

Gauging Consumer Perception Regarding Residential Lighting

specify why, each type of bulb was chosen 6 times.

We have also gathered the data from the general lighting survey we conducted at the event. This survey was delivered before visitors entered the home so the demonstration had no effect on the findings. The purpose behind this survey was to get a general

3. What price would you be willing to pay for a high performance (energy efficient, long lasting, highquality of light) bulb?

4. How familiar are you with LED lighting?

