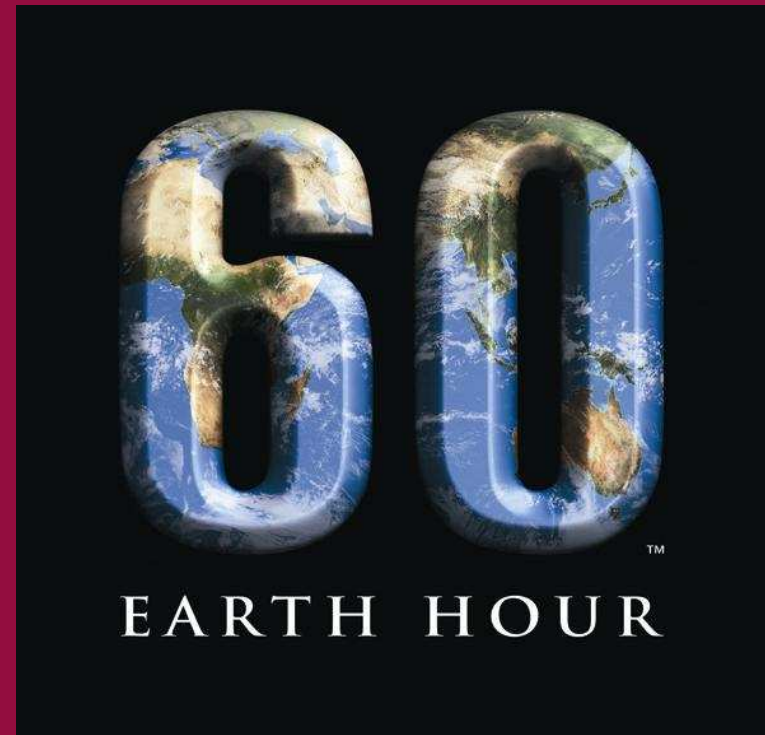


# Earth Hour

## Presentation for WWF

March 2008  
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## Introduction

- AMR Interactive interviewed 3393 Australian residents (18+) living in each capital city, to understand Australians' involvement in Earth Hour
- Residents from Sydney, Melbourne, Brisbane, Adelaide, Perth, Hobart, ACT and Darwin were surveyed
- The online survey ran between Saturday 29<sup>th</sup> March 9pm and Sunday 30<sup>th</sup> March 12.40pm, AEST
- The results of this online survey are detailed in this report
- Please note the data has been weighted by location, age and gender to be representative of the Australian and respective capital city populations

## Sample base sizes by City

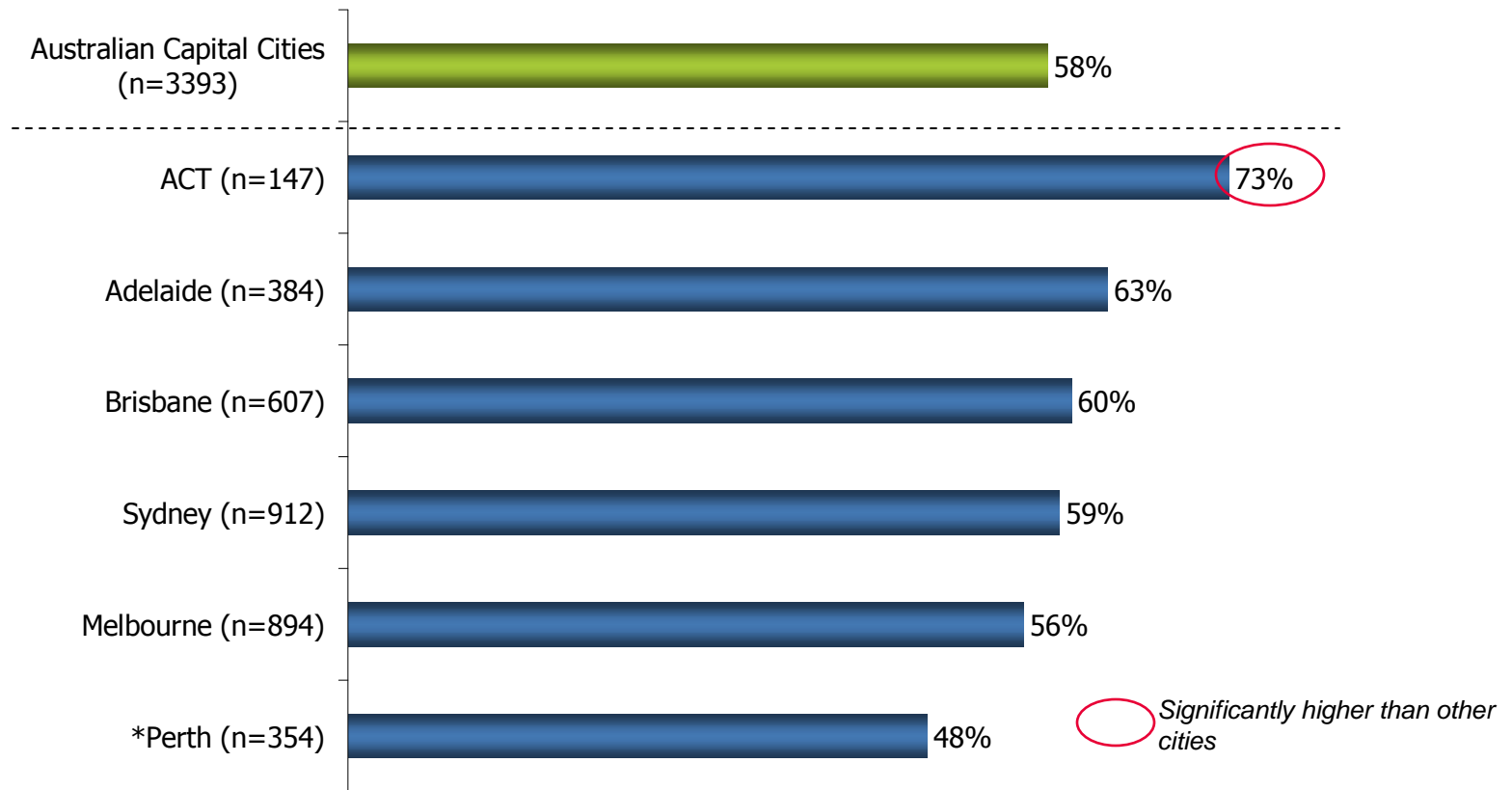
	No. of Completes
Total Sample *	3,393
Sydney	912
Melbourne	894
Brisbane	607
Adelaide	384
Perth	354
ACT	147

*\* Australian Capital Cities combined*

Source: AMR Interactive

# Earth Hour Participation Rates

# Participation in Earth Hour



Base: All respondents

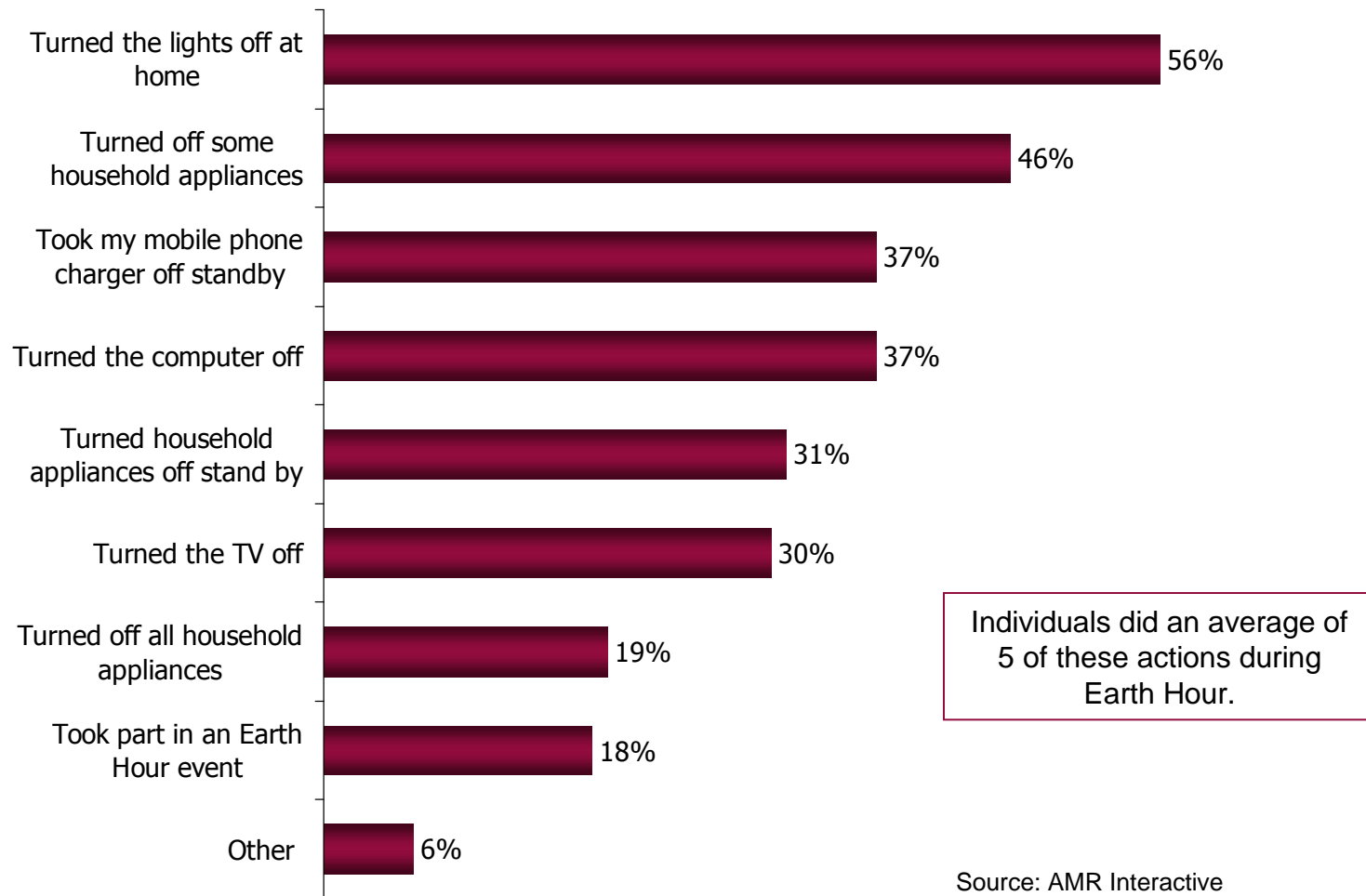
Source: AMR Interactive

\* Initial results for Perth only

Q. Did you personally take part in Earth Hour (e.g. by turning your lights off, or registering online etc.)?



## Activity Conducted Australian Capital Cities



Q. What did you do?

Base: All Respondents (n= 3393)





## Activity Conducted by City

	Total*	Sydney	Melbourne	Brisbane	Adelaide	Perth	ACT
<i>Base: Total Base (n=)</i>	3393	912	894	607	384	354	147
Turned the lights off at home	56%	58%	54%	58%	62%	46%	71%
Turned off some household appliances	46%	47%	46%	48%	49%	39%	60%
Took my mobile phone charger off standby	37%	37%	36%	38%	42%	30%	44%
Turned the computer off	37%	38%	37%	40%	40%	26%	46%
Turned household appliances off stand by	31%	30%	32%	30%	33%	28%	36%
Turned the TV off	30%	32%	29%	30%	27%	30%	38%
Turned off all household appliances	19%	22%	18%	19%	19%	15%	23%
Took part in an Earth Hour event	18%	19%	15%	24%	18%	14%	20%
Other	6%	5%	6%	5%	6%	4%	5%

\* Australian Capital Cities combined

Source: AMR Interactive

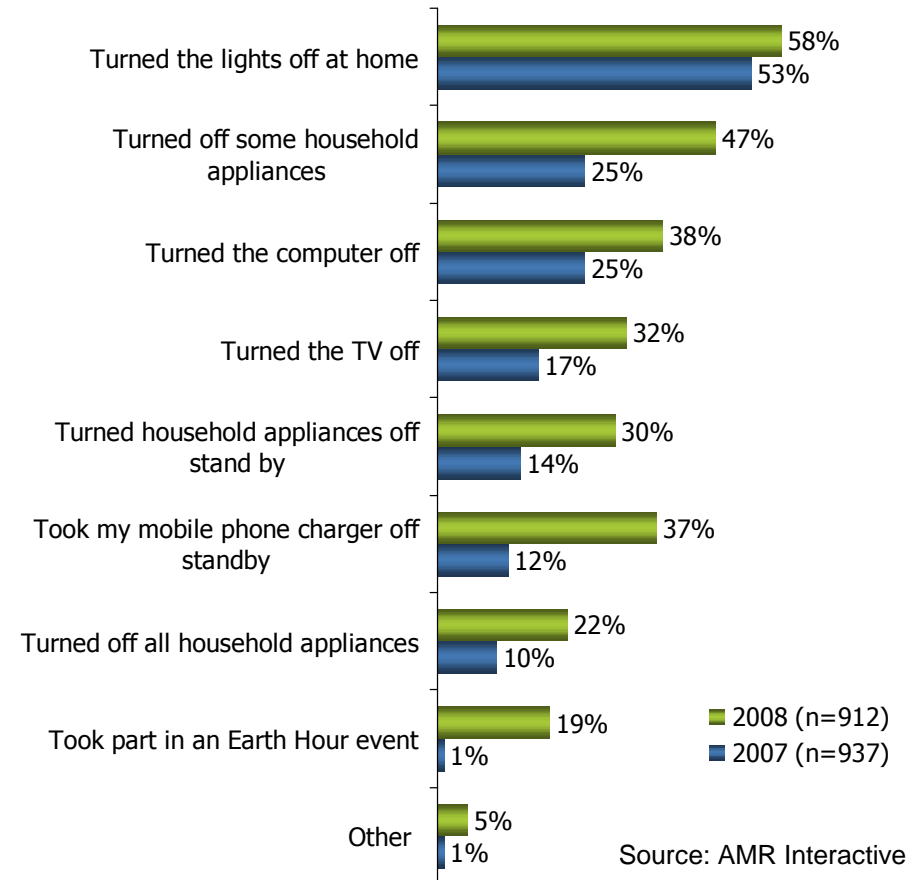
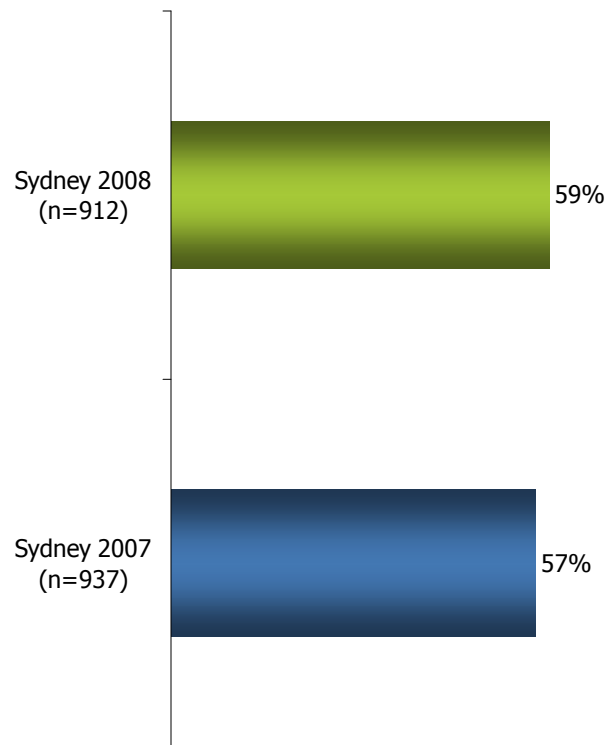
Q. What did you do?





# Participated in Earth Hour – Sydney 2007 vs 2008

## Sydneysiders



Q. Did you personally take part in Earth Hour (e.g. by turning your lights off, or registering online etc.)?

Q. What did you do?



Gary Wilkinson, Managing Director of AMR Interactive said:

*“The results show strong performances in all State Capital Cities.*

*They also indicate that in 2008 Sydneysiders are prepared to do more, not just turning off their lights but switching off other appliances too.*

*This could indicate that Earth Hour may lead to longer lasting behavioural change and that Earth Hour is no longer just about turning your lights off.”*

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