

Earth Hour Participation Plummets This Year as Significantly Fewer (47%) Participated than Last Year (60%)

Those Who Participated Did Less to Save Energy

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Ipsos Reid

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Those Who Participated Did Less to Save Energy

Toronto, ON – Fewer Canadians participated in Earth Hour this year than last year, according to a new Ipsos Reid poll conducted on behalf of Canwest News Service and Global Television. Fewer than half (47%) of Canadians say they participated in Earth Hour, either by turning out their lights for an hour at 8:30pm last Saturday evening (39%) or by contributing in another way (8%). By comparison, six in ten (60%) Canadians participated last year, either by turning out their lights (51%) or in some other fashion (9%).

Participation rates were highest in Ontario (54%), B.C. (52%) and Atlantic Canada (50%), but much lower in Alberta (46%), Quebec (36%) and Saskatchewan and Manitoba (33%). In no region of the country did participation rates significantly increase over last year's figures:

- In Saskatchewan and Manitoba, just 33% participated in Earth Hour this year, while 57% participated last year (down 24 points), the sharpest decline in the country.
- In Ontario, only 54% participated this year compared to 74% who took part last year (down 20 points).
- In Alberta, just 46% took part in Earth Hour this year compared to 63% last year (down 17 points).

- In British Columbia, only a slim majority (52%) participated this year compared to 62% last year (down 10 points).
- In Atlantic Canada, one half (50%) observed Earth Hour this year compared to 59% last year (down 9 points).
- In Quebec, only 36% participated this year, although that's up 1 point from last year.

Further, women (50%) were significantly more likely to participate than men (44%), but participation rates across age groups showed no significant difference.

Moreover, those who participated didn't get quite as into it as they did last year. Among those who participated in Earth Hour this year, aside from turning off the lights, Canadians also observed by not using appliances (80%, down 3 points), turning off their computer (65%, down 2 points), turning off the TV (57%, down 3 points), turning off the furnace (21%, unchanged) and unplugging clocks or other small devices (17%, unchanged). Three in ten (28%, down 5 points) participated in some other way.

These are some of the findings of an Ipsos Reid poll conducted between March 29-31, 2010, on behalf of Canwest News Service and Global National. For this survey, a national sample of 1010 adults from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-3.1 percentage points 19 times out of 20 of what the results would have been had the entire population of adults in Canada been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.



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