

## 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 - J/K  
Overlap formulae used. \* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1026	135	80	70	367	282	92	223	316	487	200	826
Weighted	1026	135	105*	67*	393	250	76*	222	313	491	225	801
Yes	520 51%	77 56% E	56 53% E	32 49% E	247 63% CE	65 26% E	43 57% E	106 48%	151 48%	262 53%	118 52%	402 50%
I didn't turn off my lights, but I contributed in another way	91 9%	8 6%	11 10% F	6 9%	43 11% F	22 9%	1 2%	20 9%	28 9%	43 9%	19 8%	72 9%
No	344 34%	42 31%	36 34%	29 43% D	94 24%	115 46% AD	28 36% D	69 31%	104 33%	171 35%	66 29%	278 35%
I haven't heard of this event	72 7%	9 6% CD	2 2%	0 -	9 2%	48 19% ABCDF	4 5%	27 12% I	30 10% I	15 3%	23 10%	49 6%
Summary												
Participated in Earth Hour	610 60%	84 62% E	66 63% E	38 57% E	290 74% ACEF	87 35%	45 59% E	126 57%	179 57%	305 62%	137 61%	474 59%
Didn't participate in Earth Hour	416 40%	51 38% D	38 37%	29 43% D	103 26%	163 65% ABCDF	31 41% D	95 43%	134 43%	186 38%	88 39%	327 41%

## Earth Hour

### 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 - J/K  
Overlap formulae used. \* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Participated in Earth Hour Weighted	606	86	52	42	272	101	53	129	177	300	117	489
	610	84*	66*	38*	290	87*	45*	126	179	305	137	474
Not use appliances (i.e. stove, microwave)	508	68	55	32	252	67	34	104	149	255	113	395
	83%	81%	83%	84%	87%	77%	76%	82%	83%	84%	83%	83%
Turn off my computer	406	55	41	27	201	56	27	85	115	206	87	319
	67%	65%	62%	71%	69%	64%	61%	68%	64%	68%	64%	67%
Turn off my TV	365	48	38	28	179	48	24	73	115	177	81	284
	60%	57%	58%	74%	62%	55%	54%	58%	64%	58%	59%	60%
Turn off the furnace	130	16	12	4	66	20	12	40	40	50	25	106
	21%	19%	18%	11%	23%	23%	28%	32%	23%	16%	18%	22%
Unplug clocks or other small devices	104	14	9	6	59	7	9	24	36	44	24	80
	17%	16%	14%	16%	20%	8%	21%	19%	20%	15%	18%	17%
Other	204	30	21	6	104	30	14	43	64	97	40	164
	33%	35%	32%	15%	36%	34%	31%	34%	36%	32%	29%	35%

## Earth Hour

# Detailed tables

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1026	135	80	70	367	282	92	223	316	487	200	826
Weighted	1026	135	105*	67*	393	250	76*	222	313	491	225	801
Strongly agree	217 21%	29 21%	24 23%	13 20%	81 21%	52 21%	18 24%	59 27% I	67 21%	92 19%	42 19%	175 22%
Somewhat agree	537 52%	77 57% C	56 53%	27 41%	193 49%	140 56% C	44 58%	111 50%	165 53%	261 53%	127 57%	410 51%
Somewhat disagree	183 18%	23 17%	15 15%	19 29% BEF	77 20%	40 16%	9 12%	33 15%	63 20%	87 18%	39 17%	144 18%
Strongly disagree	89 9%	7 5%	10 10%	7 10%	42 11%	19 7%	4 6%	19 9%	18 6%	51 10% H	17 8%	72 9%
Summary												
Top2Box (Agree)	754 74%	106 78% C	79 76%	41 61%	274 70%	192 77% C	62 82% CD	170 77%	231 74%	353 72%	169 75%	585 73%
Low2Box (Disagree)	272 26%	29 22%	25 24%	26 39% AEF	119 30% F	58 23%	14 18%	52 23%	82 26%	138 28%	56 25%	216 27%

## Earth Hour

## Detailed tables

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
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		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1026	135	80	70	367	282	92	223	316	487	200	826
Weighted	1026	135	105*	67*	393	250	76*	222	313	491	225	801
Strongly agree	716 70%	98 72%	70 67%	47 71%	274 70%	168 67%	59 77%	147 66%	219 70%	350 71%	161 72%	555 69%
Somewhat agree	269 26%	31 23%	32 31%	17 26%	106 27%	66 26%	17 23%	59 26%	83 27%	127 26%	56 25%	212 27%
Somewhat disagree	22 2%	5 4%	2 2%	1 2%	7 2%	7 3%	0 -	10 4%	6 2%	6 1%	4 2%	17 2%
Strongly disagree	19 2%	2 1%	1 1%	1 2%	6 2%	9 4%	0 -	6 3%	5 2%	8 2%	3 1%	16 2%
Summary												
Top2Box (Agree)	985 96%	129 95%	102 97%	64 96%	380 97%	234 93%	76 100% E	206 93%	302 96%	477 97% G	218 97%	767 96%
Low2Box (Disagree)	41 4%	7 5%	3 3%	2 4%	13 3%	16 7% F	0 -	16 7% I	11 4%	14 3%	7 3%	34 4%

## Earth Hour

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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 - J/K  
Overlap formulae used. \* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
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		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1026	135	80	70	367	282	92	223	316	487	200	826
Weighted	1026	135	105*	67*	393	250	76*	222	313	491	225	801
Strongly agree	152 15%	26 19% BE	7 6%	7 11%	80 20% BE	17 7%	15 19% BE	30 13%	48 15%	75 15%	29 13%	122 15%
Somewhat agree	146 14%	21 15% E	20 19% E	7 10%	68 17% E	17 7%	13 17% E	25 11%	36 11%	86 17% GH	32 14%	114 14%
Somewhat disagree	138 13%	18 13%	16 15%	8 12%	63 16%	27 11%	7 9%	35 16%	40 13%	63 13%	38 17%	100 12%
Strongly disagree	175 17%	20 14%	24 23% E	16 24% E	79 20% E	26 10%	10 14%	37 17%	56 18%	82 17%	37 16%	138 17%
Don't know	416 40%	51 38% D	38 37%	29 43% D	103 26%	163 65% ABCD	31 41% D	95 43%	134 43%	186 38%	88 39%	327 41%
Summary												
Top2Box (Agree)	298 29%	47 35% E	27 26% E	14 21%	148 38% CE	35 14%	27 36% E	54 25%	83 27%	160 33% G	62 27%	237 30%
Low2Box (Disagree)	312 30%	38 28%	40 38% E	24 36% E	142 36% EF	52 21%	17 23%	72 32%	95 30%	145 30%	75 33%	237 30%

## Earth Hour

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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

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		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents Weighted												
	1026	135	80	70	367	282	92	223	316	487	200	826
	1026	135	105*	67*	393	250	76*	222	313	491	225	801
In order to help the environment we need to do more than turn off our lights for one hour each year	985	129	102	64	380	234	76	206	302	477	218	767
	96%	95%	97%	96%	97%	93%	100% E	93%	96%	97% G	97%	96%
Earth Hour has got me thinking more about what I can do to help the environment	754	106	79	41	274	192	62	170	231	353	169	585
	74%	78% C	76%	61%	70%	77% C	82% CD	77%	74%	72%	75%	73%
I looked in my neighborhood to see who was and was not turning off their lights for Earth Hour on Saturday	298	47	27	14	148	35	27	54	83	160	62	237
	49%	55% E	40%	37%	51%	40%	61% CE	43%	47%	53%	45%	50%

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents Weighted												
	1026	135	80	70	367	282	92	223	316	487	200	826
	1026	135	105*	67*	393	250	76*	222	313	491	225	801
I looked in my neighborhood to see who was and was not turning off their lights for Earth Hour on Saturday	312	38	40	24	142	52	17	72	95	145	75	237
	51%	45%	60%	63% F	49%	60% AF	39%	57%	53%	47%	55%	50%
Earth Hour has got me thinking more about what I can do to help the environment	272	29	25	26	119	58	14	52	82	138	56	216
	26%	22%	24%	39% AEF	30% F	23%	18%	23%	26%	28%	25%	27%
In order to help the environment we need to do more than turn off our lights for one hour each year	41	7	3	2	13	16	0	16	11	14	7	34
	4%	5%	3%	4%	3%	7% F	-	7% I	4%	3%	3%	4%