Quotas:

Gender: 50% women, 50% men (approximately)

Ages: 25% under 30, 50% 30 to 45, 25% 45 to 55

1. What is your age?
   1. (Must be 20 to 55)
2. What is your gender?
   1. Male
   2. Female
   3. Non-binary
   4. Prefer not to say
3. What is your annual household income?
   1. Under $45,000 (Screen Out)
   2. $46,000 to $85,000
   3. $86,000 to $150,000
   4. Over $150,000
4. Sometimes we are looking for people who work in certain industries. Are you, any member of your household, relatives, or any close friends employed by...?
   1. A car manufacturer
   2. A car rental company
   3. A government agency
   4. A telecommunications company
   5. A market research company [Screen Out]
   6. A newspaper, TV, or radio station
   7. An advertising agency
   8. A manufacturing company [ask next question]
   9. None of the above [Exclusive]
5. (ask if h selected in previous question) What type of manufacturing company do you work for:

(randomize)

* 1. Automotive
  2. Food
  3. Toys/Games
  4. Appliances
  5. Adhesives [Screen Out]
  6. Hardware (screws, hooks, etc) [Screen Out]
  7. Furniture
  8. None of the above

Now we would like to ask you some questions about activities you complete in your home.

1. Which home activities do you enjoy doing and feel confident in your skills? Select up to 4 that you most enjoy.

(randomize, select up to 4)

* 1. **Gardening:** Planting flowers, vegetables, and maintaining a garden.
  2. **DIY Building Projects:** Building furniture, or renovating spaces.
  3. **Cooking and Baking:** Trying new recipes, baking bread, or making elaborate meals.
  4. **Painting and Drawing:** Creating artwork to display around the house.
  5. **Sewing and Knitting**: Making clothes, accessories, or home textiles.
  6. Woodworking: Crafting items from wood, such as shelves, tables, or decorative pieces.
  7. **Home Brewing:** Making your own beer, wine, or other beverages.
  8. **Interior Design**: Planning and arranging furniture and decor to create a cohesive look. [must select]
  9. **Fitness and Home Gym**: Setting up and maintaining a home gym, creating workout routines
  10. **Automotive Work**: Working on car maintenance or restoration projects
  11. **Organizing:** Decluttering and organizing different areas of the home.
  12. **Landscaping:** Transforming outdoor spaces by designing and maintaining gardens, lawns, and other green areas.
  13. **None of these**

1. Which of the following home activities have you completed in the last year:

(randomize, multi-select)

* 1. Redesigned the wall décor in a room in my home
  2. Put up seasonal or holiday decorations
  3. Decorated my home for an event or party
  4. Updated outdoor landscaping
  5. Installed a large home appliance
  6. Painted a room
  7. Purchased new dishes or glassware
  8. Purchased new furniture
  9. Moved to a new home
  10. Renovated a room in a home I’ve lived in for more than a year

(must select at least 2 of a, b, c)

(terminated if both h and j are selected)

1. When it comes to selecting décor items and putting them up in your home, which statement about decorating applies to you;

(randomize, single select)

* 1. I enjoy the process of decorating my home the most
  2. I enjoy the process and end result equally
  3. In enjoy the end result but not the process (Screen Out)
  4. I prefer someone else manages the décor in my home (Screen Out)
  5. Décor is not something I notice or think about much (Screen Out)

1. When it comes to the everyday décor in your home, which statement best applies to you: (randomize, single select)
   1. I change my everyday décor frequently
   2. I have everyday décor that changes once in a while
   3. I don’t have much everyday décor up in my home (Screen Out)
   4. I have a collection of everyday décor that I’ve had for a long time (Screen Out)
2. When it comes to hanging wall décor and organization accessories;

(randomize, single select)

* 1. I hang most items myself
  2. I have someone else hang most items in my home (Screen Out)

1. In the last year have you installed any of the types of lighting below **for the specific reason of illuminating art, pictures or other wall hangings**? (select all that apply)
   1. **Track Lighting:** This type of lighting consists of a series of lights mounted on a track, allowing you to direct the light precisely where you need it. It's versatile and can be adjusted to highlight multiple pieces of art.
   2. **Picture Lights:** These are specifically designed to illuminate artwork. They can be mounted directly above or on the frame of the artwork, providing focused light.
   3. **Wall Washers:** These lights are designed to spread light evenly across a wall, creating a soft glow that highlights the entire surface, including any art or pictures.
   4. **Recessed Lighting:** Installed into the ceiling, recessed lights can be angled to focus on specific areas of a wall, providing a clean and unobtrusive way to highlight art.
   5. **Spotlights:** These are small, focused lights that can be directed at specific pieces of art or pictures, creating dramatic effects.
   6. **LED/Strip Lights:** These can be installed around the perimeter of a frame or behind a piece of art to create a halo effect, adding depth and interest.
   7. **Pendant Lights:** Hanging from the ceiling, pendant lights can be used to focus light on a particular area, such as a sculpture or a large piece of art.
   8. **Floor Lamps:** Adjustable floor lamps can be positioned to cast light upwards onto a wall, highlighting art and pictures.
   9. **Other lighting**, please specify\_\_\_\_\_\_\_\_\_\_\_\_
   10. **None of these**

(must select one of the above other than j to continue)

1. Are the lighting installations below still on the wall, being used for the specific purpose of illuminating art, photos or wall hangings, and are you able to take video showing the project and discussing your experience putting it up?

Yes, No

* 1. Pipe answers selected in last question

(must select Yes to at least one to continue)

1. Did you install the project yourself ?

Yes, No

* 1. Pipe answers selected Yes in last question

(must select Yes to at least one to continue)

1. (ask for each project answered Yes in the last question)

How is your lighting installation powered?

* 1. **Hardwired**: Connected directly to the home's electrical system
  2. **Plug-in**: Uses a standard electrical outlet or plugs in via USB.
  3. **Single Use Battery-powered**: Operates on regular batteries.
  4. **Rechargeable Battery**: Can be recharged for multiple uses.
  5. Other, please specify \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(recruit at least 60% of respondents for single use batter and rechargeable battery)

1. Screen for articulation

Video Question for respondents included in round 1.

(Show respondents which project they are being selected for from the screener as a reference for which project they should show in the video)

1. Please take a video showing your lighting installation, telling us a little bit about it, what it is illuminating, and tell us why you chose to do this lighitng project instead of something else in that space.