

ROCHESTER LIGHTING DEMONSTRATION



Rochester Home Builders Inc.
Homearama
Rochester, NY

The Event

Who?

- Newport Ventures, NYSERDA, Rochester Home Builders Inc.

What?

- Lighting demonstration and survey

Where?

- Penfield, NY: Exhibitor Tent at Rochester Home Builders Inc. "Homearama"

When?

- June 12th and 13th

Why?

- To gain an understanding of how consumers perceive different lighting options, identify preferences, and gauge the level of awareness with LED technology

The Demonstration



The Demonstration

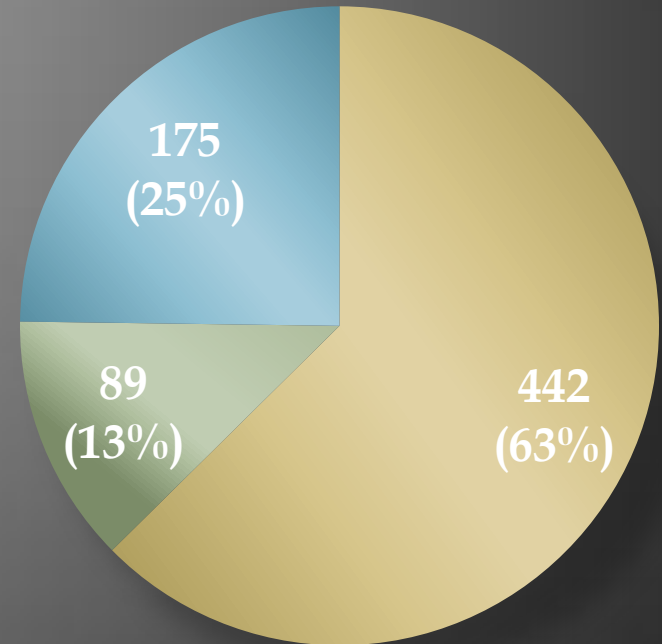
- 3 different types of light bulbs (Incandescent, CFL, LED)
- All bulbs were of similar specifications to best compare them
- Participants asked which they liked best and why

Bulb Specifications			
	Incandescent	CFL	LED
Watts	60	14	12
Brightness (Lumens)	840	880	820
Color (kelvin)	2800	2700	2700
Year Life (3hrs/day)	0.9	7.3	22.8

The Results

Which light do you prefer?
706 Responses

The vast majority of participants indicated they preferred the light from the LED bulb

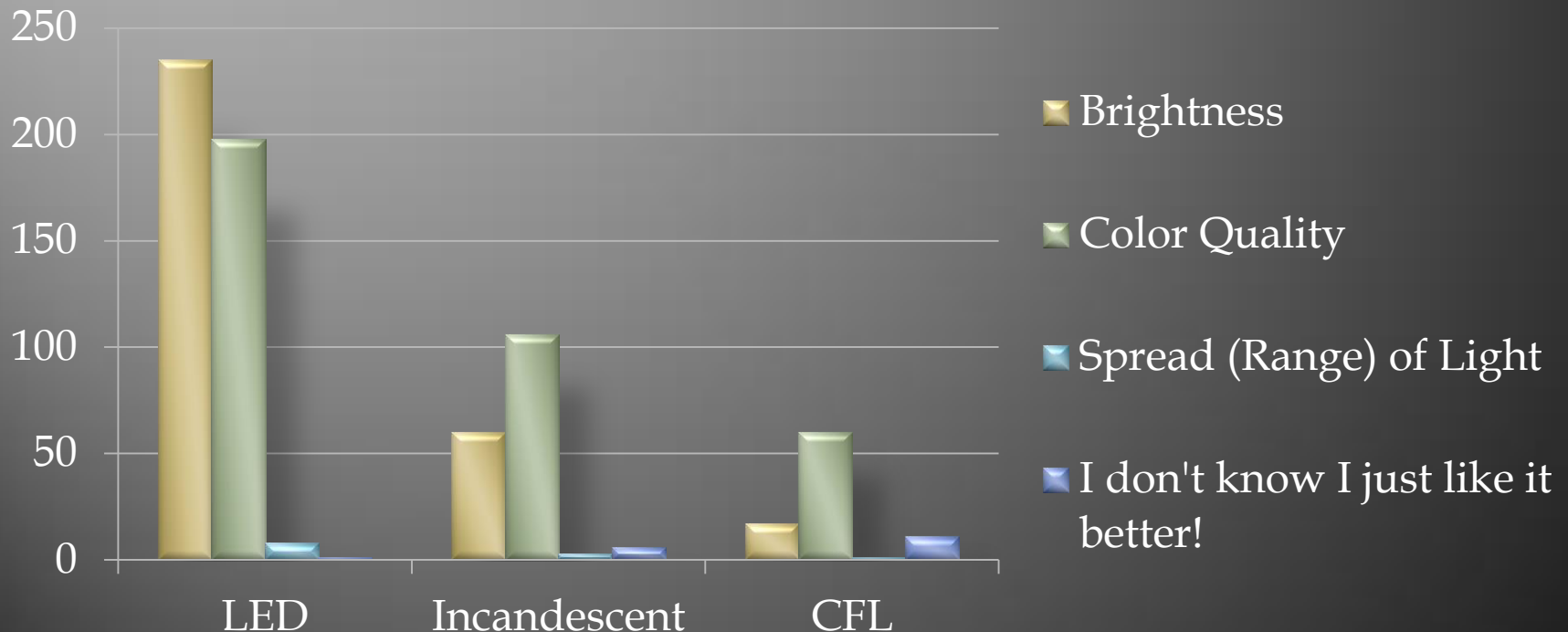


■ LED ■ CFL ■ Incandescent

The Results

Why did you choose that light?
219 Responses

Reasons for Bulb Choice

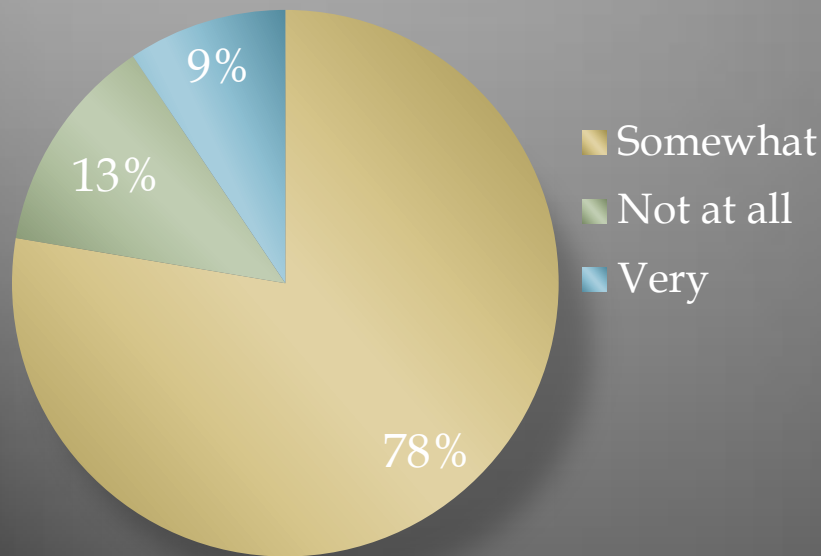


General Survey Highlights

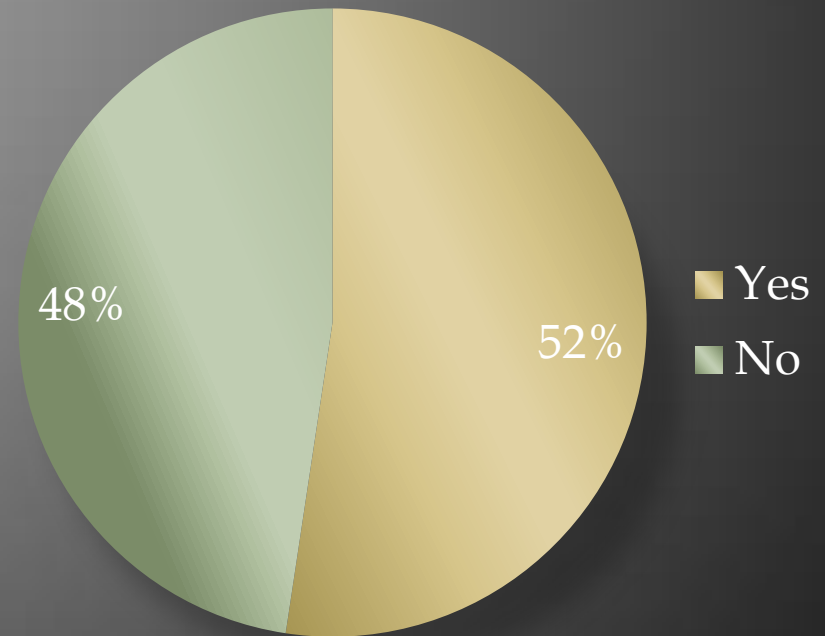
- 💡 Energy savings, cost, color of light, and life expectancy were the top factors considered when purchasing light bulbs
- 💡 Long life expectancy and EnergyStar certification were factors most likely to convince consumers to pay more for a light bulb
- 💡 The ideal price point for LEDs should be between \$5-\$15

General Survey Highlights

Familiarity with LEDs



Participants who have purchased LEDs



More Information

Read the full report and find out more about this project by visiting our website!

Newport Ventures SSL Lighting Project