

Lamp Labeling Study (Screener)

DRAFT

Disclosure of Estimated Burden

The estimated average burden associated with this information collection is 1 minute 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]

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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.]**