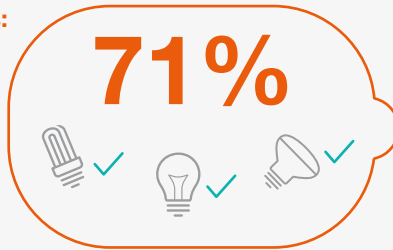


KNOWLEDGE CHECK: HOW MUCH DO CONSUMERS KNOW ABOUT LIGHT?

Self-assessment by consumers:

71% of the respondents indicated that they knew about the various lighting technologies and their advantages and disadvantages.



Consumers have gaps in their knowledge ...

Only 44% of the respondents could correctly identify the most important measurements used for light. Only 58% knew what kelvins or lumens were.

58 % 58 % 77 %



Kelvin

=
Color temperature



Lumen

=
Luminous flux



Watt

=
Energy consumption

... and often include old lighting technologies on their shopping lists, although there is strong demand for LED products.

77 % of the respondents had at some time bought the wrong lamps.



Shopping list for lamps & luminaires*

- ✓ "Smart" LEDs 31%
- ✓ LEDs 58%
- ✓ Halogen 19%
- ✓ Fluorescents 26%
- ✓ Light bulbs 18%

*The survey allowed multiple choices.