

Earth Hour

Detailed tables

1. As you may know, this past Saturday many people around the world participated in 'Earth Hour', where individuals and businesses were encouraged to turn off the lights for an hour starting at 8:30 pm local time. Did you participate in this event and turn off the lights in your home or place of businesses for one hour?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1026	495	531	224	387	415	87	328	497	114
Weighted	1026	497	529	286	407	332	98*	377	334	216
Yes	520 51%	231 47%	288 54% A	127 45%	212 52%	180 54% C	53 54%	196 52%	163 49%	107 50%
I didn't turn off my lights, but I contributed in another way	91 9%	40 8%	51 10%	26 9%	34 8%	31 9%	6 6%	39 10%	36 11% I	10 5%
No	344 34%	190 38% B	154 29%	110 38%	123 30%	110 33%	25 26%	120 32%	109 33%	89 41% F
I haven't heard of this event	72 7%	35 7%	36 7%	23 8% E	38 9% E	11 3%	14 14% GI	22 6%	26 8%	10 5%
Summary										
Participated in Earth Hour	610 60%	271 55%	339 64% A	153 54%	247 61%	211 63% C	59 60%	235 62%	199 60%	117 54%
Didn't participate in Earth Hour	416 40%	226 45% B	190 36%	133 46% E	161 39%	122 37%	39 40%	142 38%	135 40%	99 46%

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2. Did you participate in this event in any of the following ways between 8:30 pm and 9:30 pm last Saturday?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Participated in Earth Hour	606	266	340	122	226	258	52	201	291	62
Weighted	610	271	339	153	247	211	59*	235	199	117*
Not use appliances (i.e. stove, microwave)	508 83%	224 83%	284 84%	121 79%	203 82%	184 87%	52 88%	198 84%	161 81%	97 83%
Turn off my computer	406 67%	180 66%	226 67%	99 65%	155 63%	152 72% D	42 71%	154 66%	134 67%	77 65%
Turn off my TV	365 60%	161 59%	205 60%	98 64%	153 62%	114 54%	41 70%	139 59%	118 59%	67 57%
Turn off the furnace	130 21%	53 19%	78 23%	43 28% E	51 21%	37 17%	17 29%	54 23%	33 17%	26 22%
Unplug clocks or other small devices	104 17%	42 15%	62 18%	36 24% E	45 18% E	23 11%	13 22%	47 20%	27 14%	16 14%
Other	204 33%	76 28%	127 38% A	59 39%	81 33%	63 30%	15 25%	81 34%	68 34%	41 35%

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4. 1. (Earth Hour has got me thinking more about what I can do to help the environment) Please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1026	495	531	224	387	415	87	328	497	114
Weighted	1026	497	529	286	407	332	98*	377	334	216
Strongly agree	217 21%	80 16%	137 26% A	61 21%	82 20%	74 22%	25 26%	76 20%	74 22%	42 19%
Somewhat agree	537 52%	247 50%	290 55%	149 52%	213 52%	175 53%	51 52%	213 56% I	175 52%	98 45%
Somewhat disagree	183 18%	110 22% B	73 14%	56 19%	77 19%	51 15%	13 13%	61 16%	55 16%	54 25% GH
Strongly disagree	89 9%	59 12% B	29 6%	21 7%	35 9%	33 10%	9 9%	28 7%	30 9%	22 10%
Summary										
Top2Box (Agree)	754 74%	327 66%	427 81% A	210 73%	295 73%	249 75%	76 77%	289 77% I	249 75% I	140 65%
Low2Box (Disagree)	272 26%	170 34% B	102 19%	76 27%	112 27%	84 25%	22 23%	88 23%	85 25%	76 35% GH

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4. 2. (In order to help the environment we need to do more than turn off our lights for one hour each year) Please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1026	495	531	224	387	415	87	328	497	114
Weighted	1026	497	529	286	407	332	98*	377	334	216
Strongly agree	716 70%	324 65%	392 74% A	208 73%	279 68%	229 69%	55 56%	249 66%	244 73% FG	168 78% FG
Somewhat agree	269 26%	138 28%	131 25%	71 25%	106 26%	92 28%	34 35% I	110 29% I	82 25%	42 20%
Somewhat disagree	22 2%	18 4% B	4 1%	1 0	14 3% C	7 2%	3 4%	11 3%	5 2%	2 1%
Strongly disagree	19 2%	16 3% B	3 1%	6 2%	8 2%	4 1%	5 5% H	7 2%	3 1%	4 2%
Summary										
Top2Box (Agree)	985 96%	462 93%	523 99% A	279 97%	385 95%	321 97%	89 91%	359 95%	326 98% F	211 97% F
Low2Box (Disagree)	41 4%	34 7% B	7 1%	7 3%	22 5%	11 3%	9 9% HI	18 5%	8 2%	6 3%

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4. 3. (I looked in my neighborhood to see who was and was not turning off their lights for Earth Hour on Saturday) Please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Participated in Earth Hour	606	266	340	122	226	258	52	201	291	62
	610	271	339	153	247	211	59*	235	199	117*
Strongly agree	152	59	92	44	53	55	12	61	44	34
	25%	22%	27%	28%	22%	26%	20%	26%	22%	29%
Somewhat agree	146	72	74	33	58	55	13	55	50	27
	24%	27%	22%	22%	24%	26%	22%	24%	25%	23%
Somewhat disagree	138	55	83	32	62	43	17	61	44	15
	23%	20%	24%	21%	25%	21%	29% I	26% I	22%	13%
Strongly disagree	175	84	90	44	73	57	17	57	60	41
	29%	31%	27%	29%	30%	27%	28%	24%	30%	35%
Summary										
Top2Box (Agree)	298	132	167	77	111	110	25	117	94	61
	49%	49%	49%	50%	45%	52%	43%	50%	47%	52%
Low2Box (Disagree)	312	139	173	77	136	100	34	118	105	56
	51%	51%	51%	50%	55%	48%	57%	50%	53%	48%

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4. (Top2Box (Agree) Summary) Please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1026	495	531	224	387	415	87	328	497	114
Weighted	1026	497	529	286	407	332	98*	377	334	216
In order to help the environment we need to do more than turn off our lights for one hour each year	985	462	523	279	385	321	89	359	326	211
	96%	93%	99%	97%	95%	97%	91%	95%	98%	97%
			A						F	F
Earth Hour has got me thinking more about what I can do to help the environment	754	327	427	210	295	249	76	289	249	140
	74%	66%	81%	73%	73%	75%	77%	77%	75%	65%
			A					I	I	
I looked in my neighborhood to see who was and was not turning off their lights for Earth Hour on Saturday	298	132	167	77	111	110	25	117	94	61
	49%	49%	49%	50%	45%	52%	43%	50%	47%	52%

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4. (Low2Box (Disagree) Summary) Please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1026	495	531	224	387	415	87	328	497	114
Weighted	1026	497	529	286	407	332	98*	377	334	216
I looked in my neighborhood to see who was and was not turning off their lights for Earth Hour on Saturday	312	139	173	77	136	100	34	118	105	56
	51%	51%	51%	50%	55%	48%	57%	50%	53%	48%
Earth Hour has got me thinking more about what I can do to help the environment	272	170	102	76	112	84	22	88	85	76
	26%	34% B	19%	27%	27%	25%	23%	23%	25%	35% GH
In order to help the environment we need to do more than turn off our lights for one hour each year	41	34	7	7	22	11	9	18	8	6
	4%	7% B	1%	3%	5%	3%	9% HI	5%	2%	3%