

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?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: All respondents	1010	A	B	C	D	E	F	G	H	I	J	K
Weighted	1010	140	108	67	356	248	91	187	346	477	161	849
		133	103*	66*	387	246	75*	197	348	465	172	838
Yes	392	56	43	14	178	69	32	88	130	174	61	331
	39%	42%	42%	22%	46%	28%	43%	45%	37%	37%	36%	39%
		CE	CE		CE		CE					
I didn't turn off my lights, but I contributed in another way	83	14	5	7	31	21	6	14	34	35	21	63
	8%	11%	5%	11%	8%	8%	7%	7%	10%	7%	12%	7%
No	460	55	44	42	161	124	33	72	155	233	79	381
	46%	41%	43%	64%	42%	50%	45%	36%	45%	50%	46%	45%
I haven't heard of this event				ABDEF		D				G		
	75	8	11	2	17	33	4	23	28	23	10	64
	7%	6%	10%	2%	4%	13%	5%	12%	8%	5%	6%	8%
			D			ACDF		I				
Summary												
Participated in Earth Hour	475	70	48	22	208	90	38	103	164	208	82	393
	47%	52%	46%	33%	54%	36%	50%	52%	47%	45%	48%	47%
Didn't participated in Earth Hour		CE		CE		CE						
	535	63	55	44	178	157	37	95	184	256	90	445
	53%	48%	54%	67%	46%	64%	50%	48%	53%	55%	52%	53%
				ADF		ADF						

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: Participated	476	A	B	C	D	E	F	G	H	I	J	K
Weighted	475	71	50	23	195	91	46	98	163	215	80	396
		70*	48*	22**	208	90*	38*	103*	164	208	82*	393
Not use appliances (i.e. stove, microwave)	382	59	35	16	172	70	30	76	140	166	71	311
	80%	85%	72%	74%	83%	78%	80%	74%	85%	79%	86%	79%
Turn off my computer	307	45	33	17	135	52	25	64	96	147	58	249
	65%	64%	68%	81%	65%	58%	68%	62%	59%	71%	70%	63%
Turn off my TV	271	42	30	15	112	46	25	60	93	119	54	218
	57%	61%	64%	69%	54%	51%	67%	58%	56%	57%	65%	55%
Turn off the furnace	99	20	9	2	35	22	10	23	28	48	14	85
	21%	29%	19%	9%	17%	25%	27%	22%	17%	23%	17%	22%
Unplug clocks or other small devices	81	D	8	3	36	11	7	19	32	29	18	63
	17%	22%	17%	14%	17%	12%	20%	19%	20%	14%	22%	16%
Other	135	17	13	5	58	29	12	35	38	62	28	107
	28%	25%	28%	25%	28%	32%	33%	34%	23%	30%	34%	27%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing