

Lamp Labeling Study (Questionnaire)

DRAFT

Disclosure of Estimated Burden

The estimated average burden associated with this information collection is 25 minutes per respondent. Burden estimates include the time for reviewing instructions, gathering and maintaining data in the required form, and completing the information collection, but exclude the time for compiling and maintaining business records in the normal course of a respondent's activities. A Federal agency may not conduct or sponsor, and an organization (or a person) is not required to respond to a collection of information, unless it displays a currently valid OMB control number. Comments concerning the accuracy of this burden estimate and suggestions for reducing this burden should be directed to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, D.C. 20503, and to Hampton Newsome, Federal Trade Commission, 600 Pennsylvania Avenue, N.W., Mail Stop NJ-2122, Washington, D.C. 20580.

LAMP LABELING STUDY – DRAFT QUESTIONNAIRE

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

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.*

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.]**

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 Florescent (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 Q201;**
- **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), ASK 201;**
- **IF “NO” OR “NOT SURE” (Q150=2 OR 99), JUMP TO SECTION 1100.]**

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?

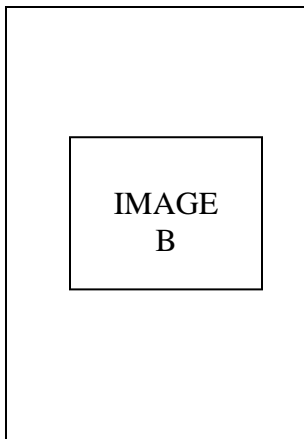
At any time, you may click on each label to see a larger version. You may also click on the link below the label titled “Back Label” to see the back of the package.

[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”]**

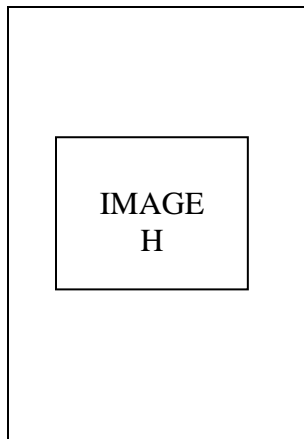
[USE IMAGES B, H, I]

[RANDOMIZE IMAGES]



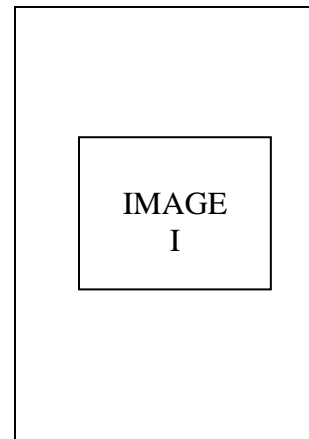
1

[BACK LABEL LINK]



2

[BACK LABEL LINK]



3

[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?

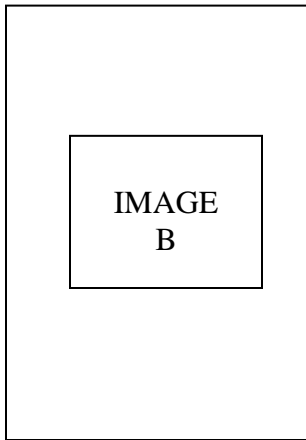
At any time, you may click on each label to see a larger version. You may also click on the link below the label titled “Back Label” to see the back of the package.

[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”]**

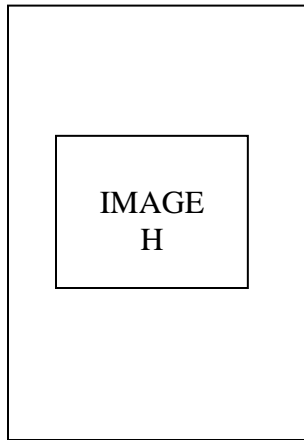
[USE IMAGES B, H, I]

[KEEP IMAGES IN SAME ORDER AS Q201]



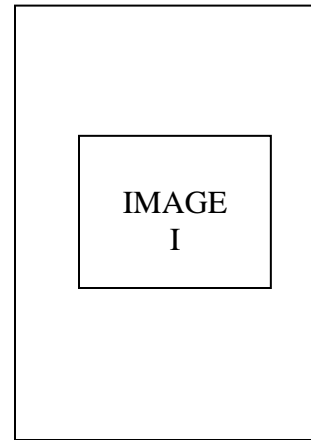
1

[BACK LABEL LINK]



2

[BACK LABEL LINK]



3

[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 temperature information on front panel
- 2 Color temperature 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 was the **[INSERT ANSWER Q204a IN LOWERCASE]** 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 **[INSERT ANSWER Q204a IN LOWERCASE]** about the amount of light the light bulb provides?

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

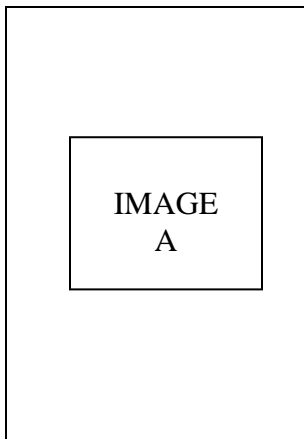
Q205 Suppose you want to buy a light bulb that will last as long as possible before burning out. Which of these light bulbs would you select?

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:

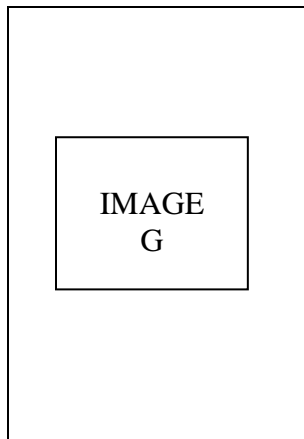
- **ALLOW FRONT LABEL TO BE ENLARGED IF RESPONDENT CLICKS ON LABEL;**
- **INSERT LINK TO BACK LABEL IMAGE UNDER EACH FRONT LABEL IMAGE, AND TITLE THE LINK “Back Label”]**

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



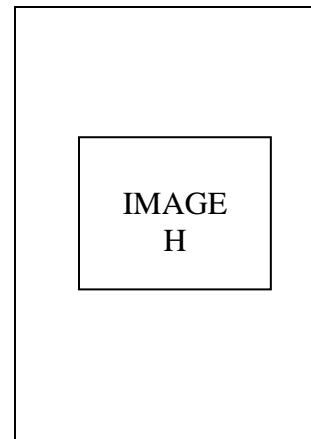
1

[BACK LABEL LINK]



2

[BACK LABEL LINK]



3

[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?

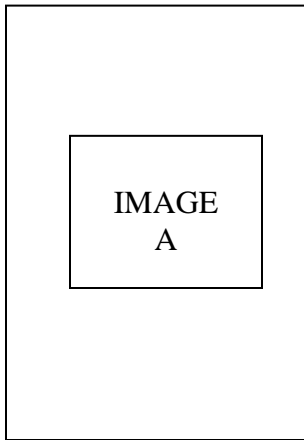
At any time, you may click on each label to see a larger version. You may also click on the link below the label titled “Back Label” to see the back of the package.

[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”]**

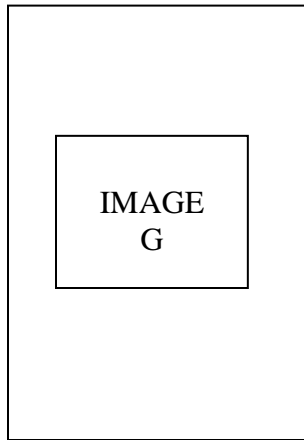
[USE IMAGES A, G, H]

[KEEP IMAGES IN SAME ORDER AS Q205]



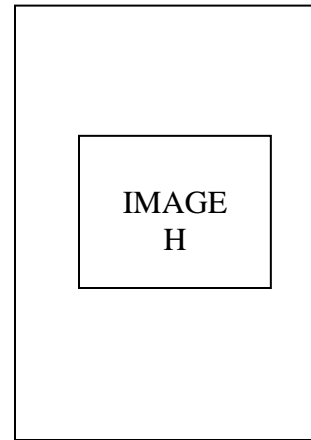
1

[BACK LABEL LINK]



2

[BACK LABEL LINK]



3

[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 temperature information on front panel
- 2 Color temperature 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 was the **[INSERT ANSWER FROM Q208a IN LOWERCASE]** 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 **[INSERT ANSWER FROM Q208a IN LOWERCASE]** about the life of the light bulb?

Not at all Trustworthy
sure

Extremely Trustworthy Not

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

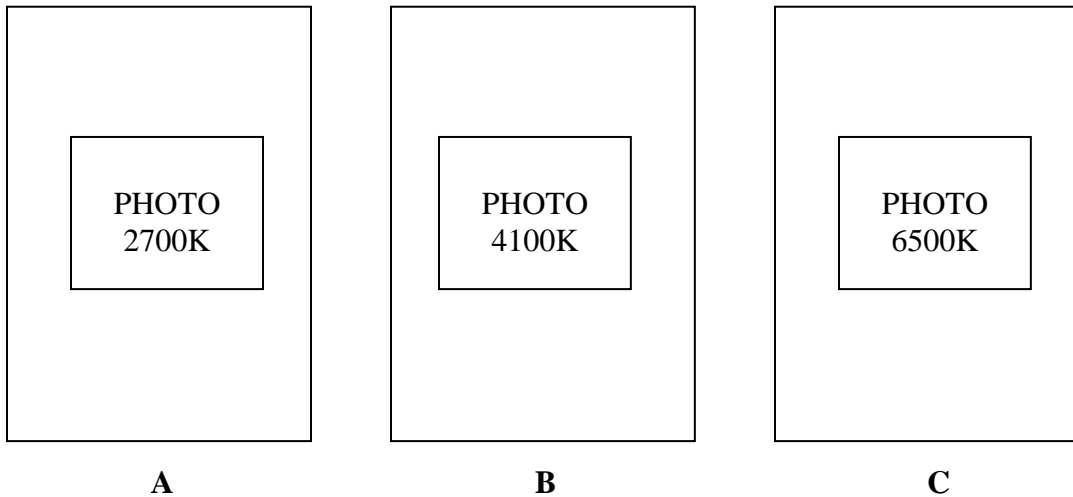
[PROGRAMMER: ROTATE Q209 AND Q210]

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]



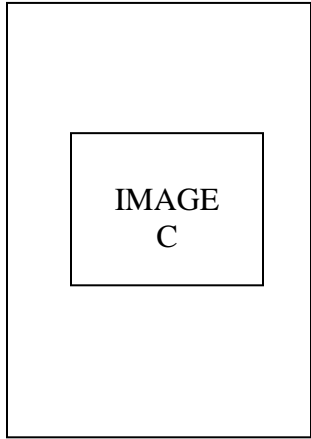
At any time, you may click on each label to see a larger version. You may also click on the link below the label titled “Back Label” to see the back of the package.

[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”]**

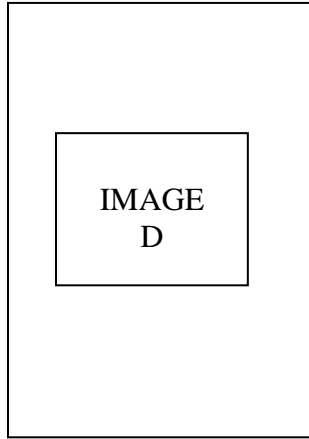
[USE IMAGES C, D, E]

[RANDOMIZE IMAGES]



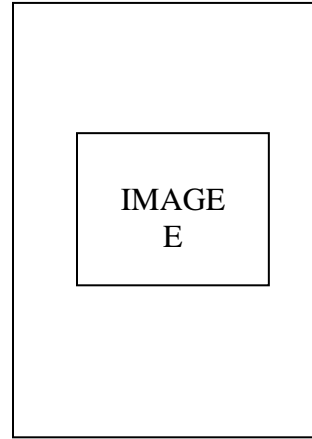
1

[\[BACK LABEL LINK\]](#)



2

[\[BACK LABEL LINK\]](#)



3

[\[BACK LABEL LINK\]](#)

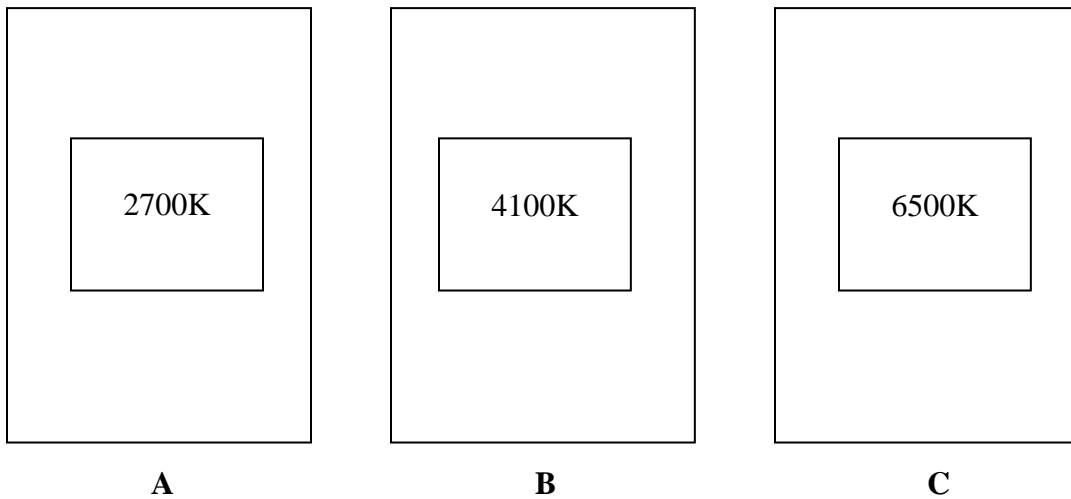
- 1 Light bulb # 1
- 2 Light bulb # 2
- 3 Light bulb # 3
- 99 Not sure

BASE: ALL QUALIFIED 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]



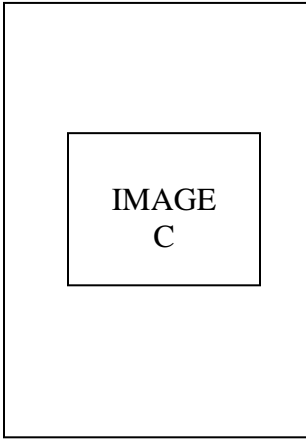
At any time, you may click on each label to see a larger version. You may also click on the link below the label titled “Back Label” to see the back of the package.

[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”]**

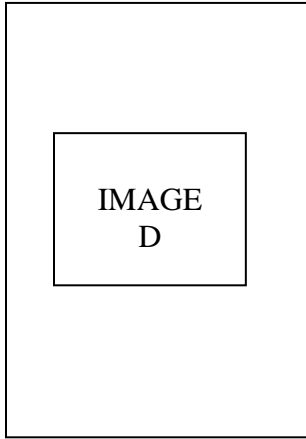
[USE IMAGES C, D, E]

[KEEP IMAGES IN SAME ORDER AS Q209]



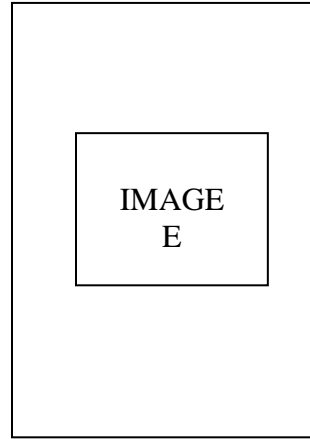
1

[\[BACK LABEL LINK\]](#)



2

[\[BACK LABEL LINK\]](#)



3

[\[BACK LABEL LINK\]](#)

- 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 2? (You may choose up to two (2) answers)

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

- 1 Color temperature information on front panel
- 2 Color temperature 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 was the **[INSERT ANSWER Q212a IN LOWERCASE]** in choosing the light bulb with light that would look most like the light in Picture 2?

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 **[INSERT ANSWER Q212a IN LOWERCASE]** about the color of the light that the light bulb provides?

Not at all Trustworthy
sure

Extremely Trustworthy **Not**

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?

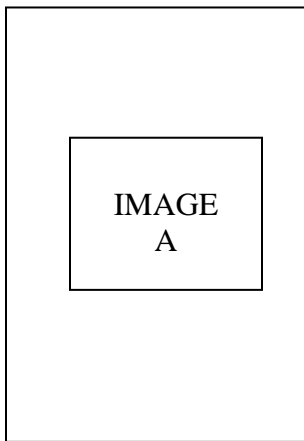
At any time, you may click on each label to see a larger version. You may also click on the link below the label titled “Back Label” to see the back of the package.

[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”]**

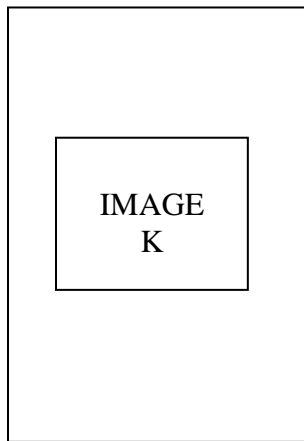
[USE IMAGES A, K, I]

[RANDOMIZE IMAGES]



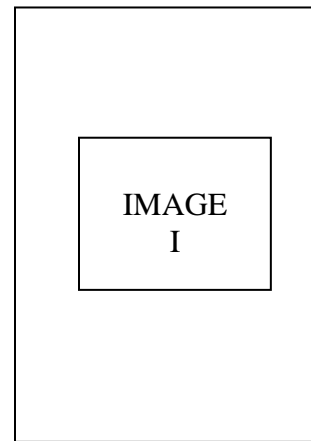
1

[BACK LABEL LINK]



2

[BACK LABEL LINK]



3

[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?

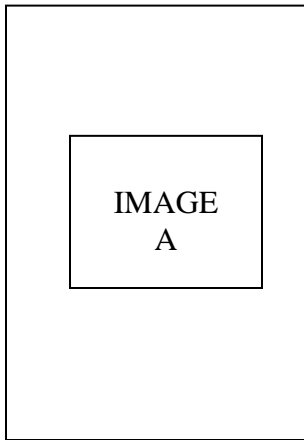
At any time, you may click on each label to see a larger version. You may also click on the link below the label titled “Back Label” to see the back of the package.

[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”]**

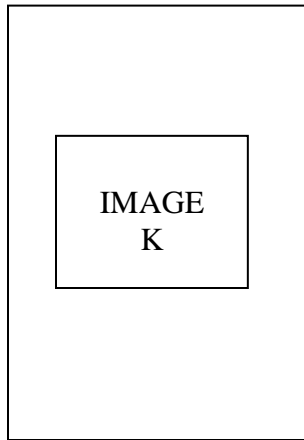
[USE IMAGES A, K, I]

[KEEP IMAGES IN SAME ORDER AS Q213]



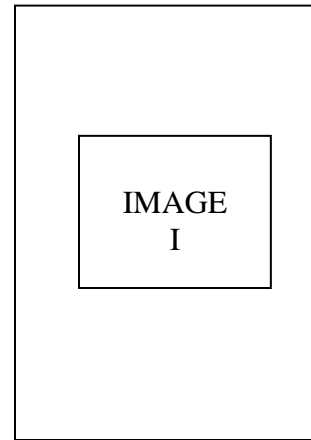
1

[BACK LABEL LINK]



2

[BACK LABEL LINK]



3

[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?

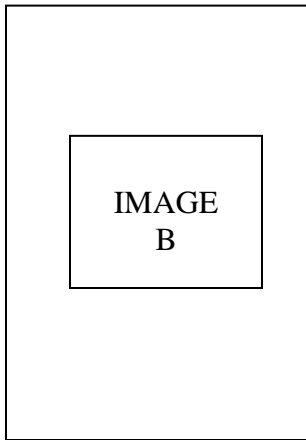
At any time, you may click on each label to see a larger version. You may also click on the link below the label titled “Back Label” to see the back of the package.

[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”]**

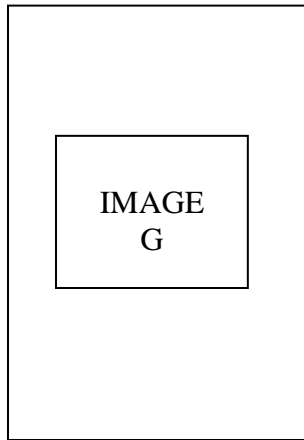
[USE IMAGES B, G, H]

[RANDOMIZE IMAGES]



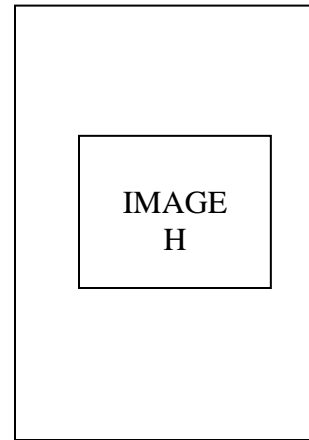
1

[BACK LABEL LINK]



2

[BACK LABEL LINK]



3

[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?

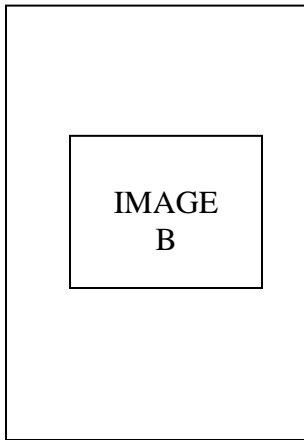
At any time, you may click on each label to see a larger version. You may also click on the link below the label titled “Back Label” to see the back of the package.

[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”]**

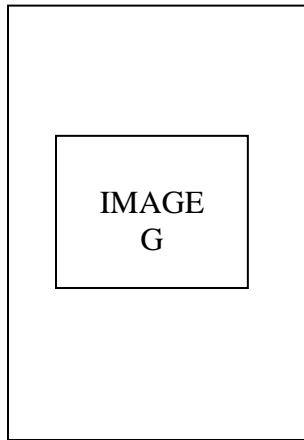
[USE IMAGES B, G, H]

[KEEP IMAGES IN SAME ORDER AS Q215]



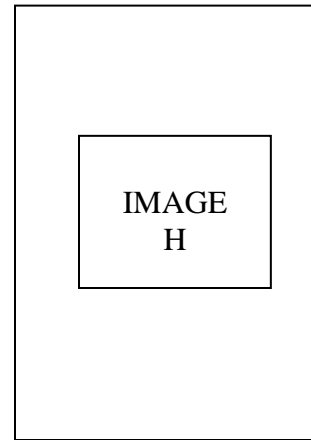
1

[BACK LABEL LINK]



2

[BACK LABEL LINK]



3

[BACK LABEL LINK]

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

ENERGY EFFICIENCY

BASE: ALL QUALIFIED RESPONDENTS

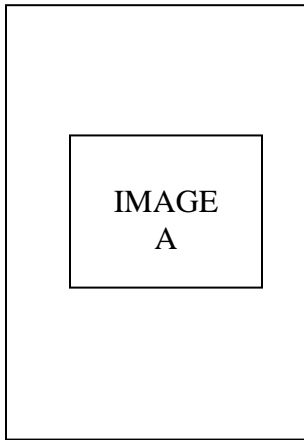
Q213.1 Which of the following light bulbs is the most energy efficient?

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:

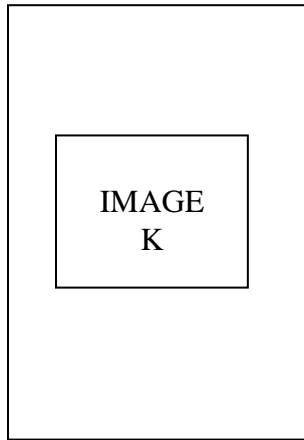
- **ALLOW FRONT LABEL TO BE ENLARGED IF RESPONDENT CLICKS ON LABEL;**
- **INSERT LINK TO BACK LABEL IMAGE UNDER EACH FRONT LABEL IMAGE, AND TITLE THE LINK “Back Label”]**

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



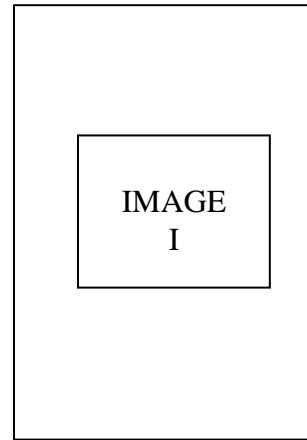
1

[BACK LABEL LINK]



2

[BACK LABEL LINK]



3

[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?

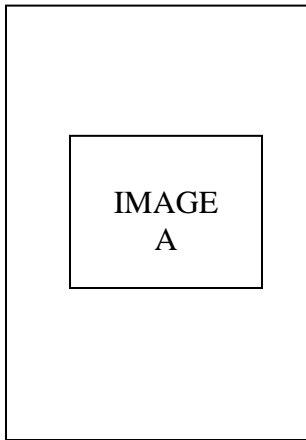
At any time, you may click on each label to see a larger version. You may also click on the link below the label titled “Back Label” to see the back of the package.

[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”]**

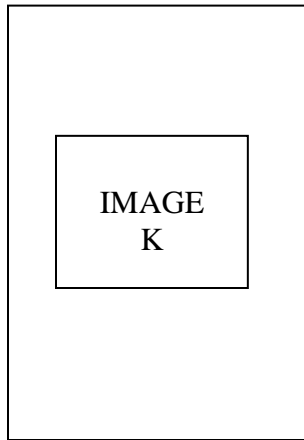
[USE IMAGES A, K, I]

[KEEP IMAGES IN SAME ORDER AS Q213.1]



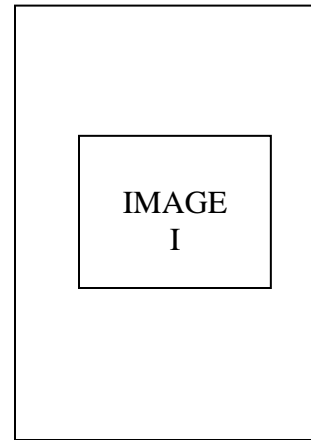
1

[BACK LABEL LINK]



2

[BACK LABEL LINK]



3

[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?

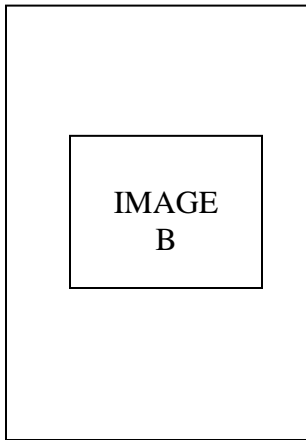
At any time, you may click on each label to see a larger version. You may also click on the link below the label titled “Back Label” to see the back of the package.

[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”]**

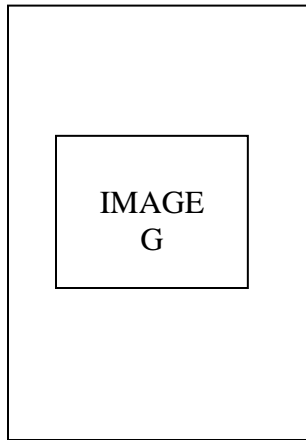
[USE IMAGES B, G, H]

[RANDOMIZE IMAGES]



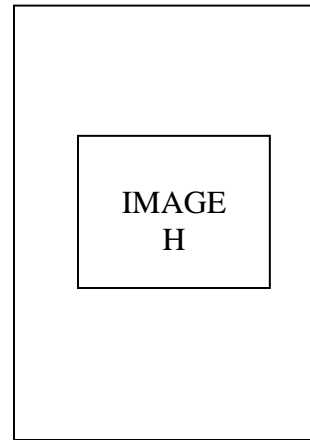
1

[BACK LABEL LINK]



2

[BACK LABEL LINK]



3

[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?

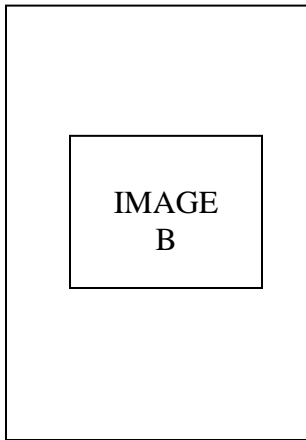
At any time, you may click on each label to see a larger version. You may also click on the link below the label titled “Back Label” to see the back of the package.

[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”]**

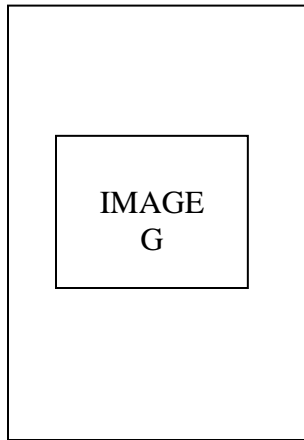
[USE IMAGES B, G, H]

[KEEP IMAGES IN SAME ORDER AS Q215.1]



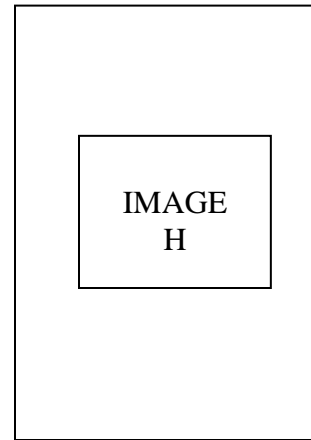
1

[BACK LABEL LINK]



2

[BACK LABEL LINK]



3

[BACK LABEL LINK]

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

BASE: ALL QUALIFIED RESPONDENTS

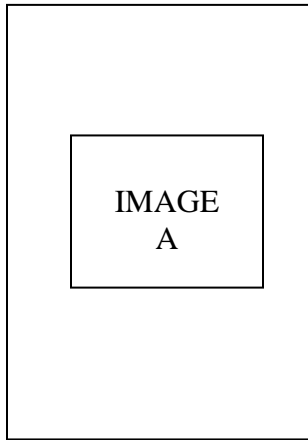
Q217 Suppose light bulb A has a purchase price of \$0.50 per light bulb. Based on the information on the packages for light bulb A and light bulb B, how much would you be willing to pay for light bulb B?

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:

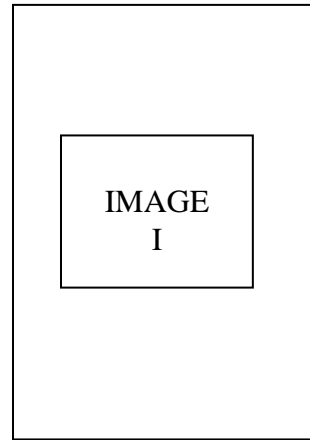
- **ALLOW FRONT LABEL TO BE ENLARGED IF RESPONDENT CLICKS ON LABEL;**
- **INSERT LINK TO BACK LABEL IMAGE UNDER EACH FRONT LABEL IMAGE, AND TITLE THE LINK “Back Label”]**

**[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, 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 more than \$0.50 would you be willing to pay for light bulb B? Please be as specific as possible.

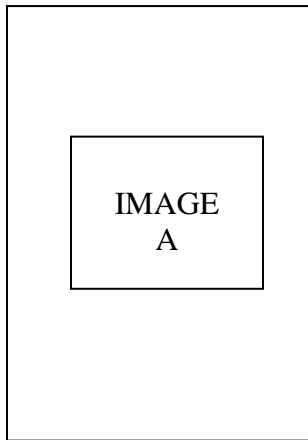
At any time, you may click on each label to see a larger version. You may also click on the link below the label titled “Back Label” to see the back of the package.

[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”]**

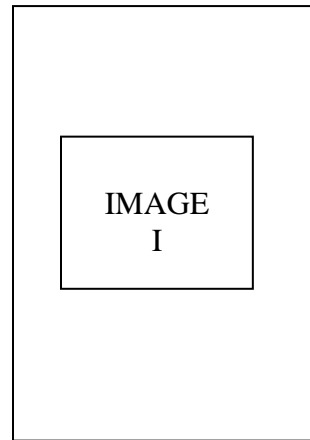
[USE IMAGE A = LIGHT BULB A, IMAGE I = LIGHT BULB B]

[DO NOT RANDOMIZE]



A

[BACK LABEL LINK]



B

[BACK LABEL LINK]

\$ _____ **[RANGE 0-99999]**

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 temperature information on front panel
- 2 Color temperature 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 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 was the **[INSERT ANSWER Q220a IN LOWERCASE]** 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 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 **[INSERT ANSWER Q220a IN LOWERCASE]** about the energy use and energy efficiency of the light bulbs?

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.)

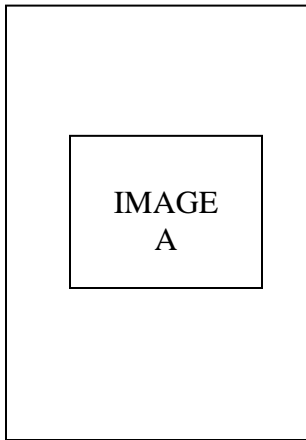
At any time, you may click on each label to see a larger version. You may also click on the link below the label titled “Back Label” to see the back of the package.

[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”]**

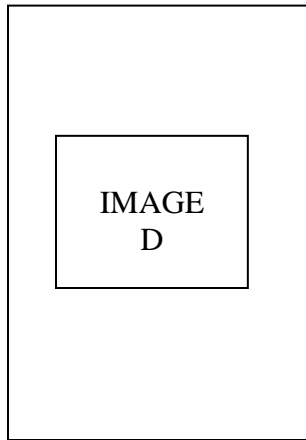
[USE IMAGES A, D, I]

[RANDOMIZE IMAGES]



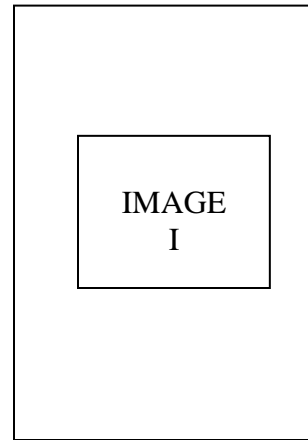
1

[BACK LABEL LINK]



2

[BACK LABEL LINK]



3

[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.)

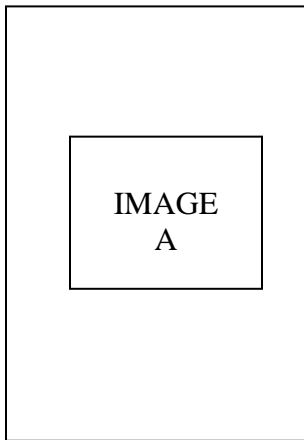
At any time, you may click on each label to see a larger version. You may also click on the link below the label titled "Back Label" to see the back of the package.

[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"]**

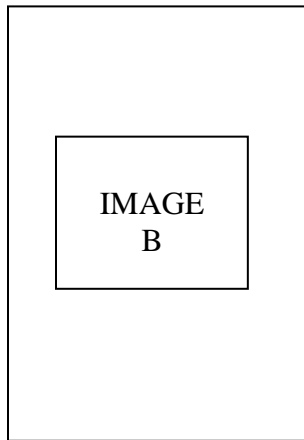
[USE IMAGES A, B, F]

[RANDOMIZE IMAGES]



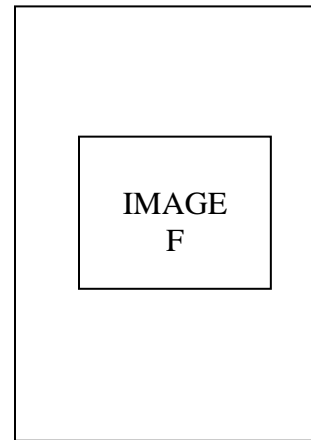
1

[BACK LABEL LINK]



2

[BACK LABEL LINK]



3

[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

Q700 Now we are going to ask you questions about the overall quality of the light bulb. By “overall quality,” we mean to include factors such as workmanship and consistency. We **DO NOT** mean to include the length of time the light bulb is designed to last.

BASE: ALL QUALIFIED RESPONDENTS

Q701 Of these light bulbs, which has the highest quality?

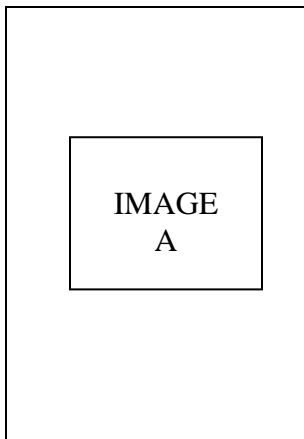
At any time, you may click on each label to see a larger version. You may also click on the link below the label titled “Back Label” to see the back of the package.

[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”]**

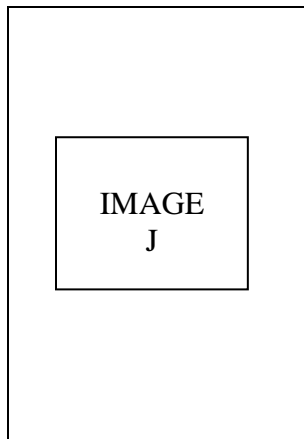
[USE IMAGES A, J, I]

[RANDOMIZE IMAGES]



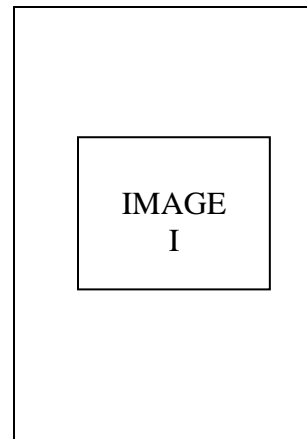
1

[BACK LABEL LINK]



2

[BACK LABEL LINK]



3

[BACK LABEL LINK]

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

BASE: ALL QUALIFIED RESPONDENTS

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

[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 panel of “Lighting Facts”?

- 1 Yes
- 2 No

[PROGRAMMER: IF Q907 =1 (Yes) GO TO Q908, IF Q907 = 2 (No), SKIP TO Q1100]

BASE: ALL QUALIFIED RESPONDENTS AND ANSWERED Q907=1

Q908 Which information did you use on the back panel “Lighting Facts”? Please select all that apply.

[PROGRAMMER: MULTIPLE RESPONSE]

[RANDOMIZE]

- 1 Brightness (lumens)
- 2 Light Output (lumens)
- 3 Yearly Operating Costs
- 4 Lumens--watts equivalence
- 5 Life in years
- 6 Life in hours
- 7 Voltage
- 8 Energy Use (watts)
- 9 Energy Efficiency (lumens/watt)

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.**
- **RECORD YES/NO FOR EACH.]**

- 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

