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The electricity impacts of Earth Hour: An international comparative analysis of energy-saving behavior

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ABSTRACT

The annual Earth Hour event is a coordinated, mass effort to reduce electricity consumption for 1 h. Earth Hour's objective is to call attention to environmentally sustainable action through the collective impact made when individuals, businesses, governments and communities voluntarily combine electricity conservation efforts. Earth Hour events have taken place worldwide since 2007. We compiled 274 measurements of observed changes in electricity demand caused by Earth Hour events in 10 countries, spanning six years. These events reduced electricity consumption an average of 4%, with a range of +2% (New Zealand) to −28% (Canada). While the goal of Earth Hour is not to achieve measurable electricity savings, the collective events illustrate how purposeful behavior can quantitatively affect regional electricity demand. Similar actions may be a useful demand-control strategy during temporary electricity shortfalls or other crises. The policy challenge is to convert these short-term events into longer-term actions, including sustained changes in behavior and investment. Other events cause coordinated change in electrical demand, such as television programs and sporting events. These sharp drops and peaks lead to inefficient generation requirements and, potentially, grid failure. These events demonstrate the importance of short-term behavior on energy demand and possible applications to energy policies.

1. Introduction

Earth Hour is a coordinated, mass effort to reduce electricity consumption for 1 h one day per year. The objective of Earth Hour is to call attention to environmentally sustainable action through the collective impact made when individuals, businesses, governments and communities voluntarily combine electricity conservation efforts. Earth Hour's awareness efforts respond to the rise of global electricity demand that is placing unprecedented strain on the electricity grid and increasing amounts of greenhouse gas (GHG) emissions into the atmosphere as a result of fossil fuel combustion. The first event was held in Australia in 2007 and has spread to at least 150 other countries and territories around the world.

The Earth Hour events are examples of where mass, coordinated, behavior were undertaken to cause observable reductions in electricity demand at the grid level. The actions occurred in a wide range of regions, cultures, and economies. As such, they represent a unique situation: the same energy-saving behavioral action in widely diverse situations. To date, the impacts of Earth Hour have been documented only individually and anecdotally; there has been no compilation or broader evaluation of Earth Hour's impacts. We describe below the first global identification, compilation and evaluation electricity savings from Earth Hour actions.

1.1. The link between a single action and persistent behavior

In order to create the enduring sustainable behavior needed to reduce energy consumption, proenvironmental behavior must last beyond the duration of the intervention. Numerous studies have examined the factors needed to create durable environmentally responsible behavior. Clear procedural information, performance feedback and social support are three elements that have been shown to help create durable proenvironmental change. Staats et al. combined these three elements in a "EcoTeam Program" intervention that resulted in reduced resource use during the three year long study and maintained or increased improvements two years after the conclusion of the intervention [1]. Tailored information and feedback, along with goal-setting, were used in an internet-based intervention conducted by Ambrahamse et al. The study

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showed that households exposed to the intervention saved 5.1% energy and had significantly higher understanding of energy conservation than households in the control group who used 0.7% more energy [2].

De Young [3] maintained that persistent conservation behavior could be accomplished through interventions that include measures of clear procedural knowledge. Clear instruction on reducing energy usage is especially important for individuals who lack understanding of humans' relationship with climate change. Without an understanding of the cause and extent of global climate change, individuals are ignorant of what actions they should take and how to undertake actions that they are familiar with because they do not comprehend the beneficial impact that they can have [4]. Information alone is not enough to result in energy-saving behavior change. In a review of household energy conservation intervention studies, Abrahamse et al. [5] found that although information increases individuals' observed level of knowledge, it does not always lead to changes in the subject's behavior or increase their energy saved.

Persistent energy usage feedback is a second key tool that is implemented to try to achieve sustained energy conservation [6]. Numerous studies have examined residential energy savings achievements through use of real-time feedback [7–9]. These and other studies have utilized varying feedback technologies and have found varying levels of energy savings success. A 2010 field trial conducted by Houde et al. [10] examined the persistence of energy conservation behavior in homes equipped with real-time energy use monitors. The study found that real-time energy use feedback information resulted in a reduction in residential electricity use of 5.7%. While proving that individuals alter their energy-consumption behavior in response to real-time data on their electricity usage, the researchers observed that statistically significant reductions in electricity consumption lasted for only four weeks, highlighting the need for additional motivators for sustained behavior change.

Lastly, a strong social environment can be used as an intervention technique to encourage individuals to reduce their electricity consumption. This element has not been utilized as often as other conditions in attempts to promote favorable environmental behavior [11]. Regardless, recent studies utilizing a supportive social environment have been successful. Staats et al.'s [1] EcoTeams small groups of individuals who shared social environments such as family, neighborhoods or clubs. By convening these groups throughout the course of the intervention, participants discussed experiences and shared progress. Combining this social support group with clear procedural information and feedback, behavior change was observed beyond the intervention period. A strong social environment can provide individuals with a sense of participation. Participation allows individuals to feel that they are making a contribution to their social group resulting in satisfaction from their proenvironmental behavior [12].

There is evidence that incremental changes and short-term intervention and behavior modification can contribute to longer-term change. For example, Ockene et al. [13] found that brief physician interventions can have a long-term impact on smokers who benefit initially, supporting the value of short-term intervention to achieve initial impact and long-term effects on smoking cessation rates. A meta-analysis of determinants of recycling behavior conducted by Hornik et al. found connections between incentive types and duration of an individual's recycling habit [14]. Persistence has also been extensively examined in the fight against obesity. French et al. [15] examined a population's weight control behaviors over a four-year period. The study found that although individuals' weight fluctuated, weight gain could be avoided with age when short-term weight control strategies were employed in longer durations. Additionally, incremental changes in diet and physical activity have been recommended to achieve lasting results by first stabilizing and then gradually decreasing obesity rates [16]. These findings support the notion that short-term efforts to improve individual consumer conservation behavior may be a sustainable way to improve longer-term electricity conservation and energy efficiency investments.

Wallenburn and Wilhite note the key role played by "experiments" in changing peoples' practices and how these concrete experiences can lead to additional energy reduction measures [17]. In a related article, Sovacool further posed the question, "How can one persuader introduce behavioral change in ways that subjects do not perceive as overly controlling?" [18] In these contexts, Earth Hour offers an opportunity for millions of people to experiment in a positive, non-confrontational setting. It is from this international-scale experiment that a unique human-centered, interdisciplinary and comparative analysis can be conducted.

1.2. Origins of Earth Hour

The first Earth Hour event was held in Sydney, Australia, in 2007. Organized by the World Wildlife Fund (WWF) to promote climate change awareness, the campaign called for citizens to voluntarily limit or cease their electricity consumption for a single hour on March 31. In 2008, the campaign expanded globally and growth has continued in a number of countries and territories that actively participate in the event. Unifying themes of the campaign have been that all individuals have the ability to alter their environment and the collective power of positive action by many people can have a beneficial impact on the Earth. In 2011 and 2012, Earth Hour organizers encouraged event participants to take their actions to fight climate change beyond the titular hour and commit to environmentally conscious behavior throughout the year.

Across the globe, many service providers, utilities and news outlets report anecdotal evidence of grid impacts that result from mass individual short-term behavior change. Press releases and stories reporting these events are often promulgated for their human-interest value as well as educational pieces on grid demand. Since 2008, the majority of these reported incidents are associated with Earth Hour. The reports citing specific electricity saving figures are issued by electricity system operators, utilities and electricity distributors and sometimes cited by regional news outlets. The WWF does not promote electricity savings accounting, but instead focuses on campaign participation measurements of social media engagement, commitment pledges and physical turnout to organized events. The number of participating cities, municipalities, towns, universities and landmarks, as well as key government figurehead and celebrity endorsement, is also often highlighted to indicate the reach and visibility of the campaign. The WWF has indicated that measurable electricity savings is not an accurate indicator of the campaign's success since external factors such as weather can influence results [19]. This is particularly true when inconsistent or simple methodologies that compare electricity demand changes to a single historical period are used.

1.3. Other events cause coordinated reductions or increases in electrical demand

As noted above, some service providers, utilities and news outlets report anecdotal evidence of grid impacts that result from mass individual short-term behavior change beyond Earth Hour. Other mass events that cause or attempt to cause coordinated reductions or increases in electrical demand include conservation in times of crisis, popular televised programs or events and political protest. We include documentation of a selection of these events here to

ensure robust coverage of short-term mass behavior change caused electricity demand shifts. These events are also important to note because they show that mass synchronized behavior can cause electricity demand change in the presence or absence of encouraged conservation and this change may or may not be predictable.

1.3.1. Emergency energy conservation

During temporary electricity shortfalls due to natural disaster or other crises, leaders often turn to promoting demand-control strategies throughout affected populations even if the use of price motivators is not an option. A successful avoidance of blackout was documented by Leighty and Meier [20] when a 2008 avalanche destroyed the central hydroelectric transmission line to Juneau, Alaska. Reacting to an organized call for electricity consumption by leaders, consumers were able to avoid a blackout by adopting energy efficient behavior and technologies, thereby reducing grid demand by 25%. Although a price signal that may have attributed to this reduction was eventually sent to consumers through an increase of $0.50/kWh, 77% of surveyed residents began electricity conservation actions within one day of the avalanche. The Juneau case indicates that if a supply disruption is anticipated, leaders should not hesitate to request that consumers in affected regions to modify their behavior, potentially lessening the overall impact of the shortage or mitigating blackout. It should be noted that research conducted by Holladay et al. [21] suggests that during calls for summertime electricity conservation in Maryland in 2011, consumers simply shifted their energy consumption through the day with little reduction in overall consumption. If leaders call upon demand-control strategies during times of energy crisis, they must be careful to request that, in addition to conserving energy usage, consumers not shift their electricity consumption to times of high demand.

1.3.2. Where mass behavior leads to increased power use: the case of television pickups

Television pickup occurs when a large percentage of electricity system customers cease their daily routine to view the same televised program or event at the same time. Unlike individuals' active participation in Earth Hour, television pickup represents a mass passive participation of individuals in an event that results in observable grid demand shifts. Not a modern-day phenomenon, television pickup has been observed in locations such as Great Britain since the 1960s [22]. This action causes displacement, a measurable drop in electricity demand when the television viewing displaces other household activity, and release, a corresponding increase in demand is seen when those individuals move from their television sets to resume their household activity at commercial break or at the conclusion of the viewing.

Sporting events have been reported to cause television pickup observations in various countries across the world. On August 10, 2012, EirGrid plc, the Transmission System Operator for Ireland, reported that Irish boxer Katie Taylor caused a displacement reduction of 6% as the country collectively paused to view her bout in the finals as she contested for the gold medal [23]. In 2012, Irish soccer enthusiasts accounted for a displacement demand reduction of 3% at the start of the Euro 2012 soccer match and the release at the game's conclusion caused an increase of approximately 7%. EirGrid grid disruptions from soccer matches are recorded as far back as the 1990 World Cup game [24]. In the United States, ISO New England captured television pickup effects resulting from football fans during the Patriots Super Bowl Game in 2012 [25]. Canada's affinity for hockey is reflected in British Columbia's displacement during playoff finals [26].

Like the predictability of Earth Hour, the predictable nature of televised events allow system operators to monitor television schedules to anticipate and prepare for behavior-caused electricity demand shifts. For example, to handle the fluctuating demand associated with television pickups throughout the 2012 Summer Olympics, Great Britain's National Grid utilized the Short Term Operating Reserves Program (STOR) to access demand response solutions such as reducing electricity needs of frozen food distribution warehouses [27].

1.3.3. Mass coordinated energy-use behavior as a form of civil protest

Coordinated electricity-use actions by large groups can disrupt a grid. An instance of this occurred in Iran. On July 21, 2009, political dissenters banded together to protest the re-election of president Mahmoud Ahmadinejad through a coordinated change in their use of electrical appliances. The goal of the event was to destabilize the grid, by collectively switching on high-load appliances, ideally leading to a nationwide blackout. The strategy was especially attractive because it did not involve a public demonstration and because participants could not be identified by authorities. The dissenters scheduled the action coincide with nightly newscast. Although no specific increase or decrease was reported by official sources and no nationwide blackout occurred, reports of localized grid failure were made by citizens [28].

2. Description of data collection approach and analysis

2.1. Data collection

We identified and compiled reports of behavior-caused electricity demand shifts during the Earth Hour event. We reviewed records and press releases from electricity system operators, utilities and electricity distributors. We also conducted online searches of international periodicals, websites and blogs for notation of demand shifts (but used only those that indicated citation of primary company sources). In some cases, we contacted authorities to collect information. The demand shifts were reported in different formats (i.e., absolute MW reduced) but we converted them into percentage savings to facilitate comparability. For each demand shift data point collected, methodologies used to calculate reported electricity demand changes were identified and recorded.

Methodologies used to calculate percent electricity demand change were available for 97%, or 266 of the 274 cases. Only 23% of these cases were published with calculation methodology accompanying the percent electricity demand change. The calculation methodology for 203 of the remaining cases was obtained through personal communication with the reporting entity. For 8 cases, the reporting entity was either unresponsive or indicated that a comparison methodology was unavailable (see Appendix).

Where methodology was available, the reports fell into three categories – those that compared observed demand to a forecasted demand (196 cases), those that compared observed demand to a normal or average demand experience (64 cases) and those that compared to the time immediately prior to Earth Hour (six cases). Entities that employed a forecasted predicted demand often used a consistent forecast methodology. For example, when calculating percent demand change experienced in the Sydney Central Business District, Ausgrid examined three years of observed data for the Earth Hour period for all Saturdays in March and April [29]. The total demand for each Saturday was then plotted against a model temperature (an average of the maximum daily temperature and the average for the same 1 h period) to generate a best-fit curve. This was then used to calculate the predicted demand from the actual temperatures recorded on the Earth Hour day. New Zealand's

Table 1
Countries with recorded Earth Hour demand changes.

Country	Number of events	Observed electricity demand reduction (%)			
		Minimum	Maximum	Average	Median
Australia	18	18.8	−0.3[a]	6.6	5.9
Canada	231	28.0	0.1	3.9	2.6
Indonesia	3	6.6	2.0	3.9	3.0
Ireland	1	–	–	0	–
Israel	4	7.5	2.5	5.3	5.7
New Zealand	5	12.8	−2.1[a]	3.6	2.0
Qatar	1	–	–	10.0	–
Sweden	2	3.6	1.0	2.3	2.3
United Arab Emirates	1	–	–	2.4	–
United States	8	7.0	0	1.8	1.0
Total	274	28.0	−2.1[a]	4.0	2.6

[a] An increase in demand was observed.

Transpower utilized a commercially available forecasting software that considered equivalent previous experiences, such as the same day previous year, previous month, previous week, previous day and forecasted the expected demand during the Earth Hour period by taking a weighting of the past similar days and adjusting for temperature and cloud cover [30]. Entities that did not utilize a forecast comparison compared observed demand to a normal or average demand experience. In many cases, it was reported that comparisons were made to a "normal Saturday night" or "similar day" or "business as usual" or "typical demand at that time" [31–34]. Some reports of comparison were more specific. Essential Energy was cited as comparing demand experienced during Earth Hour to the demand experienced at the same period during one week prior [35]. Perusahaan Listrik Negara (PLN) reported making a comparison to the same period two weeks before the Earth Hour event for the Earth Hour demand change experienced in Jakarta, Indonesia [36].

3. Results

We compiled 274 measurements of observed changes in electricity demand reportedly caused by Earth Hour events in 10 countries spanning six years from 2007 through 2012. Australia, New Zealand, Indonesia, Qatar, United Arab Emirates, Israel, Ireland, Sweden, United States and Canada are the countries for which Earth Hour electricity demand shift documentation was found (Table 1 and Appendix).

Fig. 1 illustrates the distribution of the 274 electricity demand changes recorded during the Earth Hour event. These coordinated 1 h actions reduced electricity consumption an overall average of 4.0% and had an overall median reduction of electricity of −2.6%. Unique electricity demand shifts ranged from +2% (observed in New Zealand) to −28% (observed in Canada).

Methodologies used to calculate percent electricity demand change were available for 97%, or 266 of the 274 cases. Only 23%, or 64 of the 274 of these cases were published with calculation methodology accompanying the percent electricity demand change. The calculation methodology for 203 of the remaining cases was obtained through personal communication with the reporting entity. For eight cases, the reporting entity was either unresponsive or indicated that a comparison methodology was unavailable. Where methodology was available, the reports fell into three categories – those that compared observed demand to a forecasted demand (196 cases), those that compared observed demand to a normal or average demand experience (64 cases) and those that compared to the time immediately prior to Earth Hour (six cases).

4. Discussion

While the goal of Earth Hour is not to achieve measurable electricity savings, this compilation of recorded and measurable individual behavior-caused electricity demand shifts has shown that the mass purposeful behavior undertaken by Earth Hour participants can quantitatively affect regional electricity demand for periods of one hour. The Earth Hour event also shows that measurable electricity demand reduction change is possible on a mass scale with large portions of populations acting at least for a short-term, without the use of price motivators. This may prove to be important to industry leaders and policymakers in the days and hours leading up to an electricity shortage when the electricity price has not yet increased.

Numerous regions have undertaken the event annually with documentation of sustained electricity savings. The repeat participation and electricity demand savings shows that continual community interest in the electricity conservation event can have sustained impact on an annual basis. While this behavior is persistent at a societal level, it does not reflect on individual behavior persistence. There is no available information that indicates whether or not participants in Earth Hour have any enduring energy conservation behavior.

Clear procedural information, performance feedback and social support have all been shown to be useful in interventions that create durable proenvironmental change. With a call for a 1 h cessation of energy usage, WWF does not advise procedures that participants are instructed to use beyond the end of the Earth Hour event.

The WWF does not promote electricity savings accounting, so there is no organized mechanism to provide feedback to participants on the impact that their energy conservation behavior has had on their community's energy demand. Some utilities release data on their region's Earth Hour results, but this practice is inconsistent and unreliable. Our research shows that a consistent methodology and assumptions used to calculate individual behavior-caused electricity demand changes is needed. The wide range of methodologies used to document demand change experienced during Earth Hour highlights the incongruence between cases and may increase skepticism that real demand changes occur as a result of behavior change. In some cases, methodologies used by the same reporting entity changed from year to year. In one case, the reporting entity released estimates of savings and then, two days later, changed methodologies and released a revised estimate of savings [37,38]. This example reinforces the need for a consistent methodology and assumptions when providing feedback on electricity demand changes.

The ideal methodology compares a given electricity demand increase or decrease to the projected electricity demand. Projected demand should be that which is forecast with system operator tools that consider appropriate equivalent experienced days and adjust for temperature, cloud cover and other major weather events and holidays. This data-driven recommended methodology will ensure consistent electricity demand change reporting, allowing consumers from one community to the next a reliable feedback source of Earth Hour impact information. Simple methodologies that compare electricity demand changes to the same date one week or one-year prior is not adequate.

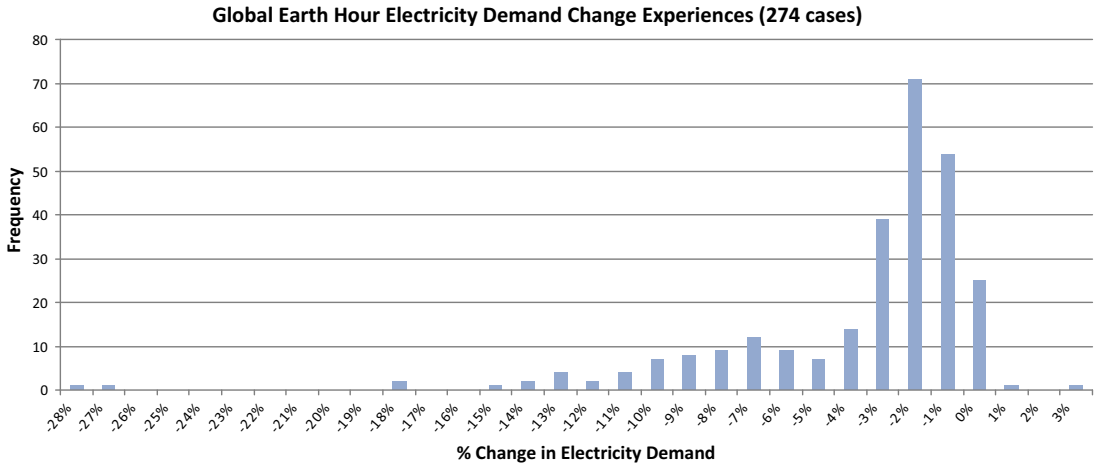

Fig. 1. Global Earth Hour demand change experiences (274 cases).

One of Earth Hour's greatest strengths is the supportive social environment that it creates in the global movement to abstain from energy usage for one hour on one day per year. WWF reports that more than 6950 cities and towns across 152 countries and territories took part in the event in 2012 [39]. In these communities, many individuals gathered in social settings for the event. Earth Hour also has a strong online community with over 875,000 followers on Facebook and over 108,000 followers on Twitter as of February 2014. Like the EcoTeams implemented in the Netherlands, individuals participating in these Earth Hour social groups share their experience and report on energy conservation measures. This social support network reinforces the perception that Earth Hour participants are part of something greater than themselves and that they are having a collective impact at a global scale. As described by De Young [12], this feeling of satisfaction can support a sustained proenvironmental behavior.

4.1. The position of Earth Hour in social theory

The Earth Hour campaigns share some features with other environmental campaigns, such as those addressing recycling and littering. While the level of analysis presented here is too coarse for in-depth application of detailed behavioral frameworks and models some relationships can be drawn. This compilation of Earth Hour data also provides a benchmark for further studies of individual campaigns.

In a report on behavioral assumptions of California residential energy efficiency programs, Lutzenhiser found that messaging of programs reflected a proto-economic rational actor theory [40]. These programs attempted to make individuals aware of economic benefits of energy efficient action through education. Contrary to this approach, Earth Hour does not appeal to the proto-economic rational actor theory. Lutzenhiser also reviewed programs that shared a quality of goal and aspiration selling that is found in Earth Hour's appeals for individuals to voluntarily cease consumption of electricity simply because it is inherently a positive environmental action. These types of programs appeal not to rational behavior and extend beyond a physical-technical-economic model. Luztenhiser attributes to Shove the practices approach, which explains everyday behavior as the result of multiple collective processes, including socio-technical co-evolution. One must therefore acknowledge that technologies create routines and force behavior to adjust. Earth Hour seeks to disrupt these practices, if only for an hour, to make a political statement and to demonstrate potential new behaviors.

5. Conclusion

Since 2007, the Earth Hour event has captured the attention of individuals across the globe to highlight the potential impact that can be made with a mass, coordinated effort for environmentally sustainable action. The single-hour goal of Earth Hour is great – participants cease all possible electricity consumption for a period of 1 h. While this level of energy conservation is unsustainable, a primary goal of the Earth Hour event is also one of the most significant factors that influences long-term residential energy use and conservation – consumers' awareness and understanding of their own energy usage [41]. It may also encourage consumers to consider efficiency improvements as a way of sustaining the energy reductions.

Over the six years that Earth Hour has been held, our research found 274 instances of observed changes in electricity demand caused by the event. These cases were found to reduce electricity consumption an average of 4%. This Earth Hour data, along with anecdotal evidence from other events that cause coordinated reductions or increases in electrical demand, illustrates the importance of short-term behavior on grid demand. Additionally, it shows that short-term mass individual energy behavior change can result in a measurable shifts in electricity demand at the grid level. While behavioral research shows that short-term behavior change can lead to sustained change, more research must be done to determine if Earth Hour conservation behavior persists or extends to other actions.

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Appendix. Earth Hour event records and citations for comparison methodology and percent electricity demand change events

Data source	Year	Electricity demand change (%)	City/ state/ region	Country	Citation for comparison methodology	Citation for % electricity demand change event data point
Essential Energy	2012	0.3%	New South Wales	Australia	Essential Energy, 2012. Regional NSW saves energy during Earth Hour. Press Release, April 1, http://www.essentialenergy.com.au/asset/cms/pdf/media/mr_010412.pdf	Coates, J., 2012. Personal communication, November 25
Essential Energy	2011	−5.0%	New South Wales	Australia	Daily News, 2011. Tweed power rises in Earth Hour. March 30, http://www.mydailynews.com.au/news/tweed-heads-power-rises-in-earth-hour/809257/	Daily News, 2011. Tweed power rises in Earth Hour. March 30, http://www.mydailynews.com.au/news/tweed-heads-power-rises-in-earth-hour/809257/
Essential Energy	2010	−7.2%	New South Wales	Australia	Coates, J., 2012. Personal communication, November 25	Daily News, 2011. Tweed power rises in Earth Hour. March 30, http://www.mydailynews.com.au/news/tweed-heads-power-rises-in-earth-hour/809257/
Ausgrid	2012	−9.8%	Sydney CBD	Australia	Trickey, G., 2012. Personal communication, September 24	Ausgrid, 2012. Power drops for Earth Hour. Press Release, March 31, http://www.ausgrid.com.au/~/media/Files/About%20Us/Newsroom/Media%20releases/2012/120331%20%20Ausgrid%20%20Earth%20Hour%20Results.pdf
Ausgrid	2011	−11.6%	Sydney CBD	Australia	Trickey, G., 2012. Personal communication, September 24	Trickey, G., 2012. Personal communication, September 24
Ausgrid	2010	−6.3%	Sydney CBD	Australia	Trickey, G., 2012. Personal communication, September 24	Trickey, G., 2012. Personal communication, September 24
Ausgrid	2009	−9.0%	Sydney CBD	Australia	Trickey, G., 2012. Personal communication, September 24	Trickey, G., 2012. Personal communication, September 24
Ausgrid	2008	−8.4%	Sydney CBD	Australia	Trickey, G., 2012. Personal communication, September 24	Trickey, G., 2012. Personal communication, September 24
Ausgrid	2007	−10.2%	Sydney CBD	Australia	Trickey, G., 2012. Personal communication, September 24	EnergyAustralia, 2007. Annual Report 2006/07. October 29, http://www.ausgrid.com.au/Common/About-us/Corporate-reports/~/media/Files/About%20Us/Annual%20reports/200607Annualreportall.ashx
Western Power	2011	−3.0%	Perth	Australia	Fairfield, T., 2012. Personal communication, November 28	Western Power, 2011. WA turns off for Earth Hour. Press Release, March 28, http://www.westernpower.com.au/aboutus/mediaCentre/mediaReleases/2011/WA_turns_off_for_Earth_Hour.html
Western Power	2011	−2.0%	Western Australia	Australia	Fairfield, T., 2012. Personal communication, November 28	Western Power, 2011. WA turns off for Earth Hour. Press Release, March 28, http://www.westernpower.com.au/aboutus/mediaCentre/mediaReleases/2011/WA_turns_off_for_Earth_Hour.html
Western Power	2010	−3.0%	Perth	Australia	Fairfield, T., 2012. Personal communication, November 28	Western Power, 2010. Perth participates in third Earth Hour event. Press Release, March 29, http://www.westernpower.com.au/aboutus/mediaCentre/mediaReleases/2010/Perth_participates_in_third_Earth_Hour_event.html
Western Power	2010	−2.0%	Western Australia	Australia	Fairfield, T., 2012. Personal communication, November 28	Western Power, 2010. Perth participates in third Earth Hour event. Press Release, March 29, http://www.westernpower.com.au/aboutus/mediaCentre/mediaReleases/2010/Perth_participates_in_third_Earth_Hour_event.html
Western Power	2009	−2.0%	Perth	Australia	Fairfield, T., 2012. Personal communication, November 28	Western Power, 2009. Earth Hour – turning the lights off. Press Release, March 30, http://www.westernpower.com.au/aboutus/mediaCentre/mediaReleases/2009/EARTH_HOUR_%13_turning_the_lights_off.html
University of Melbourne	2012	−18.8%	Melbourne	Australia	The University of Melbourne, 2012. Earth Hour 2012 Results. Modified April 18, 2012, http://sustainablecampus.unimelb.edu.au/involvement/events/earthhour2012.html	The University of Melbourne, 2012. Earth Hour 2012 Results. Modified April 18, 2012, http://sustainablecampus.unimelb.edu.au/involvement/events/earthhour2012.html
University of Melbourne	2011	−4.1%	Melbourne	Australia	The University of Melbourne, 2011. Earth Hour 2011 Results. Modified March 7, 2012, http://sustainablecampus.unimelb.edu.au/involvement/events/earthHour2011.html	The University of Melbourne, 2011. Earth Hour 2011 Results. Modified March 7, 2012, http://sustainablecampus.unimelb.edu.au/involvement/events/earthHour2011.html
University of Melbourne	2010	−5.5%	Melbourne	Australia	The University of Melbourne, 2010. Earth Hour 2010 Results. Modified June 30, 2011, http://sustainablecampus.unimelb.edu.au/involvement/events/earth_hour_2010_results.html	The University of Melbourne, 2010. Earth Hour 2010 Results. Modified June 30, 2011, http://sustainablecampus.unimelb.edu.au/involvement/events/earth_hour_2010_results.html
University of Melbourne	2009	−11.0%	Melbourne	Australia	The University of Melbourne, 2010. Earth Hour 2010 Results. Modified June 30, 2011, http://sustainablecampus.unimelb.edu.au/involvement/events/earth_hour_2010_results.html	The University of Melbourne, 2010. Earth Hour 2010 Results. Modified June 30, 2011, http://sustainablecampus.unimelb.edu.au/involvement/events/earth_hour_2010_results.html

IESO	2012	−2.7%	Ontario	Canada	Mann, K., 2012. Personal communication, July 5	Independent Electricity System Operator, 2012. IESO Releases Earth Hour Conservation Results. March 31, http://www.ieso.ca/imoweb/media/md_newsitem.asp?newsID=6015
IESO	2011	−2.1%	Ontario	Canada	Mann, K., 2012. Personal communication, July 5	Independent Electricity System Operator, 2011. IESO Releases Earth Hour Conservation Results. March 26, http://www.ieso.ca/imoweb/media/md_newsitem.asp?newsID=5625
IESO	2010	−4.0%	Ontario	Canada	Mann, K., 2012. Personal communication, July 5.	Independent Electricity System Operator, 2010. IESO Releases Results from Earth Hour. March 27, http://www.ieso.ca/imoweb/media/md_newsitem.asp?newsID=5148
IESO	2009	−6.0%	Ontario	Canada	Mann, K., 2012. Personal communication, July 5	Independent Electricity System Operator, 2009. IESO Releases Results from Earth Hour. March 28, http://www.ieso.ca/imoweb/media/md_newsitem.asp?newsID=4604
IESO	2008	−5.0%	Ontario	Canada	Mann, K., 2012. Personal communication, July 5	Independent Electricity System Operator, 2008. IESO Releases Results from Earth Hour. March 29, http://www.ieso.ca/imoweb/media/md_newsitem.asp?newsID=4012
BC Hydro	2012	−1.7%	British Columbia Overall	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−12.1%	Revelstoke	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−6.8%	Pemberton	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−5.8%	Ladysmith	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−5.6%	Whistler	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−5.0%	Sechelt	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−4.8%	North Cowichan	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−4.5%	Lumby	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−4.1%	Duncan	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−4.1%	Prince Rupert	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−4.0%	Prince George	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−3.9%	Comox	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−3.9%	Courtney	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success

Appendix (*Continued*)

Data source	Year	Electricity demand change (%)	City/ state/ region	Country	Citation for comparison methodology	Citation for % electricity demand change event data point
BC Hydro	2012	−3.9%	Williams Lake	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−3.8%	Coldstream	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−3.6%	Kamloops	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−3.6%	Powell River	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−3.5%	Bowen Island	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−3.4%	Lake Country	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−3.4%	Vernon	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−3.4%	Lantzville	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−3.3%	West Vancovuer	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	-3.3%	North Saanich	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−3.2%	Clearwater	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−3.1%	Sidney	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−3.0%	Parksville	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−2.8%	100 Mile House	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−2.7%	Colwood	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−2.7%	Langford	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−2.7%	Metchosin	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−2.6%	Nanaimo	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success

BC Hydro	2012	−2.6%	Smithers	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−2.6%	Telkwa	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−2.6%	Highlands	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−2.6%	Enderby	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−2.5%	View Royal	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−2.5%	Sicamous	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−2.5%	Qualicum Beach	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−2.5%	Hazelton	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−2.5%	New Hazelton	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−2.5%	Richmond	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−2.5%	Burns Lake	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−2.4%	Peachland	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−2.4%	Pitt Meadows	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−2.4%	Summerland	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−2.4%	West Kelowna	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−2.4%	Campbell River	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−2.3%	Sayward	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−2.3%	Salmon Arm	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success

Appendix (*Continued*)

Data source	Year	Electricity demand change (%)	City/ state/ region	Country	Citation for comparison methodology	Citation for % electricity demand change event data point
BC Hydro	2012	−2.2%	Squamish	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−2.2%	Quesnel	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−2.2%	Wells	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−2.1%	Vancouver	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−2.1%	Saanich	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−2.0%	Burnaby	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−2.0%	Esquimalt	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−2.0%	Port Coquitlam	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−1.8%	Coquitlam	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−1.8%	Port Moody	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−1.8%	White Rock	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−1.8%	Anmore	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−1.8%	Belcarra	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−1.8%	Maple Ridge	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−1.7%	Sooke	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−1.6%	Oak Bay	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−1.6%	Victoria	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−1.4%	North Vancouver District	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success

BC Hydro	2012	−1.2%	Invermere	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−1.2%	Radium Hot Springs	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−1.2%	Delta	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−1.2%	Fernie	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−0.9%	Surrey	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−0.8%	Langley District	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−0.5%	Langley City	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−0.4%	North Vancouver city	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−0.2%	Fort St. James	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2012	−0.1%	Houston	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2011	−1.8%	British Columbia	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2012. BC repeats Earth Hour success. April 1, http://www.el.bchydro.com/mediabulletins/bulletin/conservation_sustainability/bc_hydro_repeats_earth_hour_success
BC Hydro	2010	−1.0%	British Columbia	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−7.0%	Burns Lake	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−3.9%	Bowen Island	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−3.4%	Pemberton	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf

Appendix (*Continued*)

Data source	Year	Electricity demand change (%)	City/ state/ region	Country	Citation for comparison methodology	Citation for % electricity demand change event data point
BC Hydro	2010	−3.2%	Whistler	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−3.2%	Houston	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−3.0%	Telkwa	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−3.0%	Lantzville	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−3.0%	Smithers	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−2.9%	Kitimat	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−2.8%	Gibsons	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−2.7%	Highlands	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−2.7%	N. Vancouver Dist	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−2.6%	Langley City	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−2.6%	North Saanich	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf

BC Hydro	2010	−2.5%	Squamish	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−2.4%	Richmond	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−2.3%	Langley DM	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−2.3%	N. Vancouver City	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−2.3%	Sidney	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−2.3%	White Rock	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−2.2%	View Royal	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−2.2%	Williams Lake	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−2.1%	Saanich	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−2.1%	Langford	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−2.1%	Metchosin	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf

Appendix (*Continued*)

Data source	Year	Electricity demand change (%)	City/ state/ region	Country	Citation for comparison methodology	Citation for % electricity demand change event data point
BC Hydro	2010	−2.1%	Colwood	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−2.1%	Mission	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−2.0%	Campbell River	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−2.0%	Courtenay	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−2.0%	Sooke	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−2.0%	Comox Town	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−2.0%	Sayward	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−2.0%	Surrey	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−1.8%	Anmore	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−1.8%	Belcarra	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−1.7%	Coquitlam	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf

BC Hydro	2010	−1.7%	Port Moody	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−1.7%	Quesnel	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−1.7%	Powell River	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−1.7%	Revelstoke	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−1.6%	Oak Bay	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−1.6%	Fort Nelson	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−1.5%	Delta	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−1.5%	Mackenzie	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−1.5%	Nanaimo	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−1.4%	Vancouver	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−1.4%	Victoria	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf

Appendix (*Continued*)

Data source	Year	Electricity demand change (%)	City/ state/ region	Country	Citation for comparison methodology	Citation for % electricity demand change event data point
BC Hydro	2010	−1.3%	Invermere	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−1.3%	Pitt Meadows	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−1.3%	Esquimalt	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−1.2%	Port Coquitlam	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−1.2%	Parksville	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−1.1%	Abbotsford	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−1.1%	Duncan	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−1.1%	Qualicum Beach	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−1.0%	District of Summerland	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−1.0%	District of Peachland	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−1.0%	Sparwood	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf

BC Hydro	2010	−1.0%	West Kelowna	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−0.9%	Burnaby	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−0.9%	Ladysmith	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−0.8%	Maple Ridge	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−0.8%	Port Alberni	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−0.7%	Chilliwack	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−0.7%	McBride	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−0.7%	New Westminster	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−0.6%	Taylor	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−0.2%	Vernon	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−0.2%	100 Mile House	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf

Appendix (*Continued*)

Data source	Year	Electricity demand change (%)	City/ state/ region	Country	Citation for comparison methodology	Citation for % electricity demand change event data point
BC Hydro	2010	−0.1%	Kamloops	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2010	−0.1%	Coldstream	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2010. BC Hydro reports Earth Hour electricity savings. Press Release, March 28, http://www.bchydro.com/etc/medialib/internet/documents/news/community_events/earth_hour_2010_savings_report.Par.0001.File.earth_hour_2010_savings_report.pdf
BC Hydro	2009	−1.1%	British Columbia	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2009. B.C. Saves for Earth Hour. Press Release, March 29, http://www.bchydro.com/news/press_centre/press_releases/2009/bc_saves_for_earth_hour.html
BC Hydro	2009	−4.6%	Pemberton	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2009. B.C. Saves for Earth Hour. Press Release, March 29, http://www.bchydro.com/news/press_centre/press_releases/2009/bc_saves_for_earth_hour.html
BC Hydro	2009	−4.1%	Colwood	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2009. B.C. Saves for Earth Hour. Press Release, March 29, http://www.bchydro.com/news/press_centre/press_releases/2009/bc_saves_for_earth_hour.html
BC Hydro	2009	−4.1%	Langford	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2009. B.C. Saves for Earth Hour. Press Release, March 29, http://www.bchydro.com/news/press_centre/press_releases/2009/bc_saves_for_earth_hour.html
BC Hydro	2009	−4.1%	Parksville	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2009. B.C. Saves for Earth Hour. Press Release, March 29, http://www.bchydro.com/news/press_centre/press_releases/2009/bc_saves_for_earth_hour.html
BC Hydro	2009	−3.9%	View Royal	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2009. B.C. Saves for Earth Hour. Press Release, March 29, http://www.bchydro.com/news/press_centre/press_releases/2009/bc_saves_for_earth_hour.html
BC Hydro	2009	−3.8%	Abbotsford	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2009. B.C. Saves for Earth Hour. Press Release, March 29, http://www.bchydro.com/news/press_centre/press_releases/2009/bc_saves_for_earth_hour.html
BC Hydro	2009	−3.7%	Saanich	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2009. B.C. Saves for Earth Hour. Press Release, March 29, http://www.bchydro.com/news/press_centre/press_releases/2009/bc_saves_for_earth_hour.html
BC Hydro	2009	−3.3%	Oak Bay	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2009. B.C. Saves for Earth Hour. Press Release, March 29, http://www.bchydro.com/news/press_centre/press_releases/2009/bc_saves_for_earth_hour.html
BC Hydro	2009	−3.1%	Maple Ridge	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2009. B.C. Saves for Earth Hour. Press Release, March 29, http://www.bchydro.com/news/press_centre/press_releases/2009/bc_saves_for_earth_hour.html
BC Hydro	2009	−3.1%	Victoria	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2009. B.C. Saves for Earth Hour. Press Release, March 29, http://www.bchydro.com/news/press_centre/press_releases/2009/bc_saves_for_earth_hour.html
BC Hydro	2009	−3.1%	Bowen Island	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2009. B.C. Saves for Earth Hour. Press Release, March 29, http://www.bchydro.com/news/press_centre/press_releases/2009/bc_saves_for_earth_hour.html
BC Hydro	2009	−3.1%	Port Coquitlam	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2009. B.C. Saves for Earth Hour. Press Release, March 29, http://www.bchydro.com/news/press_centre/press_releases/2009/bc_saves_for_earth_hour.html

BC Hydro	2009	−2.9%	Coquitlam	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2009. B.C. Saves for Earth Hour. Press Release, March 29, http://www.bchydro.com/news/press_centre/press_releases/2009/bc_saves_for_earth_hour.html
BC Hydro	2009	−2.7%	North Vancouver District	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2009. B.C. Saves for Earth Hour. Press Release, March 29, http://www.bchydro.com/news/press_centre/press_releases/2009/bc_saves_for_earth_hour.html
BC Hydro	2009	−2.6%	Revelstoke	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2009. B.C. Saves for Earth Hour. Press Release, March 29, http://www.bchydro.com/news/press_centre/press_releases/2009/bc_saves_for_earth_hour.html
BC Hydro	2009	−2.1%	Langley Township	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2009. B.C. Saves for Earth Hour. Press Release, March 29, http://www.bchydro.com/news/press_centre/press_releases/2009/bc_saves_for_earth_hour.html
BC Hydro	2009	−1.5%	Prince George	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2009. B.C. Saves for Earth Hour. Press Release, March 29, http://www.bchydro.com/news/press_centre/press_releases/2009/bc_saves_for_earth_hour.html
BC Hydro	2009	−1.5%	Surrey	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2009. B.C. Saves for Earth Hour. Press Release, March 29, http://www.bchydro.com/news/press_centre/press_releases/2009/bc_saves_for_earth_hour.html
BC Hydro	2009	−1.4%	Burnaby	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2009. B.C. Saves for Earth Hour. Press Release, March 29, http://www.bchydro.com/news/press_centre/press_releases/2009/bc_saves_for_earth_hour.html
BC Hydro	2009	−1.3%	Vancouver	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2009. B.C. Saves for Earth Hour. Press Release, March 29, http://www.bchydro.com/news/press_centre/press_releases/2009/bc_saves_for_earth_hour.html
BC Hydro	2009	−1.2%	Delta	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2009. B.C. Saves for Earth Hour. Press Release, March 29, http://www.bchydro.com/news/press_centre/press_releases/2009/bc_saves_for_earth_hour.html
BC Hydro	2009	−1.1%	Kamloops	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2009. B.C. Saves for Earth Hour. Press Release, March 29, http://www.bchydro.com/news/press_centre/press_releases/2009/bc_saves_for_earth_hour.html
BC Hydro	2009	−0.9%	Vernon	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2009. B.C. Saves for Earth Hour. Press Release, March 29, http://www.bchydro.com/news/press_centre/press_releases/2009/bc_saves_for_earth_hour.html
BC Hydro	2009	−0.3%	Richmond	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2009. B.C. Saves for Earth Hour. Press Release, March 29, http://www.bchydro.com/news/press_centre/press_releases/2009/bc_saves_for_earth_hour.html
BC Hydro	2009	−0.1%	New Westminster	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2009. B.C. Saves for Earth Hour. Press Release, March 29, http://www.bchydro.com/news/press_centre/press_releases/2009/bc_saves_for_earth_hour.html
BC Hydro	2008	−2.0%	British Columbia	Canada	Reinhardt, A., 2012. Personal communication, July 12	BC Hydro, 2009. B.C. Saves for Earth Hour. Press Release, March 29, http://www.bchydro.com/news/press_centre/press_releases/2009/bc_saves_for_earth_hour.html
Toronto Hydro	2012	−7.0%	Toronto	Canada	Toronto Hydro, 2012. Toronto Hydro reports a significant drop in electricity demand during Earth Hour. Press Release, March 31, http://micro.newswire.ca/release.cgi?rkey=2003312127&view=46250-2&Start=&htm=0	Toronto Hydro, 2012. Toronto Hydro reports a significant drop in electricity demand during Earth Hour. Press Release, March 31, http://micro.newswire.ca/release.cgi?rkey=2003312127&view=46250-2&Start=&htm=0
Toronto Hydro	2010	−10.0%	Toronto	Canada	No methodology available	Toronto Hydro, 2011. Toronto Hydro Urges all Toronoto Businesses and householders to darken the skyline for Earth Hour this Saturday Night. Press Release, March 24, http://micro.newswire.ca/release.cgi?rkey=1903246122&view=46250-2&Start=70&htm=0

Appendix (*Continued*)

Data source	Year	Electricity demand change (%)	City/ state/ region	Country	Citation for comparison methodology	Citation for % electricity demand change event data point
Toronto Hydro	2009	−15.0%	Toronto	Canada	Dale, D., 2009. Earth Hour II is a smash. The Toronto Star, March 29, http://www.thestar.com/news/gta/article/610163–earth-hour-ii-is-a-smash	Dale, D., 2009. Earth Hour II is a smash. The Toronto Star, March 29, http://www.thestar.com/news/gta/article/610163–earth-hour-ii-is-a-smash
Toronto Hydro	2008	−8.7%	Toronto	Canada	Gillis, W., 2012. Earth Hour 2012: Power use down 6.8%. The Toronto Star, April 1, http://www.thestar.com/news/gta/article/1154841–earth-hour-toronto-2012-power-use-down-6-8	Gillis, W., 2012. Earth Hour 2012: Power use down 6.8%. The Toronto Star, April 1, http://www.thestar.com/news/gta/article/1154841–earth-hour-toronto-2012-power-use-down-6-8
PowerStream	2012	−7.8%	Overall Ontario Service Territory	Canada	PowerStream, 2012. PowerStream reports 7.8% less electricity used during Earth Hour. March 31, http://www.powerstream.ca/app/pages/news120331.jsp?section=**	PowerStream, 2012. PowerStream reports 7.8% less electricity used during Earth Hour. March 31, http://www.powerstream.ca/app/pages/news120331.jsp?section=**
PowerStream	2012	−10.8%	Aurora	Canada	PowerStream, 2012. PowerStream reports 7.8% less electricity used during Earth Hour. March 31, http://www.powerstream.ca/app/pages/news120331.jsp?section=**	PowerStream, 2012. PowerStream reports 7.8% less electricity used during Earth Hour. March 31, http://www.powerstream.ca/app/pages/news120331.jsp?section=**
PowerStream	2012	−6.7%	Barrie	Canada	PowerStream, 2012. PowerStream reports 7.8% less electricity used during Earth Hour. March 31, http://www.powerstream.ca/app/pages/news120331.jsp?section=**	PowerStream, 2012. PowerStream reports 7.8% less electricity used during Earth Hour. March 31, http://www.powerstream.ca/app/pages/news120331.jsp?section=**
PowerStream	2012	−8.1%	Bradford West Gwillimbury	Canada	PowerStream, 2012. PowerStream reports 7.8% less electricity used during Earth Hour. March 31, http://www.powerstream.ca/app/pages/news120331.jsp?section=**	PowerStream, 2012. PowerStream reports 7.8% less electricity used during Earth Hour. March 31, http://www.powerstream.ca/app/pages/news120331.jsp?section=**
PowerStream	2012	−28.0%	Essa (Thornton)	Canada	PowerStream, 2012. PowerStream reports 7.8% less electricity used during Earth Hour. March 31, http://www.powerstream.ca/app/pages/news120331.jsp?section=**	PowerStream, 2012. PowerStream reports 7.8% less electricity used during Earth Hour. March 31, http://www.powerstream.ca/app/pages/news120331.jsp?section=**
PowerStream	2012	−7.2%	Markham	Canada	PowerStream, 2012. PowerStream reports 7.8% less electricity used during Earth Hour. March 31, http://www.powerstream.ca/app/pages/news120331.jsp?section=**	PowerStream, 2012. PowerStream reports 7.8% less electricity used during Earth Hour. March 31, http://www.powerstream.ca/app/pages/news120331.jsp?section=**
PowerStream	2012	−9.0%	New Tecumseth	Canada	PowerStream, 2012. PowerStream reports 7.8% less electricity used during Earth Hour. March 31, http://www.powerstream.ca/app/pages/news120331.jsp?section=**	PowerStream, 2012. PowerStream reports 7.8% less electricity used during Earth Hour. March 31, http://www.powerstream.ca/app/pages/news120331.jsp?section=**
PowerStream	2012	−4.1%	Penetanguishene	Canada	PowerStream, 2012. PowerStream reports 7.8% less electricity used during Earth Hour. March 31, http://www.powerstream.ca/app/pages/news120331.jsp?section=**	PowerStream, 2012. PowerStream reports 7.8% less electricity used during Earth Hour. March 31, http://www.powerstream.ca/app/pages/news120331.jsp?section=**
PowerStream	2012	−8.2%	Richmond Hill	Canada	PowerStream, 2012. PowerStream reports 7.8% less electricity used during Earth Hour. March 31, http://www.powerstream.ca/app/pages/news120331.jsp?section=**	PowerStream, 2012. PowerStream reports 7.8% less electricity used during Earth Hour. March 31, http://www.powerstream.ca/app/pages/news120331.jsp?section=**
PowerStream	2012	−8.6%	Vaughan	Canada	PowerStream, 2012. PowerStream reports 7.8% less electricity used during Earth Hour. March 31, http://www.powerstream.ca/app/pages/news120331.jsp?section=**	PowerStream, 2012. PowerStream reports 7.8% less electricity used during Earth Hour. March 31, http://www.powerstream.ca/app/pages/news120331.jsp?section=**
PowerStream	2011	−8.9%	Overall Ontario Service Territory	Canada	PowerStream, 2011. PowerStream reports 8.9% less electricity used during Earth Hour 2011. March 26, http://www.powerstream.ca/app/pages/news110326.jsp?section=**	PowerStream, 2011. PowerStream reports 8.9% less electricity used during Earth Hour 2011. March 26, http://www.powerstream.ca/app/pages/news110326.jsp?section=**
PowerStream	2011	−14.3%	Aurora	Canada	PowerStream, 2011. PowerStream reports 8.9% less electricity used during Earth Hour 2011. March 26, http://www.powerstream.ca/app/pages/news110326.jsp?section=**	PowerStream, 2011. PowerStream reports 8.9% less electricity used during Earth Hour 2011. March 26, http://www.powerstream.ca/app/pages/news110326.jsp?section=**
PowerStream	2011	−7.7%	Barrie	Canada	PowerStream, 2011. PowerStream reports 8.9% less electricity used during Earth Hour 2011. March 26, http://www.powerstream.ca/app/pages/news110326.jsp?section=**	PowerStream, 2011. PowerStream reports 8.9% less electricity used during Earth Hour 2011. March 26, http://www.powerstream.ca/app/pages/news110326.jsp?section=**
PowerStream	2011	−9.1%	Bradford West Gwillimbury	Canada	PowerStream, 2011. PowerStream reports 8.9% less electricity used during Earth Hour 2011. March 26, http://www.powerstream.ca/app/pages/news110326.jsp?section=**	PowerStream, 2011. PowerStream reports 8.9% less electricity used during Earth Hour 2011. March 26, http://www.powerstream.ca/app/pages/news110326.jsp?section=**
PowerStream	2011	−18.0%	Essa (Thornton)	Canada	PowerStream, 2011. PowerStream reports 8.9% less electricity used during Earth Hour 2011. March 26, http://www.powerstream.ca/app/pages/news110326.jsp?section=**	PowerStream, 2011. PowerStream reports 8.9% less electricity used during Earth Hour 2011. March 26, http://www.powerstream.ca/app/pages/news110326.jsp?section=**
PowerStream	2011	−8.5%	Markham	Canada	PowerStream, 2011. PowerStream reports 8.9% less electricity used during Earth Hour 2011. March 26, http://www.powerstream.ca/app/pages/news110326.jsp?section=**	PowerStream, 2011. PowerStream reports 8.9% less electricity used during Earth Hour 2011. March 26, http://www.powerstream.ca/app/pages/news110326.jsp?section=**

PowerStream 2011	−9.2%	New Tecumseth	Canada	PowerStream, 2011. PowerStream reports 8.9% less electricity used during Earth Hour 2011. March 26, http://www.powerstream.ca/app/pages/news110326.jsp?section=**	PowerStream, 2011. PowerStream reports 8.9% less electricity used during Earth Hour 2011. March 26, http://www.powerstream.ca/app/pages/news110326.jsp?section=**
PowerStream 2011	−6.6%	Penetanguishene	Canada	PowerStream, 2011. PowerStream reports 8.9% less electricity used during Earth Hour 2011. March 26, http://www.powerstream.ca/app/pages/news110326.jsp?section=**	PowerStream, 2011. PowerStream reports 8.9% less electricity used during Earth Hour 2011. March 26, http://www.powerstream.ca/app/pages/news110326.jsp?section=**
PowerStream 2011	−9.3%	Richmond Hill	Canada	PowerStream, 2011. PowerStream reports 8.9% less electricity used during Earth Hour 2011. March 26, http://www.powerstream.ca/app/pages/news110326.jsp?section=**	PowerStream, 2011. PowerStream reports 8.9% less electricity used during Earth Hour 2011. March 26, http://www.powerstream.ca/app/pages/news110326.jsp?section=**
PowerStream 2011	−8.8%	Vaughan	Canada	PowerStream, 2011. PowerStream reports 8.9% less electricity used during Earth Hour 2011. March 26, http://www.powerstream.ca/app/pages/news110326.jsp?section=**	PowerStream, 2011. PowerStream reports 8.9% less electricity used during Earth Hour 2011. March 26, http://www.powerstream.ca/app/pages/news110326.jsp?section=**
PowerStream 2010	−9.1%	Overall Ontario Service Territory	Canada	PowerStream, 2010. PowerStream reports 9.1 percent reduction for Earth Hour 2010. March 27, http://www.powerstream.ca/app/pages/news100327.jsp?section=**	PowerStream, 2010. PowerStream reports 9.1 percent reduction for Earth Hour 2010. March 27, http://www.powerstream.ca/app/pages/news100327.jsp?section=**
PowerStream 2010	−13.0%	Aurora	Canada	PowerStream, 2010. PowerStream reports 9.1 percent reduction for Earth Hour 2010. March 27, http://www.powerstream.ca/app/pages/news100327.jsp?section=**	PowerStream, 2010. PowerStream reports 9.1 percent reduction for Earth Hour 2010. March 27, http://www.powerstream.ca/app/pages/news100327.jsp?section=**
PowerStream 2010	−6.8%	Barrie	Canada	PowerStream, 2010. PowerStream reports 9.1 percent reduction for Earth Hour 2010. March 27, http://www.powerstream.ca/app/pages/news100327.jsp?section=**	PowerStream, 2010. PowerStream reports 9.1 percent reduction for Earth Hour 2010. March 27, http://www.powerstream.ca/app/pages/news100327.jsp?section=**
PowerStream 2010	−11.4%	Bradford West Gwillimbury	Canada	PowerStream, 2010. PowerStream reports 9.1 percent reduction for Earth Hour 2010. March 27, http://www.powerstream.ca/app/pages/news100327.jsp?section=**	PowerStream, 2010. PowerStream reports 9.1 percent reduction for Earth Hour 2010. March 27, http://www.powerstream.ca/app/pages/news100327.jsp?section=**
PowerStream 2010	−13.4%	Essa (Thornton)	Canada	PowerStream, 2010. PowerStream reports 9.1 percent reduction for Earth Hour 2010. March 27, http://www.powerstream.ca/app/pages/news100327.jsp?section=**	PowerStream, 2010. PowerStream reports 9.1 percent reduction for Earth Hour 2010. March 27, http://www.powerstream.ca/app/pages/news100327.jsp?section=**
PowerStream 2010	−10.2%	Markham	Canada	PowerStream, 2010. PowerStream reports 9.1 percent reduction for Earth Hour 2010. March 27, http://www.powerstream.ca/app/pages/news100327.jsp?section=**	PowerStream, 2010. PowerStream reports 9.1 percent reduction for Earth Hour 2010. March 27, http://www.powerstream.ca/app/pages/news100327.jsp?section=**
PowerStream 2010	−7.4%	New Tecumseth	Canada	PowerStream, 2010. PowerStream reports 9.1 percent reduction for Earth Hour 2010. March 27, http://www.powerstream.ca/app/pages/news100327.jsp?section=**	PowerStream, 2010. PowerStream reports 9.1 percent reduction for Earth Hour 2010. March 27, http://www.powerstream.ca/app/pages/news100327.jsp?section=**
PowerStream 2010	−6.6%	Penetanguishene	Canada	PowerStream, 2010. PowerStream reports 9.1 percent reduction for Earth Hour 2010. March 27, http://www.powerstream.ca/app/pages/news100327.jsp?section=**	PowerStream, 2010. PowerStream reports 9.1 percent reduction for Earth Hour 2010. March 27, http://www.powerstream.ca/app/pages/news100327.jsp?section=**
PowerStream 2010	−14.5%	Richmond Hill	Canada	PowerStream, 2010. PowerStream reports 9.1 percent reduction for Earth Hour 2010. March 27, http://www.powerstream.ca/app/pages/news100327.jsp?section=**	PowerStream, 2010. PowerStream reports 9.1 percent reduction for Earth Hour 2010. March 27, http://www.powerstream.ca/app/pages/news100327.jsp?section=**
PowerStream 2010	−7.0%	Vaughan	Canada	PowerStream, 2010. PowerStream reports 9.1 percent reduction for Earth Hour 2010. March 27, http://www.powerstream.ca/app/pages/news100327.jsp?section=**	PowerStream, 2010. PowerStream reports 9.1 percent reduction for Earth Hour 2010. March 27, http://www.powerstream.ca/app/pages/news100327.jsp?section=**
PowerStream 2009	−10.0%	Overall Ontario Service Territory	Canada	PowerStream, 2009. PowerStream reports 10 per cent reduction for Earth Hour. March 28, http://www.powerstream.ca/app/pages/news090328.jsp?section=**	PowerStream, 2009. PowerStream reports 10 per cent reduction for Earth Hour. March 28, http://www.powerstream.ca/app/pages/news090328.jsp?section=**
PowerStream 2009	−8.0%	Aurora	Canada	PowerStream, 2009. PowerStream reports 10 per cent reduction for Earth Hour. March 28, http://www.powerstream.ca/app/pages/news090328.jsp?section=**	PowerStream, 2009. PowerStream reports 10 per cent reduction for Earth Hour. March 28, http://www.powerstream.ca/app/pages/news090328.jsp?section=**
PowerStream 2009	−4.0%	Barrie	Canada	PowerStream, 2009. PowerStream reports 10 per cent reduction for Earth Hour. March 28, http://www.powerstream.ca/app/pages/news090328.jsp?section=**	PowerStream, 2009. PowerStream reports 10 per cent reduction for Earth Hour. March 28, http://www.powerstream.ca/app/pages/news090328.jsp?section=**
PowerStream 2009	−13.0%	Bradford West Gwillimbury	Canada	PowerStream, 2009. PowerStream reports 10 per cent reduction for Earth Hour. March 28, http://www.powerstream.ca/app/pages/news090328.jsp?section=**	PowerStream, 2009. PowerStream reports 10 per cent reduction for Earth Hour. March 28, http://www.powerstream.ca/app/pages/news090328.jsp?section=**

Appendix (*Continued*)

Data source	Year	Electricity demand change (%)	City/ state/ region	Country	Citation for comparison methodology	Citation for % electricity demand change event data point
PowerStream	2009	−11.0%	Essa (Thornton)	Canada	PowerStream, 2009. PowerStream reports 10 per cent reduction for Earth Hour. March 28, http://www.powerstream.ca/app/pages/news090328.jsp?section=**	PowerStream, 2009. PowerStream reports 10 per cent reduction for Earth Hour. March 28, http://www.powerstream.ca/app/pages/news090328.jsp?section=**
PowerStream	2009	−7.0%	Markham	Canada	PowerStream, 2009. PowerStream reports 10 per cent reduction for Earth Hour. March 28, http://www.powerstream.ca/app/pages/news090328.jsp?section=**	PowerStream, 2009. PowerStream reports 10 per cent reduction for Earth Hour. March 28, http://www.powerstream.ca/app/pages/news090328.jsp?section=**
PowerStream	2009	−9.0%	New Tecumseth	Canada	PowerStream, 2009. PowerStream reports 10 per cent reduction for Earth Hour. March 28, http://www.powerstream.ca/app/pages/news090328.jsp?section=**	PowerStream, 2009. PowerStream reports 10 per cent reduction for Earth Hour. March 28, http://www.powerstream.ca/app/pages/news090328.jsp?section=**
PowerStream	2009	−13.0%	Penetanguishene	Canada	PowerStream, 2009. PowerStream reports 10 per cent reduction for Earth Hour. March 28, http://www.powerstream.ca/app/pages/news090328.jsp?section=**	PowerStream, 2009. PowerStream reports 10 per cent reduction for Earth Hour. March 28, http://www.powerstream.ca/app/pages/news090328.jsp?section=**
PowerStream	2009	−27.0%	Richmond Hill	Canada	PowerStream, 2009. PowerStream reports 10 per cent reduction for Earth Hour. March 28, http://www.powerstream.ca/app/pages/news090328.jsp?section=**	PowerStream, 2009. PowerStream reports 10 per cent reduction for Earth Hour. March 28, http://www.powerstream.ca/app/pages/news090328.jsp?section=**
PowerStream	2009	−5.0%	Vaughan	Canada	PowerStream, 2009. PowerStream reports 10 per cent reduction for Earth Hour. March 28, http://www.powerstream.ca/app/pages/news090328.jsp?section=**	PowerStream, 2009. PowerStream reports 10 per cent reduction for Earth Hour. March 28, http://www.powerstream.ca/app/pages/news090328.jsp?section=**
PowerStream	2008	−4.9%	Overall Ontario Service Territory	Canada	PowerStream, 2008. PowerStream reports 4.85 per cent reduction for Earth Hour. March 31, http://www.powerstream.ca/app/pages/news080331.jsp?section=**	PowerStream, 2008. PowerStream reports 4.85 per cent reduction for Earth Hour. March 31, http://www.powerstream.ca/app/pages/news080331.jsp?section=**
PowerStream	2008	−10.2%	Aurora	Canada	PowerStream, 2008. PowerStream reports 4.85 per cent reduction for Earth Hour. March 31, http://www.powerstream.ca/app/pages/news080331.jsp?section=**	PowerStream, 2008. PowerStream reports 4.85 per cent reduction for Earth Hour. March 31, http://www.powerstream.ca/app/pages/news080331.jsp?section=**
PowerStream	2008	−6.0%	Markham	Canada	PowerStream, 2008. PowerStream reports 4.85 per cent reduction for Earth Hour. March 31, http://www.powerstream.ca/app/pages/news080331.jsp?section=**	PowerStream, 2008. PowerStream reports 4.85 per cent reduction for Earth Hour. March 31, http://www.powerstream.ca/app/pages/news080331.jsp?section=**
PowerStream	2008	−3.6%	Richmond Hill	Canada	PowerStream, 2008. PowerStream reports 4.85 per cent reduction for Earth Hour. March 31, http://www.powerstream.ca/app/pages/news080331.jsp?section=**	PowerStream, 2008. PowerStream reports 4.85 per cent reduction for Earth Hour. March 31, http://www.powerstream.ca/app/pages/news080331.jsp?section=**
PowerStream	2008	−3.6%	Vaughan	Canada	PowerStream, 2008. PowerStream reports 4.85 per cent reduction for Earth Hour. March 31, http://www.powerstream.ca/app/pages/news080331.jsp?section=**	PowerStream, 2008. PowerStream reports 4.85 per cent reduction for Earth Hour. March 31, http://www.powerstream.ca/app/pages/news080331.jsp?section=**
Israel Electric Corp	2011	−7.5%	Yavney	Israel	No methodology available	Usdain, S., 2011. Yavne wins Earth Hour lights-out. The Jerusalem Post, March 27, http://www.jpost.com/Headlines/Article.aspx?id=213962
Israel Electric Corp	2011	−7.4%	Modi'in	Israel	No methodology available	Usdain, S., 2011. Yavne wins Earth Hour lights-out. The Jerusalem Post, March 27, http://www.jpost.com/Headlines/Article.aspx?id=213962
Israel Electric Corp	2011	−3.9%	Tel Aviv	Israel	No methodology available	Usdain, S., 2011. Yavne wins Earth Hour lights-out. The Jerusalem Post, March 27, http://www.jpost.com/Headlines/Article.aspx?id=213962
Israel Electric Corp	2011	−2.5%	Jerusalem	Israel	No methodology available	Usdain, S., 2011. Yavne wins Earth Hour lights-out. The Jerusalem Post, March 27, http://www.jpost.com/Headlines/Article.aspx?id=213962
Perusahaan Listrik Negara	2012	−6.6%	Jakarta	Indonesia	PT PNL, 2012. Selama Satu Jam Earth Hour PLN Disjaya Menghemat 214 MW, http://www.pln.co.id/disjaya/?p=1448	PT PNL, 2012. Selama Satu Jam Earth Hour PLN Disjaya Menghemat 214 MW. http://www.pln.co.id/disjaya/?p=1448
Perusahaan Listrik Negara	2012	−2.0%	Java, Madura, Bali	Indonesia	Sutianto, F.D., 2012. Wow! 'Earth Hour' Mampu Hemat 462 MW Listrik. April 1, http://finance.detik.com/read/2012/04/01/122024/1882187/1034/wow-earth-hour-mampu-hemat-462-mw-listrik	Sutianto, F.D., 2012. Wow! 'Earth Hour' Mampu Hemat 462 MW Listrik. April 1, http://finance.detik.com/read/2012/04/01/122024/1882187/1034/wow-earth-hour-mampu-hemat-462-mw-listrik
Perusahaan Listrik Negara	2012	−3.0%	Sumatra	Indonesia	Sutianto, F.D., 2012. Wow! 'Earth Hour' Mampu Hemat 462 MW Listrik. April 1, http://finance.detik.com/read/2012/04/01/122024/1882187/1034/wow-earth-hour-mampu-hemat-462-mw-listrik	Sutianto, F.D., 2012. Wow! 'Earth Hour' Mampu Hemat 462 MW Listrik. April 1, http://finance.detik.com/read/2012/04/01/122024/1882187/1034/wow-earth-hour-mampu-hemat-462-mw-listrik
EirGrid	2012	0.0%	Ireland	Ireland	Close, E., 2012. Personal communication, July 31	Close, E., 2012. Personal communication, July 31

New Zealand Trans-power	2011	−2.0%	New Zealand	New Zealand	Devine, K., 2012. Personal communication, July 11	Hawke's Bay Today, 2011. NZ electricity use drops 2 percent during Earth Hour. March 28, http://www.hawkesbaytoday.co.nz/news/nz-electricity-use-drops-2-percent-during-earth-ho/1049568/
New Zealand Trans-power	2010	−2.0%	New Zealand	New Zealand	Devine, K., 2012. Personal communication, July 11	Stuff, 2011. Lights go out for Earth Hour. March 27, http://www.stuff.co.nz/national/4814633/Lights-go-out-for-Earth-Hour
New Zealand Trans-power	2009	−3.5%	New Zealand	New Zealand	Devine, K., 2012. Personal communication, July 11	Stuff, 2011. Lights go out for Earth Hour. March 27, http://www.stuff.co.nz/national/4814633/Lights-go-out-for-Earth-Hour
New Zealand Trans-power	2008	2.1%	New Zealand overall	New Zealand	Stuff, 2008. Lights on, power use up for Earth Hour. March 30, http://www.stuff.co.nz/national/338716	Stuff, 2008. Lights on, power use up for Earth Hour. March 30, http://www.stuff.co.nz/national/338716
New Zealand Trans-power	2008	−12.8%	Christchurch	New Zealand	Stuff, 2008. Lights on, power use up for Earth Hour. March 30, http://www.stuff.co.nz/national/338716	Stuff, 2008. Lights on, power use up for Earth Hour. March 30, http://www.stuff.co.nz/national/338716
Kahramaa	2012	−10.0%	Doha	Qatar	No methodology available	Doha Stories, NU-Q Journalism Students Report, 2012. Going green, or trying to. April 21, http://www.dohastories.org/?p=77
Swedish Kraftnat	2009	−3.6%	Sweden	Sweden	Wallström, V., 2012. Personal communication, October 3	Bjorklund, J. and C. Thoren, 2009. Tjugofem villors årliga elförbrukning. Daily News, March 28, http://www.dn.se/nyheter/sverige/tjugofem-villors-arliga-elforbrukning
Swedish Kraftnat	2011	−1.0%	Sweden	Sweden	Wallström, V., 2012. Personal communication, October 3	Alpman, M., 2011. Earth hour knappt märkbar. Daily News, March 28, http://www.nyteknik.se/nyheter/energi_miljo/energi/article3137820.ece
DEWA	2008	−2.4%	Dubai	United Arab Emirates (UAE)	Roberts, L., 2008. Dubai slashes energy use for Earth Hour. ArabianBusiness.com, March 31, http://www.arabianbusiness.com/dubai-slashes-energy-use-for-earth-hour-51662.html	Roberts, L., 2008. Dubai slashes energy use for Earth Hour. ArabianBusiness.com, March 31, http://www.arabianbusiness.com/dubai-slashes-energy-use-for-earth-hour-51662.html
PJM	2010	0.0%	Mid West – Mid Atlantic Region	United States	No methodology available	PJM, 2010. Earth Hour - Conservation effort raising awareness but had little effect on grid. Inside Lines, April, http://www.pjm.com/~/media/about-pjm/newsroom/inside-lines-archive/2010/april-2010-inside-lines.ashx
NV Energy	2009	−3.0%	Las Vegas, NV	United States	No methodology available	Robison, J., 2010. Lights out for Earth Hour. Las Vegas Review-Journal, March 10, http://www.lvrj.com/business/lights-out-for-earth-hour-87170197.html
NV Energy	2010	−0.8%	Las Vegas, NV	United States	Schuricht, J., 2012. Personal communication, November 29	Schuricht, J., 2012. Personal communication, November 29
NV Energy	2011	−0.5%	Las Vegas, NV	United States	Schuricht, J., 2012. Personal communication, November 29	Schuricht, J., 2012. Personal communication, November 29
NV Energy	2012	−1.0%	Las Vegas, NV	United States	Schuricht, J., 2012. Personal communication, November 29	Schuricht, J., 2012. Personal communication, November 29
ComEd	2010	−1.0%	Chicago, IL	United States	ComEd, 2010. ComEd Reports Reduction in Electricity Usage During Earth Hour. Press Release, March 27, http://www.prnewswire.com/news-releases/comed-reports-reduction-in-electricity-usage-during-earth-hour-89342342.html	ComEd, 2010. ComEd Reports Reduction in Electricity Usage During Earth Hour. Press Release, March 27, http://www.prnewswire.com/news-releases/comed-reports-reduction-in-electricity-usage-during-earth-hour-89342342.html
ComEd	2009	−1.0%	Chicago, IL	United States	ComEd, 2009. ComEd Reports Reduction in Electricity Usage During Earth Hour. Press Release, March 29, http://www.prnewswire.com/news-releases/comed-reports-reduction-in-electricity-usage-during-earth-hour-61968507.html	ComEd, 2009. ComEd Reports Reduction in Electricity Usage During Earth Hour. Press Release, March 29, http://www.prnewswire.com/news-releases/comed-reports-reduction-in-electricity-usage-during-earth-hour-61968507.html
ComEd	2008	−7.0%	Chicago, IL	United States	ComEd, 2008. Updated ComEd Report Shows Earth Hour Energy Reduction of 7 Percent. Press Release, March 31, http://www.prnewswire.com/news-releases/updated-comed-report-shows-earth-hour-energy-reduction-of-7-percent-57369007.html	ComEd, 2008. Updated ComEd Report Shows Earth Hour Energy Reduction of 7 Percent. Press Release, March 31, http://www.prnewswire.com/news-releases/updated-comed-report-shows-earth-hour-energy-reduction-of-7-percent-57369007.html

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