

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?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: All respondents	1010	A	B	C	D	E	F	G	H	I
Weighted	1010	528	482	215	439	356	85	317	452	156
		489	521	282	401	327	107*	391	329	183
Yes	392	177	215	101	162	128	35	153	131	73
	39%	36%	41%	36%	41%	39%	33%	39%	40%	40%
I didn't turn off my lights, but I contributed in another way	83	37	46	33	26	24	7	28	34	14
	8%	8%	9%	12%	6%	7%	6%	7%	10%	8%
No	460	237	224	125	183	152	48	184	143	86
	46%	48%	43%	44%	46%	46%	45%	47%	43%	47%
I haven't heard of this event	75	38	36	22	29	23	17	27	21	9
	7%	8%	7%	8%	7%	7%	16%	7%	7%	5%
							GHI			
Summary										
Participated in Earth Hour	475	214	261	135	188	152	42	181	165	88
	47%	44%	50%	48%	47%	47%	39%	46%	50%	48%
Didn't participated in Earth Hour	535	275	260	147	213	175	65	211	164	95
	53%	56%	50%	52%	53%	53%	61%	54%	50%	52%

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

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: Participated	476	A	B	C	D	E	F	G	H	I
Weighted	475	232	244	106	206	164	35	144	222	75
		214	261	135*	188	152	42*	181	165	88*
Not use appliances (i.e. stove, microwave)	382	175	206	99	156	127	36	144	134	68
	80%	82%	79%	73%	83%	84%	86%	80%	81%	77%
Turn off my computer	307	137	170	77	133	97	20	113	112	62
	65%	64%	65%	57%	71%	64%	48%	62%	68%	71%
Turn off my TV	271	119	152	87	111	74	21	96	104	51
	57%	56%	58%	64%	59%	48%	50%	53%	63%	58%
Turn off the furnace	99	40	59	28	35	36	4	44	36	14
	21%	19%	23%	21%	19%	24%	11%	24%	22%	16%
Unplug clocks or other small devices	81	31	50	38	26	17	7	35	30	10
	17%	15%	19%	28%	14%	11%	16%	19%	18%	11%
Other	135	51	84	42	62	31	9	55	40	31
	28%	24%	32%	31%	33%	20%	21%	31%	24%	36%

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