

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?

		GENDER		AGE			EDUCATION			
	Total	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	1022	518	504	228	412	382	75	343	482	122
Weighted	1023	495	528	286	406	331	87*	417	334	185
Yes	367	171	196	100	153	114	36	154	117	60
	36%	35%	37%	35%	38%	34%	41%	37%	35%	33%
I didn't turn off my lights, but I contributed in another way	80	31	49	26	31	23	10	25	29	16
	8%	6%	9%	9%	8%	7%	12%	6%	9%	8%
No	499	261	239	129	190	181	32	213	154	100
	49%	53%	45%	45%	47%	55%	37%	51%	46%	54%
		B				CD		F		F
I haven't heard of this event	77	32	45	31	32	14	8	25	34	9
	7%	6%	9%	11%	8%	4%	9%	6%	10%	5%
				E	E				G	
Summary										
Participated in Earth Hour	447	202	245	127	183	137	46	179	146	76
	44%	41%	46%	44%	45%	41%	53%	43%	44%	41%
Didn't participated in Earth Hour	576	292	284	159	222	195	41	238	188	109
	56%	59%	54%	56%	55%	59%	47%	57%	56%	59%

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

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	1022	A	B	C	D	E	F	G	H	I	J	K
Weighted	1023	134	97	65	388	255	82	264	312	446	169	853
		135	104*	66*	391	249	76*	259	309	455	188	835
Yes	367	53	37	23	169	59	24	111	103	153	74	292
	36%	40%	35%	35%	43%	23%	32%	43%	33%	34%	39%	35%
		E	E		E			HI				
I didn't turn off my lights, but I contributed in another way	80	14	4	2	31	18	12	22	28	30	16	64
	8%	10%	4%	2%	8%	7%	15%	8%	9%	7%	9%	8%
							BCDE					
No	499	59	55	36	179	136	34	100	152	248	78	421
	49%	44%	53%	54%	46%	54%	45%	38%	49%	54%	42%	50%
						D			G	G		J
I haven't heard of this event	77	9	8	6	12	37	5	26	26	24	19	57
	7%	7%	8%	9%	3%	15%	7%	10%	8%	5%	10%	7%
				D		AD		I				
Summary												
Participated in Earth Hour	447	67	41	25	200	77	36	133	130	183	90	356
	44%	50%	39%	37%	51%	31%	47%	51%	42%	40%	48%	43%
Didn't participated in Earth Hour		E			CE		E	HI				
	576	68	63	42	191	172	40	126	178	272	98	478
	56%	50%	61%	63%	49%	69%	53%	49%	58%	60%	52%	57%
				D		ADF			G	G		

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?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Participated	444	209	235	99	184	161	39	145	211	49
Weighted	447	202	245	127*	183	137	46*	179	146	76*
Not use appliances (i.e. stove, microwave)	370	171	199	101	152	118	43	143	118	67
	83%	84%	81%	79%	83%	86%	92%	80%	81%	88%
Turn off my computer	305	138	166	92	121	92	25	128	97	54
	68%	68%	68%	73%	66%	67%	54%	71%	67%	72%
Turn off my TV	286	134	152	94	123	70	26	114	97	49
	64%	66%	62%	74%	67%	51%	57%	64%	66%	65%
Turn off the furnace	85	41	44	36	30	19	6	31	25	21
	19%	20%	18%	28%	16%	14%	14%	18%	17%	28%
Unplug clocks or other small devices	81	36	45	37	34	10	6	31	23	22
	18%	18%	18%	30%	19%	7%	12%	18%	15%	28%
Other	121	49	72	30	50	41	9	43	45	24
	27%	24%	29%	24%	28%	30%	19%	24%	31%	31%

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?

		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	444	64	36	26	199	80	38	132	133	179	82	362
Weighted	447	67*	41*	25**	200	77*	36*	133	130	183	90*	356
Not use appliances (i.e. stove, microwave)	370	54	40	23	164	62	25	112	105	153	76	295
	83%	81%	97%	93%	82%	81%	71%	84%	81%	83%	84%	83%
			ADEF									
Turn off my computer	305	42	28	18	147	51	18	94	88	123	65	240
	68%	63%	69%	74%	73%	66%	49%	71%	68%	67%	71%	67%
					F							
Turn off my TV	286	44	29	18	124	47	22	89	81	116	68	218
	64%	66%	70%	75%	62%	62%	62%	67%	62%	63%	75%	61%
											K	
Turn off the furnace	85	20	3	3	30	19	9	27	28	30	19	65
	19%	30%	6%	13%	15%	25%	25%	20%	22%	16%	21%	18%
		BD				B	B					
Unplug clocks or other small devices	81	21	2	6	38	9	5	30	20	31	20	61
	18%	31%	4%	24%	19%	12%	15%	22%	16%	17%	22%	17%
		BE			B							
Other	121	15	5	5	65	21	9	30	37	54	22	99
	27%	23%	13%	20%	32%	27%	24%	23%	28%	30%	24%	28%
					B							

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