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OSRAM SYLVANIA'S 4th ANNUAL "SOCKET SURVEY" REVEALS FOR THE FIRST TIME A MAJORITY OF AMERICANS ARE AWARE OF LIGHT BULB PHASE OUT

While awareness of the national phase out grew by 19 percent in the last year, 45 percent of are still unaware of the impending light bulb legislation

DANVERS, MA, Nov. 15, 2011 – With the federal phase out set to commence on January 1, 2012, the fourth annual [SYLVANIA Socket Survey](#), released today, found that for the first time since the study's inception in 2008, a majority of Americans (55 percent) reported that they are aware of 2007 congressional legislation that will phase-out most standard incandescent light bulbs. This industry-benchmark survey shows efforts to raise consumer consciousness of the phase out are working, with awareness growing by 19 percent in the last year and 29 percent since 2009. However, just under half of Americans remain unaware of the impactful changes coming into effect in the lighting industry.

Commissioned annually by North America's largest lighting company, OSRAM SYLVANIA, a division of Siemens AG, the SYLVANIA Socket Survey is the industry's only national measurement of the evolving consumer lighting landscape. A notable addition to this year's survey identified the value consumers place on their lighting products being made in America— revealing that 73 percent of Americans believe it important that their bulbs are 'Made in America,'.

"We're encouraged by the dramatic increase in awareness of the national phase out in the last year and are committed to supporting further lighting education," said Rick Leaman, president and CEO, of OSRAM SYLVANIA. "As the phase out becomes a reality, OSRAM SYLVANIA will continue to offer consumers a wide variety of current and next-generation lighting choices, bridging consumer needs with energy saving technology."

While this year's results indicate the amount of people optimistic about new technologies is up—with 56 percent of respondents reporting that they are eager

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to use more energy efficient lighting solutions—one third of respondents admitted they are worried about the phase out. For a third year in a row, 13 percent of respondents said that they plan to save up or “hoard” 100-watt incandescent bulbs, a consistent statistic that remained flat with the 2009 and 2010 findings.

Committed to delivering solutions that meet consumer demand, OSRAM SYLVANIA has developed the only American-made 72-watt halogen incandescent bulb designed to replace the 100-watt standard incandescent bulb phasing out in January. Available in stores now, the mercury-free [SYLVANIA Halogen](#) bulbs use 28 percent less energy, are fully dimmable and have a color rendering index of 100. The company has also unveiled an [award-winning](#) LED bulb to replace a 100-watt incandescent type. The 18-watt SYLVANIA ULTRA LED A-line bulb, which will be available in the Spring of 2012, provides 82 percent energy savings over standard incandescent technology and lasts 25 times longer.

Additional findings of the 2011 SYLVANIA Socket Survey include:

Consumer Habit and Trends

- A vast majority (87 percent) of respondents still use incandescent bulbs in their homes, but 53 percent plan to switch to a new technology, such as CFLs, LEDs or halogen, after the 100-watt is eliminated this January 2012.
- Within the past year, the majority of consumers have evaluated the types of lighting options that they use and 62 percent of respondents reported that they have changed or switched out a light bulb within the last year for energy efficiency reasons.
- 9 out of 10 consumers consider brightness, bulb longevity, and price important when choosing a light bulb.

Phase Out Preparedness and New Technology Adoption

- While overall awareness of upcoming legislation is high, only 31 percent of Americans knew specifically that the 100-watt light bulb will no longer be made after January 1, 2012.
- More than half (56 percent) are excited about the phase out because Americans will use more energy efficiency light bulbs, while 34 percent are worried about the phase out because they prefer using traditional light bulbs.
- One third of Americans said they will keep using traditional light bulbs, just switching to a lower wattage, like 75 watt—this number is up 7 percent from 2010 and 14 percent from 2009.

Survey Methodology

The survey was conducted over a 5-day period in October, 2011. More than 300 interviews were conducted via landline and cell phone.

About OSRAM SYLVANIA

OSRAM SYLVANIA is a leader in lighting solutions that feature innovative design and energy saving technology. The company sells products for homes, businesses and vehicles primarily under the SYLVANIA brand name, and also under the OSRAM brand. Headquartered in Danvers, Mass., OSRAM SYLVANIA is the North American operation of OSRAM GmbH, a wholly owned subsidiary of Siemens AG. For more information, visit www.sylvania.com.

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