.3571082	.9550285
dlu_bright	-.1359524	.1157392	-1.17	0.240	-.3627971	.0908922
de_cost	.5669694	.0619446	9.15	0.000	.4455602	.6883785
de_star	.4731119	.0626466	7.55	0.000	.3503268	.5958971
d_14	.6610817	.08999	7.35	0.000	.4847044	.8374589
dc_scale	-.0185583	.0507809	-0.37	0.715	-.118087	.0809705
dc_boxes	-.1124565	.0857356	-1.31	0.190	-.2804953	.0555823
d_15	.7111668	.1787906	3.98	0.000	.3607438	1.06159
d_facts	.0280177	.0616303	0.45	0.649	-.0927754	.1488107
_cons	.1243814	.1618298	0.77	0.442	-.1927993	.4415621

Q213.1: Choose the bulb that is the most energy efficient.

```
Iteration 0:   log likelihood =   -3003.2957
Iteration 1:   log likelihood =   -2930.4684
Iteration 2:   log likelihood =   -2930.3395
Iteration 3:   log likelihood =   -2930.3395

Probit regression                                 Number of obs   =          5635
                                                     LR chi2(9)      =     145.91
                                                     Prob > chi2     =     0.0000
Log likelihood =  -2930.3395                         Pseudo R2       =     0.0243
```

Q213.1	Coef.	Std. Err.	z	P>|z|	[95% Conf. Interval]	
d_current	.5324324	.1584779	3.36	0.001	.2218214	.8430434
dlu_bright	.0024837	.1215281	0.02	0.984	-.2357069	.2406743
de_cost	.5371534	.0648059	8.29	0.000	.4101362	.6641706
de_star	.5662729	.0664994	8.52	0.000	.4359366	.6966093
d_14	.5706923	.0955284	5.97	0.000	.38346	.7579246
dc_scale	.0101409	.0544775	0.19	0.852	-.096633	.1169148
dc_boxes	.0143806	.087852	0.16	0.870	-.1578061	.1865673
d_15	.3438614	.1841941	1.87	0.062	-.0171523	.7048751
d_facts	-.0306038	.065685	-0.47	0.641	-.1593441	.0981364
_cons	.3576971	.169053	2.12	0.034	.0263593	.6890349

Q214.1: Choose the bulb that is the least energy efficient.

```
Iteration 0:   log likelihood =   -3320.4929
Iteration 1:   log likelihood =   -3242.5016
Iteration 2:   log likelihood =   -3242.4306
Iteration 3:   log likelihood =   -3242.4306

Probit regression                                 Number of obs   =          5635
                                                     LR chi2(9)      =     156.12
                                                     Prob > chi2     =     0.0000
Log likelihood =  -3242.4306                         Pseudo R2       =     0.0235
```

Q214.1	Coef.	Std. Err.	z	P>|z|	[95% Conf. Interval]	
d_current	.3808142	.1549338	2.46	0.014	.0771494	.6844789
dlu_bright	-.0694999	.1194615	-0.58	0.561	-.3036402	.1646404
de_cost	.5132669	.062822	8.17	0.000	.3901379	.6363958
de_star	.5399618	.0642863	8.40	0.000	.4139629	.6659607
d_14	.6464565	.0931467	6.94	0.000	.4638923	.8290206
dc_scale	.0176778	.0522051	0.34	0.735	-.0846423	.1199979
dc_boxes	.0914098	.0865973	1.06	0.291	-.0783177	.2611373
d_15	.0669644	.1790298	0.37	0.708	-.2839274	.4178563
d_facts	-.1334648	.0629471	-2.12	0.034	-.2568389	-.0100907
_cons	.3663687	.1651437	2.22	0.027	.042693	.6900444

Q215.1*: Choose the bulb that is the most energy efficient.
***Dependent variable is the % who chose the bulb that uses the least watts.**

```
Iteration 0:   log likelihood =   -3643.8533
Iteration 1:   log likelihood =   -3404.3488
Iteration 2:   log likelihood =    -3404.029
Iteration 3:   log likelihood =    -3404.029

Probit regression                                 Number of obs   =          5635
                                                     LR chi2( 9)      =     479.65
                                                     Prob > chi2     =     0.0000
Log likelihood =   -3404.029                         Pseudo R2       =     0.0658
```

Q215.1*	Coef.	Std. Err.	z	P>|z|	[95% Conf. Interval]	
d_current	.2847171	.1548065	1.84	0.066	-.0186982	.5881323
dlu_bright	-.4199544	.1197286	-3.51	0.000	-.6546181	-.1852908
de_cost	.8179865	.0623837	13.11	0.000	.6957166	.9402563
de_star	.7622428	.0632077	12.06	0.000	.6383579	.8861276
d_14	.8941309	.0902812	9.90	0.000	.717183	1.071079
dc_scale	.0128605	.0510281	0.25	0.801	-.0871527	.1128737
dc_boxes	-.1723407	.087685	-1.97	0.049	-.3442001	-.0004813
d_15	-.3025648	.1780801	-1.70	0.089	-.6515953	.0464658
d_facts	-.2735387	.062537	-4.37	0.000	-.3961089	-.1509685
_cons	.4454718	.164975	2.70	0.007	.1221266	.7688169

Q215.1: Choose the bulb that is the most energy efficient.**
****Dependent variable is the % who chose the bulb with the highest lumens per watt.**

```
Iteration 0:   log likelihood =   -2616.0037
Iteration 1:   log likelihood =    -2494.243
Iteration 2:   log likelihood =   -2493.0761
Iteration 3:   log likelihood =   -2493.0749
Iteration 4:   log likelihood =   -2493.0749

Probit regression                                 Number of obs   =          5635
                                                     LR chi2( 9)      =     245.86
                                                     Prob > chi2     =     0.0000
Log likelihood =  -2493.0749                         Pseudo R2       =     0.0470
```

Q215.1**	Coef.	Std. Err.	z	P>|z|	[95% Conf. Interval]	
d_current	.0933338	.1766653	0.53	0.597	-.2529239	.4395915
dlu_bright	.5704265	.1416536	4.03	0.000	.2927906	.8480625
de_cost	-.5984901	.0687507	-8.71	0.000	-.7332389	-.4637413
de_star	-.4635621	.0683652	-6.78	0.000	-.5975555	-.3295688
d_14	-.5996502	.10169	-5.90	0.000	-.798959	-.4003414
dc_scale	.0134987	.0573423	0.24	0.814	-.0988901	.1258876
dc_boxes	.1815403	.0892028	2.04	0.042	.0067059	.3563746
d_15	.6588088	.2036254	3.24	0.001	.2597104	1.057907
d_facts	.2553637	.0759993	3.36	0.001	.1064078	.4043197
_cons	-1.351288	.190105	-7.11	0.000	-1.723887	-.9786892

Q216.1: Choose the bulb that is the least energy efficient.

```
Iteration 0:   log likelihood =   -3133.3981
Iteration 1:   log likelihood =   -3073.1178
Iteration 2:   log likelihood =   -3073.0278
Iteration 3:   log likelihood =   -3073.0278

Probit regression                                 Number of obs   =          5635
                                                     LR chi2( 9)      =     120.74
                                                     Prob > chi2     =     0.0000
Log likelihood =  -3073.0278                         Pseudo R2       =     0.0193
```

Q216.1	Coef.	Std. Err.	z	P>|z|	[95% Conf. Interval]	
d_current	.2430027	.1564638	1.55	0.120	-.0636608	.5496662
dlu_bright	-.0785297	.1204361	-0.65	0.514	-.31458	.1575206
de_cost	.3847968	.0636678	6.04	0.000	.2600101	.5095835
de_star	.5261881	.0660075	7.97	0.000	.3968159	.6555603
d_14	.642441	.0963617	6.67	0.000	.4535755	.8313064
dc_scale	-.038048	.0535202	-0.71	0.477	-.1429457	.0668497
dc_boxes	.0243698	.0879113	0.28	0.782	-.1479331	.1966727
d_15	-.0125913	.182031	-0.07	0.945	-.3693655	.3441829
d_facts	-.2146137	.0646812	-3.32	0.001	-.3413865	-.0878409
_cons	.6430277	.1672477	3.84	0.000	.3152283	.9708271

Q217*: How much would you be willing to pay?

*Dependent variable is the % willing to pay more than $.50

```
Iteration 0:   log likelihood =   -3502.2325
Iteration 1:   log likelihood =   -3485.2339
Iteration 2:   log likelihood =   -3485.2274

Probit regression                                 Number of obs   =          5635
                                                     LR chi2( 9)      =      34.01
                                                     Prob > chi2     =     0.0001
Log likelihood =  -3485.2274                         Pseudo R2       =     0.0049
```

Q217 > $.50	Coef.	Std. Err.	z	P>|z|	[95% Conf. Interval]	
d_current	-.2440777	.1533272	-1.59	0.111	-.5445934	.056438
dlu_bright	-.2427275	.1167492	-2.08	0.038	-.4715517	-.0139033
de_cost	.0277508	.0624458	0.44	0.657	-.0946407	.1501423
de_star	.2052395	.0644895	3.18	0.001	.0788424	.3316366
d_14	.2801292	.0913379	3.07	0.002	.1011102	.4591482
dc_scale	.006704	.0511282	0.13	0.896	-.0935055	.1069135
dc_boxes	-.0714191	.0876133	-0.82	0.415	-.2431381	.1002999
d_15	-.3062245	.176356	-1.74	0.082	-.6518759	.0394269
d_facts	-.0656276	.0591217	-1.11	0.267	-.1815039	.0502488
_cons	.7162078	.1623472	4.41	0.000	.3980131	1.034402

FREQUENCY TABLES, PERCENTAGES, AND CHI-SQUARED TESTS

Q201: Choose the bulb with the most light.

Key
# of respondents % of respondents

Q201	FRONT PANEL Watts*	Other	Total
Incorrect	430 40.72	1,524 33.28	1,954 34.68
Correct	626 59.28	3,055 66.72	3,681 65.32
Total	1,056 100.00	4,579 100.00	5,635 100.00

Pearson chi2(1) = 20.9542 Pr = 0.000

Q202: Choose the bulb with the second most light.

Q202	FRONT PANEL Watts*	Other	Total
Incorrect	531 50.28	2,156 47.08	2,687 47.68
Correct	525 49.72	2,423 52.92	2,948 52.32
Total	1,056 100.00	4,579 100.00	5,635 100.00

Pearson chi2(1) = 3.5214 Pr = 0.061

*Treatment groups 1, 2, and 3 showed watts as the only energy descriptor on the front panel.

Q201: Choose the bulb with the most light.

Q201	TREATMENT 15*	Not 15	Total
Incorrect	167 47.44	1,787 33.83	1,954 34.68
Correct	185 52.56	3,496 66.17	3,681 65.32
Total	352 100.00	5,283 100.00	5,635 100.00

Pearson chi2(1) = 27.0168 Pr = 0.000

Q202: Choose the bulb with the second most light.

Q202	TREATMENT 15*	Not 15	Total
Incorrect	213 60.51	2,474 46.83	2,687 47.68
Correct	139 39.49	2,809 53.17	2,948 52.32
Total	352 100.00	5,283 100.00	5,635 100.00

Pearson chi2(1) = 24.7637 Pr = 0.000

*Treatment 15 displayed the Lighting Facts label as the front panel. All other treatment groups (1-14, 16) displayed a two-panel label, with the Lighting Facts on the rear panel (except for cells 1 and 16 which did not have a Lighting Facts label on the rear panel).

Q209: Choose the bulb that looks like photo B (4100K).

Q209	FRONT PANEL Word	Scales*	Total
Incorrect	731 69.42	1,641 51.70	2,372 56.12
Correct	322 30.58	1,533 48.30	1,855 43.88
Total	1,053 100.00	3,174 100.00	4,227 100.00

Pearson chi2(1) = 100.8105 Pr = 0.000

Q210: Choose the bulb that looks like photo A (2700K).**

Q210	FRONT PANEL Word	Scales*	Total
Incorrect	690 65.53	1,781 56.11	2,471 58.46
Correct	363 34.47	1,393 43.89	1,756 41.54
Total	1,053 100.00	3,174 100.00	4,227 100.00

Pearson chi2(1) = 28.8604 Pr = 0.000

*Scales includes cells that viewed either the black and white warm-cool scale or the scale with the color boxes as the only color disclosure on the front panel.
**The probit regression for Q210 reported significant coefficients for the dummy variable for the star energy descriptor and the dummy variable for treatment 14 (which contained both the star and energy cost disclosures). If these treatments are removed from the analysis, the percentage correct response rate for the word descriptor is 32.19% verses 42.76% for the scale disclosures. This difference remains highly significant (Pr=0.000).

Q209: Choose the bulb that looks like photo B (4100K).

Q209	FRONT PANEL* BW/WC	Color	Total
Incorrect	1,312 53.16	329 46.60	1,641 51.70
Correct	1,156 46.84	377 53.40	1,533 48.30
Total	2,468 100.00	706 100.00	3,174 100.00

Pearson chi2(1) = 9.4602 Pr = 0.002

Q210: Choose the bulb that looks like photo A (2700K).**

Q210	FRONT PANEL* BW/WC	Color	Total
Incorrect	1,418 57.46	363 51.42	1,781 56.11
Correct	1,050 42.54	343 48.58	1,393 43.89
Total	2,468 100.00	706 100.00	3,174 100.00

Pearson chi2(1) = 8.1296 Pr = 0.004

*BW/WC includes the cells that viewed the black and white warm-cool color temperature scale and Color includes the cells that viewed the color temperature scale with the color boxes.

**The probit regression for Q210 reported significant coefficients for the dummy variable for the star energy descriptor and the dummy variable for treatment 14 (which contained both the star and energy cost disclosures). If these treatments are removed from the analysis, the percentage correct response rate for the the BW/WC descriptor is 39.84% and the color scale (boxes) is unchanged. The difference between the two scales remains highly significant (Pr=.000)

Q213: Choose the bulb that uses the least amount of energy.

Q213	FRONT PANEL Watts	Other	Total
Incorrect	196 18.56	1,440 31.45	1,636 29.03
Correct	860 81.44	3,139 68.55	3,999 70.97
Total	1,056 100.00	4,579 100.00	5,635 100.00

Pearson chi2(1) = 69.1701 Pr = 0.000

Q214: Choose the bulb that uses the most amount of energy.

Q214	FRONT PANEL Watts	Other	Total
Incorrect	222 21.02	1,575 34.40	1,797 31.89
Correct	834 78.98	3,004 65.60	3,838 68.11
Total	1,056 100.00	4,579 100.00	5,635 100.00

Pearson chi2(1) = 70.6579 Pr = 0.000

Q215: Choose the bulb that uses the least amount of energy.

Q215	FRONT PANEL Watts	Other	Total
Incorrect	194 18.37	1,449 31.64	1,643 29.16
Correct	862 81.63	3,130 68.36	3,992 70.84
Total	1,056 100.00	4,579 100.00	5,635 100.00

Pearson chi2(1) = 73.1906 Pr = 0.000

Q216: Choose the bulb that uses the most amount of energy.

Q216	FRONT PANEL Watts	Other	Total
Incorrect	224 21.21	1,535 33.52	1,759 31.22
Correct	832 78.79	3,044 66.48	3,876 68.78
Total	1,056 100.00	4,579 100.00	5,635 100.00

Pearson chi2(1) = 60.5660 Pr = 0.000

Q213.1: Choose the bulb that is the most energy efficient.

Q213.1	FRONT PANEL Watts	Other	Total
Incorrect	203 19.22	1,064 23.24	1,267 22.48
Correct	853 80.78	3,515 76.76	4,368 77.52
Total	1,056 100.00	4,579 100.00	5,635 100.00

Pearson chi2(1) = 7.9289 Pr = 0.005

Q214.1: Choose the bulb that is the least energy efficient.

Q214.1	FRONT PANEL Watts	Other	Total
Incorrect	270 25.57	1,286 28.08	1,556 27.61
Correct	786 74.43	3,293 71.92	4,079 72.39
Total	1,056 100.00	4,579 100.00	5,635 100.00

Pearson chi2(1) = 2.7188 Pr = 0.099

Q215.1*: Choose the bulb that is the most energy efficient.
*Respondents who answered Q215.1 with the bulb that used the least amount of watts were considered correct.

Q215.1	FRONT PANEL Watts	Other	Total
Incorrect	310 29.36	1,655 36.14	1,965 34.87
Correct*	746 70.64	2,924 63.86	3,670 65.13
Total	1,056 100.00	4,579 100.00	5,635 100.00

Pearson chi2(1) = 17.4053 Pr = 0.000

Q215.1: Choose the bulb that is the most energy efficient.**
**Respondents who answered Q215.1 with the bulb that had the highest lumens/watt were considered correct.

Q215.1	FRONT PANEL Watts	Other	Total
Incorrect	908 85.98	3,739 81.66	4,647 82.47
Correct**	148 14.02	840 18.34	988 17.53
Total	1,056 100.00	4,579 100.00	5,635 100.00

Pearson chi2(1) = 11.1242 Pr = 0.001

Q216.1: Choose the bulb that is the least energy efficient.

Q216.1	FRONT PANEL Watts	Other	Total
Incorrect	243 23.01	1,134 24.77	1,377 24.44
Correct	813 76.99	3,445 75.23	4,258 75.56
Total	1,056 100.00	4,579 100.00	5,635 100.00

Pearson chi2(1) = 1.4295 Pr = 0.232

Q213: Choose the bulb that uses the least amount of energy.

Q213	FRONT PANEL Energy $	Stars	Total
Incorrect	449 25.50	318 30.06	767 27.21
Correct	1,312 74.50	740 69.94	2,052 72.79
Total	1,761 100.00	1,058 100.00	2,819 100.00

Pearson chi2(1) = 6.9385 Pr = 0.008

Q213: Choose the bulb that uses the least amount of energy.

Q213	FRONT PANEL Energy $	Lum/Watt	Total
Incorrect	449 25.50	521 49.38	970 34.45
Correct	1,312 74.50	534 50.62	1,846 65.55
Total	1,761 100.00	1,055 100.00	2,816 100.00

Pearson chi2(1) = 166.7111 Pr = 0.000

Q214: Choose the bulb that uses the most amount of energy.

Q214	FRONT PANEL Energy $	Stars	Total
Incorrect	496 28.17	343 32.42	839 29.76
Correct	1,265 71.83	715 67.58	1,980 70.24
Total	1,761 100.00	1,058 100.00	2,819 100.00

Pearson chi2(1) = 5.7211 Pr = 0.017

Q214: Choose the bulb that uses the most amount of energy.

Q214	FRONT PANEL Energy $	Lum/Watt	Total
Incorrect	496 28.17	552 52.32	1,048 37.22
Correct	1,265 71.83	503 47.68	1,768 62.78
Total	1,761 100.00	1,055 100.00	2,816 100.00

Pearson chi2(1) = 164.7660 Pr = 0.000

Q215: Choose the bulb that uses the least amount of energy.

Q215	FRONT PANEL Energy $	Stars	Total
Incorrect	354 20.10	313 29.58	667 23.66
Correct	1,407 79.90	745 70.42	2,152 76.34
Total	1,761 100.00	1,058 100.00	2,819 100.00

Pearson chi2(1) = 32.8975 Pr = 0.000

Q215: Choose the bulb that uses the least amount of energy.

Q215	FRONT PANEL Energy $	Lum/Watt	Total
Incorrect	354 20.10	615 58.29	969 34.41
Correct	1,407 79.90	440 41.71	1,847 65.59
Total	1,761 100.00	1,055 100.00	2,816 100.00

Pearson chi2(1) = 426.3733 Pr = 0.000

Q216: Choose the bulb that uses the most amount of energy.

Q216	FRONT PANEL Energy $	Stars	Total
Incorrect	500 28.39	335 31.66	835 29.62
Correct	1,261 71.61	723 68.34	1,984 70.38
Total	1,761 100.00	1,058 100.00	2,819 100.00

Pearson chi2(1) = 3.3912 Pr = 0.066

Q216: Choose the bulb that uses the most amount of energy.

Q216	FRONT PANEL Energy $	Lum/Watt	Total
Incorrect	500 28.39	539 51.09	1,039 36.90
Correct	1,261 71.61	516 48.91	1,777 63.10
Total	1,761 100.00	1,055 100.00	2,816 100.00

Pearson chi2(1) = 145.9761 Pr = 0.000

Q213.1: Choose the bulb that is the most energy efficient.

Q213.1	FRONT PANEL Energy $	Stars	Total
Incorrect	333 18.91	194 18.34	527 18.69
Correct	1,428 81.09	864 81.66	2,292 81.31
Total	1,761 100.00	1,058 100.00	2,819 100.00

Pearson chi2(1) = 0.1429 Pr = 0.705

Q213.1: Choose the bulb that is the most energy efficient.

Q213.1	FRONT PANEL Energy $	Lum/Watt	Total
Incorrect	333 18.91	388 36.78	721 25.60
Correct	1,428 81.09	667 63.22	2,095 74.40
Total	1,761 100.00	1,055 100.00	2,816 100.00

Pearson chi2(1) = 110.5744 Pr = 0.000

Q214.1: Choose the bulb that is the least energy efficient.

Q214.1	FRONT PANEL Energy $	Stars	Total
Incorrect	402 22.83	251 23.72	653 23.16
Correct	1,359 77.17	807 76.28	2,166 76.84
Total	1,761 100.00	1,058 100.00	2,819 100.00

Pearson chi2(1) = 0.2982 Pr = 0.585

Q214.1: Choose the bulb that is the least energy efficient.

Q214.1	FRONT PANEL Energy $	Lum/Watt	Total
Incorrect	402 22.83	444 42.09	846 30.04
Correct	1,359 77.17	611 57.91	1,970 69.96
Total	1,761 100.00	1,055 100.00	2,816 100.00

Pearson chi2(1) = 116.4131 Pr = 0.000

Q215.1*: Choose the bulb that is the most energy efficient.

Q215.1	FRONT PANEL Energy $	Stars	Total
Incorrect	439 24.93	318 30.06	757 26.85
Correct*	1,322 75.07	740 69.94	2,062 73.15
Total	1,761 100.00	1,058 100.00	2,819 100.00

Pearson chi2(1) = 8.8471 Pr = 0.003

Q215.1*: Choose the bulb that is the most energy efficient.

Q215.1	FRONT PANEL Energy $	Lum/Watt	Total
Incorrect	439 24.93	652 61.80	1,091 38.74
Correct*	1,322 75.07	403 38.20	1,725 61.26
Total	1,761 100.00	1,055 100.00	2,816 100.00

Pearson chi2(1) = 377.9396 Pr = 0.000

Q215.1*: Choose the bulb that is the most energy efficient.

Q215.1	FRONT PANEL Stars	Lum/Watt	Total
Incorrect	318 30.06	652 61.80	970 45.91
Correct	740 69.94	403 38.20	1,143 54.09
Total	1,058 100.00	1,055 100.00	2,113 100.00

Pearson chi2(1) = 214.3628 Pr = 0.000

*Respondents who answered Q215.1 with the bulb that used the least amount of watts were considered correct.

Q215.1: Choose the bulb that is the most energy efficient.**

Q215.1	FRONT PANEL Energy $	Stars	Total
Incorrect	1,568 89.04	885 83.65	2,453 87.02
Correct**	193 10.96	173 16.35	366 12.98
Total	1,761 100.00	1,058 100.00	2,819 100.00

Pearson chi2(1) = 17.0078 Pr = 0.000

Q215.1: Choose the bulb that is the most energy efficient.**

Q215.1	FRONT PANEL Energy $	Lum/Watt	Total
Incorrect	1,568 89.04	714 67.68	2,282 81.04
Correct**	193 10.96	341 32.32	534 18.96
Total	1,761 100.00	1,055 100.00	2,816 100.00

Pearson chi2(1) = 195.9275 Pr = 0.000

Q215.1: Choose the bulb that is the most energy efficient.**

Q215.1	FRONT PANEL Stars	Lum/Watt	Total
Incorrect	885 83.65	714 67.68	1,599 75.67
Correct**	173 16.35	341 32.32	514 24.33
Total	1,058 100.00	1,055 100.00	2,113 100.00

Pearson chi2(1) = 73.1934 Pr = 0.000

**Respondents who answered Q215.1 with the bulb that had the highest lumens/watt were considered correct.

Q216.1: Choose the bulb that is the least energy efficient.

Q216.1	FRONT PANEL Energy $	Stars	Total
Incorrect	387 21.98	209 19.75	596 21.14
Correct	1,374 78.02	849 80.25	2,223 78.86
Total	1,761 100.00	1,058 100.00	2,819 100.00

Pearson chi2(1) = 1.9571 Pr = 0.162

Q216.1: Choose the bulb that is the least energy efficient.

Q216.1	FRONT PANEL Energy $	Lum/Watt	Total
Incorrect	387 21.98	385 36.49	772 27.41
Correct	1,374 78.02	670 63.51	2,044 72.59
Total	1,761 100.00	1,055 100.00	2,816 100.00

Pearson chi2(1) = 69.8690 Pr = 0.000

Q217: How much would you be willing to pay?

Q217	FRONT PANEL Watts	Stars	Total
< $.50	70 6.63	39 3.69	109 5.16
About $.50	211 19.98	174 16.45	385 18.21
> $.50	703 66.57	774 73.16	1,477 69.87
Not Sure	72 6.82	71 6.71	143 6.76
Total	1,056 100.00	1,058 100.00	2,114 100.00

Pearson chi2(3) = 15.7905 Pr = 0.001

Q217: How much would you be willing to pay?

Q217	FRONT PANEL Energy $	Stars	Total
< $.50	113 6.42	39 3.69	152 5.39
About $.50	315 17.89	174 16.45	489 17.35
> $.50	1,209 68.65	774 73.16	1,983 70.34
Not Sure	124 7.04	71 6.71	195 6.92
Total	1,761 100.00	1,058 100.00	2,819 100.00

Pearson chi2(3) = 11.9405 Pr = 0.008

Q217: How much would you be willing to pay?

Q217	FRONT PANEL Stars	Lum/Watt	Total
< $.50	39 3.69	71 6.73	110 5.21
About $.50	174 16.45	221 20.95	395 18.69
> $.50	774 73.16	686 65.02	1,460 69.10
Not Sure	71 6.71	77 7.30	148 7.00
Total	1,058 100.00	1,055 100.00	2,113 100.00

Pearson chi2(3) = 20.4446 Pr = 0.000

Q402: Choose which bulbs, if any, qualify for the ENERGY STAR program.

Q402	FRONT PANEL Stars	Lum/Watt	Total
Incorrect	421 39.79	449 42.56	870 41.17
Correct*	637 60.21	606 57.44	1,243 58.83
Total	1,058 100.00	1,055 100.00	2,113 100.00

Pearson chi2(1) = 1.6700 Pr = 0.196

Q402: Choose which bulbs, if any, qualify for the ENERGY STAR program.

Q402	FRONT PANEL Energy $	Stars	Total
Incorrect	641 36.40	421 39.79	1,062 37.67
Correct*	1,120 63.60	637 60.21	1,757 62.33
Total	1,761 100.00	1,058 100.00	2,819 100.00

Pearson chi2(1) = 3.2391 Pr = 0.072

*Respondents who answered Q402 by chosing both of the ENERGY STAR bulbs (D and I) were considered correct.

Q403: Choose which bulbs, if any, qualify for the ENERGY STAR program.

Q403	FRONT PANEL Stars	Lum/Watt	Total
Incorrect*	517 48.87	395 37.44	912 43.16
Correct**	541 51.13	660 62.56	1,201 56.84
Total	1,058 100.00	1,055 100.00	2,113 100.00

Pearson chi2(1) = 28.1070 Pr = 0.000

Q403: Choose which bulbs, if any qualify for the ENERGY STAR program.

Q403	FRONT PANEL Energy $	Stars	Total
Incorrect*	662 37.59	517 48.87	1,179 41.82
Correct**	1,099 62.41	541 51.13	1,640 58.18
Total	1,761 100.00	1,058 100.00	2,819 100.00

Pearson chi2(1) = 34.5224 Pr = 0.000

*Respondents who answered Q403 by choosing at least one bulb were considered incorrect.

**Respondents who answered Q403 by choosing Not Sure or None were considered correct.

Q701: Which bulb will provide the most reliable performace?

Q701	FRONT PANEL Stars	Lum/Watt	Total
Incorrect	827 78.17	779 73.84	1,606 76.01
Correct*	231 21.83	276 26.16	507 23.99
Total	1,058 100.00	1,055 100.00	2,113 100.00

Pearson chi2(1) = 5.4245 Pr = 0.020

Q701: Which bulb will provide the most reliable performace?

Q701	FRONT PANEL Energy $	Stars	Total
Incorrect	1,244 70.64	827 78.17	2,071 73.47
Correct*	517 29.36	231 21.83	748 26.53
Total	1,761 100.00	1,058 100.00	2,819 100.00

Pearson chi2(1) = 19.1970 Pr = 0.000

*Respondents who answered either Can't Tell or Not Sure were considered correct.

MEANS AND T-TESTS

Q218*: How much would you be willing to pay?

Two-sample t test with equal variances

Group	Obs	Mean	Std. Err.	Std. Dev.	[95% Conf. Interval]	
Watts	984	2.163953	.2076971	6.515203	1.756373	2.571534
Stars	987	2.923678	.2630817	8.26512	2.407413	3.439942
combined	1971	2.544394	.1678285	7.450905	2.215254	2.873534
diff		-.7597246	.3353058		-1.417316	-.1021331

```
    diff = mean( Watts) - mean( Stars)                            t =    -2.2658
Ho: diff = 0                                     degrees of freedom =       1969

    Ha: diff < 0                 Ha: diff != 0                 Ha: diff > 0
 Pr(T < t) =  0.0118         Pr(|T| > |t|) =  0.0236          Pr(T > t) =  0.9882
```

Q218*: How much would you be willing to pay?

Two-sample t test with equal variances

Group	Obs	Mean	Std. Err.	Std. Dev.	[95% Conf. Interval]	
Energy $	1637	2.581991	.1875586	7.588592	2.214111	2.949872
Stars	987	2.923678	.2630817	8.26512	2.407413	3.439942
combined	2624	2.710514	.1532473	7.850092	2.410017	3.011012
diff		-.3416864	.3163443		-.9619961	.2786234

```
    diff = mean( Energy $) - mean( Stars)                         t =    -1.0801
Ho: diff = 0                                     degrees of freedom =       2622

    Ha: diff < 0                 Ha: diff != 0                 Ha: diff > 0
 Pr(T < t) =  0.1401         Pr(|T| > |t|) =  0.2802          Pr(T > t) =  0.8599
```

Q218*: How much would you be willing to pay?

Two-sample t test with equal variances

Group	Obs	Mean	Std. Err.	Std. Dev.	[95% Conf. Interval]	
Stars	**987**	**2.923678**	**.2630817**	**8.26512**	**2.407413**	**3.439942**
Lum/Watt	**978**	**2.419039**	**.2085768**	**6.522821**	**2.009729**	**2.828349**
combined	**1965**	**2.672514**	**.168097**	**7.451457**	**2.342847**	**3.002181**
diff		**.504639**	**.3360902**		**-.1544921**	**1.16377**

diff = mean(**Stars**) - mean(**Lum/Watt**) t = **1.5015**
Ho: diff = 0 degrees of freedom = **1963**

Ha: diff < 0 Ha: diff != 0 Ha: diff > 0
Pr(T < t) = **0.9333** Pr(|T| > |t|) = **0.1334** Pr(T > t) = **0.0667**

*Respondents were asked Q218 only if they answered Q217 with "Greater than $.50". Therefore, Q218 was edited with $.25 or $.50 if a respondent answered Q217 with "Less than $.50" or "About $.50", respectively.

Q220b*: On a scale from 0 to 10, how useful was [the given energy disclosure]?

Two-sample t test with equal variances

Variable	Obs	Mean	Std. Err.	Std. Dev.	[95% Conf.	Interval]
# Stars	205	8.697561	.09548	1.367065	8.509307	8.885815
Energy $	485	8.529897	.0665876	1.46644	8.39906	8.660733
combined	690	8.57971	.0547701	1.438692	8.472174	8.687246
diff		.1676641	.1197684		-.0674914	.4028195

```
    diff = mean( q220b_stars) - mean( q220b_energy_c~t)            t =    1.3999
Ho: diff = 0                                     degrees of freedom =      688

    Ha: diff < 0                 Ha: diff != 0                 Ha: diff > 0
 Pr(T < t) =  0.9190         Pr(|T| > |t|) =  0.1620          Pr(T > t) =  0.0810
```

Q220b*: On a scale from 0 to 10, how useful was [the given energy disclosure]?

Two-sample t test with equal variances

Variable	Obs	Mean	Std. Err.	Std. Dev.	[95% Conf.	Interval]
# Stars	205	8.697561	.09548	1.367065	8.509307	8.885815
Lum/Watt	355	8.211268	.0855221	1.611361	8.043072	8.379463
combined	560	8.389286	.0652096	1.54314	8.2612	8.517371
diff		.4862934	.1339137		.2232569	.7493299

```
    diff = mean( q220b_stars) - mean( q220b_lpw)                   t =    3.6314
Ho: diff = 0                                     degrees of freedom =      558

    Ha: diff < 0                 Ha: diff != 0                 Ha: diff > 0
 Pr(T < t) =  0.9998         Pr(|T| > |t|) =  0.0003          Pr(T > t) =  0.0002
```

Q220c*: On a scale from 0 to 10, how trustworthy was [the given energy disclosure]?

Two-sample t test with equal variances

Variable	Obs	Mean	Std. Err.	Std. Dev.	[95% Conf.	Interval]
# Stars	198	8.040404	.1108941	1.560419	7.821712	8.259096
Energy $	463	7.598272	.0816279	1.756422	7.437864	7.75868
combined	661	7.730711	.0665485	1.710957	7.600039	7.861383
diff		.4421319	.1443701		.158651	.7256128

```
    diff = mean( q220c_stars) - mean( q220c_energy_c~t)            t =    3.0625
Ho: diff = 0                                     degrees of freedom =      659

    Ha: diff < 0                 Ha: diff != 0                 Ha: diff > 0
 Pr(T < t) =  0.9989         Pr(|T| > |t|) =  0.0023          Pr(T > t) =  0.0011
(27 real changes made, 27 to missing)
```

Q220c*: On a scale from 0 to 10, how trustworthy was [the given energy disclosure]?

Two-sample t test with equal variances

Variable	Obs	Mean	Std. Err.	Std. Dev.	[95% Conf.	Interval]
# Stars	198	8.040404	.1108941	1.560419	7.821712	8.259096
Lum/Watt	335	7.797015	.0869641	1.591705	7.625949	7.968081
combined	533	7.88743	.0685702	1.583067	7.752728	8.022131
diff		.2433891	.1416486		-.0348714	.5216496

```
    diff = mean( q220c_stars) - mean( q220c_lpw)                   t =    1.7183
Ho: diff = 0                                     degrees of freedom =      531

    Ha: diff < 0                 Ha: diff != 0                 Ha: diff > 0
 Pr(T < t) =  0.9568         Pr(|T| > |t|) =  0.0863          Pr(T > t) =  0.0432
```

*For Q220b and Q220c, "Not Sure" responses were omitted in the analysis.