

# State of Wisconsin Public Service Commission

Focus on Energy Evaluation

*Second Annual Comprehensive CFL Market  
Effects Study—Final Report*

September 30, 2008

Evaluation Contractor: PA Consulting Group

Prepared by: Rick Winch & Tom Talerico  
Glacier Consulting Group, LLC



**focus on energy**<sup>SM</sup>

*The power is within you.*

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## 1. EXECUTIVE SUMMARY

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This report represents the continuation of a multifaceted effort, established in Fiscal Year 2007 by the residential evaluation team, to assess the impact of Wisconsin's retail-based compact fluorescent lighting (CFL) program. The system is designed to provide a representative picture of Wisconsin retail-based CFL sales through the inclusion of all retail market channels through which CFLs are sold: (1) hardware; (2) home centers; (3) drug; (4) grocery; and (5) mass merchandisers. The system has four primary objectives:

- To estimate annual retail-based CFL sales in Wisconsin
- To determine whether or not (and the extent to which) market effects are occurring in the Wisconsin CFL market
- To help evaluators and program staff understand the mechanisms that are either contributing to or taking away from the program's ability to achieve market effects
- To enhance the evaluation team's ability to provide reliable estimates of the net effects of the overall retail-based CFL initiative in all sectors: residential, commercial, agricultural, and multifamily.

In cooperation with residential program staff at WECC, we were able to collect statewide CFL sales data from participating retailers who collectively accounted for 94 percent of all rewards paid during calendar year 2007—representing 515 of the 570 participating retail stores. Similar to last year, we also completed on-site visits to 81 of the 570 participating retail stores for the purpose of recording the number of CFLs on the shelf, the variety of CFLs available, and CFL prices. A parallel effort was undertaken to estimate nonparticipant CFL sales through store-level telephone surveys, on-site visits, and sales data collection. In total, we completed 345 telephone surveys and 151 site visits with a sample of nonparticipating stores within each of the five market channels. During these on-site visits, we collected 2007 CFL sales data (at a store level) from 36 individual store managers and then leveraged this information to estimate sales for all nonparticipating stores.

The system was established during FY07 and continues, in FY08, to provide information to inform three key issues. First, and perhaps most importantly, the national market for CFLs (as discussed in both this and the previous report) appears to be expanding rapidly. As a result, it is important for program staff to have information from which to ensure that paid rewards are creating lift (i.e., additional sales) both across and within individual participating retailers.<sup>1</sup> Second, the impact of the CFL initiative reaches beyond the residential sector into commercial, agricultural, and multifamily buildings and this tracking system allows for a uniform assessment of impacts across these sectors. Third, CFLs have historically made up a significant portion of overall program savings, particularly in the residential sector and, therefore, a comprehensive system to track progress would appear to be a justifiable expenditure of resources.

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<sup>1</sup> In the past, there was little evidence to suggest that participating retailers were having success selling large quantities of CFLs in states that were not running Focus-like promotions. The data presented in this report indicates that, for at least some market channels, this is no longer the case.

## RESULTS

In 2007, over 8.2 million CFLs were sold through Wisconsin retailers. This represents a monumental jump in sales over 2006, when just shy of 4.4 million were sold statewide. It is noteworthy, however, that this monumental jump in sales over 2006 is also happening in other regions of the U.S. Nearly all of the 2007 sales were made through participating retailers (about 4.5 million) or Wal-Mart (about 3.2 million). With the exception of Wal-Mart, sales among nonparticipating retailers (about 500,000 CFLs in 2007) continue to be modest, with little evidence that the Wisconsin program is having a significant level of influence on them. Among participating retailers, the information collected through this research process suggests that participating hardware stores' CFL sales are likely to drop substantially (perhaps by 50 to 60 percent) if the program ended. In other words, a substantial portion of their program-induced CFL sales do not (at this time) appear to be sustainable. Participating home improvement stores, on the other hand, sell significant numbers of CFLs without reward (both in Wisconsin and other states), and the challenge for the Wisconsin program is to induce these retailers to sell substantially more CFLs than they would have if the Wisconsin promotion was not available.

Overall, the Wisconsin retail-based CFL initiative has been very successful in promoting the purchase and use of CFLs in the residential, commercial, agricultural, and multifamily sectors. During calendar year 2007, over 1.44 million CFLs were rewarded through the program and the program achieved a net-to-gross ratio of 0.76. This means that 76 percent of the 1.44 million CFLs rewarded through the program during 2007 would not have been sold in the absence of the program. However, it is also clear (as evidenced by a decline in the program's net-to-gross ratio from 1.24 in 2005, to 0.81 in 2006, to 0.76 in 2007) that the program may be beginning to lose steam.

Given this information, there appears to be two important questions concerning the CFL initiative moving forward: (1) What is driving the decline in the net-to-gross ratio between 2005 and 2007? and (2) What can be done to reverse this trend? Like the 2006 report, this report continues to document a very big advance in the regional (and likely national) market for CFLs between 2005 and 2007. In particular, home improvement channel CFL sales outside of Wisconsin (in states without CFL initiatives) continue to expand rapidly. This growth in areas not formally touched by a program is undoubtedly a result of long standing efforts to promote CFLs by states such as Wisconsin and California, regional collaborates in the Northwest and Northeast, as well as the national ENERGY STAR program. Now, with the table set by these leaders in the energy efficiency industry, we are continuing to see interest and aggressive promotion by national/regional retailers such Home Depot and Lowes as well as mass merchandising giants such as Wal-Mart and their affiliated Sam's Clubs. All of this points to what this and the previous (2006) analysis found—a dramatic increase in CFL baseline sales (i.e., what we would have expected Wisconsin's 2007 CFL sales to look like if the program had not been offered). And, it continues to be—in many ways—a good news, bad news story. The good news is that the collective efforts by those in the energy efficiency industry (particularly in the Midwest, California, Northeast, and Northwest) have worked—major retailers in the U.S. are getting on board and they are clearly having a huge impact. The bad news (if it should even be worded that way) is that CFL promotional programs (in order to continue to achieve net results) need to remain innovative and stay ahead of regional and national trends.

## RECOMMENDATIONS

The following recommendations flow from the information presented in this report and, with a few exceptions, are nearly identical to those made in last year's (2006) report. These recommendations should enhance the Wisconsin retail-based CFL initiative's ability to achieve positive results over the next several years.

- Given the quickly changing CFL market, it is important to continue implementing this CFL tracking system on an annual basis. Clearly, it will be important to stay abreast of changes in the CFL market (among both program participants and nonparticipants, in both Wisconsin and outside the state) in order to be able to continue to modify the program for maximum cost effectiveness and results.
- The fact that such a large volume of CFLs is being sold through a relatively small number of retailers suggests that there may be a good deal of potential savings (more CFLs that could be sold) by convincing some of the major remaining retailers to get on board.
- To improve overall cost effectiveness, the program should require that participating retailers include multi-packs more prominently as part of program product offerings.<sup>2</sup> For example, the CFL most seen on the shelves of Wisconsin retailers (i.e., a 60-watt soft white spiral) has an average price, across all retailers, of \$4.54 when sold as a single-pack. This same CFL, when sold in a six-pack within the home improvement channel and Wal-Mart, has an average retail price of \$1.68. WECC's floor price for a CFL (i.e., the lowest the retail price can be after reward) has been \$0.97. This would mean that, within home improvement stores, the incentive could be reduced (from between \$1 and \$2 per CFL) to \$0.71 per CFL if the bulbs were sold via six-packs—a potential cost savings of \$1.29 per CFL. Since the majority of consumers purchase six or more CFLs at a time, the program could greatly reduce the overall amount spent on rewards (and achieve the same level of savings) or spend the same overall amount on rewards (but induce retailers to sell many more CFLs).<sup>3</sup> Assuming that the reduced reward does not dampen retailers' commitment to the program, overall cost effectiveness should improve.
- Extending the point made in the previous bullet, it is important for the Wisconsin retail-based CFL initiative to inform consumers to the tremendous benefit of purchasing CFLs in packs of six or more. The \$1.68 price of CFLs sold in six-packs

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<sup>2</sup> We understand that this move toward multi-packs may need to be done on an incremental basis so as not to lose retailers who have become accustomed to receiving \$1-\$2 per CFL. To facilitate the transition, the program could consider stipulating that (for example) 20 percent of all proposed CFLs must be sold in multi-packs of three or more (and reflect market pricing). Then, over a series of years, the program could begin to move this 20 percent requirement up until two-thirds of all CFLs are sold in multi-packs of three (or perhaps six) or more.

<sup>3</sup> This information was the focal point of the evaluation team's "evaluation issues" presentation to WECC staff in January 2007 as well as a key recommendation in last year's report. It is important to note that we did not see this aggressive multi-pack pricing structure within the hardware channel. Thus, our suggested change is somewhat simplistic as any change in incentive levels would need to ensure equality across all retailers involved. However, the pursuit of multi-pack strategies within all retail channels (e.g., home improvement stores, hardware stores) would appear to be appropriate.

(at home improvement stores) and the \$1.69 price of CFLs sold in eight-packs are just 71 cents and 72 cents, respectively, above WECC's floor price of \$0.97.

- The program, moving forward, will have to be careful when dealing with members of the home improvement channel as well as Wal-Mart. The home improvement channel and Wal-Mart are aggressively promoting CFLs across the region/nation. In fact, we estimated that Wal-Mart sold about 3.2 million CFLs in Wisconsin during calendar year 2007, up from 1.4 million in 2006. Therefore, the program needs to make wise/informed decisions and only provide funding to retailers when there is a high probability of the retailer increasing their sales.

For example, let us assume that WECC strikes a deal with Wal-Mart to reward 300,000 CFLs. It is important to understand that providing rewards for these 300,000 CFLs may not induce Wal-Mart to sell a single CFL more than they sold in 2007 (they were already selling 3.2 million). Extending this example, one can see how important it would be to believe that Wal-Mart would sell close to 3.5 million CFLs annually if they were included in the promotion (i.e., the 3.2 million they were already selling plus the 300,000 rewarded).

- The program should continue to monitor the literature, and the information made available through the continuation of this retail-based CFL tracking system, regarding CFL pricing. In particular, it is important to try to determine what the long-term price for each type of CFL will be (i.e., the lowest one can reasonably expect the price to get in the next two to five years). It would appear that the long-term price of a 60-watt soft white spiral (the most available CFL in Wisconsin) may be around \$1.68. The program's current floor price is \$0.97. Raising the floor price over time can accomplish at least two important objectives. First, it will reduce the amount of incentive thereby increasing the program's cost effectiveness. Second, the floor price will be closer to what Wisconsin consumers can expect to pay for a 60-watt soft white spiral (in absence of a reward) over the long-term.
- The program should continue expanding the diversity of CFLs that receive rewards during the "instant" promotion period. Wisconsin retailers have a wide selection and diversity of CFLs available covering a range of wattages, light types, lamp types, and other features (e.g., dimmable, 3-way, outdoor). While other types are included in the promotion, the "instant" promotion tends to be concentrated on soft white spirals. The program may, over time, be able to increase overall product offerings and the associated pricing by asking retailers to include a greater number of other CFLs (e.g., globes, candelabras, A-Lines) in instant promotional offerings. This should increase the range of CFLs that the average customer has experience with.
- The program, as explained in the remainder of this bullet point, should use a net-to-gross ratio of 0.78 for Fiscal Year 2007 (FY07). Historically, program planning and goal accomplishment has been on a FY basis. Retailers provided calendar year sales data and the analysis was completed on that basis. Therefore, to derive the net-to-gross ratio for FY07 (which runs from July 1, 2006, through June 30, 2007) we took a weighted average of the calendar year 2006 result (0.81) and the calendar year 2007 result (0.76). Following this method, we will need the calendar year 2007 result (0.76) and calendar year 2008 result to determine a net-to-gross ratio for FY08. Since calendar year 2008 information will not be available until early in 2009, we suggest using the calendar year 2007 result (0.76) in the interim.



- At this point in the evolution of the Wisconsin CFL market, it should be pointed out that both the gross number of CFLs incented through the 2007 program (1,445,355) and the net number of CFLs impacted (1,098,470<sup>4</sup>) have become pretty small as a percentage of total 2007 Wisconsin CFL sales (8,255,621)—with the former representing about 18 percent of total 2007 CFL sales and the latter representing 13 percent. If this trend continues, it will become increasingly difficult to reliably measure program impacts.

## OTHER PERTINENT RESEARCH

The residential evaluation team has also recently completed a survey (of 400 Wisconsin and 400 Michigan households), aimed at measuring customer awareness, purchase, and use of CFLs.<sup>5</sup> Pertinent key findings from that study, that bear on the results on this study, are outlined below.<sup>6</sup>

- The modest gaps between Wisconsin and Michigan CFL awareness rates (95 percent WI vs. 90 percent MI) and purchase rates (65 percent WI vs. 55 percent MI) are most likely best explained by the tremendous growth that has been observed in the regional and national CFL market over the last several years, resulting in rapid growth within Michigan and other non-program states.
- In the past year, the average Wisconsin household purchased 0.92 more CFLs than the average comparison area (i.e., Michigan) household. If we consider the 0.92 to be the per household “lift”<sup>7</sup>, we can estimate the current year impact of the Focus effort by multiplying this by the number of Wisconsin households (2,084,544). This would indicate that, in absence of the sustained Focus CFL initiative, roughly 1.9 million fewer CFLs would have been sold in Wisconsin in the past year (versus the 1.1 million derived from the retail-based sales data—1,445,355 rewarded CFLs X 0.76 NTG ratio). In the spirit of the limitations in customer self-reporting, it may be best to view this survey data as an additional indicator of a successful CFL effort—rather than to view it as an absolute measure of impacts.
- The average Wisconsin household has 41 percent more CFLs installed than the average household in the Michigan control area (a state that has not implemented any serious CFL programs in the past 10 or more years). Taking into consideration the number of Wisconsin households, one could conclude that Wisconsin currently has about 4.5 million<sup>8</sup> more CFLs installed in residential households than one might

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<sup>4</sup> Arrived at by multiplying the gross number of CFLs incented in 2007 (1,445,355) by the 2007 net-to-gross ratio of 0.76.

<sup>5</sup> Rick Winch & Tom Talerico, Glacier Consulting Group, LLC. *Focus on Energy Public Benefits Evaluation FY08 CFL Customer Research—Final Report*. September 30, 2008.

<sup>6</sup> This was done as a service to the reader, hopefully making it easier to see the synergies that exist between the two studies.

<sup>7</sup> “Lift” is a vernacular used in the retail world when discussing and analyzing the effectiveness of a promotion. It is the increased sales (expressed in raw number of widgets or percentage terms) that result from a promotion, be it from advertising, in-store displays, rebates, etc.

<sup>8</sup> This was calculated by multiplying the number of Wisconsin households by the difference in the average number of CFLs installed per household between Wisconsin and Michigan [2,084,544 \* (7.42 – 5.27)].



have reasonably expected to have been installed in absence of Wisconsin's CFL initiatives.<sup>9</sup> Although a crude measure of overall impacts, dividing the 4.5 million additional CFL installations by the number of CFLs incented since the inception of Focus (just over 8 million) is suggestive of a program inception-to-date net-to-gross ratio of 56 percent.

- The customer survey results suggest that the Wisconsin program, as currently designed and implemented, may be running out of momentum relative to the baseline area, in that (to the extent we can believe customer self-reports), there are 41 percent more bulbs installed, but only about 15 percent more (as indicated in retail sales data analysis) were purchased this year.
- Wisconsin CFL purchase rates (both "past year" and "ever") are about 20 percent higher than those of Michigan. Given the fact that Michigan has not had any serious CFL programming efforts in the past ten years, one might have expected to see a larger difference between the various Wisconsin and Michigan results.

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<sup>9</sup> As acknowledged in both *Comprehensive CFL Market Effects* reports, the growth in CFL sales in states and regions not formally touched by a program is undoubtedly a result of long standing efforts to promote CFLs by states such as Wisconsin and California, regional collaboratives in the Northwest and Northeast, as well as the national ENERGY STAR program. Thus, we acknowledge that it is difficult (if not impossible) to accurately assess the overall impact of the Wisconsin effort as it may have contributed to the growth we see in the Michigan control area—the very area from which we are now trying to draw comparisons for the purpose of understanding Wisconsin program impacts.

## **2. PROGRAM OVERVIEW, TRACKING SYSTEM OBJECTIVES, & METHODOLOGY**

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This report represents the continuation of a multifaceted effort, established in Fiscal Year 2007 by the residential program evaluation team, to assess the impact of Wisconsin's retail-based compact fluorescent lighting (CFL) program.

### **2.1 PROGRAM OVERVIEW AND BACKGROUND ON SALES TRACKING**

*Program Overview:* The Wisconsin ENERGY STAR® lighting program began in 1998 under the name Best Connection<sup>10</sup> and has since evolved into the Residential Lighting Program (RLP). The RLP works closely with market players such as manufacturers, distributors, and retailers to promote and market ENERGY STAR lighting products to consumers in Wisconsin. The program works with the entire manufacturing and distribution chain of ENERGY STAR lighting products in order to accelerate consumer awareness and knowledge, attract retail partners, and increase both the availability and purchase of these products. Wisconsin Energy Conservation Corporation (WECC), the program implementation contractor, provides participating retailers with the support of ENERGY STAR representatives who provide training for salespersons, labeling of products, opportunities for special events, in-store signage and banners, and point-of-purchase materials.

During calendar year 2007<sup>11</sup>, over 1.4 million CFLs received rewards (between \$1 and \$2 per CFL) through the program. Sixty percent (60%) of these rewards were paid through instant—at the cash register—rewards and 23 percent were paid as retailer buydowns.<sup>12</sup> The bulk of both the instant and buydown rewards are made during the annual Change-A-Light/ Change-the-World promotion, which runs from October 1 through the end of December.<sup>13</sup> The remaining 17% were paid through a mail-in reward component. In order to receive instant and mail-in rewards, consumers are asked to fill out a reward form. Included on the form is an area to indicate if the CFLs will be used for residential, commercial, agricultural, or multifamily purposes. In 2007, 86 percent of rewards were paid for CFLs to be used for residential purposes, seven percent for commercial purposes, two percent for agricultural purposes, and five percent for multifamily purposes. These percentage splits are identical to those of last year (2006).

As outlined in Table 2-1, hardware stores and home centers continue to be the primary participants at this time (accounting for 91 percent of rewarded CFLs in 2007). With a few exceptions, grocery stores, drug stores, and mass merchandisers were relatively small

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<sup>10</sup> These early efforts were implemented by Wisconsin Energy Conservation Corporation, under contract to the Focus on Energy pilot and various Wisconsin utilities.

<sup>11</sup> We conduct all analysis in this report for calendar year 2007, rather than FY07, because sales data was provided on a calendar year basis.

<sup>12</sup> Buydown and instant reward dollars are paid directly to retailers. The primary difference is that consumers who buy a reduced price CFL as a result of a buydown do not fill out a reward form.

<sup>13</sup> Depending upon sales results, some retailers may continue to provide instant (or buydown) rewards in the January to March time frame. There are other "instant" and "buydown" promotions during the year but they are relatively small compared to what occurs during the fall Change-A-Light/Change-the-World promotion.

players in the overall program during 2007—collectively accounting for nine percent of paid rewards.

**Table 2-1. 2007 CFL Reward Activity  
(by retail channel)<sup>1,2</sup>**

	Number of Stores	Rewards Paid	% of Total
Hardware	380	475,277	34%
Home Improvement	138	796,295	57%
Grocery & Other	37	64,523	5%
Drug & Mass Merchant	15	53,018	4%
<b>Total</b>	<b>570</b>	<b>1,389,113</b>	<b>100%</b>

<sup>1</sup> Includes “instant”, “buydown”, and “mail-in” reward activity for program participants in all sectors (i.e., residential, commercial, agricultural, and multifamily) during calendar year 2007. An additional 56,242 rewards were paid to consumers who mailed in reward forms for purchases made at nonparticipating stores.

<sup>2</sup> Although the number of rewards paid by retailer is in the program database (and therefore public information), we only report at the “channel level” in order to adhere to the spirit of the various confidentiality agreements.

*Background on Sales Tracking:* Since the inception of Focus on Energy, CFLs have accounted for a very large proportion of total estimated kWh savings in the residential sector. Since the inception of Focus on Energy, for example, CFLs have saved 280,981,389 kWh, representing 63% of the residential sector savings.<sup>14</sup> Given the dominant role that CFLs play in the residential sector, and considering that retail-based CFL sales also provide significant gross savings in the commercial, agricultural, and multifamily sectors, it became clear that a reliable and defensible system for assessing program impacts (and any associated market effects) needed to be established.

During the early years of Focus on Energy, the residential evaluation team relied upon a point-of-sale (POS) tracking system administered by Itron, Inc. to estimate overall Wisconsin retail-based CFL sales. While this information also included CFL sales to nonresidential customers (i.e., commercial, agricultural, and multifamily), the evaluation team did not apply a uniform approach to program attribution until last year (FY07). In short, the residential evaluation team used a market-based approach to program attribution based on POS data while other sectors relied upon customer self-reports. Additionally, after the initial purchase of the POS information, it became clear that the Itron POS system was reasonably reliable at a national or very large regional level but had significant limitations at a state level.<sup>15</sup> In FY07, the residential evaluation team established a comprehensive system for collecting retail-based CFL sales information that directly addresses the limitations of this former POS

<sup>14</sup> Focus Evaluation Team. *Focus on Energy Evaluation. Semiannual Report (FY07, Year-end)*. September 11, 2007.

<sup>15</sup> KEMA, Inc., through their work for the Vermont Department of Public Service, came to this same conclusion. They determined that “the sampling plans for the scanner (POS) services are generally set up to produce results only at the national and large regional level.” They also point out two other major shortcomings of the Itron system: (1) loss of the Home Center Channel in December 2002; and 2) the inclusion of only those stores with more than \$1 million in sales. See “Final Report: Phase 2 Evaluation of the Efficiency Vermont Residential Programs.” Prepared for the Vermont Department of Public Service by KEMA Inc. of Burlington, MA, December 2005 (page 1-13).

approach. This FY08 report, therefore, represents the second time the system has been implemented for the purpose of estimating overall program impacts.<sup>16</sup>

## 2.2 CFL TRACKING SYSTEM OBJECTIVES

The Wisconsin CFL tracking system, described in detail in this report and the accompanying appendices, allows for a uniform approach to program attribution for all sectors touched by the retail-based CFL initiative (i.e., residential, commercial, agricultural, and multifamily).

The system was designed to provide a representative picture of Wisconsin retail-based CFL sales through the inclusion of a census of retailers who participate in the CFL reward program and a statewide representative sample of nonparticipating retailers. The system has four primary objectives:

- To estimate annual retail-based CFL sales in Wisconsin
- To determine whether or not (and the extent to which) market effects are occurring in the Wisconsin CFL market
- To help evaluators and program staff understand the mechanisms that are either contributing to or taking away from the program's ability to achieve market effects
- To enhance the evaluation team's ability to provide reliable estimates of the net effects of the overall retail-based CFL initiative in all sectors: residential, commercial, agricultural, and multifamily.

Market effects may be either participant based (participating retailers selling significant quantities of CFLs without reward) or nonparticipant based (nonparticipating retailers selling CFLs in response to program influences). Understanding the sources of such effects as well as the root causes should enhance future program design and effectiveness. Accurately determining and consistently assessing net savings (the end result of any net-to-gross analysis) is important because, by definition, it captures those impacts that are above and beyond what would have happened in the absence of the retail-based CFL program.

As previously discussed, this CFL tracking system was established during FY07 and continues in FY08 to provide information to inform three key issues. First, and perhaps most importantly, the national market for CFLs (as discussed in both this and the previous report) appears to be expanding rapidly. As a result, it is important for program staff to have information from which to ensure that paid rewards are creating lift (i.e., additional sales) both across and within individual participating retailers.<sup>17</sup> Second, the impact of the CFL initiative reaches beyond the residential sector into commercial, agricultural, and multifamily buildings and this tracking system allows for a uniform assessment of impacts across these sectors. Third, CFLs have historically made up a significant portion of overall program savings,

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<sup>16</sup> The FY07 results can be found in the following report: Rick Winch & Tom Talerico, Glacier Consulting Group, LLC. *Focus on Energy Public Benefits Evaluation. Comprehensive CFL Market Effects Study—Final Report*. July 30, 2007.

<sup>17</sup> In the past, there was little evidence to suggest that participating retailers were having success selling large quantities of CFLs in states that were not running Focus-like promotions. The data presented in this report indicates that, for at least some market channels, this is no longer the case.

particularly in the residential sector and, therefore, a comprehensive system to track progress would appear to be a justifiable expenditure of resources.

### 2.3 METHODOLOGY

The retail-based CFL tracking system was designed to provide a reliable and defensible methodology for estimating and understanding potential market effects and net-to-gross ratios. Toward this goal, the system includes all retail market channels through which CFLs are sold: (1) hardware; (2) home centers; (3) drug; (4) grocery; and (5) mass merchandisers. Below is a summary of the basic design and data collection efforts used to meet the system objectives outlined in Section 2.2.

- *Database Analysis.* The first step in the design process is to combine residential, commercial, agricultural, and multifamily CFL reward data (instant, buydown, and mail-in) into a single database at both a retailer and individual store level.
- *Participating Store Sales Data Collection (and on-sites).* The ultimate purpose of this effort is to estimate overall CFL sales in Wisconsin (both rewarded and non-rewarded) among ALL participating retailers. In cooperation with residential program staff at WECC, we were able to collect statewide CFL sales data from participating retailers who collectively accounted for 94 percent of all rewards paid during calendar year 2007.<sup>18</sup> Given each retailer's total 2007 CFL sales, we subtracted their rewarded or "tracked" sales (as indicated in the reward database) to arrive at their non-rewarded or "non-tracked" sales. We estimated the "non-rewarded" sales of participating retailers who did not provide statewide CFL sales data (which only represented six percent of all rewards paid), by applying the ratio of "rewarded" to "non-rewarded" CFL sales of like participants who provided this information. We also completed on-site visits to 81<sup>19</sup> of the 570 participating retail stores for the purpose of recording the number of CFLs on the shelf, the variety of CFLs available, and CFL prices (both during and outside of the Change-A-Light/Change-the-World "instant" reward period).<sup>20</sup>
- *Nonparticipating Store Sales Estimation (and telephone survey & on-sites).* The ultimate purpose of this effort was to estimate overall CFL sales in Wisconsin among ALL nonparticipating retailers. The nonparticipant effort, in many ways, closely mirrored the data collection effort utilized for participants. We began by identifying all stores, through a Dun & Bradstreet listing, that potentially sell CFLs in order to establish a database that includes a census of Wisconsin stores within the five major channels of interest: (1) hardware; (2) home centers; (3) drug; (4) grocery; and (5) mass merchandisers. Participating stores were then removed from the database.

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<sup>18</sup> It is important to note that the sales data received was very high quality (and accurate) as it was either taken directly from point-of-sale (POS) tracking systems or warehouse shipment databases. Most of the data was also provided at a very detailed level (by SKU, by year).

<sup>19</sup> These 81 on-sites were distributed as follows: 42 hardware stores; 29 home improvement stores; four grocery stores, five mass merchandising stores, and one store in the "other" category.

<sup>20</sup> In addition, the participating retailer on-sites were to serve as a backup plan should participating retailers refuse, at a corporate level, to provide statewide sales data. Because of the success getting this information at a corporate level (from retailers representing 94 percent of the rewards paid in 2007), there was no need to try to collect that data (at a store level) from individual store managers.

CFL sales among nonparticipating retailers were estimated through the use of store-level telephone surveys, on-site visits, and sales data collection. In total, we completed 345 telephone surveys<sup>21</sup> and 151 site visits with a sample of individual stores within each of the five market channels (and by retailer within each channel).<sup>22</sup> During these on-site visits, we also attempted to collect 2007 CFL sales data (at a store level) from individual store managers. Appendix A provides a detailed description of how the telephone interview and site visit information (and the site specific sales data) was leveraged to estimate sales for other nonparticipating stores.

The remainder of this report outlines the findings from the comprehensive CFL tracking system. Section 3 outlines overall Wisconsin CFL sales in 2007. In Section 4, we use the Wisconsin CFL sales data and similar data from a comparison area to estimate baseline sales (i.e., what 2007 Wisconsin CFL sales would have looked like if the Focus program would not have been available in 2007) and the net-to-gross ratio for the retail-based CFL initiative.<sup>23</sup> The section also includes net-to-gross ratios at a sector level: residential, commercial, agricultural, and multifamily. Section 5 provides product profile information, for both program participants and nonparticipants, regarding dedicated CFL shelf space, product availability, and CFL pricing. Finally, the report concludes with a set of recommendations regarding future program offerings and strategies.

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<sup>21</sup> The 345 telephone surveys were used to determine whether or not a given retailer actually sold CFLs (i.e., had CFLs on the shelf). Site visits were only made to those retailers/channels that were determined to actually sell CFLs.

<sup>22</sup> Similar to our participant on-sites, we recorded the number of CFLs on the shelf, the variety of CFLs available, and CFL prices.

<sup>23</sup> Similar to FY07, we incorporated the net-to-gross analysis into this report as it logically flows from the discussion of actual Wisconsin CFL sales and baseline sales (i.e., what Wisconsin CFL sales would have looked like in absence of Focus).



### 3. 2007 AND HISTORICAL WISCONSIN CFL SALES

We received 2007 CFL sales data (for all Wisconsin stores) from participating retailers who accounted for 94 percent of the CFL rewards paid during 2007. We estimated 2007 sales for the remaining participating retailers by applying the ratio of rewarded sales to total sales from those who complied with our sales data request.<sup>24</sup> We have gone to extraordinary lengths to protect the identity (i.e., sales information) of participating retailers. Complete confidentiality was promised during all visits to and telephone conversations with both store managers and corporate decision makers. As a result, throughout this report, sales information is only revealed at a channel level—thus encompassing the sales of multiple retailers and masking the sales of individual retailers.<sup>25</sup> Table 3-1 presents the results of this data collection effort.

**Table 3-1. 2007 Wisconsin CFL Sales**

	# of Stores	CFL Sales		
		(a) Rewards Paid <sup>1</sup>	(b) Not Rewarded	(c) Total a + b
<b>Participants</b>				
Hardware	380	475,277	475,653	950,930
Home Improvement	138	796,295	2,638,712	3,435,007
Grocery & Other	37	64,523	16,077	80,600
Drug & Mass	15	53,018	0	53,018
<b>Sub-Total</b>	<b>570</b>	<b>1,389,113</b>	<b>3,130,442</b>	<b>4,519,555</b>
<b>Nonparticipants</b>				
Hardware	106	3,048	8,039	11,087
Home Improvement	231	941	152,105	153,046
Grocery	1,043	1,814	53,728	55,542
Drug	614	232	59,771	60,003
Mass Merchants	658	3,782	202,394	206,176
Other	65	23,298	0	23,298
Wal-Mart	94	23,127	3,203,787	3,226,914
<b>Sub-Total</b>	<b>2,811</b>	<b>56,242</b>	<b>3,679,824</b>	<b>3,736,066</b>
<b>Grand-Total</b>	<b>3,381</b>	<b>1,445,355</b>	<b>6,810,266</b>	<b>8,255,621</b>

<sup>1</sup> For nonparticipants, these are mail-in rewards paid to customers who actually purchased the rewarded CFL within a nonparticipating store.

As outlined in Table 3-1, participating retailers sold over 4.5 million CFLs in 2007, of which just shy of 1.4 million (31 percent) received rewards. The overwhelming majority of the 4.5 million CFLs sold (3.4 million or 76 percent) took place within participating home improvement stores with nearly all of the remaining sales (950,930 or about 21%) taking place within

<sup>24</sup> We estimated sales for participants who accounted for just six percent the CFL rewards paid during 2007.

<sup>25</sup> The exception is Wal-Mart/Sam's Club, a retailer that has publicly disclosed its CFL sales results and a retailer whose CFL sales have already been widely reported publicly.



hardware stores.<sup>26</sup> Similar to 2006, and with a few exceptions, members of the drug, grocery, and mass merchandiser channels did not participate in the 2007 program.

As carefully explained and illustrated in Appendix A, nonparticipant CFL sales were determined through a series of telephone interviews and site visits. During the site visits, site specific sales information was collected from local store managers and this information was leveraged to estimate sales for other nonparticipating stores<sup>27</sup>. Wal-Mart<sup>28</sup> is estimated to have sold just over 3.2 million CFLs during 2007 while all other program nonparticipants sold just over 500,000 (see Table 3-1). The 3.2 million CFLs sold by Wal-Mart represents 39 percent of all the CFLs sold in Wisconsin during 2007 (compared to 30 percent in 2006). Clearly, Wal-Mart's growth in CFL sales continues to outpace that of both program participants and other nonparticipants.

Other interesting findings regarding overall Wisconsin 2007 CFL sales include:

- Participating hardware stores sold a significant number of CFLs outside of the Focus program. In fact, their non-rewarded sales slightly outpaced their rewarded sales (475,863 vs. 475,277). This represents significant progress over 2006, when hardware stores sold very few CFLs (only 29,761) in absence of a reward.
- Participating home improvement stores continue to sell a significant number of CFLs without reward. In fact, non-rewarded home improvement channel sales (2,638,712 CFLs) are over 230 percent higher than their rewarded sales (796,295 CFLs).
- Excluding Wal-Mart, nonparticipating retailers are beginning to show some growth in CFL sales, expanding from roughly 200,000 CFLs sold in 2006 to just over 500,000 in 2007.
- Wal-Mart's Wisconsin stores are estimated to sell more CFLs without reward (3.2 million) than the total number of CFLs rewarded through the Focus program (just under 1.4 million). This is a clear example of the tremendous influence that such a large national retailer can have on the market for CFLs.

Historical Wisconsin CFL sales, from 2005 through 2007, are illustrated in Table 3-2. The table illustrates a dramatic increase in Wisconsin CFL sales over this time period, rising from roughly 3.5 million CFLs sold in 2005 to approximately 8.2 million in 2007 (a 132 percent increase). As illustrated in the table, participating members of the Home Improvement channel have seen their CFL sales nearly double within three years (a 95% increase) while participating members of the Hardware channel have seen their overall CFL sales rise by 64 percent.

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<sup>26</sup> It is important to note that with a few minor exceptions, all the individual stores within participating chains do participate in the program. Because of this we are not able to look to see if differences exist in CFL sales, stocking practices, pricing, etc. between participating and nonparticipating stores within the same chain.

<sup>27</sup> As previously noted, the exception is Wal-Mart/Sam's Club, a retailer that has publicly disclosed its CFL sales results and a retailer whose CFL sales have already been widely reported publicly.

<sup>28</sup> The term "Wal-Mart" is used to include all Wal-Mart discounts stores, supercenters, Sam's Clubs, and Neighborhood Markets (all of which operate under the Wal-Mart family of companies umbrella).

Perhaps the most striking piece of information outlined in Table 3-2 is the tremendous growth in overall sales within Wisconsin's Wal-Marts. Since 2005, with sales hovering around one million, Wal-Mart's Wisconsin stores are estimated to have increased their sales by 222 percent (to 3.2 million). Other program nonparticipants, although starting from a considerably lower base, have also seen their sales increase by over 200 percent. The only channel that did not see aggressive growth among nonparticipants over this period is the hardware channel. All other channels—home improvement, grocery, drug, and mass merchants—saw significant levels of growth.

**Table 3-2. Historical Wisconsin CFL Sales**

	CFL Sales			
	2005	2006	2007	Percent Change 2005-07
<b>Participants</b>				
Hardware	579,069	582,380	950,930	64%
Home Improvement	1,762,963	2,402,030	3,435,007	95%
Grocery & Other	68,580	60,693	80,600	18%
Drug & Mass	0	0	53,018	NA
<b>Sub-Total</b>	<b>2,410,612</b>	<b>3,045,103</b>	<b>4,519,555</b>	
<b>Nonparticipants</b>				
Wal-Mart	1,002,852	1,403,974	3,226,914	222%
All Other nonparticipants <sup>1</sup>	151,944	200,614	509,152	235%
<b>Sub-Total</b>	<b>1,154,796</b>	<b>1,604,588</b>	<b>3,736,066</b>	<b>224%</b>
<b>Grand-Total</b>	<b>3,565,408</b>	<b>4,649,691</b>	<b>8,255,621</b>	<b>132%</b>

<sup>1</sup> Includes nonparticipating hardware, home improvement, grocery, drug, and mass merchandising stores.

#### 4. BASELINE CFL SALES AND NET TO GROSS RATIOS

We received 2007 CFL sales information for a control area<sup>29</sup> from the same participating retailers who provided Wisconsin information. These retailers accounted for 94 percent of the CFL rewards paid in Wisconsin during 2007. Similar to the Wisconsin information presented in the previous section, this information—used to derive baseline sales—is only revealed at a channel level in order to protect the identity of individual retailers. Table 4-1 is identical to the table presented in the previous section (Table 3-1), with the addition of column (d) to show baseline sales and a final column to show net-to-gross ratios. Baseline sales—the derivation of which is explained immediately following Table 4-1—represent our best estimate of what Wisconsin’s 2007 CFL sales would have looked like in the absence of the Focus program.

**Table 4-1. 2007 Wisconsin CFL Sales and Baseline Sales**

	# of Stores	CFL Sales				NTG Ratio (c-d)/a
		(a) Rewards Paid	(b) Not Rewarded	(c) Total a + b	(d) Baseline	
<b>Participants</b>						
Hardware	380	475,277	475,653	950,930	224,704	<b>1.53</b>
Home Improvement	138	796,295	2,638,712	3,435,007	3,219,863	<b>0.27</b>
Grocery & Other	37	64,523	16,077	80,600	17,941	<b>0.97</b>
Drug & Mass	15	53,018	0	53,018	0	<b>1.00</b>
<b>Sub-Total</b>	<b>570</b>	<b>1,389,113</b>	<b>3,130,442</b>	<b>4,519,555</b>	<b>3,462,508</b>	<b>0.76</b>
<b>Nonparticipants</b>						
Hardware	106	3,048	8,039	11,087	10,948	
Home Improvement	231	941	152,105	153,046	151,122	
Grocery	1,043	1,814	53,728	55,542	54,843	
Drug	614	232	59,771	60,003	59,249	
Mass Merchants	658	3,782	202,394	206,176	203,585	
Other	65	23,298	0	23,298	23,005	
Wal-Mart	94	23,127	3,203,787	3,226,914	3,186,349	
<b>Sub-Total</b>	<b>2,811</b>	<b>56,242</b>	<b>3,679,824</b>	<b>3,736,066</b>	<b>3,689,101</b>	
<b>Grand-Total</b>	<b>3,381</b>	<b>1,445,355</b>	<b>6,810,266</b>	<b>8,255,621</b>	<b>7,151,609</b>	<b>0.76</b>

<sup>29</sup> Similar to 2006, we picked Michigan as the “Control Area” because of: (1) demographic similarity to Wisconsin; (2) geographic similarity to Wisconsin; (3) a lack of any significant CFL programs in recent years; and (4) retailers participating in the Wisconsin program have a presence in Michigan (Note: One participating retailer does not have a presence in Michigan but provided sales data for all the other states they operate in).

For program participants, baseline sales were determined at a retailer level by multiplying control area per store sales<sup>30</sup> by the number of stores (for that same retailer) located in Wisconsin. As illustrated in Table 4-1, control area sales in the hardware channel are projected to have been modest in absence of Focus (sales of just 224,704 CFLs). This tells us that the same hardware retailers participating in the Wisconsin program had more modest sales within the control area. We, therefore, have a situation with high program induced sales and a very low baseline, providing a very strong net-to-gross ratio of 153 percent.<sup>31</sup> In contrast to the hardware channel, the home improvement channel is selling a significant number of CFLs in the control area, leading to a 2007 Wisconsin baseline sales estimate of 3,219,863 CFLs. In short, home improvement retailers participating in the Wisconsin program had tremendous success selling CFLs (without reward) in the control area during 2007. The end result of this analysis is that the home improvement channel's net-to-gross ratio is 27 percent.<sup>32</sup>

Finally, as illustrated in Table 4-1, the evaluation team needed to project 2007 baseline sales for program nonparticipants (i.e., the number of CFLs that nonparticipants would have sold during 2007 in the absence of the 2007 Focus CFL initiative). To answer this question, we looked at both historical and current year Wisconsin and control area sales information for retailers who were either minor players in the reward program or program nonparticipants. We found that per store CFL sales activity in the control area closely mirrored Wisconsin per store activity. In fact, on a per store basis, Wisconsin sales exceeded those of the control area by just 1.26 percent. As a result, we estimated baseline sales for nonparticipants to be 98.74 percent (100% - 1.26%) of their actual 2007 Wisconsin sales.

As illustrated in Table 4-1, the overall program net-to-gross ratio for 2007 is estimated to be 0.76. This overall net-to-gross ratio was determined by looking at Wisconsin in totality—both participating retailer and nonparticipating retailer sales. The mechanics of the calculation is to subtract baseline CFL sales for all of Wisconsin (7,151,609) from total Wisconsin sales (8,255,621) and divide by total rewarded sales (1,445,355).

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<sup>30</sup> The assumption underlying this analysis is that, for a given retailer, the average per store gross revenue (for all products sold, not just CFLs) for Wisconsin stores is similar to that of Michigan stores. One major home improvement retailer provided this information which indicated that our underlying assumption was reasonable (i.e., the gross sales volume of their Wisconsin stores was remarkably similar to their Michigan stores). Obviously, if (on average) per store gross revenue is higher in Michigan stores than Wisconsin stores (by retailer), we have likely understated the net-to-gross ratio. On the other hand, if Wisconsin (on average) per store gross revenue is higher in Wisconsin stores than Michigan stores (by retailer), we have likely overstated the net-to-gross ratio.

<sup>31</sup> The net-to-gross ratio for the hardware channel is calculated by subtracting the channel's baseline sales (224,704) from the channel's total Wisconsin sales (950,930) and dividing that number by the number of rewards paid to retailers within the channel (475,277). While providing channel level net-to-gross ratios may be helpful for program planning, the interpretation is not without limitations. For example, in the absence of the program in Wisconsin, a lot of people buying at hardware stores (who sell very few CFLs outside the program) may have bought at home improvement stores, which would not necessarily change the program net-to-gross ratio but would change the number for individual channels.

<sup>32</sup> The net-to-gross ratio for the home improvement channel is calculated by subtracting the channel's baseline sales (3,219,863) from the channel's total Wisconsin sales (3,435,007) and dividing that number by the number of rewards paid to retailers within the channel (796,295).

Table 4-2 outlines overall Wisconsin and baseline sales for calendar year 2005 through 2007 (see Appendix B for more detailed historical information). As outlined in Table 4-2, Wisconsin CFL sales are estimated to have grown by 132 percent since 2005 (from about 3.5 million to 8.2 million). However, at the same time, baseline sales—as measured through the activity of like retailers in the Michigan control area—has grown by 210 percent. This dramatic growth in the control area (which is consistent with other national trends) is driving the decline in net-to-gross ratios, from an overall high of 1.24 in 2005 to the 0.76 we see in 2007 (a 39% decline). And, not surprisingly (and again consistent with the experience of other regions and states), the most significant decline in net-to-gross ratios is within the Home Improvement channel—with the net-to-gross ratio declining from a high of 1.16 in 2005 to just 0.27 in 2007.

**Table 4-2. Trends in CFL Sales and Net-to-Gross Ratios**

	2005	2006	2007	Percent Change 2005-07
<b>Total CFL Sales</b>				
Wisconsin	3,565,408	4,649,691	8,255,621	132%
Baseline <sup>1</sup>	2,305,664	3,698,716	7,151,609	210%
<b>Net-to-Gross Ratios</b>				
<i>Overall</i>	1.24	0.81	0.76	<-39%>
Hardware	1.30	0.98	1.53	18%
Home Improvement	1.16	0.61	0.27	<-77%>
Grocery & Other	1.51	1.18	0.97	<-36%>
Drug & Mass Merchant	NA	NA	1.00	NA

<sup>1</sup> Estimate of what Wisconsin CFL sales would have looked like in absence of the program.

Other interesting findings regarding 2007 Wisconsin baseline sales and program impacts include:

- CFL sales among participating hardware stores in the control area jumped by 420 percent between 2006 and 2007 (from 43,200 CFLs to 224,704). This represents a rapid expansion of their activity and is especially significant given that their growth from 2005 to 2006 was 62 percent (from 26,727 to 43,200).
- CFL sales among participating home improvement stores in the control area continue to show significant gains—jumping by 56 percent between 2006 and 2007 (from 2,060,372 to 3,219,863). This represents a continuation of the expansion that took place between 2005 and 2006 of 82 percent (from 1,131,813 to 2,060,372).
- Clearly the rapid growth in home improvement stores' CFL sales in the control area between 2006 and 2007 had a dramatic impact on the Focus lighting initiative's 2007 net-to-gross ratio (lowering it from where it would have been if control area home improvement store sales had been more stagnant). As previously stated, the overall program net-to-gross ratio has declined from 1.24 in calendar year 2005, to 0.81 in 2006, to 0.76 in 2007.<sup>33</sup>

<sup>33</sup> This demonstrates the importance of collecting CFL sales data from participating retailers as it informs both program impacts and future program planning.

- A survey of the residential Wisconsin and Michigan populations<sup>34</sup> indicates that the information gained from this sales data collection and impact estimation process (as presented in Table 4.1) is reasonable. The survey data indicates that the average number of CFLs purchased in the past year per Wisconsin household (5.63) exceeds that of Michigan (4.71) by 0.92 CFLs. If we consider the 0.92 to be the per household “lift”<sup>35</sup>, we can estimate the current year impact of the Focus effort by multiplying this by the number of Wisconsin households (2,084,544). This would indicate that, in absence of the sustained Focus CFL initiative, roughly 1.9 million fewer CFLs would have been sold in Wisconsin in the past year (versus the 1.1 million derived from the data in Table 4.1—1,445,355 rewarded CFLs X 0.76 NTG ratio). In the spirit of the limitations in customer self-reporting, it may be best to view the survey data as an additional indicator of a successful CFL effort—rather than to view it as an absolute measure of impacts.

While it is reasonable to assume that net-to-gross ratios vary at the sector level (i.e., residential, commercial, agricultural, and multifamily) there are only a few practical ways, given the nature of the retail-based program, to go about trying to determine them. One method involves the use of customer self-reports<sup>36</sup> and the other involves the technique used for this study and discussed in the remainder of this section.

For this study, and as illustrated in Table 4-3, we were able to leverage the channel level net-to-gross ratios in order to arrive at separate net-to-gross ratios for the residential, commercial, agricultural, and multifamily sectors. The basic approach is to calculate a net-to-gross ratio for a given sector by weighting individual channel level net-to-gross ratios by the number of rewards paid through that channel for the sector of interest. As illustrated in Table 4-3, this technique yields net-to-gross ratios of 75 percent for the residential sector, 111 percent for the commercial sector, 91 percent for the agricultural sector, and 78 percent for the multifamily sector. Given the fact that an extremely high percentage of the CFLs purchased by members of the commercial sector (59,374 of 96,736 or 61 percent) are purchased through Hardware stores, it is not surprising that the commercial sector received the highest net-to-gross ratio. This because the hardware store channel, as illustrated in the second column of Table 4-3, has the highest channel level net-to-gross ratio, at 153 percent.

<sup>34</sup> Rick Winch & Tom Talerico, Glacier Consulting Group, LLC. *Focus on Energy Public Benefits Evaluation FY08 CFL Customer Research—Final Report*. September 30, 2008.

<sup>35</sup> “Lift” is a vernacular used in the retail world when discussing and analyzing the effectiveness of a promotion. It is the increased sales (expressed in raw number of widgets or percentage terms) that result from a promotion, be it from advertising, in-store displays, rebates, etc.

<sup>36</sup> Self-reports were not used because, as outlined in evaluation team’s *Net-to-Gross Method Selection Framework for Evaluating Focus on Energy Programs* (March 16, 2006), they are of “poor” accuracy in those instances where the program has altered the supply side in such a way that a participating customer would not be able to recognize. Our research indicates that this is the situation that exists for the Wisconsin retail-based CFL initiative, as the retail setting changes dramatically (as outlined in this report) during the period in which the bulk of CFLs are rewarded.



Table 4-3. 2007 Sector NTG Ratios

	Channel NTG Ratio	CFL Rewards Paid				
		Residential	Commercial	Agricultural	Multi-Family	Total
<b>Participants</b>						
Hardware	<b>1.53</b>	381,398	59,374	10,500	27,053	478,325
Home Improvement	<b>0.27</b>	709,238	29,484	20,274	38,241	797,236
Grocery & Other	<b>0.97</b>	81,474	2,603	818	4,740	89,635
Drug & Mass	<b>1.00</b>	70,222	5,275	1,143	3,518	80,159
<b>Total</b>		<b>1,242,332</b>	<b>96,736</b>	<b>32,735</b>	<b>73,552</b>	<b>1,445,355</b>
<b>Sector NTG Ratio</b> <sup>1</sup>		<b>75%</b>	<b>111%</b>	<b>91%</b>	<b>78%</b>	<b>76%</b>

<sup>1</sup> The sector NTG ratios are a CFL-weighted average of the NTG ratios of the stores within each channel. Due to confidentiality restrictions, we can only present information at the channel level and not the individual store level on which the sector level NTGs are based.

We recognize that the results presented in Table 4-3 may appear be counter-intuitive to many readers. This, because, the prevailing thought seems to be that net-to-gross ratios are likely to be lower for commercial customers (as many speculate they may have more historical knowledge and use of CFLs) in comparison to their residential, agricultural, and multi-family counterparts. While this may be true, it is important to point out that no matter what these ratios are at a sector level, there is no way (given the retail nature of the program) to exclude a group of customers with an unacceptable net-to-gross ratio (i.e., residential, commercial, agricultural, or multifamily) from participating. This is especially true of the instant and buydown promotions (which account for the bulk of program activity) because a retailer cannot be asked to exclude a customer from participating based on what that customer records on the reward form.<sup>37</sup> It is worth issuing one additional proviso with respect to the channel level net-to-gross ratios. One shouldn't assume that the program could be greatly enhanced by focusing on the commercial and agricultural sectors (because of their favorable NTG ratios). It could be, for example, that a large portion of both sectors purchases at hardware stores is simply a function of the relatively small number of purchases made. And, if the number of purchases in the commercial and agricultural sectors were to greatly expand, it seems reasonable to assume that these purchases would be more likely to be made through home improvement stores.

<sup>37</sup> It seems reasonable that, even if retailers agreed to try to do this, customers would quickly learn how to game the process by changing what they mark (on the reward form) as the sector of use.



## 5. PRODUCT PROFILE

A key aspect of our site visits to participating and nonparticipating retail stores was to create a profile of each store with respect to the number of CFLs on the shelf, the variety of CFLs available, and CFL pricing. This entailed recording, for each individual CFL product,<sup>38</sup> the number of CFLs on the shelf and the price. For program participants, the number of CFLs on the shelf was collected for two time periods: (1) during the “instant” Change-A-Light/Change-the-World promotion which is typically from October 1 through December 31, and (2) during the rest of the year which would be January 1 through September 30.

Table 5-1 presents a high-level summary of the overall number of CFLs (and average number per store) on the shelves of program participants and nonparticipants for both 2006 and 2007.

**Table 5-1. Number of CFLs on the Shelf<sup>1</sup>**

	2006			2007			Percent Change in Ave. Store
	(a) # of Stores	(b) CFLs on Shelf	Ave. Store (b/a)	(d) # of Stores	(e) CFLs on Shelf	Ave. Store (e/d)	
<b>Participants</b>							
Hardware	294	35,419	120	380	61,841	163	36%
Home Improvement	133	326,753	2,457	138	504,518	3,656	49%
Grocery & Other	45	2,937	65	37	6,217	168	213%
Drug	0	0	0	0	0	0	
Mass Merchants	0	0	0	15	0	0	0%
<b>Sub-Total</b>	<b>472</b>	<b>365,109</b>	<b>774</b>	<b>570</b>	<b>572,576</b>	<b>1,005</b>	<b>30%</b>
<b>Non-Participants</b>							
Hardware	106	2,531	24	106	2,407	23	-4%
Home Improvement	228	26,382	116	231	50,202	217	87%
Grocery & Other	1,135	7,295	7	1,043	13,544	13	86%
Drug	564	8,795	16	614	30,175	49	206%
Mass Merchants	703	24,879	35	658	33,415	51	46%
Wal-Mart	89	157,041	1,765	94	459,545	4,889	177%
<b>Sub-Total</b>	<b>2,825</b>	<b>226,923</b>	<b>80</b>	<b>2,746</b>	<b>589,288</b>	<b>215</b>	<b>165%</b>
<b>Grand Total</b>	<b>3,297</b>	<b>592,032</b>	<b>182</b>	<b>3,316</b>	<b>1,161,864</b>	<b>350</b>	<b>92%</b>

<sup>1</sup> This is the number of CFLs on the shelf year round. During 2007, the number of CFLs on the shelf during the fall Change-A-Light/Change-the-World promotion increased among participants from 572,577 to 781,264. In particular, participating Hardware stores' total increased from 61,841 to 145,394 (a 135% increase) and participating Home Improvement stores increase from 504,518 to 592,780 (a 17% increase).

<sup>38</sup> Specifically, this included the brand (manufacturer) name, type of lamp (Spiral, Flood, A-Line, Fan/Mini Appliance, Post, Candle, Globe, Decorative, Prong, Bug), equivalent wattage, type of light (Soft White, Day Light, Party, Full Spectrum, Bright White, Bug), lamp features (outdoor, dimmable, 3-way), and number in pack.

The following notable results flow from Table 5-1.

- On a year round basis during 2007, the average participating hardware store had more CFLs on the shelf than the average nonparticipating hardware store (163 vs. 23). The average participating home improvement store had dramatically more CFLs on the shelf than the average nonparticipating home improvement store (3,656 vs. 217). Some combination of two influences may be driving the dramatic difference between participating and nonparticipating home improvement stores. These influences could be (1) the program itself and/or (2) that home improvement stores that have decided to make CFLs an important part of their business strategy are more likely to choose to participate in the program.<sup>39</sup>
- Wal-Mart continues to grow as a significant player in the Wisconsin CFL market. On a year-round basis during 2007, Wal-Mart's 94 Wisconsin stores had 459,545 CFLs on the shelf, which is over seven times greater than all participating Hardware stores combined (61,841 CFLs) and nearly equal to all participating Home Improvement stores combined (504,518 CFLs).
- With the exception of Wal-Mart, program nonparticipants have a very limited number of CFLs on the shelf. Excluding Wal-Mart, 2,652 program nonparticipants have a total of 129,743 CFLs on the shelf (an average of 49 per store). This does, however, represent a significant increase over 2006 (when the average was just 26).
- Grocery stores and drug stores have an extremely low number of CFLs on the shelf. With the exception of one grocery chain, no Wisconsin grocery or drug stores participate in the program.<sup>40</sup> As illustrated in Table 5-1, nonparticipating grocery and drug stores have an average of 13 and 49 CFLs on the shelf, respectively.
- As discussed in the footnote to Table 5-1, it is noteworthy that participating hardware stores greatly expand their promotional displays during the fall Change-A-Light/Change-the-World campaign. Participating hardware stores, during this period, expand the number of CFLs on the shelf<sup>41</sup> from 61,841 to 145,394 (a 135 percent increase). In contrast, participating home improvement stores (who year round have an average of 3,656 CFLs on the shelf) expand the number of CFLs on their shelves by just 17 percent (from 504,518 to 592,780).

Appendix C provides more detailed information from the product profile component of this overall retail-based CFL market analysis. This detailed information has at least two primary uses. First, it provides a snapshot of both participating and nonparticipating retailers during

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<sup>39</sup> These same issues may impact hardware stores as well. However, another significant issue with hardware stores is the simple fact that they have less shelf-space to dedicate to CFLs year round because they 1) are smaller stores; 2) tend to not be overly price competitive with regard to CFLs (in the absence of subsidies), and 3) the vast majority of consumers do not routinely buy residential lighting products (incandescents or CFLs) from hardware stores.

<sup>40</sup> WECC reports that in early 2008, they began to planning for programs with two grocery chains (i.e., Roundys and Cub Foods).

<sup>41</sup> Many accomplish this by adding end cap displays or center isle displays.

2007.<sup>42</sup> This snapshot provides program planners with real-time feedback on CFL market conditions. Second, the detailed information can be compared and contrasted against the benchmark set in 2006—allowing for the long-term tracking of CFL pricing, dedicated shelf-space, and product diversity within an ever changing (and dynamic) market place. This helps provides program implementers with information upon which to make modifications to the program. Key findings from the detailed information provided in Appendix C are discussed in the remainder of this section.

While a wide variety of CFLs continue to be found on the shelves of Wisconsin retailers, soft white spirals (in a variety of wattages) maintain dominance. About 87 percent of CFLs on the shelf are spirals (Table 5-2), and 89 percent are soft white (Table 5-3).

**Table 5-2. CFLs on the Shelf by Lamp Type<sup>1</sup>**

Lamp Type	2007		2006	
	Number of CFLs on Shelf	Percent of CFLs on Shelf	Number of CFLs on Shelf	Percent of CFLs on Shelf
Spiral	1,185,527	86.5%	637,898	81.8%
Flood	86,345	6.3%	71,744	9.2%
A-Line	31,523	2.3%	20,275	2.6%
Globe	23,299	1.7%	14,817	1.9%
Fan/Mini Appl.	13,706	1.0%	12,477	1.6%
Candle	10,964	0.8%	8,578	1.1%
Decorative	8,223	0.6%	6,239	0.8%
Post	6,853	0.5%	7,018	0.9%
Prong	2,741	0.2%	1,560	0.2%
<b>Total</b>	<b>1,370,552</b>	<b>100%</b>	<b>779,826</b>	<b>100%</b>

<sup>1</sup> CFLs on the shelf during the fall "instant" promotional period

As shown in Table 5-2 above, spirals as a percent of CFLs on the shelf increased from 82 percent to 87 percent. Although other lamp types as a percent of CFLs on the shelf decreased, the total number of CFLs on the shelf increased between 2006 and 2007 for all lamp types, except post. For example, floods, as a percent of CFLs on the shelf, decreased from nine to six percent between 2006 and 2007, but the total number of floods on the shelf increased from 71,744 to 86,345.

**Table 5-3. CFLs on the Shelf by Light Type<sup>1</sup>**

Light Type	2007		2006	
	Number of CFLs on Shelf	Percent of CFLs on Shelf	Number of CFLs on Shelf	Percent of CFLs on Shelf
Soft White	1,217,050	88.8%	709,642	91.0%
Day Light	102,791	7.5%	44,450	5.7%
Bright White	27,411	2.0%	11,697	1.5%
Party	13,706	1.0%	8,578	1.1%
Bug	5,482	0.4%	1,560	0.2%
Full Spectrum	4,112	0.3%	3,899	0.5%
<b>Total</b>	<b>1,370,552</b>	<b>100%</b>	<b>779,826</b>	<b>100%</b>

<sup>1</sup> CFLs on the shelf during the fall "instant" promotional period

<sup>42</sup> All of the information in the appendix can be analyzed from a number of other perspectives as well (e.g., by manufacturer, by retailer, by market channel).

5. Product Profile...



As illustrated in Table 5-3 above, with respect to light type, both the percent and total number of CFLs on the shelf that were Day Light and Bright White increased.

The prevalence of CFLs found in multi-packs increased from 2006 to 2007 (Table 5-4). In 2007, about 75 percent of CFLs on the shelf were part of multi-packs, compared to about 60 percent in 2006. The biggest increase was in 4-packs. Between 2006 and 2007, the total number of CFLs on the shelf that were part of 4-packs more than tripled (from 110,735 to 359,085), and the percent of CFLs on the shelf that were part of 4-packs almost doubled (from 14 percent to 26 percent).

**Table 5-4. CFLs on the Shelf by Number in Pack<sup>1</sup>**

Number in Pack	2007		2006	
	Number of CFLs on Shelf	Percent of CFLs on Shelf	Number of CFLs on Shelf	Percent of CFLs on Shelf
1	345,379	25.2%	320,508	41.1%
2	202,842	14.8%	91,240	11.7%
3	234,364	17.1%	100,598	12.9%
4	359,085	26.2%	110,735	14.2%
5	17,817	1.3%	8,578	1.1%
6	160,355	11.7%	122,433	15.7%
8	43,858	3.2%	22,615	2.9%
12	6,853	0.5%	1,560	0.2%
<b>Total</b>	<b>1,370,552</b>	<b>100%</b>	<b>779,826</b>	<b>100%</b>

<sup>1</sup> CFLs on the shelf during the fall "instant" promotional period

As shown in Table 5-5, the percentage breakdown of CFLs on the shelf by feature (dimnable, 3-way, outdoor) remained constant between 2006 and 2007; however, the total number of CFLs on the shelf with these features increased. The biggest increase occurred for outdoor CFLs, which almost tripled in number—from 10,918 in 2006 to 28,782 in 2007.

**Table 5-5. CFLs on the Shelf by Feature<sup>1</sup>**

Feature	2007		2006	
	Number of CFLs on Shelf	Percent of CFLs on Shelf	Number of CFLs on Shelf	Percent of CFLs on Shelf
Regular	1,325,324	96.7%	757,991	97.2%
Dimmable	8,223	0.6%	4,679	0.6%
3-Way	8,223	0.6%	7,798	1.0%
Outdoor	28,782	2.1%	10,918	1.4%
<b>Total</b>	<b>1,370,552</b>	<b>100%</b>	<b>779,826</b>	<b>100%</b>

<sup>1</sup> CFLs on the shelf during the fall "instant" promotional period

As shown in Table 5-6, the percentage breakdown of CFLs on the shelf by equivalent wattage also remained fairly constant between 2006 and 2007; however, the total number of CFLs on the shelf for each equivalent wattage category increased, with the exception of the 25 W or less category and the 80–90 W category.

**Table 5-6. CFLs on the Shelf by Equivalent Wattage<sup>1</sup>**

Equivalent Wattage	2007		2006	
	Number of CFLs on Shelf	Percent of CFLs on Shelf	Number of CFLs on Shelf	Percent of CFLs on Shelf
25 or Less	6,853	0.5%	10,138	1.3%
40	167,207	12.2%	70,964	9.1%
45-55	9,594	0.7%	4,679	0.6%
60	718,169	52.4%	378,216	48.5%
65-70	49,340	3.6%	38,211	4.9%
75	137,055	10.0%	80,322	10.3%
80-90	12,335	0.9%	25,734	3.3%
100	239,847	17.5%	152,066	19.5%
120+	30,152	2.2%	19,496	2.5%
<b>Total</b>	<b>1,370,552</b>	<b>100%</b>	<b>779,826</b>	<b>100%</b>

<sup>1</sup> CFLs on the shelf during the fall “instant” promotional period

Table 5-7 lists the top 10 items available on the shelves of Wisconsin retailers. These 10 items represented 56 percent of all the CFLs available in 2007, a slight decrease from 60 percent in 2006. Six of the 10 rows are shaded. All of the shaded rows represent 60-watt soft white spirals—the difference is in the number of CFLs included in the package (1, 2, 3, 4, 6, and 8). Including 60-watt soft white spirals sold in five- and 12-packs (which don’t make the top 10 list), 60-watt soft white spirals accounted for 43 percent of the CFLs on the shelf in 2007 and 41 percent in 2006.

**Table 5-7. Top 10 Items on Wisconsin Store Shelves<sup>1</sup>**

Lamp Type	Equivalent Wattage	Light Type	# of CFLs In Pack	2007			2006		
				Number of CFLs on Shelf	Percent of CFLs on Shelf	Rank	Number of CFLs on Shelf	Percent of CFLs on Shelf	Rank
Spiral	60	Soft White	4	182,342	13.3%	1	45,592	5.8%	5
Spiral	60	Soft White	3	96,859	7.1%	2	25,078	3.2%	7
Spiral	60	Soft White	6	90,251	6.6%	3	108,752	13.9%	1
Spiral	60	Soft White	1	84,607	6.2%	4	73,891	9.5%	2
Spiral	60	Soft White	2	77,872	5.7%	5	36,726	4.7%	6
Spiral	100	Soft White	4	50,194	3.7%	6	22,479	2.9%	9
Spiral	100	Soft White	1	49,981	3.6%	7	55,225	7.1%	3
Spiral	40	Soft White	4	45,510	3.3%	8	6,080	0.8%	26
Spiral	60	Soft White	8	43,322	3.2%	9	22,291	2.9%	10
Spiral	75	Soft White	1	40,958	3.0%	10	52,593	6.7%	4
Spiral	100	Soft White	3	36,442	2.7%	12	24,168	3.1%	8
----- Total for Top 10 -----				761,896	55.6%		466,795	59.9%	
<b>Total for ALL products available</b>				<b>1,370,552</b>	<b>100%</b>		<b>779,826</b>	<b>100.0%</b>	

<sup>1</sup> CFLs on the shelf during the fall “instant” promotional period

CFL pricing varies dramatically by the type of packaging involved (single- vs. multi-pack). As illustrated in Table 5-8, the average retail price (prior to reward) of a 60-watt soft white spiral<sup>43</sup> sold as a single pack decreased between 2006 and 2007, from \$5.27 to \$4.54. The price between 2006 and 2007 also decreased or remained about the same for most multi-packs, except 2- and 8-packs. Finally, price per CFL drops dramatically as the number of CFLs included in the package increases. This holds for both 2006 and 2007. For example, the average price per CFL in 2007 drops to \$2.16 for CFLs sold in 4-packs and \$1.68 for CFLs sold in 6-packs.

**Table 5-8. Average Price of 60 W Equivalent Soft White Spiral<sup>1</sup>**

Number of CFLs in Pack	Average Price	
	2007	2006
1	\$4.54	\$5.27
2	\$3.68	\$3.19
3	\$2.31	\$2.87
4	\$2.16	\$2.34
5	\$2.47	\$2.94
6	\$1.68	\$1.66
8	\$1.69	\$1.40
12	\$2.03	\$2.25

<sup>1</sup> CFLs on the shelf during the fall "instant" promotional period

<sup>43</sup> As previously indicated, the 60-watt soft white spiral is the most available CFL on the shelves of Wisconsin retailers.



## 6. CONCLUSIONS AND RECOMMENDATIONS

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In 2007, over 8.2 million CFLs were sold through Wisconsin retailers. This represents a monumental jump in sales over 2006, when just shy of 4.4 million were sold statewide. It is noteworthy, however, that this monumental jump in sales over 2006 is also happening in the Michigan control area as well as other regions of the U.S. Nearly all of 2007 sales in Wisconsin were made through participating retailers (about 4.5 million) or Wal-Mart (about 3.2 million). With the exception of Wal-Mart, sales among nonparticipating retailers (about 500,000 CFLs in 2007) continue to be modest, with little evidence that the Wisconsin program is having any significant level of influence on them. Among participating retailers, the information collected through this research process suggests that participating hardware stores' CFL sales are likely to drop substantially (perhaps by fifty to sixty percent) if the program ended. In other words, a substantial portion of their program-induced CFL sales do not (at this time) appear to be sustainable.<sup>44</sup> Participating home improvement stores, on the other hand, sell significant numbers of CFLs without reward (both in Wisconsin and other states) and the challenge for the Wisconsin program is to induce these retailers to sell substantially more CFLs than they would have if the Wisconsin promotion was not available.

Overall, the Wisconsin retail-based CFL initiative continues to be positively impacting the residential, commercial, agricultural, and multifamily sectors. During calendar year 2007, over 1.44 million CFLs were rewarded through the program and the program achieved a net-to-gross ratio of 0.76. This means that 76 percent of the 1.44 million CFLs rewarded through the program during 2007 would not have been sold in the absence of the program. However, it is also clear (as evidenced by a decline in the program's net-to-gross ratio from 1.24 in 2005, to 0.81 in 2006, to 0.76 in 2007) that the program may be beginning to lose steam.<sup>45</sup>

Given this information, there appears to be two important questions concerning the CFL initiative moving forward: (1) What is driving the decline in the net-to-gross ratio between 2005 and 2007? and (2) What, if anything, can be done to reverse this trend? Like the 2006 report, this report continues to document a very big advance in the regional (and national) market for CFLs between 2005 and 2007. In particular, home improvement channel CFL sales outside of Wisconsin (in states without CFL initiatives) continue to expand rapidly. This growth in areas not formally touched by a program is undoubtedly a result of long standing efforts to promote CFLs by states such as Wisconsin<sup>46</sup> and California, regional collaborates in the Northwest and Northeast, as well as the national ENERGY STAR program. Now, with the table set by these leaders in the energy efficiency industry, we are continuing to see interest and aggressive promotion by national/regional retailers such as Lowe's and Home Depot as well

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<sup>44</sup> We can say this with a fair degree of confidence because of the observed (through 100 random site visits of participating hardware stores over the past 2 years) and very substantial differences between hardware store CFL stocking practices during the Change-A-Light campaign (October-December) and other times of the year.

<sup>45</sup> This analysis does not allow us to measure the rate at which the program is losing steam because it does not allow us to isolate the effects of previous program-year efforts on current program year sales.

<sup>46</sup> Undoubtedly, WECC (and Wisconsin Focus on Energy) deserve some credit for impacting the regional and national scene. While this is an achievement Focus could be touting, it is not practical to grant specific savings credit because any effort to allocate a percentage of the overall regional/national impacts to the Focus effort would be largely speculative.

as mass merchandising giants such as Wal-Mart and their affiliated Sam's Clubs.<sup>47</sup> All of this points to what this and the previous (2006) analysis found—a dramatic increase in CFL baseline sales (i.e., what we would have expected Wisconsin's 2007 CFL sales to look like if the program had not been offered). And, it continues to be—in many ways—a good news, bad news story. The good news is that the collective efforts of those in the energy efficiency industry (particularly in the Midwest, California, Northeast, and Northwest) have worked—major retailers in the U.S. are getting on board and they are clearly having a huge impact. The bad news (if it should even be worded that way) is that CFL promotional programs (in order to continue to achieve net results) need to remain innovative and stay ahead of these regional and national trends.

### **Recommendations**

The following recommendations flow from the information presented in this report and, with a few exceptions, are nearly identical to those made in last year's (2006) report. These recommendations should enhance the Wisconsin retail-based CFL initiative's ability to achieve positive results over the next several years.

- Given the quickly changing CFL market, it is important to continue implementing this CFL tracking system on an annual basis. Clearly, it will be important to stay abreast of changes in the CFL market (among both program participants and nonparticipants, in both Wisconsin and outside the state) in order to be able to continue to modify the program for maximum cost effectiveness and results.
- The fact that such a large volume of CFLs is being sold through a relatively small number of retailers suggests that there may be a good deal of potential savings (more CFLs that could be sold) by convincing some of the major remaining retailers to get on board.
- To improve overall cost effectiveness, the program should require that participating retailers include multi-packs as part of program product offerings.<sup>48</sup> For example, the CFL most seen on the shelves of Wisconsin retailers (i.e., a 60-watt soft white spiral) has an average price, across all retailers, of \$4.54 when sold as a single-pack. This same CFL, when sold in a six-pack within the home improvement channel and Wal-Mart, has an average retail price of \$1.68. WECC's floor price for a CFL (i.e., the lowest the retail price can be after reward) has been \$0.97. This would mean that, within home improvement stores, the incentive could be reduced (from between \$1 and \$2 per CFL) to \$0.71 per CFL if the bulbs were sold via six-packs—a potential cost savings of \$1.29 per CFL. Since the majority of consumers purchase six or more CFLs at a time, the program could greatly reduce the overall amount spent on rewards (and achieve the same level of savings) or spend the same overall amount

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<sup>47</sup> It is important to note that major lighting manufacturers, such as General Electric, are also playing a role in this effort through their collaboration and partnering with key retailers.

<sup>48</sup> We understand that the program has begun this process on an incremental basis so as not to lose retailers who have become accustomed to receiving \$1–\$2 per CFL. To facilitate the transition, the program could consider stipulating that (for example) 20 percent of all proposed CFLs must be sold in multi-packs of three or more (and reflect market pricing). Then, over a series of years, the program could begin to move this 20 percent requirement up until two-thirds of all CFLs are sold in multi-packs of three (or perhaps six) or more.

on rewards (but induce retailers to sell many more CFLs).<sup>49</sup> Assuming that the reduced reward does not dampen retailers' commitment to the program, overall cost effectiveness should improve.

- Extending the point made in the previous bullet, it is important for the Wisconsin retail-based CFL initiative to inform consumers to the tremendous benefit of purchasing CFLs in packs of six or more. The \$1.68 price of CFLs sold in six-packs (at home improvement stores) and the \$1.69 price of CFLs sold in 8-packs (at Wal-Mart) are just \$0.71 and \$0.72, respectively, above WECC's floor price of \$0.97.
- The program, moving forward, will have to be careful when dealing with members of the home improvement channel as well as Wal-Mart. The home improvement channel and Wal-Mart are aggressively promoting CFLs across the region/nation. In fact, we estimated that Wal-Mart sold about 3.2 million CFLs in Wisconsin during calendar year 2007, up from 1.4 million in 2006. Therefore, the program needs to make wise/informed decisions and only provide funding to retailers when there is a high probability of the retailer increasing their sales<sup>50</sup>.

For example, let us assume that WECC strikes a deal with Wal-Mart to reward 300,000 CFLs. It is important to understand that providing rewards for these 300,000 CFLs may not induce Wal-Mart to sell a single CFL more than they sold in 2007 (they were already selling 3.2 million). Extending this example, one can see how important it would be to believe that Wal-Mart would sell close to 3.5 million CFLs annually if they were included in the promotion (i.e., the 3.2 million they were already selling plus the 300,000 rewarded).

- The program should continue to monitor the literature, and the information made available through the continuation of this retail-based CFL tracking system, regarding CFL pricing. In particular, it is important to try to determine what the long-term price for each type of CFL will be (i.e., the lowest one can reasonably expect the price to get in the next two to five years). It would appear that the long-term price of a 60-watt soft white spiral (the most available CFL in Wisconsin) may be around \$1.68. The program's current floor price is \$0.97. Raising the floor price over time can accomplish at least two important objectives. First, it will reduce the amount of incentive thereby increasing the program's cost effectiveness. Second, the floor price will be closer to what Wisconsin consumers can expect to pay for a 60-watt soft white spiral (in absence of a reward) over the long-term.
- The program should continue expanding the diversity of CFLs that receive rewards during the "instant" promotion period. Wisconsin retailers have a wide selection and

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<sup>49</sup> This information was the focal point of the evaluation team's "evaluation issues" presentation to WECC staff in January 2007 as well as a key recommendation in last year's report. It is important to note that we did not see this aggressive multi-pack pricing structure within the hardware channel. Thus, our suggested change is somewhat simplistic as any change in incentive levels would need to ensure equality across all retailers involved. However, the pursuit of multi-pack strategies within all retail channels (e.g., home improvement stores, hardware stores) would appear to be appropriate.

<sup>50</sup> We understand that in some states, various industry professionals are suggesting that CFL programs, to solve this issue, simply stop working with members of the home improvement channel. However, our position is that it may be more a matter of "how" one works with this channel.

diversity of CFLs available covering a range of wattages, light types, lamp types, and other features (e.g., dimmable, 3-way, outdoor). While other types are included in the promotion, the “instant” promotion tends to be concentrated on soft white spirals. The program may, over time, be able to increase overall product offerings and the associated pricing by asking retailers to include a greater number of other CFLs (e.g., Globes, Candelabras, A-Lines) in instant promotional offerings. This should increase the range of CFLs that the average customer has experience with.

- The program, as explained in the remainder of this bullet point, should use a net-to-gross ratio of 0.78 for Fiscal Year 2007 (FY07). Historically, program planning and goal accomplishment has been on a FY basis. Retailers provided calendar year sales data and the analysis was completed on that basis. Therefore, to derive the net-to-gross ratio for FY07 (which runs from July 1, 2006, through June 30, 2007) we took a weighted average<sup>51</sup> of the calendar year 2006 result (0.81) and the calendar year 2007 result (0.76). Following this method, we will need the calendar year 2007 result (0.76) and calendar year 2008 result to determine a net-to-gross ratio for FY08. Since calendar year 2008 information will not be available until early in 2009, we suggest using the calendar year 2007 result (0.76) in the interim.

### Further Program Implementation and Evaluation Challenges

At this point in the evolution of the Wisconsin CFL market, it should be pointed out that both the gross number of CFLs incented through the 2007 program (1,445,355) and the net number of CFLs impacted (1,098,470<sup>52</sup>) have become pretty small as a percentage of total 2007 Wisconsin CFL sales (8,255,621)—with the former representing about 18 percent of total 2007 CFL sales and the latter representing 13 percent. This has at least two significant potential implications.

- First, it is rapidly getting harder to reliably measure net savings, using either this method or a customer self-report method. The reason is that we are dividing a relatively small and relatively stagnant number of program-induced CFL sales (1,098,470 in 2007) by the difference between two very large and rapidly growing numbers—total estimated 2007 Wisconsin CFL sales of 8,255,621 and estimated 2007 baseline sales 7,151,609. The result is that, relative to previous years, a given percentage of the measurement and/or sampling error in the estimate of actual or baseline sales translates into a rapidly increasing percentage of similar error in the estimate of net program-induced sales. To put it another way, how confident can we really be in the results of a quasi-experimental analysis like this one, when the derived result is that actual sales are only about 15 percent higher than the baseline?
- Second, what we are measuring through this approach is (at least theoretically) an estimate of the cumulative savings from all past program years and the current

<sup>51</sup> The calendar year net-to-gross ratios were weighted by the number of rewards paid in each year. A total of 2,619,126 rewards were paid in calendar year 2006 and 2007. Of this total, 44.8% (1,173,771) were paid in calendar year 2006 and 55.2% (1,445,355) were paid in calendar year 2007. Thus, the FY07 net-to-gross ratio is 0.78  $[(0.81 * 0.448) + (0.76 * 0.552)]$

<sup>52</sup> Arrived at by multiplying the gross number of CFLs incented in 2007 (1,445,355) by the 2007 net-to-gross ratio of 0.76.

program year, rather than just the current program year in isolation. And, it has always been difficult (and likely will remain so) to determine how much of the observed effect might be from past years versus the current year. One argument is that the shrinking size of the program and its estimated impacts as a portion of the overall market may present one clue that the portion of observed savings that is due to the current program year may be getting relatively small at this point. Simply put, all other things equal, the smaller the program as a portion of the overall market, the more one is hard pressed to argue that the program is creating significant incremental market impacts—and the program was a lot larger relative to the overall market in earlier years. On the other hand, an argument in favor of market impacts is the fact that the bulk of impacts are coming from the hardware channel outside of the Change-A-Light promotional period, which represents a significant improvement over last year.

**APPENDIX A: ESTIMATING NONPARTICIPANT 2007 CFL SALES**

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The purpose of this effort was to estimate overall CFL sales in Wisconsin among ALL nonparticipating retailers.

**A.1 NONPARTICIPANT SAMPLE FRAME, TELEPHONE CALLS, AND SITE VISITS**

We began by identifying all stores, through a Dun & Bradstreet listing, that potentially sell CFLs in order to establish a database that includes a census of Wisconsin stores within the five major channels of interest: (1) hardware; (2) home centers; (3) drug; (4) grocery; and (5) mass merchandisers.<sup>53</sup> Participating stores were then removed from the database. Table A-1 outlines the number of stores within the nonparticipant sample (2,811) as well as the number of telephone calls (345) and on-site visits (151) made to individual retail locations.

We estimated nonparticipant CFL sales through store-level telephone calls, on-site visits, and sales data collection. In total, we completed 345 telephone calls to nonparticipating retailers for the purpose of determining whether or not a given retailer actually sold CFLs. We then completed 151 site visits with a sample of the stores within each retailer/channel who sell CFLs. During these on-site visits, we recorded the number of CFLs on the shelf, the variety of CFLs available, and CFL prices. We also attempted to collect 2007 CFL sales data from individual store managers and succeeded on 36 of the 151 sites visits we completed.

Immediately following Table A-1, we provide two examples of how 2007 CFL sales were estimated for nonparticipating retailers who did NOT provide CFL sales data for all stores in Wisconsin.<sup>54</sup> The example is for illustrative purposes only and does not represent the sales of actual retailers. The evaluation team has agreed to keep on-site and sales information confidential in order to protect the identity of nonparticipants. A number of 2007 nonparticipants submitted proposals to WECC, which could make them future program participants. Thus, we believe that any disclosure of nonparticipant information could be harmful to program efforts (and this data collection system) in the future. Finally, the one exception to this rule is our work with Wal-Mart/Sam's Club who has been very public about their CFL sales achievements and goals. Given the public nature of the Wal-Mart/Sam's Club information, we see no need to protect their identity.

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<sup>53</sup> The hardware channel includes SIC code 5251-00 (Hardware Stores). The home improvement channel includes SIC codes 5211-00 (Lumber & Other Bldg Materials) and 5211-9908 (Home Centers). The grocery channel includes SIC codes 5411-00 (Grocery Stores), 5411-01 (Supermarkets), 5411-9901 (Cooperative Food Stores), 5411-9904 (Grocery Stores, Chain), and 5411-9905 (Grocery Stores, Independent). The drug channel includes SIC code 5912 (Drug Stores & Proprietary Stores). The mass merchandiser channel includes SIC codes 5311 (Department Stores), 5331 (Variety Stores), and 5399 (Miscellaneous General Merchandise).

<sup>54</sup> Only Wal-Mart/Sam's Club were estimated using a different methodology (as described in the last section of this Appendix).



**Table A-1. Nonparticipant Sample Frame, Telephone Calls, and Site Visits<sup>1</sup>**

	# of Stores	Phone Calls <sup>1</sup>	On-Sites		% Selling CFLs
			Number	Provided Sales	
Hardware	106	17	7	2	76%
Other <sup>2</sup>	106	17	7	2	76%
Home Improvement	231	37	11	1	21%
Lampert Yards	16	2	2	1	50%
Lowes	10	2	4	0	100%
Other <sup>2</sup>	205	33	5	0	15%
Grocery	1,043	164	34	6	22%
Albertsons/CVS/Osco	23	2	4	0	100%
Jewel	15	2	5	0	80%
Piggly Wiggly	21	2	4	0	100%
Other <sup>2</sup>	984	158	21	6	18%
Drug	614	65	20	7	38%
Albertsons/CVS/Osco	30	2	5	3	100%
Walgreens	201	2	15	4	100%
Other <sup>2</sup>	383	61	0	0	0%
Mass Merchants	658	62	60	20	55%
Dollar General	55	2	8	3	100%
Dollar Tree	47	2	9	9	0%
Family Dollar Stores	112	2	12	5	100%
K-Mart	46	2	9	1	100%
Pamida	16	2	3	1	100%
ShopKo	55	2	8	0	100%
Target	27	2	5	0	100%
Other <sup>2</sup>	300	48	6	1	17%
Wal-Mart	94	0	19	0	100%
Wal-Mart	82	0	14	0	100%
Sam's Club	12	0	5	0	100%
Other	65	0	0	0	100%
<b>Total</b>	<b>2,811</b>	<b>345</b>	<b>151</b>	<b>36</b>	<b>40%</b>

<sup>1</sup> All the named retailers listed indicated that they sold CFLs during our telephone calls. As a result, we completed on-sites for a subset of the store locations. Only one of these retailers (Dollar Tree) did not have CFLs on the shelf at any of the stores we visited.

<sup>2</sup> Given the large number of stores within the "Other" category, we called roughly 16% of the store locations to determine whether or not the location sold CFLs. As indicated in the final column in the Table, with the exception of "Hardware-Other", only a small percentage of these "Other" stores indicated that they sold CFLs. Site visits were completed with a sample of the "Other" stores who indicated that they sell CFLs.



## A.2 NONPARTICIPANT CFL SALES ESTIMATION (SALES DATA RECEIVED AT A STORE LEVEL)

Example: State-wide Retailer  
 100 Store locations  
 10 On-Sites Completed  
 5 On-Sites Yielding Sales Data

This retailer has 100 store locations in Wisconsin. Ten on-sites were completed (for the purpose of documenting the number of CFLs on the shelf, variety of CFLs available, and CFL pricing) and five of the 10 store managers provided 2007 sales data. Table A-2 outlines how on-site information was leveraged to estimate sales for all 100 stores.

**Table A-2. Example Retailer  
(Sales Data Received at a Store Level)**

Stores Receiving On-Site Visits	(a) # of CFLs on Shelf <sup>1</sup>	(b) 2007 CFL Sales	(c) Turnover Rate (b) / (a)
<i>Provided Sales Data</i>			
Store #1	100	250	
Store #2	120	300	
Store #3	90	210	
Store #4	110	350	
Store #5	80	300	
	<b>500</b>	<b>1,410</b>	<b>2.82</b>
<i>No Sales Data</i>			
Store #6	140		
Store #7	130		
Store #8	80		
Store #9	140		
Store #10	110		
	<b>600</b>	<b>1,692*</b>	
<b>Estimated Sales (10 site visit stores)</b>		<b>3,102</b>	
<b>Average Sales Per Store (3,102/10)</b>		<b>310.2</b>	
<b>Total Number of Store Locations</b>		<b>100</b>	
<b>Total Retailer Sales (ALL stores)**</b>		<b>31,020</b>	

<sup>1</sup> This is number of CFLs that would be on the shelf if the shelf was full.

\* Number of CFLs on shelf (600) multiplied by assumed turnover rate (2.82) from stores that provided sales data.

\*\* Average sales per store (310.2) multiplied by total number of store locations (100).

As outlined in Table A-2, the five on-site store locations providing sales data had a combined 500 CFLs on the shelf and total sales of 1,410 (this yields an average turnover rate of 2.82). The five stores receiving site visits, but not providing sales data, had a total of 600 CFLs on the shelf. Applying the 2.82 average turnover rate (from the five stores providing data) yields estimated sales of 1,692 for these five stores (600 CFLs on the shelf multiplied by the turnover rate of 2.82). Adding sales of the five stores providing sales data (1,410 CFLs) to estimated sales for the five stores who did not provide it (1,692 CFLs) yields an estimated 3,102 CFLs sold in 2006 across these 10 stores (an average of 310.2 per store).

Multiplying the estimated average sales per store (310.2 CFLs) by the total number of stores for the retailer (100) yields a total Wisconsin 2007 CFL sales estimate of 31,020.

**A.3 NONPARTICIPANT CFL SALES ESTIMATION (SALES DATA NOT RECEIVED AT A STORE LEVEL)**

Example: State-wide Retailer  
50 Store locations  
10 On-Sites Completed  
0 On-Sites Yielding Sales Data

For some retailers, none of the on-site visits yielded store specific sales data. In these instances, we utilized the same basic strategy outlined in the previous example (A2). The primary difference is that to estimate total 2007 sales for the stores receiving site visits, we utilized the weighted average turnover rate among all nonparticipating retailers who provided sales data at a store level.<sup>55</sup>

In our fictitious example below (Table A-3), the retailer has 50 store locations in Wisconsin. Ten on-sites were completed (for the purpose of documenting the number of CFLs on the shelf, variety of CFLs available, and CFL pricing) and none of the 10 store managers provided 2007 sales data.

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<sup>55</sup> The only exception to this rule is Lowes. For Lowes, we used the turnover rate of Home Depot because of the similarity between these two retailers.

**Table A-3. Example Retailer  
(Sales Data NOT Received at a Store Level)**

Stores Receiving On-Site Visits	(a) # of CFLs on Shelf <sup>1</sup>	(b) 2007 CFL Sales	(c) Turnover Rate
Store #1	50		
Store #2	40		
Store #3	30		
Store #4	60		
Store #5	70		
Store #6	40		
Store #7	30		
Store #8	60		
Store #9	70		
Store #10	50		
	<b>500</b>	<b>2,015*</b>	<b>4.03**</b>
<b>Estimated Sales (10 site visit stores)</b>		<b>2,015</b>	
<b>Average Sales Per Store (1,995/10)</b>		<b>201.5</b>	
<b>Total Number of Store Locations</b>		<b>50</b>	
<b>Total Retailer Sales (ALL stores)</b>		<b>10,075</b>	

<sup>1</sup> This is number of CFLs that would be on the shelf if the shelf was full.

\* Number of CFLs on shelf (500) multiplied by turnover rate (4.03)

\*\* This is the actual (weighted average) turnover rate among nonparticipating retailers who provided location specific (store level) sales data.

As outlined in Table A-3, the 10 on-site store locations had a combined 500 CFLs on the shelf. Total sales for these 10 store locations was estimated by multiplying the number of CFLs on the shelf (500) by the actual (weighted average) turnover rate among nonparticipating retailers who provided location specific (store level) sales data (4.03). This yields estimated sales of 2,015 for these 10 (an average of 201.5 per store).

Multiplying the estimated average sales per store (201.5 CFLs) by the total number of stores for the retailer (50) yields a total Wisconsin 2007 CFL sales estimate of 10,075.

#### **A.4 ESTIMATING CFL SALES FOR WAL-MART/SAM'S CLUB**

Wal-Mart<sup>56</sup> representatives (including their CEO, Lee Scott) were very open about their goal to sell 100 million CFLs in 2007.<sup>57</sup> And, on October 2, 2007, Wal-Mart announced that they had met the 100 million CFL goal three months early.<sup>58</sup> In order to estimate sales for all of 2007, we simply extrapolated Wal-Mart's first three quarters accomplishment (100 Million CFLs sold) to an annual projection, arriving at just over 133 Million sold [(100,000,000/3 quarters X 4 = 133,333,333).

<sup>56</sup> We use the term "Wal-Mart" to include all of their discount stores, supercenters, Sam's Clubs, and Neighborhood Markets.

<sup>57</sup> See Fishman, Charles. 2006. "How Many Lightbulbs Does it Take to Change the World? One. And You're Looking at It.", *Fast Company*. September.

<sup>58</sup> "Wal-Mart Surpasses Goal to Sell 100 Million Compact Fluorescent Light Bulbs Three Months Early." CNN Money.com (October 2, 2007; 11:55 AM EST PRNewswire).

Wal-Mart has 3,884 stores nationally. This, combined with the 133,333,333 national sales estimate, yields an average sales per store of 34,329 (133,333,333/3,884 stores). Multiplying the 34,329 CFLs per store by the number of Wal-Mart's in Wisconsin (94), yields a 2007 Wisconsin sales estimate of 3,226,914. This is what was used in our analysis.

**APPENDIX B: 2005 AND 2006 WISCONSIN CFL SALES AND BASELINE**

Table B-1 and B-2 are identical to Table 4-1 in the body of the report. The only difference is that Table B-1 presents the calendar year 2005 results and Table B-2 present the calendar year 2006 results (while Table 4-1 in the body of the report presents the calendar year 2007 results). Baseline sales represent our best estimate of what Wisconsin’s CFL sales would have looked like in the absence of the Focus program.

**Table B-1. 2005 Wisconsin CFL Sales and Baseline Sales**

	# of Stores	CFL Sales				NTG Ratio (c-d)/a
		(a) Rewards Paid	(b) Not Rewarded	(c) Total a + b	(d) Baseline	
<b>Participants</b>						
Hardware	272	424,389	154,680	579,069	26,727	<b>1.30</b>
Home Improvement	117	543,775	1,219,188	1,762,963	1,131,813	<b>1.16</b>
Grocery & Other	10	38,300	30,280	68,580	10,727	<b>1.51</b>
Drug & Mass	0	0	0	0	0	
<b>Sub-Total</b>	<b>399</b>	<b>1,006,464</b>	<b>1,404,148</b>	<b>2,410,612</b>	<b>1,169,267</b>	<b>1.23</b>
<b>Nonparticipants</b>						
Hardware	106	265	4,683	4,948	5,018	
Home Improvement	228	84	67,841	67,925	67,152	
Grocery	1,099	1,313	10,047	11,360	10,026	
Drug	564	16	7,881	7,897	7,797	
Mass Merchants	703	3,410	54,973	58,383	55,221	
Other	32	1,431	0	1,431	1,368	
Wal-Mart	89	7,414	995,438	1,002,852	989,815	
<b>Sub-Total</b>	<b>2,821</b>	<b>13,933</b>	<b>1,140,863</b>	<b>1,154,796</b>	<b>1,136,397</b>	
<b>Grand-Total</b>	<b>3,220</b>	<b>1,020,397</b>	<b>2,545,011</b>	<b>3,565,408</b>	<b>2,305,664</b>	<b>1.24</b>

**Table B-2. 2006 Wisconsin CFL Sales and Baseline Sales**

	# of Stores	CFL Sales				NTG Ratio (c-d)/a
		(a) Rewards Paid	(b) Not Rewarded	(c) Total a + b	(d) Baseline	
<b>Participants</b>						
Hardware	294	552,619	29,761	582,380	43,200	<b>0.98</b>
Home Improvement	133	556,834	1,845,196	2,402,030	2,060,372	<b>0.61</b>
Grocery & Other	45	42,225	18,468	60,693	10,727	<b>1.18</b>
Drug & Mass	0	0	0	0	0	
<b>Sub-Total</b>	<b>472</b>	<b>1,151,678</b>	<b>1,893,425</b>	<b>3,045,103</b>	<b>2,114,299</b>	<b>0.81</b>
<b>Nonparticipants</b>						
Hardware	106	540	6,328	6,868	6,782	
Home Improvement	228	225	91,677	91,902	90,746	
Grocery	1,099	143	13,578	13,721	13,548	
Drug	564	25	10,650	10,675	10,541	
Mass Merchants	703	1,288	74,288	75,576	74,626	
Other	36	1,872	0	1,872	1,848	
Wal-Mart	89	18,000	1,385,975	1,403,975	1,386,326	
<b>Sub-Total</b>	<b>2,825</b>	<b>22,093</b>	<b>1,582,495</b>	<b>1,604,588</b>	<b>1,584,417</b>	
<b>Grand-Total</b>	<b>3,297</b>	<b>1,173,771</b>	<b>3,475,920</b>	<b>4,649,691</b>	<b>3,698,716</b>	<b>0.81</b>

## ***APPENDIX C: PRODUCT PROFILE***

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This appendix provides detailed information from the product profile component of this overall retail-based CFL market analysis.

A key aspect of our site visits to participating and nonparticipating retail stores was to create a profile of each store with respect to the number of CFLs on the shelf, the variety of CFLs available, and CFL pricing. This entailed recording, for each individual CFL product<sup>59</sup>, the number of CFLs on the shelf and the price. For program participants, the number of CFLs on the shelf was collected for two time periods: (1) during the “instant” Change-A-Light/Change-the-World promotion which is typically from October 1 through December 31, and (2) during the rest of the year, which would be January 1 through September 30.

This detailed information has at least two primary uses. First, it provides a snapshot of both participating and nonparticipating retailers during 2007. This snapshot provides program planners with real-time feedback on CFL market conditions. Second, the detailed information provides a benchmark against which to compare future such data collection efforts. With the continuation of the retail-based CFL tracking system, we will be able to track CFL pricing, dedicated shelf-space, and product diversity within an ever changing (and dynamic) market place. This will provide program implementers with information upon which to make modifications to the program.

We first present tables (C-1–C-5) showing the number of CFLs on the shelf (for all retailers, for participating and nonparticipating retailers, and for each channel among participating and nonparticipating retailers) by:

- Lamp type (A-line, candle, decorative, fan/mini appliance, flood, globe, post, prong, and spiral)
- Number of CFLs in pack (1, 2, 3, 4, 5, 6, 8, and 12)
- Light type (bright white, bug, day light, full spectrum, party, and soft white)
- Feature (regular, dimmable, 3-way, and outdoor)
- Equivalent wattage (25 or less, 40, 45-55, 60, 65-70, 75, 80-90, 100, and 120+).

We next present tables (C-6–C-9) showing the average price and number of CFLs on the shelf (for all retailers, for participating and nonparticipating retailers, and for each channel among participating and nonparticipating retailers) for 40, 60, 75, and 100 W Soft White Spirals (the most prevalent CFL available). The information is presented by the number of CFLs in pack (1, 2, 3, 4, 5, 6, 8, and 12).

Finally, we present tables (C-10–C-22) showing the number of CFLs on the shelf and average price for each CFL product type on the shelf. The information is presented for all retailers, for

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<sup>59</sup> Specifically, this included the brand (manufacturer) name, type of lamp (Spiral, Flood, A-Line, Fan/Mini Appliance, Post, Candle, Globe, Decorative, Prong), equivalent wattage, type of light (Soft White, Day Light, Party, Full Spectrum, Bright White, Bug), and number in pack.



participating and nonparticipating retailers, and for each channel among participating and nonparticipating retailers

Please see Section 5 for a summary of the key findings from this information.

Table C-1. CFLs on Shelf by Lamp Type

Channel	Lamp Type									Overall
	A-Line	Candle	Décor-ative	Fan/Mini Appl.	Flood	Globe	Post	Prong	Spiral	
Participants										
Hardware	1.0%	0.5%	0.2%	0.1%	5.8%	2.0%	3.2%	1.6%	85.6%	145,394
Home Improve.	2.4%	0.6%	0.7%	0.8%	10.0%	1.6%			83.8%	592,780
Grocery & Other	4.0%		4.2%	2.1%	4.1%				85.5%	8,287
Drug & Mass									100.0%	34,803
<b>Sub-Total</b>	<b>2.1%</b>	<b>0.5%</b>	<b>0.6%</b>	<b>0.6%</b>	<b>8.7%</b>	<b>1.6%</b>	<b>0.6%</b>	<b>0.3%</b>	<b>84.9%</b>	<b>781,264</b>
Nonparticipants										
Hardware	2.2%				12.9%	1.1%	2.2%	2.6%	79.0%	2,407
Home Improve.	0.9%	0.7%	0.5%	0.2%	4.0%	1.4%	1.0%	0.5%	90.8%	50,202
Grocery	4.2%		0.8%	0.1%	0.7%	0.4%			93.8%	13,544
Drug	7.8%	3.1%	0.4%	2.7%	2.0%	2.2%			81.8%	30,175
Mass Merchants	1.8%	0.2%	1.4%	0.9%	3.9%	2.7%	2.4%	0.2%	86.5%	33,415
Wal-Mart	2.6%	1.1%	0.5%	1.6%	3.2%	1.9%	0.2%		89.0%	459,545
<b>Sub-Total</b>	<b>2.7%</b>	<b>1.1%</b>	<b>0.5%</b>	<b>1.4%</b>	<b>3.2%</b>	<b>1.9%</b>	<b>0.4%</b>	<b>0.1%</b>	<b>88.7%</b>	<b>589,288</b>
<b>Grand Total</b>	<b>2.3%</b>	<b>0.8%</b>	<b>0.6%</b>	<b>1.0%</b>	<b>6.3%</b>	<b>1.7%</b>	<b>0.5%</b>	<b>0.2%</b>	<b>86.5%</b>	<b>1,370,552</b>

**Table C-2. CFLs on Shelf by Number in Pack**

Channel	Number in Pack								Overall
	1	2	3	4	5	6	8	12	
Participants									
Hardware	88.7%	2.0%	0.1%		9.2%				145,394
Home Improve.	24.4%	24.9%	13.4%	27.3%		8.1%	1.0%	1.0%	592,780
Grocery & Other	34.3%	18.2%	47.5%						8,287
Drug & Mass				100.0%					34,803
<b>Sub-Total</b>	<b>35.4%</b>	<b>19.4%</b>	<b>10.7%</b>	<b>25.1%</b>	<b>1.7%</b>	<b>6.2%</b>	<b>0.7%</b>	<b>0.7%</b>	<b>781,264</b>
Nonparticipants									
Hardware	70.8%	5.9%		4.4%	5.5%	13.3%			2,407
Home Improve.	20.3%	7.5%	20.4%	36.3%	4.1%	9.8%		1.6%	50,202
Grocery	40.8%	14.6%	41.2%	3.4%					13,544
Drug	46.2%	13.8%	4.7%	35.4%					30,175
Mass Merchants	47.6%	16.6%	18.3%	17.0%	0.6%				33,415
Wal-Mart	4.7%	7.7%	27.9%	27.8%	0.5%	23.2%	8.2%		459,545
<b>Sub-Total</b>	<b>11.7%</b>	<b>8.6%</b>	<b>25.7%</b>	<b>27.7%</b>	<b>0.8%</b>	<b>19.0%</b>	<b>6.4%</b>	<b>0.1%</b>	<b>589,288</b>
<b>Grand Total</b>	<b>25.2%</b>	<b>14.8%</b>	<b>17.1%</b>	<b>26.2%</b>	<b>1.3%</b>	<b>11.7%</b>	<b>3.2%</b>	<b>0.5%</b>	<b>1,370,552</b>

**Table C-3. CFLs on Shelf by Light Type**

Channel	Light Type						Overall
	Bright White	Bug	Day Light	Full Spectrum	Party	Soft White	
Participants							
Hardware		2.1%	2.2%			95.7%	145,394
Home Improve.	4.5%	0.2%	10.8%	0.7%	1.9%	81.9%	592,780
Grocery & Other			1.6%	0.6%		97.8%	8,287
Drug & Mass						100.0%	34,803
<b>Sub-Total</b>	<b>3.4%</b>	<b>0.5%</b>	<b>8.6%</b>	<b>0.5%</b>	<b>1.5%</b>	<b>85.5%</b>	<b>781,264</b>
Nonparticipants							
Hardware		2.2%				97.8%	2,407
Home Improve.	0.3%	0.8%	6.2%	0.8%	0.5%	91.5%	50,202
Grocery	0.5%		1.3%			98.2%	13,544
Drug		0.3%	28.5%		2.2%	69.0%	30,175
Mass Merchants		1.2%	3.2%		0.1%	95.5%	33,415
Wal-Mart		0.2%	4.9%		0.2%	94.8%	459,545
<b>Sub-Total</b>	<b>0.0%</b>	<b>0.3%</b>	<b>6.0%</b>	<b>0.1%</b>	<b>0.3%</b>	<b>93.3%</b>	<b>589,288</b>
<b>Grand Total</b>	<b>2.0%</b>	<b>0.4%</b>	<b>7.5%</b>	<b>0.3%</b>	<b>1.0%</b>	<b>88.8%</b>	<b>1,370,552</b>

**Table C-4. CFLs on Shelf by Feature**

Channel	Feature				Overall
	Regular	Dimmable	3-Way	Outdoor	
Participants					
Hardware	93.6%	1.0%	0.9%	4.5%	145,394
Home Improve.	96.2%	0.5%	0.9%	2.4%	592,780
Grocery & Other	97.0%	1.0%	1.9%		8,287
Drug & Mass	100.0%	0.0%	0.0%		34,803
<b>Sub-Total</b>	<b>95.9%</b>	<b>0.6%</b>	<b>0.8%</b>	<b>2.7%</b>	<b>781,264</b>
Nonparticipants					
Hardware	92.6%		3.0%	4.4%	2,407
Home Improve.	96.6%	0.5%	0.6%	2.3%	50,202
Grocery	97.9%		2.0%	0.1%	13,544
Drug	99.5%		0.5%		30,175
Mass Merchants	94.6%	1.5%	1.4%	2.5%	33,415
Wal-Mart	97.9%	0.6%	0.1%	1.3%	459,545
<b>Sub-Total</b>	<b>97.7%</b>	<b>0.6%</b>	<b>0.3%</b>	<b>1.4%</b>	<b>589,288</b>
<b>Grand Total</b>	<b>96.7%</b>	<b>0.6%</b>	<b>0.6%</b>	<b>2.1%</b>	<b>1,370,552</b>

Channel	Feature				Overall
	Regular	Dimmable	3-Way	Outdoor	
Participants					
Hardware	0.9%	1.0%	4.5%	93.6%	145,394
Home Improve.	0.9%	0.5%	2.4%	96.2%	592,780
Grocery & Other	1.9%	1.0%		97.0%	8,287
Drug & Mass	0.0%	0.0%		100.0%	34,803
<b>Sub-Total</b>	<b>0.8%</b>	<b>0.6%</b>	<b>2.7%</b>	<b>95.9%</b>	<b>781,264</b>
Nonparticipants					
Hardware	3.0%		4.4%	92.6%	2,407
Home Improve.	0.6%	0.5%	2.3%	96.6%	50,202
Grocery	2.0%		0.1%	97.9%	13,544
Drug	0.5%			99.5%	30,175
Mass Merchants	1.4%	1.5%	2.5%	94.6%	33,415
Wal-Mart	0.1%	0.6%	1.3%	97.9%	459,545
<b>Sub-Total</b>	<b>0.3%</b>	<b>0.6%</b>	<b>1.4%</b>	<b>97.7%</b>	<b>589,288</b>
<b>Grand Total</b>	<b>0.6%</b>	<b>0.6%</b>	<b>2.1%</b>	<b>96.7%</b>	<b>1,370,552</b>

Table C-5. CFLs on Shelf by Equivalent Wattage

Channel	Equivalent Wattage									Overall
	25 or less	40	45-55	60	65-70	75	80-90	100	120+	
Participants										
Hardware	0.3%	6.2%	0.4%	41.2%	2.9%	21.8%	2.3%	22.6%	2.2%	145,394
Home Improve.	0.6%	9.6%	0.8%	58.9%	5.8%	5.2%	1.1%	14.4%	3.6%	592,780
Grocery & Other		10.4%	1.2%	57.7%	2.7%	4.3%		22.6%	1.2%	8,287
Drug & Mass				100.0%						34,803
<b>Sub-Total</b>	<b>0.5%</b>	<b>8.6%</b>	<b>0.7%</b>	<b>57.5%</b>	<b>4.9%</b>	<b>8.0%</b>	<b>1.3%</b>	<b>15.4%</b>	<b>3.2%</b>	<b>781,264</b>
Nonparticipants										
Hardware		8.5%	5.5%	49.1%	5.2%	14.0%	3.7%	11.1%	3.0%	2,407
Home Improve.	0.3%	4.2%	0.4%	70.3%	1.8%	4.8%	0.2%	16.3%	1.7%	50,202
Grocery		3.8%	0.1%	60.8%	0.6%	9.1%	0.1%	24.8%	0.8%	13,544
Drug	0.4%	10.2%		51.6%	2.0%	10.3%		21.8%	3.7%	30,175
Mass Merchants	1.0%	9.3%	0.7%	43.8%	1.9%	11.7%	0.9%	28.1%	2.6%	33,415
Wal-Mart	0.6%	19.8%	0.8%	42.2%	1.9%	13.8%	0.5%	20.0%	0.5%	459,545
<b>Sub-Total</b>	<b>0.6%</b>	<b>16.9%</b>	<b>0.7%</b>	<b>45.6%</b>	<b>1.9%</b>	<b>12.6%</b>	<b>0.5%</b>	<b>20.3%</b>	<b>0.9%</b>	<b>589,288</b>
<b>Grand Total</b>	<b>0.5%</b>	<b>12.2%</b>	<b>0.7%</b>	<b>52.4%</b>	<b>3.6%</b>	<b>10.0%</b>	<b>0.9%</b>	<b>17.5%</b>	<b>2.2%</b>	<b>1,370,552</b>



Table C-6. 40 W Soft White Spiral — Average Price and # of CFL on Shelf by # in Pack

Channel	# CFLs in Pack										Overall	
	1		2		3		4		6			
	Avg Price b/4 Rew	# CFLs on Shelf	Avg Price b/4 Rew	# CFLs on Shelf	Avg Price b/4 Rew	# CFLs on Shelf	Avg Price b/4 Rew	# CFLs on Shelf	Avg Price b/4 Rew	# CFLs on Shelf	Avg Price b/4 Rew	# CFLs on Shelf
Participants												
Hardware	\$5.45	2,090	\$6.00	72							\$5.47	2,162
Home Improve.	\$4.18	6,274	\$1.99	573	\$2.61	2,520	\$1.72	23,698			\$2.26	33,066
Grocery & Other	\$4.99	195									\$4.99	195
Drug & Mass												
<b>Sub-Total</b>	<b>\$4.51</b>	<b>8,559</b>	<b>\$2.44</b>	<b>645</b>	<b>\$2.61</b>	<b>2,520</b>	<b>\$1.72</b>	<b>23,698</b>			<b>\$2.47</b>	<b>35,422</b>
Nonparticipants												
Hardware	\$3.95	124									\$3.95	124
Home Improve.	\$4.49	18	\$2.99	80	\$2.66	540					\$2.75	638
Grocery	\$4.30	207	\$3.49	43							\$4.16	250
Drug	\$8.13	116									\$8.13	116
Mass Merchants	\$4.48	726	\$3.86	216							\$4.34	942
Wal-Mart			\$4.39	4,791	\$2.36	14,180	\$1.83	21,812	\$1.95	16,459	\$2.21	57,242
<b>Sub-Total</b>	<b>\$4.75</b>	<b>1,191</b>	<b>\$4.34</b>	<b>5,130</b>	<b>\$2.37</b>	<b>14,720</b>	<b>\$1.83</b>	<b>21,812</b>	<b>\$1.95</b>	<b>16,459</b>	<b>\$2.27</b>	<b>59,313</b>
<b>Grand Total</b>	<b>\$4.54</b>	<b>9,751</b>	<b>\$4.13</b>	<b>5,775</b>	<b>\$2.41</b>	<b>17,240</b>	<b>\$1.77</b>	<b>45,510</b>	<b>\$1.95</b>	<b>16,459</b>	<b>\$2.35</b>	<b>94,735</b>

**Table C-7. 60 W Soft White Spiral — Average Price (before reward) and # of CFL on Shelf by # in Pack**

Channel	# CFLs in Pack																Overall	
	1		2		3		4		5		6		8		12			
	Avg Price b/4 Rew	# CFLs on Shelf	Avg Price b/4 Rew	# CFLs on Shelf	Avg Price b/4 Rew	# CFLs on Shelf	Avg Price b/4 Rew	# CFLs on Shelf	Avg Price b/4 Rew	# CFLs on Shelf	Avg Price b/4 Rew	# CFLs on Shelf	Avg Price b/4 Rew	# CFLs on Shelf	Avg Price b/4 Rew	# CFLs on Shelf	Avg Price b/4 Rew	# CFLs on Shelf
Participants																		
Hardware	\$4.91	42,391	\$3.76	1,337					\$2.58	9,752							\$4.46	53,480
Home Improve.	\$4.05	25,766	\$3.62	63,392	\$1.95	44,895	\$1.94	71,727			\$1.63	47,760	\$2.58	5,824	\$2.08	5,848	\$2.51	265,213
Grocery & Oth.	\$5.41	759	\$3.68	525	\$3.33	3,150											\$3.73	4,434
Drug & Mass							\$3.00	34,800									\$3.00	34,800
<b>Sub-Total</b>	<b>\$4.59</b>	<b>68,916</b>	<b>\$3.62</b>	<b>65,254</b>	<b>\$2.04</b>	<b>48,046</b>	<b>\$2.29</b>	<b>106,527</b>	<b>\$2.58</b>	<b>9,752</b>	<b>\$1.63</b>	<b>47,760</b>	<b>\$2.58</b>	<b>5,824</b>	<b>\$2.08</b>	<b>5,848</b>	<b>\$2.86</b>	<b>357,927</b>
Nonparticipants																		
Hardware	\$3.91	426	\$3.12	142			\$2.75	107	\$2.20	133	\$2.67	320					\$3.15	1,128
Home Improve.	\$4.20	5,483	\$4.34	855	\$2.20	2,520	\$2.00	15,271	\$2.00	1,648	\$1.66	4,920			\$1.69	810	\$2.40	31,506
Grocery	\$4.57	1,741	\$3.45	1,342	\$3.89	4,115	\$2.50	460									\$3.88	7,658
Drug	\$5.95	1,699	\$4.61	2,278	\$3.33	925	\$2.56	3,765									\$3.85	8,667
Mass Merch.	\$4.08	3,999	\$3.19	3,375	\$3.27	3,844	\$3.38	1,437	\$3.20	189							\$3.51	12,843
Wal-Mart	\$3.59	2,343	\$4.39	4,627	\$2.36	37,410	\$1.88	54,776	\$2.17	1,171	\$1.74	37,251	\$1.55	37,498			\$1.97	175,076
<b>Sub-Total</b>	<b>\$4.30</b>	<b>15,690</b>	<b>\$3.99</b>	<b>12,619</b>	<b>\$2.57</b>	<b>48,813</b>	<b>\$1.97</b>	<b>75,815</b>	<b>\$2.14</b>	<b>3,142</b>	<b>\$1.74</b>	<b>42,491</b>	<b>\$1.55</b>	<b>37,498</b>	<b>\$1.69</b>	<b>810</b>	<b>\$2.25</b>	<b>236,878</b>
<b>Grand Total</b>	<b>\$4.54</b>	<b>84,607</b>	<b>\$3.68</b>	<b>77,872</b>	<b>\$2.31</b>	<b>96,859</b>	<b>\$2.16</b>	<b>182,342</b>	<b>\$2.47</b>	<b>12,894</b>	<b>\$1.68</b>	<b>90,251</b>	<b>\$1.69</b>	<b>43,322</b>	<b>\$2.03</b>	<b>6,658</b>	<b>\$2.62</b>	<b>594,805</b>

**Table C-8. 75 W Soft White Spiral — Average Price (before Reward) and # of CFL on Shelf by # in Pack**

Channel	# CFLs in Pack												Overall	
	1		2		3		4		5		6			
	Avg Price b/4 Rew	# CFLs on Shelf	Avg Price b/4 Rew	# CFLs on Shelf	Avg Price b/4 Rew	# CFLs on Shelf	Avg Price b/4 Rew	# CFLs on Shelf	Avg Price b/4 Rew	# CFLs on Shelf	Avg Price b/4 Rew	# CFLs on Shelf	Avg Price b/4 Rew	# CFLs on Shelf
Participants														
Hardware		27,948	\$4.73	365					\$2.89	2,032			\$5.84	30,345
Home Improve.	\$5.38	7,734	\$4.38	14,931									\$4.72	22,665
Grocery & Other	\$5.99	315											\$5.99	315
Drug & Mass														
<b>Sub-Total</b>	<b>\$5.92</b>	<b>35,997</b>	<b>\$4.39</b>	<b>15,296</b>					<b>\$2.89</b>	<b>2,032</b>			<b>\$5.37</b>	<b>53,326</b>
Nonparticipants														
Hardware	\$4.01	311											\$4.01	311
Home Improve.	\$5.68	550	\$3.49	160	\$3.33	1,080							\$4.07	1,790
Grocery	\$5.16	1,239											\$5.16	1,239
Drug	\$5.95	1,605					\$2.50	161					\$5.64	1,766
Mass Merchants	\$5.17	1,257	\$3.42	432	\$3.32	75	\$3.59	2,030					\$4.09	3,794
Wal-Mart					\$2.37	24,319	\$1.90	23,054			\$2.17	10,929	\$2.15	58,302
<b>Sub-Total</b>	<b>\$5.40</b>	<b>4,962</b>	<b>\$3.44</b>	<b>592</b>	<b>\$2.41</b>	<b>25,474</b>	<b>\$2.04</b>	<b>25,245</b>			<b>\$2.17</b>	<b>10,929</b>	<b>\$2.46</b>	<b>67,202</b>
<b>Grand Total</b>	<b>\$5.86</b>	<b>40,958</b>	<b>\$4.35</b>	<b>15,888</b>	<b>\$2.41</b>	<b>25,474</b>	<b>\$2.04</b>	<b>25,245</b>	<b>\$2.89</b>	<b>2,032</b>	<b>\$2.17</b>	<b>10,929</b>	<b>\$3.75</b>	<b>120,527</b>

**Table C-9. 100 W Soft White Spiral — Average Price (before Reward) and # of CFL on Shelf by # in Pack**

Channel	# CFLs in Pack												Overall	
	1		2		3		4		5		6			
	Avg Price b/4 Rew	# CFLs on Shelf	Avg Price b/4 Rew	# CFLs on Shelf	Avg Price b/4 Rew	# CFLs on Shelf	Avg Price b/4 Rew	# CFLs on Shelf	Avg Price b/4 Rew	# CFLs on Shelf	Avg Price b/4 Rew	# CFLs on Shelf	Avg Price b/4 Rew	# CFLs on Shelf
Participants														
Hardware	\$6.29	28,496	\$4.37	957					\$2.93	1,660			\$6.05	31,114
Home Improve.	\$5.40	13,725	\$4.23	21,141	\$3.21	6,834	\$2.34	16,498			\$2.16	430	\$3.84	58,628
Grocery & Other	\$6.52	656	\$5.00	210	\$4.33	788							\$5.28	1,654
Drug & Mass														
<b>Sub-Total</b>	<b>\$6.01</b>	<b>42,877</b>	<b>\$4.24</b>	<b>22,309</b>	<b>\$3.33</b>	<b>7,622</b>	<b>\$2.34</b>	<b>16,498</b>	<b>\$2.93</b>	<b>1,660</b>	<b>\$2.16</b>	<b>430</b>	<b>\$4.62</b>	<b>91,396</b>
Nonparticipants														
Hardware	\$5.05	222											\$5.05	222
Home Improve.	\$6.21	551	\$3.62	217	\$4.05	3,030	\$2.27	2,960	\$3.40	398			\$3.43	7,156
Grocery	\$5.99	1,532	\$4.95	43	\$5.09	1,462							\$5.54	3,037
Drug	\$5.95	1,498					\$2.58	2,038					\$4.01	3,536
Mass Merchants	\$5.23	3,300	\$4.15	1,012	\$4.11	2,188	\$3.60	2,200					\$4.41	8,700
Wal-Mart					\$2.38	22,140	\$1.90	26,498			\$2.24	39,259	\$2.17	87,897
<b>Sub-Total</b>	<b>\$5.62</b>	<b>7,104</b>	<b>\$4.09</b>	<b>1,272</b>	<b>\$2.82</b>	<b>28,820</b>	<b>\$2.08</b>	<b>33,696</b>	<b>\$3.40</b>	<b>398</b>	<b>\$2.24</b>	<b>39,259</b>	<b>\$2.59</b>	<b>110,548</b>
<b>Grand Total</b>	<b>\$5.95</b>	<b>49,981</b>	<b>\$4.23</b>	<b>23,581</b>	<b>\$2.93</b>	<b>36,442</b>	<b>\$2.17</b>	<b>50,194</b>	<b>\$3.02</b>	<b>2,058</b>	<b>\$2.24</b>	<b>39,689</b>	<b>\$3.51</b>	<b>201,944</b>

Table C-10. CFL Product Types on Shelf — Overall

Lamp Type	Equiv. Watts	Feature	Light Type	CFLs in Pack	CFLs on Shelf			Price b/4 Reward		
					#	%	Cmt.	Avg	Low	High
Spiral	60		Soft White	4	182,342	13.3%	13.3%	\$2.16	\$1.72	\$4.00
Spiral	60		Soft White	3	96,859	7.1%	20.4%	\$2.31	\$1.69	\$4.66
Spiral	60		Soft White	6	90,251	6.6%	27.0%	\$1.68	\$1.48	\$4.17
Spiral	60		Soft White	1	84,607	6.2%	33.1%	\$4.54	\$2.25	\$10.99
Spiral	60		Soft White	2	77,872	5.7%	38.8%	\$3.68	\$1.99	\$6.00
Spiral	100		Soft White	4	50,194	3.7%	42.5%	\$2.17	\$1.90	\$4.00
Spiral	100		Soft White	1	49,981	3.6%	46.1%	\$5.95	\$2.99	\$13.99
Spiral	40		Soft White	4	45,510	3.3%	49.4%	\$1.77	\$1.49	\$1.90
Spiral	60		Soft White	8	43,322	3.2%	52.6%	\$1.69	\$1.36	\$3.12
Spiral	75		Soft White	1	40,958	3.0%	55.6%	\$5.86	\$2.99	\$10.49
Spiral	100		Soft White	6	39,689	2.9%	58.5%	\$2.24	\$2.14	\$2.47
Spiral	100		Soft White	3	36,442	2.7%	61.1%	\$2.93	\$2.31	\$5.60
Spiral	60		Day Light	4	32,241	2.4%	63.5%	\$2.16	\$1.99	\$3.25
Spiral	75		Soft White	3	25,474	1.9%	65.4%	\$2.41	\$2.32	\$3.33
Spiral	75		Soft White	4	25,245	1.8%	67.2%	\$2.04	\$1.90	\$4.00
Spiral	100		Soft White	2	23,581	1.7%	68.9%	\$4.23	\$3.25	\$6.00
Spiral	40		Soft White	3	17,240	1.3%	70.2%	\$2.41	\$2.32	\$2.79
Spiral	40		Soft White	6	16,459	1.2%	71.4%	\$1.95	\$1.95	\$1.96
Spiral	75		Soft White	2	15,888	1.2%	72.5%	\$4.35	\$3.25	\$6.00
Spiral	60		Bright White	4	14,945	1.1%	73.6%	\$2.24	\$2.24	\$2.24
Flood	65		Soft White	3	14,619	1.1%	74.7%	\$3.76	\$2.96	\$4.33
Flood	65		Soft White	1	13,560	1.0%	75.7%	\$7.08	\$4.99	\$13.99
Spiral	60		Day Light	1	13,507	1.0%	76.7%	\$5.32	\$3.79	\$8.99
Spiral	60		Soft White	5	12,894	0.9%	77.6%	\$2.47	\$2.00	\$3.40
Flood	65		Soft White	2	12,854	0.9%	78.5%	\$4.95	\$2.98	\$5.99
Spiral	100		Day Light	3	11,479	0.8%	79.4%	\$2.87	\$2.66	\$3.66
Spiral	60		Party	1	11,126	0.8%	80.2%	\$4.99	\$3.97	\$9.99
Spiral	75		Soft White	6	10,929	0.8%	81.0%	\$2.17	\$1.79	\$2.47
Spiral	40		Soft White	1	9,751	0.7%	81.7%	\$4.54	\$3.29	\$9.99
Globe	40		Soft White	1	8,039	0.6%	82.3%	\$6.31	\$3.00	\$9.79

Lamp Type	Equiv. Watts	Feature	Light Type	CFLs in Pack	CFLs on Shelf			Price b/4 Reward		
					#	%	Cmlt.	Avg	Low	High
Spiral	100		Day Light	1	7,964	0.6%	82.9%	\$6.73	\$4.79	\$7.99
Spiral	60		Day Light	2	7,368	0.5%	83.4%	\$3.21	\$3.09	\$3.22
Spiral	40		Day Light	2	7,298	0.5%	83.9%	\$3.23	\$3.09	\$4.69
Globe	40		Soft White	3	6,969	0.5%	84.5%	\$3.79	\$2.53	\$7.33
A-Line	40		Soft White	2	6,740	0.5%	84.9%	\$4.75	\$3.98	\$7.25
Spiral	60		Soft White	12	6,658	0.5%	85.4%	\$2.03	\$1.69	\$2.08
A-Line	60		Soft White	3	6,572	0.5%	85.9%	\$3.34	\$3.32	\$3.63
A-Line	60		Soft White	1	6,343	0.5%	86.4%	\$6.33	\$3.88	\$14.99
Spiral	150		Soft White	1	6,159	0.4%	86.8%	\$9.75	\$6.97	\$25.29
Spiral	40		Soft White	2	5,775	0.4%	87.2%	\$4.13	\$1.99	\$6.00
Flood	50		Soft White	1	5,764	0.4%	87.7%	\$6.19	\$5.44	\$10.99
Fan	40		Soft White	2	5,557	0.4%	88.1%	\$4.35	\$3.00	\$7.50
A-Line	60		Soft White	2	5,551	0.4%	88.5%	\$4.56	\$3.98	\$6.89
Spiral	60		Day Light	3	4,737	0.3%	88.8%	\$3.06	\$2.66	\$3.33
Spiral	150	3-Way	Soft White	1	4,301	0.3%	89.1%	\$10.01	\$5.98	\$19.99
Spiral	75		Day Light	2	4,135	0.3%	89.4%	\$3.21	\$3.09	\$3.22
Fan	40		Soft White	3	3,989	0.3%	89.7%	\$3.40	\$3.32	\$3.63
Decorative	40		Soft White	2	3,926	0.3%	90.0%	\$5.11	\$4.24	\$6.50
Spiral	100		Day Light	4	3,810	0.3%	90.3%	\$2.31	\$1.99	\$3.25
Candle	40		Soft White	1	3,786	0.3%	90.6%	\$5.07	\$3.88	\$7.99
Flood	120	Outdoor	Soft White	2	3,734	0.3%	90.8%	\$5.69	\$4.44	\$7.49
Spiral	75		Day Light	1	3,628	0.3%	91.1%	\$6.56	\$5.89	\$7.99
Spiral	200		Soft White	1	3,265	0.2%	91.3%	\$9.56	\$7.97	\$16.99
Flood	90	Outdoor	Soft White	1	3,249	0.2%	91.6%	\$9.35	\$6.99	\$13.97
Flood	75	Outdoor	Soft White	1	3,234	0.2%	91.8%	\$7.30	\$6.97	\$13.98
Spiral	100		Day Light	2	2,940	0.2%	92.0%	\$3.20	\$3.09	\$3.22
Spiral	100	3-Way	Soft White	1	2,915	0.2%	92.2%	\$9.75	\$4.99	\$19.49
Flood	65	Dimmable	Soft White	1	2,896	0.2%	92.5%	\$12.68	\$11.96	\$14.99
A-Line	40		Soft White	1	2,815	0.2%	92.7%	\$4.46	\$3.88	\$11.98
Globe	40		Soft White	2	2,809	0.2%	92.9%	\$4.81	\$2.75	\$4.99
Globe	60		Soft White	1	2,720	0.2%	93.1%	\$5.74	\$3.88	\$9.99
Spiral	100		Bright White	2	2,628	0.2%	93.3%	\$4.41	\$3.48	\$4.49

Lamp Type	Equiv. Watts	Feature	Light Type	CFLs in Pack	CFLs on Shelf			Price b/4 Reward		
					#	%	Cmlt.	Avg	Low	High
Spiral	40	Outdoor	Soft White	6	2,592	0.2%	93.4%	\$1.96	\$1.96	\$1.96
Globe	60		Soft White	2	2,583	0.2%	93.6%	\$4.85	\$2.98	\$5.49
Spiral	120		Soft White	1	2,373	0.2%	93.8%	\$9.65	\$5.99	\$12.99
Spiral	125		Soft White	1	2,314	0.2%	94.0%	\$6.72	\$5.99	\$8.38
Flood	120		Soft White	1	2,293	0.2%	94.1%	\$7.16	\$6.97	\$7.47
Candle	40		Soft White	3	2,214	0.2%	94.3%	\$3.32	\$3.32	\$3.32
Flood	120	Outdoor	Soft White	1	2,193	0.2%	94.5%	\$7.19	\$6.97	\$14.98
Flood	65	Outdoor	Soft White	2	2,186	0.2%	94.6%	\$4.99	\$4.99	\$4.99
Spiral	60		Party	2	2,136	0.2%	94.8%	\$4.50	\$4.50	\$4.50
Spiral	100		Soft White	5	2,058	0.2%	94.9%	\$3.02	\$2.80	\$3.80
Spiral	60		Full Spectrum	1	2,051	0.1%	95.1%	\$5.41	\$4.98	\$8.49
Spiral	75		Soft White	5	2,032	0.1%	95.2%	\$2.89	\$2.80	\$3.50
Flood	90	Outdoor	Soft White	4	1,911	0.1%	95.4%	\$4.27	\$3.49	\$4.99
Spiral	60		Bright White	1	1,873	0.1%	95.5%	\$4.97	\$4.97	\$4.97
Flood	75		Soft White	1	1,842	0.1%	95.6%	\$7.47	\$5.39	\$11.99
Flood	50		Soft White	4	1,786	0.1%	95.8%	\$3.36	\$3.36	\$3.36
Post	40	Outdoor	Bug	1	1,742	0.1%	95.9%	\$8.84	\$4.19	\$11.99
Flood	90		Soft White	2	1,682	0.1%	96.0%	\$6.17	\$4.99	\$6.99
Fan	25		Soft White	3	1,669	0.1%	96.1%	\$3.36	\$3.32	\$3.63
Flood	50		Soft White	2	1,662	0.1%	96.3%	\$5.47	\$4.99	\$6.00
Fan	40		Soft White	1	1,642	0.1%	96.4%	\$5.03	\$3.88	\$10.98
Spiral	75		Bright White	1	1,605	0.1%	96.5%	\$6.97	\$6.97	\$6.97
Spiral	100		Full Spectrum	1	1,579	0.1%	96.6%	\$7.59	\$6.98	\$15.99
Flood	120		Soft White	2	1,496	0.1%	96.7%	\$4.80	\$4.40	\$6.99
Decorative	40		Soft White	1	1,471	0.1%	96.8%	\$5.09	\$3.88	\$8.98
Spiral	100		Bright White	1	1,455	0.1%	96.9%	\$6.65	\$4.19	\$6.97
A-Line	40		Soft White	3	1,423	0.1%	97.0%	\$3.34	\$3.32	\$3.63
Spiral	40		Day Light	1	1,393	0.1%	97.1%	\$5.07	\$4.49	\$5.97
Spiral	40		Bright White	1	1,376	0.1%	97.2%	\$4.97	\$4.97	\$4.97
Spiral	60	Dimmable	Soft White	1	1,355	0.1%	97.3%	\$10.30	\$4.49	\$12.99
Spiral	100	Dimmable	Soft White	1	1,340	0.1%	97.4%	\$12.46	\$10.49	\$17.99
Candle	40		Soft White	5	1,332	0.1%	97.5%	\$3.09	\$3.09	\$3.09



Lamp Type	Equiv. Watts	Feature	Light Type	CFLs in Pack	CFLs on Shelf			Price b/4 Reward		
					#	%	Cmlt.	Avg	Low	High
Flood	90	Outdoor	Soft White	3	1,274	0.1%	97.6%	\$4.59	\$4.59	\$4.59
Post	60	Outdoor	Soft White	1	1,256	0.1%	97.7%	\$8.18	\$6.99	\$9.99
Post	40	Outdoor	Soft White	1	1,233	0.1%	97.8%	\$8.62	\$6.49	\$8.99
Decorative	40		Soft White	3	1,125	0.1%	97.9%	\$3.43	\$3.32	\$3.63
Candle	20		Soft White	1	1,111	0.1%	98.0%	\$4.88	\$4.88	\$4.88
Post	60	Outdoor	Bug	1	1,104	0.1%	98.1%	\$8.74	\$5.99	\$14.99
Spiral	120		Bright White	1	917	0.1%	98.1%	\$8.97	\$8.97	\$8.97
Candle	15	Dimmable	Soft White	1	860	0.1%	98.2%	\$6.47	\$6.47	\$6.49
A-Line	60	Outdoor	Bug	1	845	0.1%	98.2%	\$7.23	\$6.97	\$8.39
Candle	15		Soft White	1	819	0.1%	98.3%	\$5.25	\$4.49	\$6.49
Flood	90		Soft White	4	764	0.1%	98.4%	\$4.99	\$4.99	\$4.99
Flood	90		Bright White	1	745	0.1%	98.4%	\$10.97	\$10.97	\$10.97
Flood	60		Soft White	1	739	0.1%	98.5%	\$4.64	\$3.79	\$7.79
Flood	90		Soft White	3	713	0.1%	98.5%	\$4.53	\$4.00	\$4.59
A-Line	60		Bug	1	705	0.1%	98.6%	\$7.45	\$6.97	\$7.99
Flood	65		Bright White	1	693	0.1%	98.6%	\$7.97	\$7.97	\$7.97
Spiral	65		Soft White	3	691	0.1%	98.7%	\$3.45	\$3.45	\$3.45
Post	40		Soft White	1	673	0.0%	98.7%	\$8.62	\$6.99	\$11.99
Flood	90		Soft White	1	599	0.0%	98.8%	\$10.32	\$7.99	\$11.99
Flood	90	Outdoor	Soft White	2	592	0.0%	98.8%	\$6.99	\$6.99	\$6.99
Flood	65		Day Light	1	578	0.0%	98.9%	\$7.97	\$7.97	\$7.97
Prong	75		Soft White	1	566	0.0%	98.9%	\$7.40	\$4.99	\$15.99
Post	60		Soft White	1	542	0.0%	98.9%	\$8.21	\$6.99	\$9.99
A-Line	25		Soft White	3	527	0.0%	99.0%	\$3.32	\$3.32	\$3.32
Spiral	100	3-Way	Day Light	1	498	0.0%	99.0%	\$6.97	\$6.97	\$6.97
Prong	60		Soft White	1	493	0.0%	99.0%	\$6.53	\$4.59	\$12.99
Decorative	20		Soft White	1	491	0.0%	99.1%	\$4.88	\$4.80	\$4.88
Decorative	25		Soft White	1	486	0.0%	99.1%	\$5.84	\$2.49	\$8.99
Fan	25		Soft White	1	480	0.0%	99.1%	\$4.16	\$3.88	\$4.54
Flood	65	Outdoor	Soft White	1	464	0.0%	99.2%	\$6.61	\$5.49	\$7.96
Prong	100		Soft White	1	429	0.0%	99.2%	\$8.91	\$5.79	\$17.99
Prong	40		Bug	1	420	0.0%	99.2%	\$8.43	\$4.99	\$11.99

Lamp Type	Equiv. Watts	Feature	Light Type	CFLs in Pack	CFLs on Shelf			Price b/4 Reward		
					#	%	Cmlt.	Avg	Low	High
Candle	40		Soft White	2	402	0.0%	99.3%	\$5.50	\$4.99	\$7.50
Spiral	100		Craft	1	392	0.0%	99.3%	\$6.12	\$5.93	\$6.98
Spiral	60		Craft	1	392	0.0%	99.3%	\$4.23	\$4.23	\$4.23
Flood	85		Soft White	1	386	0.0%	99.4%	\$7.67	\$6.97	\$9.99
Spiral	40		Day Light	4	382	0.0%	99.4%	\$2.24	\$2.24	\$2.24
Spiral	60		Bug	1	355	0.0%	99.4%	\$6.24	\$3.97	\$8.49
Spiral	150	Dimmable	Soft White	1	334	0.0%	99.4%	\$10.16	\$9.77	\$10.44
Spiral	75		Day Light	4	322	0.0%	99.5%	\$2.87	\$2.50	\$3.25
A-Line	75		Soft White	1	290	0.0%	99.5%	\$10.17	\$5.39	\$13.99
Prong	90		Soft White	1	266	0.0%	99.5%	\$8.15	\$7.99	\$8.49
Flood	75		Soft White	2	260	0.0%	99.5%	\$6.49	\$6.49	\$6.49
Spiral	120	3-Way	Soft White	1	259	0.0%	99.5%	\$8.24	\$5.99	\$10.99
Spiral	65		Soft White	1	249	0.0%	99.6%	\$5.99	\$5.99	\$5.99
Decorative	15	Dimmable	Soft White	1	239	0.0%	99.6%	\$6.47	\$6.47	\$6.47
Flood	65	Outdoor	Day Light	1	229	0.0%	99.6%	\$7.97	\$7.97	\$7.97
Flood	65	Dimmable	Soft White	3	216	0.0%	99.6%	\$5.75	\$5.75	\$5.75
Flood	90	Outdoor	Bright White	1	210	0.0%	99.6%	\$10.97	\$10.97	\$10.97
Flood	65		Bright White	2	191	0.0%	99.6%	\$4.99	\$4.99	\$4.99
Flood	75	Dimmable	Soft White	1	191	0.0%	99.6%	\$11.99	\$11.99	\$11.99
Spiral	75	Outdoor	Soft White	1	184	0.0%	99.7%	\$5.91	\$5.79	\$9.49
Prong	60		Bug	1	180	0.0%	99.7%	\$7.29	\$6.99	\$8.49
Globe	150	3-Way	Soft White	1	176	0.0%	99.7%	\$9.77	\$9.77	\$9.77
Globe	25		Soft White	3	176	0.0%	99.7%	\$3.32	\$3.32	\$3.32
Spiral	60	Outdoor	Bug	1	173	0.0%	99.7%	\$6.58	\$3.97	\$14.99
Decorative	15		Soft White	1	169	0.0%	99.7%	\$6.04	\$5.99	\$6.29
Flood	50		Soft White	3	158	0.0%	99.7%	\$3.32	\$3.32	\$3.32
Candle	60		Soft White	1	157	0.0%	99.8%	\$6.50	\$4.99	\$6.99
Decorative	15		Soft White	2	155	0.0%	99.8%	\$6.00	\$6.00	\$6.00
Flood	40		Soft White	1	153	0.0%	99.8%	\$7.39	\$7.39	\$7.39
Spiral	75	Dimmable	Soft White	1	152	0.0%	99.8%	\$11.35	\$10.49	\$16.99
Prong	100	Dimmable	Soft White	1	144	0.0%	99.8%	\$14.69	\$13.99	\$15.99
Spiral	90		Soft White	1	144	0.0%	99.8%	\$10.19	\$8.99	\$10.99

Lamp Type	Equiv. Watts	Feature	Light Type	CFLs in Pack	CFLs on Shelf			Price b/4 Reward		
					#	%	Cmlt.	Avg	Low	High
Post	40	Outdoor	Bright White	1	142	0.0%	99.8%	\$8.99	\$8.99	\$8.99
Globe	60		Soft White	3	141	0.0%	99.8%	\$4.75	\$4.75	\$4.75
A-Line	40	Outdoor	Soft White	2	115	0.0%	99.8%	\$3.99	\$3.98	\$3.98
Spiral	30		Soft White	1	107	0.0%	99.8%	\$5.99	\$5.99	\$5.99
Flood	85	Dimmable	Soft White	1	100	0.0%	99.8%	\$11.99	\$11.99	\$11.99
Flood	75	Outdoor	Soft White	2	100	0.0%	99.9%	\$6.99	\$6.99	\$6.99
Flood	60		Day Light	1	99	0.0%	99.9%	\$6.49	\$6.49	\$6.49
Flood	60	Outdoor	Soft White	1	96	0.0%	99.9%	\$7.39	\$7.39	\$7.39
Spiral	90		Day Light	2	96	0.0%	99.9%	\$4.49	\$4.49	\$4.49
Flood	85	Outdoor	Soft White	1	94	0.0%	99.9%	\$7.96	\$7.96	\$7.96
Spiral	25		Soft White	1	91	0.0%	99.9%	\$4.50	\$3.74	\$5.99
Post	60	Outdoor	Bug	2	90	0.0%	99.9%	\$4.99	\$4.99	\$4.99
Flood	65	Dimmable	Soft White	2	86	0.0%	99.9%	\$8.62	\$8.62	\$8.62
Flood	60		Soft White	2	85	0.0%	99.9%	\$5.98	\$5.98	\$5.98
Spiral	150	3-Way	Soft White	2	80	0.0%	99.9%	\$4.49	\$4.49	\$4.49
Globe	40		Bug	1	70	0.0%	99.9%	\$3.88	\$3.88	\$3.88
Prong	40		Soft White	1	69	0.0%	99.9%	\$5.72	\$4.95	\$5.99
Fan	60		Soft White	1	69	0.0%	99.9%	\$2.99	\$2.99	\$2.99
A-Line	40		Bug	1	68	0.0%	99.9%	\$8.01	\$7.49	\$8.39
Flood	50	Dimmable	Soft White	1	67	0.0%	99.9%	\$12.56	\$9.99	\$12.99
Spiral	90	Dimmable	Soft White	1	67	0.0%	99.9%	\$10.85	\$9.99	\$12.99
Spiral	300		Soft White	1	59	0.0%	100.0%	\$18.01	\$16.99	\$18.98
A-Line	60	Outdoor	Soft White	1	59	0.0%	100.0%	\$7.44	\$7.44	\$7.44
Spiral	40		Bug	1	58	0.0%	100.0%	\$7.49	\$7.49	\$7.49
A-Line	60		Party	1	57	0.0%	100.0%	\$6.96	\$6.96	\$6.96
Spiral	135		Soft White	1	52	0.0%	100.0%	\$13.99	\$13.99	\$13.99
Flood	90	Dimmable	Soft White	1	50	0.0%	100.0%	\$21.15	\$16.99	\$24.75
Prong	60	Outdoor	Soft White	1	39	0.0%	100.0%	\$9.99	\$9.99	\$9.99
Flood	60	Dimmable	Soft White	1	39	0.0%	100.0%	\$17.99	\$17.99	\$17.99
Candle	25		Soft White	1	39	0.0%	100.0%	\$6.49	\$6.49	\$6.49
Prong	100	3-Way	Soft White	1	39	0.0%	100.0%	\$10.99	\$10.99	\$10.99
Prong	85		Soft White	1	33	0.0%	100.0%	\$2.99	\$2.99	\$2.99

Lamp Type	Equiv. Watts	Feature	Light Type	CFLs in Pack	CFLs on Shelf			Price b/4 Reward		
					#	%	Cmlt.	Avg	Low	High
Flood	50	Outdoor	Soft White	1	32	0.0%	100.0%	\$5.49	\$5.49	\$5.49
Decorative	60		Soft White	1	31	0.0%	100.0%	\$6.99	\$6.99	\$6.99
Decorative	50		Soft White	1	25	0.0%	100.0%	\$5.19	\$5.19	\$5.19
Post	75	Outdoor	Bug	1	21	0.0%	100.0%	\$9.99	\$9.99	\$9.99
Spiral	75		Bug	1	21	0.0%	100.0%	\$9.99	\$9.99	\$9.99
Prong	150		Soft White	1	18	0.0%	100.0%	\$9.09	\$9.09	\$9.09
Prong	200		Soft White	1	18	0.0%	100.0%	\$9.19	\$9.19	\$9.19
Flood	55		Soft White	1	14	0.0%	100.0%	\$11.49	\$11.49	\$11.49
Prong	175	Outdoor	Bug	1	14	0.0%	100.0%	\$22.99	\$22.99	\$22.99
Prong	65	Outdoor	Soft White	1	14	0.0%	100.0%	\$21.99	\$21.99	\$21.99
Prong	150	3-Way	Soft White	1	13	0.0%	100.0%	\$9.99	\$9.99	\$9.99
<b>Total</b>					<b>1,370,552</b>	<b>100.0%</b>				

Table C-11. CFL Product Types on Shelf — Participating Retailers

Lamp Type	Equiv. Watts	Feature	Light Type	CFLs in Pack	CFLs on Shelf			Price b/4 Reward		
					#	%	Cmlt.	Avg	Low	High
Spiral	60		Soft White	4	106,527	13.6%	13.6%	\$2.29	\$1.72	\$3.00
Spiral	60		Soft White	1	68,916	8.8%	22.5%	\$4.59	\$2.92	\$10.99
Spiral	60		Soft White	2	65,254	8.4%	30.8%	\$3.62	\$1.99	\$6.00
Spiral	60		Soft White	3	48,046	6.1%	37.0%	\$2.04	\$1.69	\$3.33
Spiral	60		Soft White	6	47,760	6.1%	43.1%	\$1.63	\$1.48	\$4.17
Spiral	100		Soft White	1	42,877	5.5%	48.6%	\$6.00	\$2.99	\$13.99
Spiral	75		Soft White	1	35,997	4.6%	53.2%	\$5.92	\$2.99	\$10.49
Spiral	60		Day Light	4	29,774	3.8%	57.0%	\$2.13	\$1.99	\$2.49
Spiral	40		Soft White	4	23,698	3.0%	60.0%	\$1.72	\$1.49	\$1.74
Spiral	100		Soft White	2	22,309	2.9%	62.9%	\$4.24	\$3.44	\$6.00
Spiral	100		Soft White	4	16,498	2.1%	65.0%	\$2.34	\$2.22	\$4.00
Spiral	75		Soft White	2	15,296	2.0%	66.9%	\$4.39	\$3.44	\$6.00
Spiral	60		Bright White	4	14,945	1.9%	68.8%	\$2.24	\$2.24	\$2.24
Flood	65		Soft White	3	12,344	1.6%	70.4%	\$3.82	\$2.96	\$4.33
Spiral	60		Day Light	1	11,191	1.4%	71.9%	\$5.17	\$3.79	\$8.99
Spiral	100		Day Light	3	10,849	1.4%	73.3%	\$2.87	\$2.66	\$3.32
Flood	65		Soft White	1	10,797	1.4%	74.6%	\$6.97	\$4.99	\$13.99
Spiral	60		Soft White	5	9,752	1.2%	75.9%	\$2.58	\$2.00	\$3.40
Flood	65		Soft White	2	9,537	1.2%	77.1%	\$4.91	\$2.98	\$4.99
Spiral	60		Party	1	9,184	1.2%	78.3%	\$4.73	\$3.97	\$5.96
Spiral	40		Soft White	1	8,559	1.1%	79.4%	\$4.51	\$3.89	\$6.99
Spiral	100		Soft White	3	7,622	1.0%	80.3%	\$3.33	\$2.82	\$4.33
Spiral	100		Day Light	1	6,357	0.8%	81.2%	\$6.93	\$5.49	\$7.99
Spiral	60		Soft White	12	5,848	0.7%	81.9%	\$2.08	\$2.08	\$2.08
Spiral	60		Soft White	8	5,824	0.7%	82.7%	\$2.58	\$2.00	\$3.12
Globe	40		Soft White	1	5,789	0.7%	83.4%	\$6.58	\$3.00	\$9.79
A-Line	40		Soft White	2	5,499	0.7%	84.1%	\$4.64	\$3.98	\$7.00
A-Line	60		Soft White	2	5,126	0.7%	84.8%	\$4.47	\$3.98	\$6.89
Flood	50		Soft White	1	4,699	0.6%	85.4%	\$6.24	\$5.44	\$10.99
Fan	40		Soft White	2	4,456	0.6%	85.9%	\$4.10	\$3.98	\$7.00

Lamp Type	Equiv. Watts	Feature	Light Type	CFLs in Pack	CFLs on Shelf			Price b/4 Reward		
					#	%	Cmlt.	Avg	Low	High
Spiral	150		Soft White	1	4,098	0.5%	86.5%	\$9.90	\$6.97	\$14.99
Decorative	40		Soft White	2	3,639	0.5%	86.9%	\$5.01	\$4.24	\$6.00
Flood	120	Outdoor	Soft White	2	3,474	0.4%	87.4%	\$5.55	\$4.44	\$6.50
Spiral	150	3-Way	Soft White	1	3,334	0.4%	87.8%	\$9.92	\$8.38	\$14.99
Spiral	200		Soft White	1	3,225	0.4%	88.2%	\$9.58	\$7.97	\$16.99
Flood	90	Outdoor	Soft White	1	2,862	0.4%	88.6%	\$9.53	\$6.99	\$13.97
A-Line	60		Soft White	1	2,857	0.4%	88.9%	\$6.66	\$4.97	\$10.99
Spiral	100		Bright White	2	2,628	0.3%	89.3%	\$4.41	\$3.48	\$4.49
Globe	60		Soft White	2	2,523	0.3%	89.6%	\$4.83	\$2.98	\$4.99
Spiral	40		Soft White	3	2,520	0.3%	89.9%	\$2.61	\$2.59	\$2.79
Spiral	75		Day Light	1	2,468	0.3%	90.2%	\$6.77	\$5.89	\$7.99
Spiral	100	3-Way	Soft White	1	2,402	0.3%	90.5%	\$9.53	\$4.99	\$14.99
Flood	75	Outdoor	Soft White	1	2,393	0.3%	90.8%	\$7.09	\$6.97	\$9.49
Globe	40		Soft White	2	2,389	0.3%	91.2%	\$4.83	\$2.98	\$4.99
Flood	120		Soft White	1	2,293	0.3%	91.4%	\$7.16	\$6.97	\$7.47
Spiral	60		Party	2	2,136	0.3%	91.7%	\$4.50	\$4.50	\$4.50
Flood	120	Outdoor	Soft White	1	2,102	0.3%	92.0%	\$7.02	\$6.97	\$7.47
Spiral	75		Soft White	5	2,032	0.3%	92.2%	\$2.89	\$2.80	\$3.50
Flood	65	Dimmable	Soft White	1	1,934	0.2%	92.5%	\$12.73	\$11.99	\$14.99
Flood	90	Outdoor	Soft White	4	1,911	0.2%	92.7%	\$4.27	\$3.49	\$4.99
Spiral	120		Soft White	1	1,898	0.2%	93.0%	\$10.25	\$6.49	\$12.99
Spiral	100		Day Light	4	1,879	0.2%	93.2%	\$1.99	\$1.99	\$1.99
Spiral	60		Bright White	1	1,873	0.2%	93.5%	\$4.97	\$4.97	\$4.97
Spiral	60		Full Spectrum	1	1,851	0.2%	93.7%	\$5.24	\$4.98	\$8.49
Flood	65	Outdoor	Soft White	2	1,835	0.2%	93.9%	\$4.99	\$4.99	\$4.99
Spiral	60		Day Light	3	1,794	0.2%	94.2%	\$2.66	\$2.66	\$2.66
Globe	60		Soft White	1	1,713	0.2%	94.4%	\$5.45	\$4.88	\$9.99
Flood	75		Soft White	1	1,695	0.2%	94.6%	\$7.31	\$5.39	\$11.99
Flood	90		Soft White	2	1,682	0.2%	94.8%	\$6.17	\$4.99	\$6.99
Spiral	100		Soft White	5	1,660	0.2%	95.0%	\$2.93	\$2.80	\$3.80
Spiral	75		Bright White	1	1,605	0.2%	95.2%	\$6.97	\$6.97	\$6.97
Spiral	125		Soft White	1	1,523	0.2%	95.4%	\$7.05	\$6.97	\$8.38

Lamp Type	Equiv. Watts	Feature	Light Type	CFLs in Pack	CFLs on Shelf			Price b/4 Reward		
					#	%	Cmlt.	Avg	Low	High
Flood	120		Soft White	2	1,496	0.2%	95.6%	\$4.80	\$4.40	\$6.99
A-Line	40		Soft White	1	1,417	0.2%	95.8%	\$4.36	\$3.88	\$8.99
Spiral	100		Full Spectrum	1	1,394	0.2%	96.0%	\$7.53	\$6.98	\$15.99
Post	40	Outdoor	Bug	1	1,386	0.2%	96.2%	\$8.55	\$6.99	\$8.99
Spiral	100		Bright White	1	1,386	0.2%	96.3%	\$6.78	\$5.97	\$6.97
Spiral	40		Bright White	1	1,376	0.2%	96.5%	\$4.97	\$4.97	\$4.97
Spiral	40		Day Light	1	1,229	0.2%	96.7%	\$4.95	\$4.49	\$5.49
Candle	40		Soft White	1	1,166	0.1%	96.8%	\$5.67	\$4.88	\$7.99
Candle	20		Soft White	1	1,111	0.1%	97.0%	\$4.88	\$4.88	\$4.88
Post	40	Outdoor	Soft White	1	988	0.1%	97.1%	\$8.83	\$6.49	\$8.99
Spiral	120		Bright White	1	917	0.1%	97.2%	\$8.97	\$8.97	\$8.97
Post	60	Outdoor	Soft White	1	893	0.1%	97.3%	\$8.33	\$6.99	\$9.99
Candle	15	Dimmable	Soft White	1	860	0.1%	97.4%	\$6.47	\$6.47	\$6.49
Candle	15		Soft White	1	784	0.1%	97.5%	\$5.23	\$4.49	\$6.49
Flood	90		Soft White	4	764	0.1%	97.6%	\$4.99	\$4.99	\$4.99
Post	60	Outdoor	Bug	1	751	0.1%	97.7%	\$9.27	\$7.99	\$14.99
Flood	90		Bright White	1	745	0.1%	97.8%	\$10.97	\$10.97	\$10.97
Flood	60		Soft White	1	718	0.1%	97.9%	\$4.60	\$3.79	\$7.79
Flood	65		Bright White	1	693	0.1%	98.0%	\$7.97	\$7.97	\$7.97
Spiral	40		Soft White	2	645	0.1%	98.1%	\$2.43	\$1.99	\$6.00
Flood	50		Soft White	2	626	0.1%	98.2%	\$5.99	\$5.98	\$6.00
A-Line	60	Outdoor	Bug	1	592	0.1%	98.2%	\$6.97	\$6.97	\$6.97
Flood	90	Outdoor	Soft White	2	592	0.1%	98.3%	\$6.99	\$6.99	\$6.99
Flood	65		Day Light	1	578	0.1%	98.4%	\$7.97	\$7.97	\$7.97
Spiral	100	3-Way	Day Light	1	498	0.1%	98.5%	\$6.97	\$6.97	\$6.97
Flood	90		Soft White	1	491	0.1%	98.5%	\$10.42	\$8.49	\$11.99
Decorative	20		Soft White	1	470	0.1%	98.6%	\$4.88	\$4.88	\$4.88
Spiral	60	Dimmable	Soft White	1	442	0.1%	98.6%	\$6.68	\$4.49	\$11.99
Prong	75		Soft White	1	433	0.1%	98.7%	\$7.10	\$5.49	\$12.99
Fan	40		Soft White	1	430	0.1%	98.7%	\$7.56	\$4.97	\$10.98
Spiral	100		Soft White	6	430	0.1%	98.8%	\$2.16	\$2.16	\$2.16
Prong	100		Soft White	1	411	0.1%	98.8%	\$9.04	\$5.79	\$17.99



Lamp Type	Equiv. Watts	Feature	Light Type	CFLs in Pack	CFLs on Shelf			Price b/4 Reward		
					#	%	Cmlt.	Avg	Low	High
Prong	60		Soft White	1	404	0.1%	98.9%	\$6.51	\$4.99	\$12.99
Post	60		Soft White	1	392	0.1%	99.0%	\$8.28	\$6.99	\$9.99
Spiral	100		Craft	1	392	0.1%	99.0%	\$6.12	\$5.93	\$6.98
Spiral	60		Craft	1	392	0.1%	99.1%	\$4.23	\$4.23	\$4.23
Spiral	40		Day Light	4	382	0.0%	99.1%	\$2.24	\$2.24	\$2.24
Prong	40		Bug	1	377	0.0%	99.1%	\$8.02	\$4.99	\$8.99
Decorative	25		Soft White	1	324	0.0%	99.2%	\$6.18	\$5.29	\$8.99
A-Line	60		Bug	1	315	0.0%	99.2%	\$6.97	\$6.97	\$6.97
Post	40		Soft White	1	305	0.0%	99.3%	\$8.57	\$6.99	\$8.99
Spiral	60		Bug	1	253	0.0%	99.3%	\$6.41	\$3.97	\$8.49
Spiral	65		Soft White	1	249	0.0%	99.3%	\$5.99	\$5.99	\$5.99
A-Line	75		Soft White	1	248	0.0%	99.4%	\$10.76	\$6.99	\$13.99
Spiral	100	Dimmable	Soft White	1	246	0.0%	99.4%	\$14.03	\$10.49	\$17.99
Decorative	15	Dimmable	Soft White	1	239	0.0%	99.4%	\$6.47	\$6.47	\$6.47
Prong	90		Soft White	1	230	0.0%	99.5%	\$8.18	\$7.99	\$8.49
Flood	65	Outdoor	Day Light	1	229	0.0%	99.5%	\$7.97	\$7.97	\$7.97
Flood	65	Outdoor	Soft White	1	215	0.0%	99.5%	\$5.97	\$5.97	\$5.97
Flood	90	Outdoor	Bright White	1	210	0.0%	99.5%	\$10.97	\$10.97	\$10.97
Flood	65		Bright White	2	191	0.0%	99.6%	\$4.99	\$4.99	\$4.99
Flood	75	Dimmable	Soft White	1	191	0.0%	99.6%	\$11.99	\$11.99	\$11.99
Spiral	75	Outdoor	Soft White	1	184	0.0%	99.6%	\$5.91	\$5.79	\$9.49
Prong	60		Bug	1	180	0.0%	99.6%	\$7.29	\$6.99	\$8.49
Spiral	120	3-Way	Soft White	1	179	0.0%	99.7%	\$9.25	\$8.39	\$10.99
Candle	60		Soft White	1	157	0.0%	99.7%	\$6.50	\$4.99	\$6.99
Decorative	15		Soft White	2	155	0.0%	99.7%	\$6.00	\$6.00	\$6.00
Flood	40		Soft White	1	153	0.0%	99.7%	\$7.39	\$7.39	\$7.39
Spiral	75	Dimmable	Soft White	1	152	0.0%	99.7%	\$11.35	\$10.49	\$16.99
Globe	40		Soft White	3	151	0.0%	99.8%	\$6.47	\$5.33	\$7.33
Prong	100	Dimmable	Soft White	1	144	0.0%	99.8%	\$14.69	\$13.99	\$15.99
Spiral	90		Soft White	1	144	0.0%	99.8%	\$10.19	\$8.99	\$10.99
Spiral	60	Outdoor	Bug	1	133	0.0%	99.8%	\$5.56	\$3.97	\$14.99
A-Line	40	Outdoor	Soft White	2	115	0.0%	99.8%	\$3.99	\$3.98	\$3.98

Lamp Type	Equiv. Watts	Feature	Light Type	CFLs in Pack	CFLs on Shelf			Price b/4 Reward		
					#	%	Cmlt.	Avg	Low	High
Flood	85	Dimmable	Soft White	1	100	0.0%	99.8%	\$11.99	\$11.99	\$11.99
Flood	60		Day Light	1	99	0.0%	99.9%	\$6.49	\$6.49	\$6.49
Flood	60	Outdoor	Soft White	1	96	0.0%	99.9%	\$7.39	\$7.39	\$7.39
Spiral	90		Day Light	2	96	0.0%	99.9%	\$4.49	\$4.49	\$4.49
Flood	60		Soft White	2	85	0.0%	99.9%	\$5.98	\$5.98	\$5.98
Flood	85		Soft White	1	70	0.0%	99.9%	\$9.99	\$9.99	\$9.99
A-Line	40		Bug	1	68	0.0%	99.9%	\$8.01	\$7.49	\$8.39
Flood	50	Dimmable	Soft White	1	67	0.0%	99.9%	\$12.56	\$9.99	\$12.99
Spiral	90	Dimmable	Soft White	1	67	0.0%	99.9%	\$10.85	\$9.99	\$12.99
Spiral	40		Bug	1	58	0.0%	99.9%	\$7.49	\$7.49	\$7.49
A-Line	60		Party	1	57	0.0%	99.9%	\$6.96	\$6.96	\$6.96
Prong	40		Soft White	1	52	0.0%	99.9%	\$5.99	\$5.99	\$5.99
Spiral	135		Soft White	1	52	0.0%	100.0%	\$13.99	\$13.99	\$13.99
Decorative	40		Soft White	1	47	0.0%	100.0%	\$6.03	\$5.29	\$6.49
Prong	60	Outdoor	Soft White	1	39	0.0%	100.0%	\$9.99	\$9.99	\$9.99
Flood	60	Dimmable	Soft White	1	39	0.0%	100.0%	\$17.99	\$17.99	\$17.99
Candle	25		Soft White	1	39	0.0%	100.0%	\$6.49	\$6.49	\$6.49
Prong	100	3-Way	Soft White	1	39	0.0%	100.0%	\$10.99	\$10.99	\$10.99
Decorative	60		Soft White	1	31	0.0%	100.0%	\$6.99	\$6.99	\$6.99
Flood	90	Dimmable	Soft White	1	29	0.0%	100.0%	\$18.49	\$16.99	\$19.99
Spiral	300		Soft White	1	29	0.0%	100.0%	\$16.99	\$16.99	\$16.99
Post	75	Outdoor	Bug	1	21	0.0%	100.0%	\$9.99	\$9.99	\$9.99
Spiral	75		Bug	1	21	0.0%	100.0%	\$9.99	\$9.99	\$9.99
Flood	55		Soft White	1	14	0.0%	100.0%	\$11.49	\$11.49	\$11.49
Prong	175	Outdoor	Bug	1	14	0.0%	100.0%	\$22.99	\$22.99	\$22.99
Prong	65	Outdoor	Soft White	1	14	0.0%	100.0%	\$21.99	\$21.99	\$21.99
Prong	150	3-Way	Soft White	1	13	0.0%	100.0%	\$9.99	\$9.99	\$9.99
<b>Total</b>					<b>781,264</b>	<b>100.0%</b>				

Table C-12. CFL Product Types on Shelf — Nonparticipating Retailers

Lamp Type	Equiv. Watts	Feature	Light Type	CFLs in Pack	CFLs on Shelf			Price b/4 Reward		
					#	%	Cmt.	Avg	Low	High
Spiral	60		Soft White	4	75,815	12.9%	12.9%	\$1.98	\$1.72	\$4.00
Spiral	60		Soft White	3	48,813	8.3%	21.1%	\$2.57	\$2.00	\$4.66
Spiral	60		Soft White	6	42,491	7.2%	28.4%	\$1.74	\$1.65	\$2.67
Spiral	100		Soft White	6	39,259	6.7%	35.0%	\$2.24	\$2.14	\$2.47
Spiral	60		Soft White	8	37,498	6.4%	41.4%	\$1.55	\$1.36	\$1.58
Spiral	100		Soft White	4	33,696	5.7%	47.1%	\$2.09	\$1.90	\$4.00
Spiral	100		Soft White	3	28,820	4.9%	52.0%	\$2.83	\$2.31	\$5.60
Spiral	75		Soft White	3	25,474	4.3%	56.3%	\$2.41	\$2.32	\$3.33
Spiral	75		Soft White	4	25,245	4.3%	60.6%	\$2.04	\$1.90	\$4.00
Spiral	40		Soft White	4	21,812	3.7%	64.3%	\$1.83	\$1.72	\$1.90
Spiral	40		Soft White	6	16,459	2.8%	67.1%	\$1.95	\$1.95	\$1.96
Spiral	60		Soft White	1	15,690	2.7%	69.8%	\$4.30	\$2.25	\$9.99
Spiral	40		Soft White	3	14,720	2.5%	72.3%	\$2.37	\$2.32	\$2.66
Spiral	60		Soft White	2	12,619	2.1%	74.4%	\$3.99	\$2.50	\$5.20
Spiral	75		Soft White	6	10,929	1.9%	76.3%	\$2.17	\$1.79	\$2.47
Spiral	60		Day Light	2	7,368	1.3%	77.5%	\$3.21	\$3.09	\$3.22
Spiral	40		Day Light	2	7,298	1.2%	78.7%	\$3.23	\$3.09	\$4.69
Spiral	100		Soft White	1	7,104	1.2%	79.9%	\$5.61	\$3.09	\$11.99
Globe	40		Soft White	3	6,818	1.2%	81.1%	\$3.73	\$2.53	\$4.75
A-Line	60		Soft White	3	6,572	1.1%	82.2%	\$3.34	\$3.32	\$3.63
Spiral	40		Soft White	2	5,130	0.9%	83.1%	\$4.34	\$2.99	\$4.69
Spiral	75		Soft White	1	4,962	0.8%	83.9%	\$5.40	\$2.99	\$6.49
Spiral	75		Day Light	2	4,135	0.7%	84.6%	\$3.21	\$3.09	\$3.22
Fan	40		Soft White	3	3,989	0.7%	85.3%	\$3.40	\$3.32	\$3.63
A-Line	60		Soft White	1	3,486	0.6%	85.9%	\$6.06	\$3.88	\$14.99
Flood	65		Soft White	2	3,317	0.6%	86.5%	\$5.06	\$3.99	\$5.99
Spiral	60		Soft White	5	3,142	0.5%	87.0%	\$2.14	\$2.00	\$3.20
Spiral	60		Day Light	3	2,943	0.5%	87.5%	\$3.31	\$2.99	\$3.33

Lamp Type	Equiv. Watts	Feature	Light Type	CFLs in Pack	CFLs on Shelf			Price b/4 Reward		
					#	%	Cmlt.	Avg	Low	High
Spiral	100		Day Light	2	2,940	0.5%	88.0%	\$3.20	\$3.09	\$3.22
Flood	65		Soft White	1	2,763	0.5%	88.5%	\$7.52	\$5.44	\$12.97
Candle	40		Soft White	1	2,620	0.4%	88.9%	\$4.81	\$3.88	\$5.99
Spiral	40	Outdoor	Soft White	6	2,592	0.4%	89.3%	\$1.96	\$1.96	\$1.96
Spiral	60		Day Light	4	2,467	0.4%	89.8%	\$2.61	\$2.50	\$3.25
Spiral	60		Day Light	1	2,317	0.4%	90.2%	\$6.08	\$4.79	\$7.99
Flood	65		Soft White	3	2,274	0.4%	90.5%	\$3.42	\$3.32	\$3.45
Globe	40		Soft White	1	2,249	0.4%	90.9%	\$5.62	\$3.88	\$7.99
Candle	40		Soft White	3	2,214	0.4%	91.3%	\$3.32	\$3.32	\$3.32
Spiral	150		Soft White	1	2,061	0.3%	91.7%	\$9.43	\$7.49	\$25.29
Spiral	60		Party	1	1,943	0.3%	92.0%	\$6.22	\$4.96	\$9.99
Spiral	100		Day Light	4	1,931	0.3%	92.3%	\$2.62	\$2.50	\$3.25
Flood	50		Soft White	4	1,786	0.3%	92.6%	\$3.36	\$3.36	\$3.36
Fan	25		Soft White	3	1,669	0.3%	92.9%	\$3.36	\$3.32	\$3.63
Spiral	100		Day Light	1	1,607	0.3%	93.2%	\$5.94	\$4.79	\$6.97
Decorative	40		Soft White	1	1,424	0.2%	93.4%	\$5.06	\$3.88	\$8.98
A-Line	40		Soft White	3	1,423	0.2%	93.7%	\$3.34	\$3.32	\$3.63
A-Line	40		Soft White	1	1,398	0.2%	93.9%	\$4.57	\$3.88	\$11.98
Candle	40		Soft White	5	1,332	0.2%	94.1%	\$3.09	\$3.09	\$3.09
Flood	90	Outdoor	Soft White	3	1,274	0.2%	94.3%	\$4.59	\$4.59	\$4.59
Spiral	100		Soft White	2	1,272	0.2%	94.5%	\$4.09	\$3.25	\$5.00
A-Line	40		Soft White	2	1,241	0.2%	94.8%	\$5.25	\$5.00	\$7.25
Fan	40		Soft White	1	1,212	0.2%	95.0%	\$4.12	\$3.88	\$4.99
Spiral	40		Soft White	1	1,191	0.2%	95.2%	\$4.75	\$3.29	\$9.99
Spiral	75		Day Light	1	1,160	0.2%	95.4%	\$6.11	\$5.99	\$6.97
Decorative	40		Soft White	3	1,125	0.2%	95.6%	\$3.43	\$3.32	\$3.63
Fan	40		Soft White	2	1,101	0.2%	95.7%	\$5.33	\$3.00	\$7.50
Spiral	100	Dimmable	Soft White	1	1,094	0.2%	95.9%	\$12.10	\$11.77	\$12.99
Flood	50		Soft White	1	1,065	0.2%	96.1%	\$6.00	\$5.44	\$9.97
Flood	50		Soft White	2	1,035	0.2%	96.3%	\$5.16	\$4.99	\$5.99
Globe	60		Soft White	1	1,007	0.2%	96.5%	\$6.24	\$3.88	\$9.99
Spiral	150	3-Way	Soft White	1	967	0.2%	96.6%	\$10.33	\$5.98	\$19.99

Lamp Type	Equiv. Watts	Feature	Light Type	CFLs in Pack	CFLs on Shelf			Price b/4 Reward		
					#	%	Cmlt.	Avg	Low	High
Flood	65	Dimmable	Soft White	1	962	0.2%	96.8%	\$12.57	\$11.96	\$13.49
Spiral	60	Dimmable	Soft White	1	913	0.2%	96.9%	\$12.05	\$11.77	\$12.99
Flood	75	Outdoor	Soft White	1	841	0.1%	97.1%	\$7.91	\$6.97	\$13.98
Spiral	60		Soft White	12	810	0.1%	97.2%	\$1.69	\$1.69	\$1.69
Spiral	125		Soft White	1	791	0.1%	97.4%	\$6.09	\$5.99	\$6.98
Flood	90		Soft White	3	713	0.1%	97.5%	\$4.53	\$4.00	\$4.59
Spiral	65		Soft White	3	691	0.1%	97.6%	\$3.45	\$3.45	\$3.45
Spiral	100		Day Light	3	630	0.1%	97.7%	\$2.95	\$2.66	\$3.66
Spiral	75		Soft White	2	592	0.1%	97.8%	\$3.44	\$3.25	\$4.25
A-Line	25		Soft White	3	527	0.1%	97.9%	\$3.32	\$3.32	\$3.32
Spiral	100	3-Way	Soft White	1	514	0.1%	98.0%	\$10.78	\$7.19	\$19.49
Fan	25		Soft White	1	480	0.1%	98.1%	\$4.16	\$3.88	\$4.54
Spiral	120		Soft White	1	476	0.1%	98.1%	\$7.24	\$5.99	\$9.99
A-Line	60		Soft White	2	425	0.1%	98.2%	\$5.64	\$4.99	\$6.00
Globe	40		Soft White	2	420	0.1%	98.3%	\$4.67	\$2.75	\$4.99
Candle	40		Soft White	2	402	0.1%	98.3%	\$5.50	\$4.99	\$7.50
Spiral	100		Soft White	5	398	0.1%	98.4%	\$3.40	\$3.40	\$3.40
A-Line	60		Bug	1	390	0.1%	98.5%	\$7.84	\$7.44	\$7.99
Flood	90	Outdoor	Soft White	1	387	0.1%	98.5%	\$8.03	\$6.99	\$11.99
Post	40		Soft White	1	368	0.1%	98.6%	\$8.66	\$7.99	\$11.99
Post	60	Outdoor	Soft White	1	363	0.1%	98.7%	\$7.82	\$7.44	\$8.17
Post	40	Outdoor	Bug	1	356	0.1%	98.7%	\$9.96	\$4.19	\$11.99
Post	60	Outdoor	Bug	1	353	0.1%	98.8%	\$7.61	\$5.99	\$8.48
Flood	65	Outdoor	Soft White	2	351	0.1%	98.8%	\$4.99	\$4.99	\$4.99
Spiral	150	Dimmable	Soft White	1	334	0.1%	98.9%	\$10.16	\$9.77	\$10.44
Spiral	75		Day Light	4	322	0.1%	99.0%	\$2.87	\$2.50	\$3.25
Flood	85		Soft White	1	316	0.1%	99.0%	\$7.15	\$6.97	\$7.96
Decorative	40		Soft White	2	287	0.0%	99.1%	\$6.38	\$6.00	\$6.50
Flood	120	Outdoor	Soft White	2	260	0.0%	99.1%	\$7.49	\$7.49	\$7.49
Flood	75		Soft White	2	260	0.0%	99.2%	\$6.49	\$6.49	\$6.49
A-Line	60	Outdoor	Bug	1	252	0.0%	99.2%	\$7.83	\$7.44	\$8.39
Flood	65	Outdoor	Soft White	1	249	0.0%	99.2%	\$7.16	\$5.49	\$7.96

Lamp Type	Equiv. Watts	Feature	Light Type	CFLs in Pack	CFLs on Shelf			Price b/4 Reward		
					#	%	Cmlt.	Avg	Low	High
Post	40	Outdoor	Soft White	1	245	0.0%	99.3%	\$7.81	\$7.49	\$7.99
Flood	65	Dimmable	Soft White	3	216	0.0%	99.3%	\$5.75	\$5.75	\$5.75
Spiral	60		Full Spectrum	1	200	0.0%	99.3%	\$6.98	\$6.98	\$6.98
Spiral	100		Full Spectrum	1	185	0.0%	99.4%	\$7.98	\$7.98	\$7.98
Globe	150	3-Way	Soft White	1	176	0.0%	99.4%	\$9.77	\$9.77	\$9.77
Globe	25		Soft White	3	176	0.0%	99.4%	\$3.32	\$3.32	\$3.32
Decorative	15		Soft White	1	169	0.0%	99.5%	\$6.04	\$5.99	\$6.29
Spiral	40		Day Light	1	164	0.0%	99.5%	\$5.97	\$5.97	\$5.97
Decorative	25		Soft White	1	163	0.0%	99.5%	\$5.18	\$2.49	\$6.29
Flood	50		Soft White	3	158	0.0%	99.6%	\$3.32	\$3.32	\$3.32
Post	60		Soft White	1	150	0.0%	99.6%	\$8.03	\$7.44	\$9.99
Flood	75		Soft White	1	146	0.0%	99.6%	\$9.25	\$6.27	\$10.99
Post	40	Outdoor	Bright White	1	142	0.0%	99.6%	\$8.99	\$8.99	\$8.99
Globe	60		Soft White	3	141	0.0%	99.6%	\$4.75	\$4.75	\$4.75
Prong	75		Soft White	1	133	0.0%	99.7%	\$8.36	\$4.99	\$15.99
Flood	90		Soft White	1	108	0.0%	99.7%	\$9.86	\$7.99	\$10.57
Spiral	30		Soft White	1	107	0.0%	99.7%	\$5.99	\$5.99	\$5.99
Spiral	60		Bug	1	102	0.0%	99.7%	\$5.84	\$5.25	\$5.99
Flood	75	Outdoor	Soft White	2	100	0.0%	99.7%	\$6.99	\$6.99	\$6.99
Flood	85	Outdoor	Soft White	1	94	0.0%	99.8%	\$7.96	\$7.96	\$7.96
Flood	120	Outdoor	Soft White	1	91	0.0%	99.8%	\$11.09	\$7.69	\$14.98
Spiral	25		Soft White	1	91	0.0%	99.8%	\$4.50	\$3.74	\$5.99
Post	60	Outdoor	Bug	2	90	0.0%	99.8%	\$4.99	\$4.99	\$4.99
Prong	60		Soft White	1	89	0.0%	99.8%	\$6.63	\$4.59	\$12.99
Flood	65	Dimmable	Soft White	2	86	0.0%	99.8%	\$8.62	\$8.62	\$8.62
Spiral	120	3-Way	Soft White	1	80	0.0%	99.8%	\$5.99	\$5.99	\$5.99
Spiral	150	3-Way	Soft White	2	80	0.0%	99.9%	\$4.49	\$4.49	\$4.49
Globe	40		Bug	1	70	0.0%	99.9%	\$3.88	\$3.88	\$3.88
Spiral	100		Bright White	1	69	0.0%	99.9%	\$4.19	\$4.19	\$4.19
Fan	60		Soft White	1	69	0.0%	99.9%	\$2.99	\$2.99	\$2.99
Globe	60		Soft White	2	60	0.0%	99.9%	\$5.49	\$5.49	\$5.49
A-Line	60	Outdoor	Soft White	1	59	0.0%	99.9%	\$7.44	\$7.44	\$7.44

Lamp Type	Equiv. Watts	Feature	Light Type	CFLs in Pack	CFLs on Shelf			Price b/4 Reward		
					#	%	Cmlt.	Avg	Low	High
Prong	40		Bug	1	43	0.0%	99.9%	\$11.99	\$11.99	\$11.99
A-Line	75		Soft White	1	43	0.0%	99.9%	\$6.79	\$5.39	\$7.49
Spiral	200		Soft White	1	40	0.0%	99.9%	\$7.98	\$7.98	\$7.98
Spiral	60	Outdoor	Bug	1	40	0.0%	99.9%	\$9.98	\$9.98	\$9.98
Prong	90		Soft White	1	36	0.0%	100.0%	\$7.99	\$7.99	\$7.99
Candle	15		Soft White	1	35	0.0%	100.0%	\$5.69	\$4.49	\$6.49
Prong	85		Soft White	1	33	0.0%	100.0%	\$2.99	\$2.99	\$2.99
Flood	50	Outdoor	Soft White	1	32	0.0%	100.0%	\$5.49	\$5.49	\$5.49
Spiral	300		Soft White	1	30	0.0%	100.0%	\$18.98	\$18.98	\$18.98
Decorative	50		Soft White	1	25	0.0%	100.0%	\$5.19	\$5.19	\$5.19
Decorative	20		Soft White	1	21	0.0%	100.0%	\$4.80	\$4.80	\$4.80
Flood	90	Dimmable	Soft White	1	21	0.0%	100.0%	\$24.75	\$24.75	\$24.75
Flood	60		Soft White	1	21	0.0%	100.0%	\$5.99	\$5.99	\$5.99
Prong	100		Soft White	1	18	0.0%	100.0%	\$5.89	\$5.89	\$5.89
Prong	150		Soft White	1	18	0.0%	100.0%	\$9.09	\$9.09	\$9.09
Prong	200		Soft White	1	18	0.0%	100.0%	\$9.19	\$9.19	\$9.19
Prong	40		Soft White	1	18	0.0%	100.0%	\$4.95	\$4.95	\$4.95
<b>Total</b>					<b>589,288</b>	<b>100.0%</b>				

Table C-13. CFL Product Types on Shelf by Channel — Participating Hardware Retailers

Lamp Type	Equiv. Watts	Feature	Light Type	CFLs in Pack	CFLs on Shelf			Price b/4 Reward		
					#	%	Cmt.	Avg	Low	High
Spiral	60		Soft White	1	42,391	29.2%	29.2%	\$4.91	\$2.99	\$10.99
Spiral	100		Soft White	1	28,496	19.6%	48.8%	\$6.29	\$2.99	\$13.99
Spiral	75		Soft White	1	27,948	19.2%	68.0%	\$6.07	\$2.99	\$7.99
Spiral	60		Soft White	5	9,752	6.7%	74.7%	\$2.58	\$2.00	\$3.40
Flood	65		Soft White	1	3,455	2.4%	77.1%	\$8.26	\$4.99	\$13.99
Flood	90	Outdoor	Soft White	1	2,557	1.8%	78.8%	\$9.28	\$6.99	\$12.99
Globe	40		Soft White	1	2,457	1.7%	80.5%	\$7.46	\$5.99	\$9.79
Spiral	40		Soft White	1	2,090	1.4%	81.9%	\$5.45	\$3.89	\$6.99
Spiral	75		Soft White	5	2,032	1.4%	83.3%	\$2.89	\$2.80	\$3.50
Spiral	100		Soft White	5	1,660	1.1%	84.5%	\$2.93	\$2.80	\$3.80
Spiral	60		Day Light	1	1,627	1.1%	85.6%	\$4.79	\$3.79	\$5.99
Post	40	Outdoor	Bug	1	1,386	1.0%	86.6%	\$8.55	\$6.99	\$8.99
Spiral	60		Soft White	2	1,337	0.9%	87.5%	\$3.76	\$3.25	\$6.00
Spiral	120		Soft White	1	1,121	0.8%	88.2%	\$11.24	\$8.99	\$12.99
Spiral	150	3-Way	Soft White	1	1,030	0.7%	89.0%	\$11.16	\$8.79	\$14.99
Post	40	Outdoor	Soft White	1	988	0.7%	89.6%	\$8.83	\$6.49	\$8.99
Spiral	100		Soft White	2	957	0.7%	90.3%	\$4.37	\$4.00	\$6.00
A-Line	60		Soft White	1	948	0.7%	90.9%	\$7.12	\$5.19	\$10.99
Spiral	150		Soft White	1	902	0.6%	91.6%	\$11.39	\$7.99	\$14.99
Post	60	Outdoor	Soft White	1	830	0.6%	92.1%	\$8.21	\$6.99	\$8.99
Spiral	100		Day Light	1	755	0.5%	92.7%	\$6.65	\$5.49	\$7.99
Post	60	Outdoor	Bug	1	751	0.5%	93.2%	\$9.27	\$7.99	\$14.99
Flood	65	Dimmable	Soft White	1	743	0.5%	93.7%	\$13.78	\$12.99	\$14.99
Flood	60		Soft White	1	613	0.4%	94.1%	\$4.13	\$3.79	\$7.79
Spiral	75		Day Light	1	576	0.4%	94.5%	\$6.62	\$5.89	\$7.99
Flood	50		Soft White	1	541	0.4%	94.9%	\$7.68	\$7.49	\$10.99
Candle	40		Soft White	1	469	0.3%	95.2%	\$6.84	\$6.49	\$7.99
Prong	100		Soft White	1	411	0.3%	95.5%	\$9.04	\$5.79	\$17.99
Prong	75		Soft White	1	407	0.3%	95.8%	\$6.92	\$5.49	\$12.99
Prong	60		Soft White	1	404	0.3%	96.0%	\$6.51	\$4.99	\$12.99



Lamp Type	Equiv. Watts	Feature	Light Type	CFLs in Pack	CFLs on Shelf			Price b/4 Reward		
					#	%	Cmlt.	Avg	Low	High
Prong	40		Bug	1	377	0.3%	96.3%	\$8.02	\$4.99	\$8.99
Spiral	75		Soft White	2	365	0.3%	96.6%	\$4.73	\$4.00	\$6.00
Globe	60		Soft White	1	361	0.2%	96.8%	\$7.58	\$6.49	\$9.99
Post	60		Soft White	1	353	0.2%	97.0%	\$8.09	\$6.99	\$8.99
Flood	90		Soft White	1	341	0.2%	97.3%	\$10.66	\$8.49	\$11.99
Post	40		Soft White	1	305	0.2%	97.5%	\$8.57	\$6.99	\$8.99
A-Line	75		Soft White	1	248	0.2%	97.7%	\$10.76	\$6.99	\$13.99
Prong	90		Soft White	1	230	0.2%	97.8%	\$8.18	\$7.99	\$8.49
Spiral	100	Dimmable	Soft White	1	216	0.1%	98.0%	\$13.48	\$10.49	\$14.99
A-Line	40		Soft White	1	207	0.1%	98.1%	\$7.12	\$5.99	\$8.99
Candle	15		Soft White	1	192	0.1%	98.2%	\$5.59	\$4.49	\$6.49
Prong	60		Bug	1	180	0.1%	98.4%	\$7.29	\$6.99	\$8.49
Spiral	40		Day Light	1	178	0.1%	98.5%	\$4.81	\$4.49	\$5.49
Fan	40		Soft White	1	159	0.1%	98.6%	\$7.14	\$6.49	\$7.99
Decorative	15		Soft White	2	155	0.1%	98.7%	\$6.00	\$6.00	\$6.00
Spiral	60	Dimmable	Soft White	1	154	0.1%	98.8%	\$10.77	\$10.49	\$11.99
Globe	40		Soft White	3	151	0.1%	98.9%	\$6.47	\$5.33	\$7.33
Prong	100	Dimmable	Soft White	1	144	0.1%	99.0%	\$14.69	\$13.99	\$15.99
Spiral	90		Soft White	1	144	0.1%	99.1%	\$10.19	\$8.99	\$10.99
Spiral	60		Bug	1	139	0.1%	99.2%	\$8.40	\$7.99	\$8.49
Spiral	100	3-Way	Soft White	1	106	0.1%	99.3%	\$10.43	\$9.99	\$10.99
Decorative	25		Soft White	1	78	0.1%	99.3%	\$8.99	\$8.99	\$8.99
Spiral	40		Soft White	2	72	0.0%	99.4%	\$6.00	\$6.00	\$6.00
A-Line	40		Bug	1	68	0.0%	99.4%	\$8.01	\$7.49	\$8.39
Flood	50	Dimmable	Soft White	1	67	0.0%	99.5%	\$12.56	\$9.99	\$12.99
Spiral	90	Dimmable	Soft White	1	67	0.0%	99.5%	\$10.85	\$9.99	\$12.99
Spiral	120	3-Way	Soft White	1	65	0.0%	99.6%	\$10.77	\$10.49	\$10.99
Spiral	100		Full Spectrum	1	65	0.0%	99.6%	\$15.99	\$15.99	\$15.99
Spiral	40		Bug	1	58	0.0%	99.6%	\$7.49	\$7.49	\$7.49
Flood	75		Soft White	1	53	0.0%	99.7%	\$6.91	\$5.39	\$10.99
Prong	40		Soft White	1	52	0.0%	99.7%	\$5.99	\$5.99	\$5.99
Spiral	135		Soft White	1	52	0.0%	99.8%	\$13.99	\$13.99	\$13.99

Lamp Type	Equiv. Watts	Feature	Light Type	CFLs in Pack	CFLs on Shelf			Price b/4 Reward		
					#	%	Cmlt.	Avg	Low	High
Candle	60		Soft White	1	48	0.0%	99.8%	\$5.39	\$4.99	\$5.99
Spiral	200		Soft White	1	43	0.0%	99.8%	\$7.99	\$7.99	\$7.99
Flood	60	Dimmable	Soft White	1	39	0.0%	99.8%	\$17.99	\$17.99	\$17.99
Candle	25		Soft White	1	39	0.0%	99.9%	\$6.49	\$6.49	\$6.49
Prong	100	3-Way	Soft White	1	39	0.0%	99.9%	\$10.99	\$10.99	\$10.99
Decorative	40		Soft White	1	29	0.0%	99.9%	\$6.49	\$6.49	\$6.49
Flood	90	Dimmable	Soft White	1	29	0.0%	99.9%	\$18.49	\$16.99	\$19.99
Spiral	300		Soft White	1	29	0.0%	100.0%	\$16.99	\$16.99	\$16.99
Spiral	60	Outdoor	Bug	1	19	0.0%	100.0%	\$14.99	\$14.99	\$14.99
Flood	55		Soft White	1	14	0.0%	100.0%	\$11.49	\$11.49	\$11.49
Prong	175	Outdoor	Bug	1	14	0.0%	100.0%	\$22.99	\$22.99	\$22.99
Prong	65	Outdoor	Soft White	1	14	0.0%	100.0%	\$21.99	\$21.99	\$21.99
<b>Total</b>					<b>145,394</b>	<b>100.0%</b>				

Table C-14. CFL Product Types on Shelf by Channel — Participating Home Improvement Retailers

Lamp Type	Equiv. Watts	Feature	Light Type	CFLs in Pack	CFLs on Shelf			Price b/4 Reward		
					#	%	Cmlt.	Avg	Low	High
Spiral	60		Soft White	4	71,727	12.1%	12.1%	\$1.94	\$1.72	\$2.49
Spiral	60		Soft White	2	63,392	10.7%	22.8%	\$3.62	\$1.99	\$4.42
Spiral	60		Soft White	6	47,760	8.1%	30.9%	\$1.63	\$1.48	\$4.17
Spiral	60		Soft White	3	44,895	7.6%	38.4%	\$1.95	\$1.69	\$3.33
Spiral	60		Day Light	4	29,774	5.0%	43.4%	\$2.13	\$1.99	\$2.49
Spiral	60		Soft White	1	25,766	4.3%	47.8%	\$4.05	\$2.92	\$6.99
Spiral	40		Soft White	4	23,698	4.0%	51.8%	\$1.72	\$1.49	\$1.74
Spiral	100		Soft White	2	21,141	3.6%	55.4%	\$4.23	\$3.44	\$4.95
Spiral	100		Soft White	4	16,498	2.8%	58.1%	\$2.34	\$2.22	\$4.00
Spiral	60		Bright White	4	14,945	2.5%	60.7%	\$2.24	\$2.24	\$2.24
Spiral	75		Soft White	2	14,931	2.5%	63.2%	\$4.38	\$3.44	\$4.95
Spiral	100		Soft White	1	13,725	2.3%	65.5%	\$5.40	\$3.99	\$9.99
Flood	65		Soft White	3	12,344	2.1%	67.6%	\$3.82	\$2.96	\$4.33
Spiral	100		Day Light	3	10,849	1.8%	69.4%	\$2.87	\$2.66	\$3.32
Flood	65		Soft White	2	9,537	1.6%	71.0%	\$4.91	\$2.98	\$4.99
Spiral	60		Day Light	1	9,459	1.6%	72.6%	\$5.19	\$4.59	\$5.98
Spiral	60		Party	1	9,184	1.5%	74.2%	\$4.73	\$3.97	\$5.96
Spiral	75		Soft White	1	7,734	1.3%	75.5%	\$5.38	\$3.99	\$10.49
Flood	65		Soft White	1	7,150	1.2%	76.7%	\$6.26	\$5.44	\$11.99
Spiral	100		Soft White	3	6,834	1.2%	77.8%	\$3.21	\$2.82	\$3.32
Spiral	40		Soft White	1	6,274	1.1%	78.9%	\$4.18	\$3.97	\$4.98
Spiral	60		Soft White	12	5,848	1.0%	79.9%	\$2.08	\$2.08	\$2.08
Spiral	60		Soft White	8	5,824	1.0%	80.9%	\$2.58	\$2.00	\$3.12
Spiral	100		Day Light	1	5,576	0.9%	81.8%	\$6.97	\$6.39	\$6.98
A-Line	40		Soft White	2	5,359	0.9%	82.7%	\$4.58	\$3.98	\$5.49
A-Line	60		Soft White	2	5,021	0.8%	83.5%	\$4.42	\$3.98	\$6.50
Fan	40		Soft White	2	4,281	0.7%	84.3%	\$3.99	\$3.98	\$3.98
Flood	50		Soft White	1	4,062	0.7%	85.0%	\$5.98	\$5.44	\$7.99
Flood	120	Outdoor	Soft White	2	3,474	0.6%	85.5%	\$5.55	\$4.44	\$6.50
Globe	40		Soft White	1	3,329	0.6%	86.1%	\$5.94	\$4.88	\$7.39

Lamp Type	Equiv. Watts	Feature	Light Type	CFLs in Pack	CFLs on Shelf			Price b/4 Reward		
					#	%	Cmlt.	Avg	Low	High
Decorative	40		Soft White	2	3,289	0.6%	86.7%	\$4.91	\$4.24	\$4.99
Spiral	150		Soft White	1	3,196	0.5%	87.2%	\$9.48	\$6.97	\$9.98
Spiral	200		Soft White	1	3,182	0.5%	87.7%	\$9.60	\$7.97	\$16.99
Spiral	100		Bright White	2	2,628	0.4%	88.2%	\$4.41	\$3.48	\$4.49
Globe	60		Soft White	2	2,523	0.4%	88.6%	\$4.83	\$2.98	\$4.99
Spiral	40		Soft White	3	2,520	0.4%	89.0%	\$2.61	\$2.59	\$2.79
Flood	75	Outdoor	Soft White	1	2,393	0.4%	89.4%	\$7.09	\$6.97	\$9.49
Globe	40		Soft White	2	2,389	0.4%	89.8%	\$4.83	\$2.98	\$4.99
Spiral	150	3-Way	Soft White	1	2,304	0.4%	90.2%	\$9.36	\$8.38	\$9.99
Flood	120		Soft White	1	2,293	0.4%	90.6%	\$7.16	\$6.97	\$7.47
Spiral	100	3-Way	Soft White	1	2,136	0.4%	91.0%	\$9.40	\$4.99	\$10.49
Spiral	60		Party	2	2,136	0.4%	91.3%	\$4.50	\$4.50	\$4.50
Flood	120	Outdoor	Soft White	1	2,102	0.4%	91.7%	\$7.02	\$6.97	\$7.47
Flood	90	Outdoor	Soft White	4	1,911	0.3%	92.0%	\$4.27	\$3.49	\$4.99
Spiral	75		Day Light	1	1,892	0.3%	92.3%	\$6.82	\$5.89	\$6.97
Spiral	100		Day Light	4	1,879	0.3%	92.6%	\$1.99	\$1.99	\$1.99
Spiral	60		Bright White	1	1,873	0.3%	93.0%	\$4.97	\$4.97	\$4.97
Flood	65	Outdoor	Soft White	2	1,835	0.3%	93.3%	\$4.99	\$4.99	\$4.99
A-Line	60		Soft White	1	1,821	0.3%	93.6%	\$6.35	\$4.97	\$9.99
Spiral	60		Full Spectrum	1	1,799	0.3%	93.9%	\$5.16	\$4.98	\$8.49
Spiral	60		Day Light	3	1,794	0.3%	94.2%	\$2.66	\$2.66	\$2.66
Flood	90		Soft White	2	1,682	0.3%	94.5%	\$6.17	\$4.99	\$6.99
Flood	75		Soft White	1	1,624	0.3%	94.7%	\$7.27	\$6.97	\$11.99
Spiral	75		Bright White	1	1,605	0.3%	95.0%	\$6.97	\$6.97	\$6.97
Spiral	125		Soft White	1	1,523	0.3%	95.3%	\$7.05	\$6.97	\$8.38
Flood	120		Soft White	2	1,496	0.3%	95.5%	\$4.80	\$4.40	\$6.99
Spiral	100		Bright White	1	1,386	0.2%	95.8%	\$6.78	\$5.97	\$6.97
Spiral	40		Bright White	1	1,376	0.2%	96.0%	\$4.97	\$4.97	\$4.97
Globe	60		Soft White	1	1,353	0.2%	96.2%	\$4.88	\$4.88	\$4.88
Spiral	100		Full Spectrum	1	1,329	0.2%	96.4%	\$7.12	\$6.98	\$8.49
A-Line	40		Soft White	1	1,210	0.2%	96.6%	\$3.88	\$3.88	\$3.97
Flood	65	Dimmable	Soft White	1	1,156	0.2%	96.8%	\$11.99	\$11.99	\$11.99

Lamp Type	Equiv. Watts	Feature	Light Type	CFLs in Pack	CFLs on Shelf			Price b/4 Reward		
					#	%	Cmlt.	Avg	Low	High
Candle	20		Soft White	1	1,111	0.2%	97.0%	\$4.88	\$4.88	\$4.88
Spiral	40		Day Light	1	1,051	0.2%	97.2%	\$4.97	\$4.97	\$4.97
Spiral	120		Bright White	1	917	0.2%	97.4%	\$8.97	\$8.97	\$8.97
Candle	15	Dimmable	Soft White	1	860	0.1%	97.5%	\$6.47	\$6.47	\$6.49
Flood	90		Soft White	4	764	0.1%	97.6%	\$4.99	\$4.99	\$4.99
Flood	90		Bright White	1	745	0.1%	97.8%	\$10.97	\$10.97	\$10.97
Candle	40		Soft White	1	698	0.1%	97.9%	\$4.88	\$4.88	\$4.88
Flood	65		Bright White	1	693	0.1%	98.0%	\$7.97	\$7.97	\$7.97
Spiral	120		Soft White	1	680	0.1%	98.1%	\$8.67	\$6.49	\$9.98
Flood	50		Soft White	2	626	0.1%	98.2%	\$5.99	\$5.98	\$6.00
A-Line	60	Outdoor	Bug	1	592	0.1%	98.3%	\$6.97	\$6.97	\$6.97
Flood	90	Outdoor	Soft White	2	592	0.1%	98.4%	\$6.99	\$6.99	\$6.99
Candle	15		Soft White	1	591	0.1%	98.5%	\$5.11	\$4.88	\$6.47
Flood	65		Day Light	1	578	0.1%	98.6%	\$7.97	\$7.97	\$7.97
Spiral	40		Soft White	2	573	0.1%	98.7%	\$1.99	\$1.99	\$1.99
Spiral	100	3-Way	Day Light	1	498	0.1%	98.8%	\$6.97	\$6.97	\$6.97
Decorative	20		Soft White	1	470	0.1%	98.9%	\$4.88	\$4.88	\$4.88
Spiral	100		Soft White	6	430	0.1%	98.9%	\$2.16	\$2.16	\$2.16
Spiral	100		Craft	1	392	0.1%	99.0%	\$6.12	\$5.93	\$6.98
Spiral	60		Craft	1	392	0.1%	99.1%	\$4.23	\$4.23	\$4.23
Spiral	40		Day Light	4	382	0.1%	99.1%	\$2.24	\$2.24	\$2.24
A-Line	60		Bug	1	315	0.1%	99.2%	\$6.97	\$6.97	\$6.97
Flood	90	Outdoor	Soft White	1	306	0.1%	99.2%	\$11.60	\$9.97	\$13.97
Spiral	60	Dimmable	Soft White	1	288	0.0%	99.3%	\$4.49	\$4.49	\$4.49
Fan	40		Soft White	1	271	0.0%	99.3%	\$7.81	\$4.97	\$10.98
Spiral	65		Soft White	1	249	0.0%	99.4%	\$5.99	\$5.99	\$5.99
Decorative	25		Soft White	1	246	0.0%	99.4%	\$5.29	\$5.29	\$5.29
Decorative	15	Dimmable	Soft White	1	239	0.0%	99.5%	\$6.47	\$6.47	\$6.47
Flood	65	Outdoor	Day Light	1	229	0.0%	99.5%	\$7.97	\$7.97	\$7.97
Flood	65	Outdoor	Soft White	1	215	0.0%	99.5%	\$5.97	\$5.97	\$5.97
Flood	90	Outdoor	Bright White	1	210	0.0%	99.6%	\$10.97	\$10.97	\$10.97
Flood	65		Bright White	2	191	0.0%	99.6%	\$4.99	\$4.99	\$4.99

Lamp Type	Equiv. Watts	Feature	Light Type	CFLs in Pack	CFLs on Shelf			Price b/4 Reward		
					#	%	Cmlt.	Avg	Low	High
Flood	75	Dimmable	Soft White	1	191	0.0%	99.6%	\$11.99	\$11.99	\$11.99
Spiral	75	Outdoor	Soft White	1	184	0.0%	99.7%	\$5.91	\$5.79	\$9.49
Flood	40		Soft White	1	153	0.0%	99.7%	\$7.39	\$7.39	\$7.39
Flood	90		Soft White	1	149	0.0%	99.7%	\$9.87	\$8.99	\$9.97
Spiral	75	Dimmable	Soft White	1	132	0.0%	99.7%	\$10.49	\$10.49	\$10.49
A-Line	40	Outdoor	Soft White	2	115	0.0%	99.8%	\$3.99	\$3.98	\$3.98
Spiral	120	3-Way	Soft White	1	114	0.0%	99.8%	\$8.39	\$8.39	\$8.39
Spiral	60	Outdoor	Bug	1	114	0.0%	99.8%	\$3.97	\$3.97	\$3.97
Spiral	60		Bug	1	114	0.0%	99.8%	\$3.97	\$3.97	\$3.97
Candle	60		Soft White	1	109	0.0%	99.8%	\$6.99	\$6.99	\$6.99
Flood	60		Soft White	1	105	0.0%	99.9%	\$7.39	\$7.39	\$7.39
Flood	85	Dimmable	Soft White	1	100	0.0%	99.9%	\$11.99	\$11.99	\$11.99
Flood	60		Day Light	1	99	0.0%	99.9%	\$6.49	\$6.49	\$6.49
Flood	60	Outdoor	Soft White	1	96	0.0%	99.9%	\$7.39	\$7.39	\$7.39
Spiral	90		Day Light	2	96	0.0%	99.9%	\$4.49	\$4.49	\$4.49
Flood	60		Soft White	2	85	0.0%	99.9%	\$5.98	\$5.98	\$5.98
Flood	85		Soft White	1	70	0.0%	99.9%	\$9.99	\$9.99	\$9.99
Post	60	Outdoor	Soft White	1	63	0.0%	100.0%	\$9.98	\$9.97	\$9.99
A-Line	60		Party	1	57	0.0%	100.0%	\$6.96	\$6.96	\$6.96
Post	60		Soft White	1	39	0.0%	100.0%	\$9.99	\$9.99	\$9.99
Prong	60	Outdoor	Soft White	1	39	0.0%	100.0%	\$9.99	\$9.99	\$9.99
Decorative	60		Soft White	1	31	0.0%	100.0%	\$6.99	\$6.99	\$6.99
Prong	75		Soft White	1	26	0.0%	100.0%	\$9.99	\$9.99	\$9.99
Post	75	Outdoor	Bug	1	21	0.0%	100.0%	\$9.99	\$9.99	\$9.99
Spiral	75		Bug	1	21	0.0%	100.0%	\$9.99	\$9.99	\$9.99
Decorative	40		Soft White	1	18	0.0%	100.0%	\$5.29	\$5.29	\$5.29
Prong	150	3-Way	Soft White	1	13	0.0%	100.0%	\$9.99	\$9.99	\$9.99
<b>Total</b>					<b>592,780</b>	<b>100.0%</b>				

Table C-15. CFL Product Types on Shelf by Channel — Participating Grocery and Other Retailers

Lamp Type	Equiv. Watts	Feature	Light Type	CFLs in Pack	CFLs on Shelf			Price b/4 Reward		
					#	%	Cmlt.	Avg	Low	High
Spiral	60		Soft White	3	3,150	38.0%	38.0%	\$3.33	\$3.33	\$3.33
Spiral	100		Soft White	3	788	9.5%	47.5%	\$4.33	\$4.33	\$4.33
Spiral	60		Soft White	1	759	9.2%	56.7%	\$5.41	\$4.99	\$6.99
Spiral	100		Soft White	1	656	7.9%	64.6%	\$6.52	\$5.99	\$9.99
Spiral	60		Soft White	2	525	6.3%	70.9%	\$3.68	\$3.50	\$3.90
Decorative	40		Soft White	2	350	4.2%	75.2%	\$6.00	\$6.00	\$6.00
Spiral	75		Soft White	1	315	3.8%	79.0%	\$5.99	\$5.97	\$5.99
Spiral	100		Soft White	2	210	2.5%	81.5%	\$5.00	\$5.00	\$5.00
Spiral	40		Soft White	1	195	2.4%	83.8%	\$4.99	\$4.99	\$4.99
Flood	65		Soft White	1	193	2.3%	86.2%	\$9.99	\$9.99	\$9.99
Fan	40		Soft White	2	175	2.1%	88.3%	\$6.99	\$7.00	\$7.00
Spiral	100	3-Way	Soft White	1	160	1.9%	90.2%	\$10.61	\$9.99	\$14.99
A-Line	40		Soft White	2	140	1.7%	91.9%	\$7.00	\$7.00	\$7.00
A-Line	60		Soft White	2	105	1.3%	93.2%	\$6.90	\$6.89	\$6.89
Spiral	60		Day Light	1	105	1.3%	94.4%	\$8.99	\$8.99	\$8.99
Flood	50		Soft White	1	96	1.2%	95.6%	\$8.99	\$8.99	\$8.99
Spiral	120		Soft White	1	96	1.2%	96.8%	\$9.99	\$9.99	\$9.99
A-Line	60		Soft White	1	88	1.1%	97.8%	\$7.99	\$7.99	\$7.99
Spiral	60		Full Spectrum	1	53	0.6%	98.4%	\$7.99	\$7.99	\$7.99
Flood	65	Dimmable	Soft White	1	35	0.4%	98.9%	\$14.99	\$14.99	\$14.99
Spiral	100	Dimmable	Soft White	1	30	0.4%	99.2%	\$17.99	\$17.99	\$17.99
Spiral	100		Day Light	1	26	0.3%	99.5%	\$7.99	\$7.99	\$7.99
Spiral	75	Dimmable	Soft White	1	20	0.2%	99.8%	\$16.99	\$16.99	\$16.99
Flood	75		Soft White	1	18	0.2%	100.0%	\$11.99	\$11.99	\$11.99
<b>Total</b>					<b>8,287</b>	<b>100.0%</b>				

**Table C-16. CFL Product Types on Shelf by Channel — Participating Mass Merchant Retailers**

Lamp Type	Equiv. Watts	Feature	Light Type	CFLs in Pack	CFLs on Shelf			Price b/4 Reward		
					#	%	Cmt.	Avg	Low	High
Spiral	60		Soft White	4	34,800	100.0%	100.0%	\$3.00	\$3.00	\$3.00
Globe	40		Soft White	1	3	0.0%	100.0%	\$3.00	\$3.00	\$3.00
<b>Total</b>					<b>34,803</b>	<b>100.0%</b>				



Table C-17. CFL Product Types on Shelf by Channel — Nonparticipating Hardware Retailers

Lamp Type	Equiv. Watts	Feature	Light Type	CFLs in Pack	CFLs on Shelf			Price b/4 Reward		
					#	%	Cmlt.	Avg	Low	High
Spiral	60		Soft White	1	426	17.7%	17.7%	\$3.91	\$2.99	\$5.99
Spiral	60		Soft White	6	320	13.3%	31.0%	\$2.67	\$2.67	\$2.67
Spiral	75		Soft White	1	311	12.9%	43.9%	\$4.01	\$2.99	\$6.49
Spiral	100		Soft White	1	222	9.2%	53.1%	\$5.05	\$4.59	\$6.49
Spiral	60		Soft White	2	142	5.9%	59.0%	\$3.12	\$3.00	\$3.50
Flood	50		Soft White	1	133	5.5%	64.6%	\$5.99	\$5.99	\$5.99
Spiral	60		Soft White	5	133	5.5%	70.1%	\$2.20	\$2.20	\$2.20
Flood	65		Soft White	1	124	5.2%	75.3%	\$6.70	\$5.99	\$8.99
Spiral	40		Soft White	1	124	5.2%	80.4%	\$3.95	\$3.29	\$4.69
Spiral	60		Soft White	4	107	4.4%	84.9%	\$2.75	\$2.75	\$2.75
A-Line	60		Soft White	1	53	2.2%	87.1%	\$14.99	\$14.99	\$14.99
Flood	90	Outdoor	Soft White	1	53	2.2%	89.3%	\$6.99	\$6.99	\$6.99
Post	40	Outdoor	Bug	1	53	2.2%	91.5%	\$4.19	\$4.19	\$4.19
Spiral	100	3-Way	Soft White	1	44	1.8%	93.4%	\$17.39	\$15.99	\$19.49
Spiral	150		Soft White	1	44	1.8%	95.2%	\$9.75	\$9.59	\$9.99
Prong	90		Soft White	1	36	1.5%	96.7%	\$7.99	\$7.99	\$7.99
Globe	40		Soft White	1	27	1.1%	97.8%	\$4.19	\$4.19	\$4.19
Prong	75		Soft White	1	27	1.1%	98.9%	\$5.29	\$5.29	\$5.29
Spiral	150	3-Way	Soft White	1	27	1.1%	100.0%	\$10.99	\$10.99	\$10.99
<b>Total</b>					<b>2,407</b>	<b>100.0%</b>				

Table C-18. CFL Product Types on Shelf by Channel — Nonparticipating Home Improvement Retailers

Lamp Type	Equiv. Watts	Feature	Light Type	CFLs in Pack	CFLs on Shelf			Price b/4 Reward		
					#	%	Cmt.	Avg	Low	High
Spiral	60		Soft White	4	15,271	30.4%	30.4%	\$2.00	\$2.00	\$3.50
Spiral	60		Soft White	1	5,483	10.9%	41.3%	\$4.20	\$2.99	\$9.99
Spiral	60		Soft White	6	4,920	9.8%	51.1%	\$1.66	\$1.66	\$1.66
Spiral	100		Soft White	3	3,030	6.0%	57.2%	\$4.05	\$3.25	\$4.33
Spiral	100		Soft White	4	2,960	5.9%	63.1%	\$2.27	\$2.00	\$3.25
Spiral	60		Soft White	3	2,520	5.0%	68.1%	\$2.20	\$2.00	\$2.66
Spiral	60		Day Light	3	2,460	4.9%	73.0%	\$3.30	\$2.99	\$3.33
Spiral	60		Soft White	5	1,648	3.3%	76.3%	\$2.00	\$2.00	\$2.00
Spiral	75		Soft White	3	1,080	2.2%	78.4%	\$3.33	\$3.33	\$3.33
Spiral	60		Soft White	2	855	1.7%	80.1%	\$4.34	\$2.99	\$5.20
Spiral	60		Soft White	12	810	1.6%	81.7%	\$1.69	\$1.69	\$1.69
Spiral	100		Day Light	3	630	1.3%	83.0%	\$2.95	\$2.66	\$3.66
Spiral	100		Soft White	1	551	1.1%	84.1%	\$6.21	\$3.89	\$7.98
Spiral	75		Soft White	1	550	1.1%	85.2%	\$5.68	\$3.49	\$6.49
Spiral	40		Soft White	3	540	1.1%	86.3%	\$2.66	\$2.66	\$2.66
Flood	65		Soft White	2	470	0.9%	87.2%	\$5.48	\$3.99	\$5.99
Globe	40		Soft White	2	420	0.8%	88.0%	\$4.67	\$2.75	\$4.99
Spiral	100		Soft White	5	398	0.8%	88.8%	\$3.40	\$3.40	\$3.40
Candle	40		Soft White	2	320	0.6%	89.5%	\$4.99	\$4.99	\$4.99
Flood	120	Outdoor	Soft White	2	260	0.5%	90.0%	\$7.49	\$7.49	\$7.49
Flood	75		Soft White	2	260	0.5%	90.5%	\$6.49	\$6.49	\$6.49
Spiral	60		Party	1	255	0.5%	91.0%	\$6.98	\$6.98	\$6.98
Flood	65	Dimmable	Soft White	1	241	0.5%	91.5%	\$13.02	\$12.98	\$13.49
A-Line	60		Soft White	1	240	0.5%	92.0%	\$8.53	\$5.24	\$9.98
Spiral	100		Soft White	2	217	0.4%	92.4%	\$3.62	\$3.49	\$4.00
Spiral	60		Full Spectrum	1	200	0.4%	92.8%	\$6.98	\$6.98	\$6.98
Flood	65		Soft White	1	193	0.4%	93.2%	\$7.26	\$5.59	\$8.99
Spiral	100		Full Spectrum	1	185	0.4%	93.6%	\$7.98	\$7.98	\$7.98
Flood	50		Soft White	2	180	0.4%	93.9%	\$5.99	\$5.99	\$5.99
Spiral	100	3-Way	Soft White	1	173	0.3%	94.3%	\$9.69	\$7.19	\$9.98

Lamp Type	Equiv. Watts	Feature	Light Type	CFLs in Pack	CFLs on Shelf			Price b/4 Reward		
					#	%	Cmlt.	Avg	Low	High
Decorative	40		Soft White	1	165	0.3%	94.6%	\$8.98	\$8.98	\$8.98
Spiral	75		Soft White	2	160	0.3%	94.9%	\$3.49	\$3.49	\$3.49
Post	40	Outdoor	Bright White	1	142	0.3%	95.2%	\$8.99	\$8.99	\$8.99
Post	60	Outdoor	Bug	1	130	0.3%	95.4%	\$7.71	\$5.99	\$8.48
Fan	40		Soft White	2	120	0.2%	95.7%	\$4.49	\$3.00	\$5.99
Prong	75		Soft White	1	106	0.2%	95.9%	\$9.12	\$4.99	\$15.99
Spiral	150		Soft White	1	105	0.2%	96.1%	\$14.18	\$7.49	\$25.29
Post	40	Outdoor	Bug	1	103	0.2%	96.3%	\$8.99	\$8.99	\$8.99
Globe	60		Soft White	1	100	0.2%	96.5%	\$9.99	\$9.98	\$9.99
Flood	75	Outdoor	Soft White	2	100	0.2%	96.7%	\$6.99	\$6.99	\$6.99
Globe	40		Soft White	1	99	0.2%	96.9%	\$7.22	\$5.59	\$7.49
Flood	120	Outdoor	Soft White	1	91	0.2%	97.1%	\$11.09	\$7.69	\$14.98
Flood	75	Outdoor	Soft White	1	90	0.2%	97.3%	\$10.31	\$8.48	\$13.98
Post	60	Outdoor	Bug	2	90	0.2%	97.5%	\$4.99	\$4.99	\$4.99
Prong	60		Soft White	1	89	0.2%	97.6%	\$6.63	\$4.59	\$12.99
Flood	90	Outdoor	Soft White	1	85	0.2%	97.8%	\$8.99	\$8.99	\$8.99
A-Line	40		Soft White	1	80	0.2%	98.0%	\$11.98	\$11.98	\$11.98
A-Line	60		Soft White	2	80	0.2%	98.1%	\$4.99	\$4.99	\$4.99
Spiral	125		Soft White	1	80	0.2%	98.3%	\$6.98	\$6.98	\$6.98
Spiral	150	3-Way	Soft White	2	80	0.2%	98.4%	\$4.49	\$4.49	\$4.49
Spiral	40		Soft White	2	80	0.2%	98.6%	\$2.99	\$2.99	\$2.99
Spiral	150	3-Way	Soft White	1	62	0.1%	98.7%	\$8.39	\$5.98	\$10.99
Globe	60		Soft White	2	60	0.1%	98.8%	\$5.49	\$5.49	\$5.49
Spiral	25		Soft White	1	60	0.1%	99.0%	\$3.74	\$3.74	\$3.74
Spiral	120		Soft White	1	54	0.1%	99.1%	\$7.59	\$6.74	\$9.99
A-Line	75		Soft White	1	43	0.1%	99.2%	\$6.79	\$5.39	\$7.49
Decorative	25		Soft White	1	40	0.1%	99.2%	\$2.49	\$2.49	\$2.49
Spiral	200		Soft White	1	40	0.1%	99.3%	\$7.98	\$7.98	\$7.98
Spiral	60	Outdoor	Bug	1	40	0.1%	99.4%	\$9.98	\$9.98	\$9.98
Candle	15		Soft White	1	35	0.1%	99.5%	\$5.69	\$4.49	\$6.49
Spiral	300		Soft White	1	30	0.1%	99.5%	\$18.98	\$18.98	\$18.98
Decorative	50		Soft White	1	25	0.0%	99.6%	\$5.19	\$5.19	\$5.19

Lamp Type	Equiv. Watts	Feature	Light Type	CFLs in Pack	CFLs on Shelf			Price b/4 Reward		
					#	%	Cmlt.	Avg	Low	High
Decorative	20		Soft White	1	21	0.0%	99.6%	\$4.80	\$4.80	\$4.80
Flood	90	Dimmable	Soft White	1	21	0.0%	99.7%	\$24.75	\$24.75	\$24.75
Post	60		Soft White	1	21	0.0%	99.7%	\$9.99	\$9.99	\$9.99
Spiral	60		Bug	1	21	0.0%	99.7%	\$5.25	\$5.25	\$5.25
Post	40	Outdoor	Soft White	1	18	0.0%	99.8%	\$7.49	\$7.49	\$7.49
Prong	100		Soft White	1	18	0.0%	99.8%	\$5.89	\$5.89	\$5.89
Prong	150		Soft White	1	18	0.0%	99.8%	\$9.09	\$9.09	\$9.09
Prong	200		Soft White	1	18	0.0%	99.9%	\$9.19	\$9.19	\$9.19
Prong	40		Soft White	1	18	0.0%	99.9%	\$4.95	\$4.95	\$4.95
Spiral	40		Soft White	1	18	0.0%	100.0%	\$4.49	\$4.49	\$4.49
Flood	50		Soft White	1	14	0.0%	100.0%	\$7.49	\$7.49	\$7.49
Flood	90		Soft White	1	11	0.0%	100.0%	\$9.99	\$9.99	\$9.99
<b>Total</b>					<b>50,202</b>	<b>100.0%</b>				

Table C-19. CFL Product Types on Shelf by Channel — Nonparticipating Grocery Retailers

Lamp Type	Equiv. Watts	Feature	Light Type	CFLs in Pack	CFLs on Shelf			Price b/4 Reward		
					#	%	Cmt.	Avg	Low	High
Spiral	60		Soft White	3	4,115	30.4%	30.4%	\$3.89	\$3.30	\$4.66
Spiral	60		Soft White	1	1,741	12.9%	43.2%	\$4.57	\$2.25	\$7.79
Spiral	100		Soft White	1	1,532	11.3%	54.5%	\$5.99	\$4.19	\$11.99
Spiral	100		Soft White	3	1,462	10.8%	65.3%	\$5.09	\$4.33	\$5.60
Spiral	60		Soft White	2	1,342	9.9%	75.2%	\$3.45	\$2.50	\$4.42
Spiral	75		Soft White	1	1,239	9.1%	84.4%	\$5.16	\$2.99	\$6.49
Spiral	60		Soft White	4	460	3.4%	87.8%	\$2.50	\$2.50	\$2.50
A-Line	60		Soft White	2	345	2.5%	90.3%	\$5.80	\$5.50	\$6.00
Spiral	40		Soft White	1	207	1.5%	91.9%	\$4.30	\$3.59	\$4.59
Spiral	100	3-Way	Soft White	1	174	1.3%	93.2%	\$10.72	\$9.99	\$10.89
A-Line	60		Soft White	1	137	1.0%	94.2%	\$6.69	\$5.99	\$8.29
Decorative	40		Soft White	2	103	0.8%	94.9%	\$6.16	\$6.00	\$6.25
Spiral	150	3-Way	Soft White	1	101	0.7%	95.7%	\$18.88	\$16.49	\$19.99
Spiral	60		Day Light	1	92	0.7%	96.3%	\$5.49	\$5.49	\$5.49
A-Line	40		Soft White	2	86	0.6%	97.0%	\$7.25	\$7.25	\$7.25
Spiral	100		Day Light	1	78	0.6%	97.6%	\$6.89	\$6.89	\$6.89
Spiral	100		Bright White	1	69	0.5%	98.1%	\$4.19	\$4.19	\$4.19
Flood	65		Soft White	1	69	0.5%	98.6%	\$10.10	\$8.29	\$10.49
Globe	40		Soft White	1	60	0.4%	99.0%	\$7.42	\$6.98	\$7.49
Spiral	100		Soft White	2	43	0.3%	99.3%	\$4.95	\$4.95	\$4.95
Spiral	40		Soft White	2	43	0.3%	99.7%	\$3.49	\$3.49	\$3.49
Fan	40		Soft White	2	13	0.1%	99.7%	\$6.99	\$7.00	\$7.00
Flood	50		Soft White	1	11	0.1%	99.8%	\$8.99	\$8.99	\$8.99
Flood	90	Outdoor	Soft White	1	9	0.1%	99.9%	\$11.99	\$11.99	\$11.99
Spiral	120		Soft White	1	9	0.1%	100.0%	\$9.99	\$9.99	\$9.99
Flood	65	Dimmable	Soft White	1	6	0.0%	100.0%	\$11.99	\$11.99	\$11.99
<b>Total</b>					<b>13,544</b>	<b>100.0%</b>				

Table C-20. CFL Product Types on Shelf by Channel — Nonparticipating Drug Retailers

Lamp Type	Equiv. Watts	Feature	Light Type	CFLs in Pack	CFLs on Shelf			Price b/4 Reward		
					#	%	Cmlt.	Avg	Low	High
Spiral	60		Soft White	4	3,765	12.5%	12.5%	\$2.56	\$2.50	\$3.75
Spiral	60		Day Light	4	2,467	8.2%	20.7%	\$2.61	\$2.50	\$3.25
Spiral	60		Soft White	2	2,278	7.5%	28.2%	\$4.61	\$3.50	\$5.00
Spiral	100		Soft White	4	2,038	6.8%	35.0%	\$2.58	\$2.50	\$3.75
Spiral	100		Day Light	4	1,931	6.4%	41.4%	\$2.62	\$2.50	\$3.25
Spiral	60		Soft White	1	1,699	5.6%	47.0%	\$5.95	\$3.99	\$5.99
Spiral	75		Soft White	1	1,605	5.3%	52.3%	\$5.95	\$3.99	\$5.99
Spiral	100		Soft White	1	1,498	5.0%	57.3%	\$5.95	\$4.99	\$5.99
A-Line	60		Soft White	1	1,287	4.3%	61.5%	\$5.99	\$5.99	\$5.99
Spiral	60		Day Light	1	1,274	4.2%	65.8%	\$5.99	\$5.99	\$5.99
Spiral	100		Day Light	1	1,113	3.7%	69.4%	\$5.99	\$5.99	\$5.99
A-Line	40		Soft White	2	1,073	3.6%	73.0%	\$5.00	\$5.00	\$5.00
Spiral	75		Day Light	1	1,019	3.4%	76.4%	\$5.99	\$5.99	\$5.99
Candle	40		Soft White	1	939	3.1%	79.5%	\$5.99	\$5.99	\$5.99
Spiral	60		Soft White	3	925	3.1%	82.6%	\$3.33	\$3.33	\$3.33
Fan	40		Soft White	2	805	2.7%	85.2%	\$5.00	\$5.00	\$5.00
Spiral	125		Soft White	1	711	2.4%	87.6%	\$5.99	\$5.99	\$5.99
Spiral	60		Party	1	670	2.2%	89.8%	\$6.87	\$5.99	\$9.99
Globe	60		Soft White	1	657	2.2%	92.0%	\$5.99	\$5.99	\$5.99
Flood	65		Soft White	1	603	2.0%	94.0%	\$7.87	\$5.99	\$8.49
Spiral	60		Day Light	3	483	1.6%	95.6%	\$3.33	\$3.33	\$3.33
Spiral	75		Day Light	4	322	1.1%	96.6%	\$2.87	\$2.50	\$3.25
Spiral	120		Soft White	1	255	0.8%	97.5%	\$5.99	\$5.99	\$5.99
Spiral	75		Soft White	4	161	0.5%	98.0%	\$2.50	\$2.50	\$2.50
Decorative	40		Soft White	1	134	0.4%	98.5%	\$5.99	\$5.99	\$5.99
Spiral	40		Soft White	1	116	0.4%	98.8%	\$8.13	\$3.99	\$9.99
Spiral	30		Soft White	1	107	0.4%	99.2%	\$5.99	\$5.99	\$5.99
Spiral	120	3-Way	Soft White	1	80	0.3%	99.5%	\$5.99	\$5.99	\$5.99
Spiral	150	3-Way	Soft White	1	80	0.3%	99.7%	\$9.99	\$9.99	\$9.99
Spiral	60		Bug	1	80	0.3%	100.0%	\$5.99	\$5.99	\$5.99

Lamp Type	Equiv. Watts	Feature	Light Type	CFLs in Pack	CFLs on Shelf			Price b/4 Reward		
					#	%	Cmlt.	Avg	Low	High
<b>Total</b>					<b>30,175</b>	<b>100.0%</b>				

Table C-21. CFL Product Types on Shelf by Channel — Nonparticipating Mass Merchant Retailers

Lamp Type	Equiv. Watts	Feature	Light Type	CFLs in Pack	CFLs on Shelf			Price b/4 Reward		
					#	%	Cmt.	Avg	Low	High
Spiral	60		Soft White	1	3,999	12.0%	12.0%	\$4.08	\$2.79	\$8.99
Spiral	60		Soft White	3	3,844	11.5%	23.5%	\$3.27	\$2.00	\$4.66
Spiral	60		Soft White	2	3,375	10.1%	33.6%	\$3.19	\$2.50	\$4.22
Spiral	100		Soft White	1	3,300	9.9%	43.4%	\$5.23	\$3.09	\$11.99
Spiral	100		Soft White	4	2,200	6.6%	50.0%	\$3.60	\$2.50	\$4.00
Spiral	100		Soft White	3	2,188	6.5%	56.6%	\$4.11	\$3.33	\$5.00
Spiral	75		Soft White	4	2,030	6.1%	62.7%	\$3.59	\$3.25	\$4.00
Spiral	60		Soft White	4	1,437	4.3%	67.0%	\$3.38	\$2.50	\$4.00
Spiral	75		Soft White	1	1,257	3.8%	70.7%	\$5.17	\$3.99	\$6.29
Spiral	100		Soft White	2	1,012	3.0%	73.7%	\$4.15	\$3.25	\$5.00
Spiral	60		Day Light	1	787	2.4%	76.1%	\$6.30	\$4.79	\$7.99
Globe	40		Soft White	1	728	2.2%	78.3%	\$7.33	\$5.49	\$7.99
Spiral	40		Soft White	1	726	2.2%	80.5%	\$4.48	\$3.49	\$5.99
Flood	65		Soft White	1	614	1.8%	82.3%	\$7.06	\$5.49	\$8.39
Spiral	75		Soft White	2	432	1.3%	83.6%	\$3.42	\$3.25	\$4.25
Spiral	150		Soft White	1	377	1.1%	84.7%	\$9.80	\$7.49	\$9.99
Post	40		Soft White	1	368	1.1%	85.8%	\$8.66	\$7.99	\$11.99
Spiral	150	3-Way	Soft White	1	334	1.0%	86.8%	\$9.72	\$8.99	\$9.99
A-Line	60		Soft White	1	333	1.0%	87.8%	\$10.63	\$5.99	\$11.99
Spiral	100	Dimmable	Soft White	1	297	0.9%	88.7%	\$12.99	\$12.99	\$12.99
Spiral	100		Day Light	1	275	0.8%	89.5%	\$4.93	\$4.79	\$4.99
Flood	90	Outdoor	Soft White	1	240	0.7%	90.2%	\$7.78	\$7.49	\$7.99
Post	40	Outdoor	Soft White	1	227	0.7%	90.9%	\$7.84	\$7.49	\$7.99
Flood	50		Soft White	1	216	0.6%	91.6%	\$5.92	\$5.49	\$5.99
Spiral	40		Soft White	2	216	0.6%	92.2%	\$3.86	\$3.50	\$4.22
Spiral	60	Dimmable	Soft White	1	211	0.6%	92.8%	\$12.99	\$12.99	\$12.99
Post	40	Outdoor	Bug	1	200	0.6%	93.4%	\$11.99	\$11.99	\$11.99
Spiral	60		Soft White	5	189	0.6%	94.0%	\$3.20	\$3.20	\$3.20
Decorative	40		Soft White	2	184	0.6%	94.6%	\$6.49	\$6.50	\$6.50
Decorative	15		Soft White	1	169	0.5%	95.1%	\$6.04	\$5.99	\$6.29



Lamp Type	Equiv. Watts	Feature	Light Type	CFLs in Pack	CFLs on Shelf			Price b/4 Reward		
					#	%	Cmlt.	Avg	Low	High
Fan	40		Soft White	2	164	0.5%	95.5%	\$7.49	\$7.50	\$7.50
Globe	60		Soft White	1	162	0.5%	96.0%	\$5.74	\$5.49	\$5.99
Spiral	120		Soft White	1	158	0.5%	96.5%	\$8.99	\$8.99	\$8.99
Decorative	25		Soft White	1	123	0.4%	96.9%	\$6.05	\$5.99	\$6.29
Spiral	100	3-Way	Soft White	1	123	0.4%	97.2%	\$9.99	\$9.99	\$9.99
A-Line	60		Bug	1	97	0.3%	97.5%	\$7.99	\$7.99	\$7.99
A-Line	40		Soft White	2	82	0.2%	97.8%	\$6.50	\$6.50	\$6.50
Candle	40		Soft White	2	82	0.2%	98.0%	\$7.49	\$7.50	\$7.50
Flood	75		Soft White	1	82	0.2%	98.3%	\$10.99	\$10.99	\$10.99
A-Line	60	Outdoor	Bug	1	77	0.2%	98.5%	\$8.10	\$7.99	\$8.39
Fan	40		Soft White	1	76	0.2%	98.7%	\$4.99	\$4.99	\$4.99
Spiral	75		Soft White	3	75	0.2%	98.9%	\$3.32	\$3.32	\$3.32
Fan	60		Soft White	1	69	0.2%	99.1%	\$2.99	\$2.99	\$2.99
Prong	40		Bug	1	43	0.1%	99.3%	\$11.99	\$11.99	\$11.99
Prong	85		Soft White	1	33	0.1%	99.4%	\$2.99	\$2.99	\$2.99
Spiral	60		Party	1	33	0.1%	99.5%	\$6.99	\$6.99	\$6.99
Flood	50	Outdoor	Soft White	1	32	0.1%	99.6%	\$5.49	\$5.49	\$5.49
Flood	65	Outdoor	Soft White	1	32	0.1%	99.7%	\$5.49	\$5.49	\$5.49
Flood	75	Outdoor	Soft White	1	31	0.1%	99.8%	\$10.59	\$10.59	\$10.59
Spiral	25		Soft White	1	31	0.1%	99.9%	\$5.99	\$5.99	\$5.99
Flood	90		Soft White	1	28	0.1%	99.9%	\$7.99	\$7.99	\$7.99
Flood	60		Soft White	1	21	0.1%	100.0%	\$5.99	\$5.99	\$5.99
<b>Total</b>					<b>33,415</b>	<b>100.0%</b>				

Table C-22. CFL Product Types on Shelf by Channel — Wal-Mart

Lamp Type	Equiv. Watts	Feature	Light Type	CFLs in Pack	CFLs on Shelf			Price b/4 Reward		
					#	%	Cmlt.	Avg	Low	High
Spiral	60		Soft White	4	54,776	11.9%	11.9%	\$1.88	\$1.72	\$2.49
Spiral	100		Soft White	6	39,259	8.5%	20.5%	\$2.24	\$2.14	\$2.47
Spiral	60		Soft White	8	37,498	8.2%	28.6%	\$1.55	\$1.36	\$1.58
Spiral	60		Soft White	3	37,410	8.1%	36.8%	\$2.36	\$2.32	\$2.59
Spiral	60		Soft White	6	37,251	8.1%	44.9%	\$1.74	\$1.65	\$2.14
Spiral	100		Soft White	4	26,498	5.8%	50.6%	\$1.90	\$1.90	\$2.06
Spiral	75		Soft White	3	24,319	5.3%	55.9%	\$2.37	\$2.32	\$2.86
Spiral	75		Soft White	4	23,054	5.0%	60.9%	\$1.90	\$1.90	\$2.06
Spiral	100		Soft White	3	22,140	4.8%	65.8%	\$2.38	\$2.31	\$2.86
Spiral	40		Soft White	4	21,812	4.7%	70.5%	\$1.83	\$1.72	\$1.90
Spiral	40		Soft White	6	16,459	3.6%	74.1%	\$1.95	\$1.95	\$1.96
Spiral	40		Soft White	3	14,180	3.1%	77.2%	\$2.36	\$2.32	\$2.59
Spiral	75		Soft White	6	10,929	2.4%	79.6%	\$2.17	\$1.79	\$2.47
Spiral	60		Day Light	2	7,368	1.6%	81.2%	\$3.21	\$3.09	\$3.22
Spiral	40		Day Light	2	7,298	1.6%	82.7%	\$3.23	\$3.09	\$4.69
Globe	40		Soft White	3	6,818	1.5%	84.2%	\$3.73	\$2.53	\$4.75
A-Line	60		Soft White	3	6,572	1.4%	85.7%	\$3.34	\$3.32	\$3.63
Spiral	40		Soft White	2	4,791	1.0%	86.7%	\$4.39	\$4.22	\$4.69
Spiral	60		Soft White	2	4,627	1.0%	87.7%	\$4.39	\$4.22	\$4.69
Spiral	75		Day Light	2	4,135	0.9%	88.6%	\$3.21	\$3.09	\$3.22
Fan	40		Soft White	3	3,989	0.9%	89.5%	\$3.40	\$3.32	\$3.63
Spiral	100		Day Light	2	2,940	0.6%	90.1%	\$3.20	\$3.09	\$3.22
Flood	65		Soft White	2	2,847	0.6%	90.7%	\$4.99	\$4.99	\$4.99
Spiral	40	Outdoor	Soft White	6	2,592	0.6%	91.3%	\$1.96	\$1.96	\$1.96
Spiral	60		Soft White	1	2,343	0.5%	91.8%	\$3.59	\$3.44	\$4.96
Flood	65		Soft White	3	2,274	0.5%	92.3%	\$3.42	\$3.32	\$3.45
Candle	40		Soft White	3	2,214	0.5%	92.8%	\$3.32	\$3.32	\$3.32
Flood	50		Soft White	4	1,786	0.4%	93.2%	\$3.36	\$3.36	\$3.36
Candle	40		Soft White	1	1,681	0.4%	93.5%	\$4.15	\$3.88	\$5.46
Fan	25		Soft White	3	1,669	0.4%	93.9%	\$3.36	\$3.32	\$3.63

Lamp Type	Equiv. Watts	Feature	Light Type	CFLs in Pack	CFLs on Shelf			Price b/4 Reward		
					#	%	Cmlt.	Avg	Low	High
Spiral	150		Soft White	1	1,535	0.3%	94.2%	\$9.01	\$8.44	\$9.77
A-Line	60		Soft White	1	1,435	0.3%	94.5%	\$4.25	\$3.88	\$5.24
A-Line	40		Soft White	3	1,423	0.3%	94.9%	\$3.34	\$3.32	\$3.63
Globe	40		Soft White	1	1,335	0.3%	95.1%	\$4.51	\$3.88	\$5.24
Candle	40		Soft White	5	1,332	0.3%	95.4%	\$3.09	\$3.09	\$3.09
A-Line	40		Soft White	1	1,318	0.3%	95.7%	\$4.12	\$3.88	\$4.88
Flood	90	Outdoor	Soft White	3	1,274	0.3%	96.0%	\$4.59	\$4.59	\$4.59
Spiral	60		Soft White	5	1,171	0.3%	96.3%	\$2.17	\$2.17	\$2.17
Flood	65		Soft White	1	1,160	0.3%	96.5%	\$7.56	\$5.44	\$12.97
Fan	40		Soft White	1	1,136	0.2%	96.8%	\$4.07	\$3.88	\$4.54
Decorative	40		Soft White	1	1,125	0.2%	97.0%	\$4.37	\$3.88	\$4.54
Decorative	40		Soft White	3	1,125	0.2%	97.2%	\$3.43	\$3.32	\$3.63
Spiral	60		Party	1	984	0.2%	97.5%	\$5.56	\$4.96	\$6.96
Flood	50		Soft White	2	855	0.2%	97.6%	\$4.99	\$4.99	\$4.99
Spiral	100	Dimmable	Soft White	1	797	0.2%	97.8%	\$11.77	\$11.77	\$11.77
Flood	75	Outdoor	Soft White	1	720	0.2%	98.0%	\$7.49	\$6.97	\$7.96
Flood	65	Dimmable	Soft White	1	715	0.2%	98.1%	\$12.42	\$11.96	\$12.97
Flood	90		Soft White	3	713	0.2%	98.3%	\$4.53	\$4.00	\$4.59
Spiral	60	Dimmable	Soft White	1	703	0.2%	98.4%	\$11.77	\$11.77	\$11.77
Spiral	65		Soft White	3	691	0.2%	98.6%	\$3.45	\$3.45	\$3.45
Flood	50		Soft White	1	691	0.2%	98.7%	\$5.95	\$5.44	\$9.97
A-Line	25		Soft White	3	527	0.1%	98.9%	\$3.32	\$3.32	\$3.32
Fan	25		Soft White	1	480	0.1%	99.0%	\$4.16	\$3.88	\$4.54
Post	60	Outdoor	Soft White	1	363	0.1%	99.0%	\$7.82	\$7.44	\$8.17
Spiral	150	3-Way	Soft White	1	363	0.1%	99.1%	\$8.88	\$8.44	\$9.97
Flood	65	Outdoor	Soft White	2	351	0.1%	99.2%	\$4.99	\$4.99	\$4.99
Spiral	150	Dimmable	Soft White	1	334	0.1%	99.3%	\$10.16	\$9.77	\$10.44
Flood	85		Soft White	1	316	0.1%	99.3%	\$7.15	\$6.97	\$7.96
A-Line	60		Bug	1	293	0.1%	99.4%	\$7.79	\$7.44	\$7.96
Post	60	Outdoor	Bug	1	223	0.0%	99.4%	\$7.55	\$7.44	\$7.96
Flood	65	Outdoor	Soft White	1	217	0.0%	99.5%	\$7.41	\$6.27	\$7.96
Flood	65	Dimmable	Soft White	3	216	0.0%	99.5%	\$5.75	\$5.75	\$5.75

Lamp Type	Equiv. Watts	Feature	Light Type	CFLs in Pack	CFLs on Shelf			Price b/4 Reward		
					#	%	Cmlt.	Avg	Low	High
A-Line	60	Outdoor	Bug	1	176	0.0%	99.6%	\$7.72	\$7.44	\$7.96
Globe	150	3-Way	Soft White	1	176	0.0%	99.6%	\$9.77	\$9.77	\$9.77
Globe	25		Soft White	3	176	0.0%	99.7%	\$3.32	\$3.32	\$3.32
Spiral	40		Day Light	1	164	0.0%	99.7%	\$5.97	\$5.97	\$5.97
Spiral	60		Day Light	1	164	0.0%	99.7%	\$5.97	\$5.97	\$5.97
Flood	50		Soft White	3	158	0.0%	99.8%	\$3.32	\$3.32	\$3.32
Globe	60		Soft White	3	141	0.0%	99.8%	\$4.75	\$4.75	\$4.75
Spiral	100		Day Light	1	141	0.0%	99.8%	\$6.97	\$6.97	\$6.97
Spiral	75		Day Light	1	141	0.0%	99.9%	\$6.97	\$6.97	\$6.97
Post	60		Soft White	1	129	0.0%	99.9%	\$7.71	\$7.44	\$8.17
Flood	85	Outdoor	Soft White	1	94	0.0%	99.9%	\$7.96	\$7.96	\$7.96
Globe	60		Soft White	1	88	0.0%	99.9%	\$4.79	\$3.88	\$5.24
Flood	65	Dimmable	Soft White	2	86	0.0%	99.9%	\$8.62	\$8.62	\$8.62
Flood	90		Soft White	1	70	0.0%	100.0%	\$10.57	\$10.57	\$10.57
Globe	40		Bug	1	70	0.0%	100.0%	\$3.88	\$3.88	\$3.88
Flood	75		Soft White	1	64	0.0%	100.0%	\$7.04	\$6.27	\$7.96
A-Line	60	Outdoor	Soft White	1	59	0.0%	100.0%	\$7.44	\$7.44	\$7.44
<b>Total</b>					<b>459,545</b>	<b>100.0%</b>				