

# WWF-Hong Kong Earth Hour 2012



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# Executive Summary

## Another successful year for Earth Hour in 2012

### **Participation – 2.8million citizens of Hong Kong saved different levels of energy during Earth Hour**

- 57% of those aware of Earth Hour has selected their own way of supporting this annual event this year, from standing in darkness, turning off appliances that were on standby to taking shorter showers.
- The higher level of participation from the past 2 years is clearly consistent with public's interest in reducing household energy consumption beyond Earth Hour, especially among repeat participants who are great ambassadors in encouraging others to join as well as taking other energy saving actions besides switching lights off.



# Research Background And Objectives



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# Key Campaign Message 2012: Go beyond the hour, set your energy saving target

Six simple actions have been highlighted in this year's campaign including:

- Save electricity and switch off appliances' standby mode
- Take shorter showers
- Turn off the network router if not in use
- Drive less and take more public transport to save fuel
- Shorten cooking time
- Clean filters of air conditioners



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# Research Objectives and Methodology

## Research Objectives

- To assess the awareness of the campaign leading up to the Earth Hour event in Hong Kong and the source(s) of awareness of the campaign
- To assess the awareness of the Earth Hour event in Hong Kong and the source(s) of awareness of the event
- To measure the level of participation of Earth Hour in Hong Kong, among both individuals and businesses
- To understand receptivity of the event and its effectiveness in stimulating further actions to reduce energy consumption

## Research Methodology

- Sample size: 1,000
- Target respondents: Hong Kong residents aged 18 to 64
- Quotas: representative of Hong Kong latest Census on age / gender
- Methodology: Online using LightSpeed Research Panel
- Survey period: April 1 -11, 2012
- Interview length: approx. 10 minutes



# Notes on Reading this Report

Throughout this report, symbols and arrows have been used to indicate small base size and statistical differences, respectively.

## Small base size (\*)

- Where sample size (base) is less than 30, an asterisk \* is shown next to the sample size. The research results for that question should be read / used with caution as sample size of 30 or lower is not statistically robust.

## Significance test

- Significant test is conducted on subgroups and of past year's data.
- Significant differences are shown with an upward (green) or downward (red) arrow to indicate significantly larger / higher or significantly smaller / lower results, respectively.
- All significance testing is conducted at 95% confidence interval.
- For 2010 and 2011 comparison, please refer to last year's report.

## Comparison with 2010 and 2011

- The differences in this year's data compared to the past two year's has been stated in brackets next to 2012 figure.
- It is stated as follows: 2012 data (difference between 2012 and 2011, difference between 2012 and 2010)

# Participation Of Earth Hour - Individual



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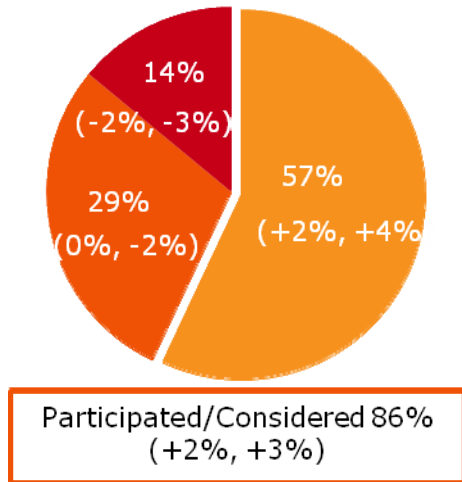
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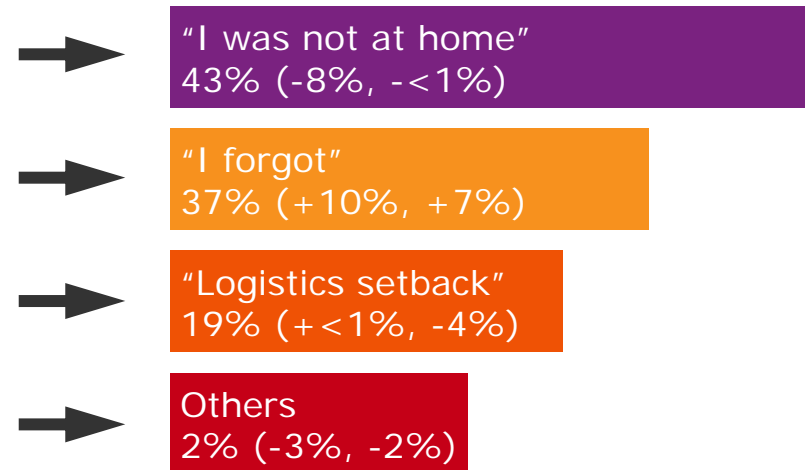
# Around 2.8m citizens of Hong Kong participated in Earth Hour in 2012, exceeding target again

57% of those aware of the event participated in Earth Hour, up by 2% from last year.

Partnering with more restaurants or shopping malls could potentially ensure those who were out are not missed out. Reminders through mobile and tablet applications, email and SMS as well as boosting radio and TV advertising on the day / few hours before the event can lower the chance of people forgetting also.



## Reasons for Non-Participation among Considerers



■ Participated ■ Considered ■ Did not consider/participate

Base: Those aware of Earth Hour – 2012 / 2011 / 2010 (n=966 / 955 / 973); those who considered participating (n=282 / 277 / 296)  
Source: Q8, Q8c, Q8d



# Future Actions

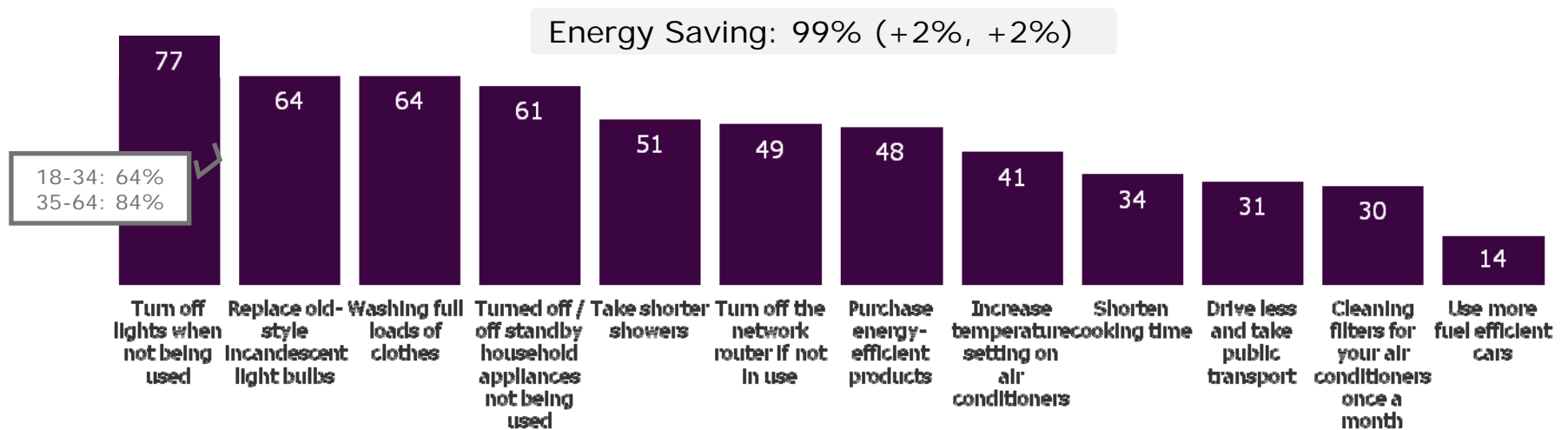


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All participants pledged to take future actions with majority saying they will turn off lights, replace old light bulbs, wash full loads of laundry and turn off appliances when not being used



Base: Those who have participated in Earth Hour – 2011 / 2010 / 2009 (n=548 / 525 / 511)  
Source: Q13  
New codes added in 2012

Black boxes displayed indicate significant difference

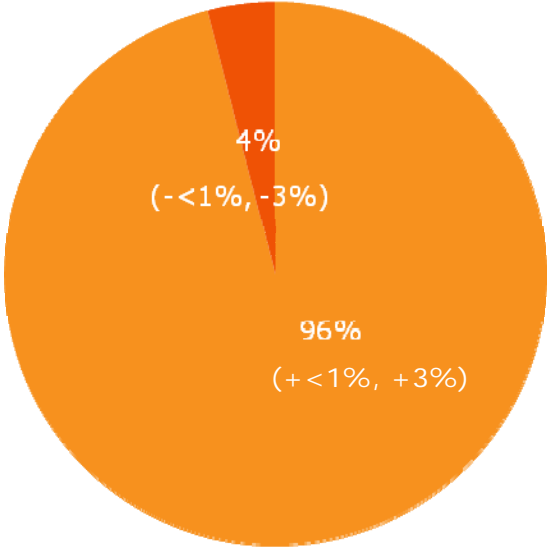


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# Interest in Becoming More Involved in Supporting the Environment Remains High



People’s interest remained high at 96%.

This is also more likely amongst those with children (99%<sup>↑</sup> vs. 95%).

■ Would Like To      ■ Would Not Like To

Base: Those who have participated in Earth Hour – 2012 / 2011 / 2010 (n=548 / 525 / 511)  
Source: Q14



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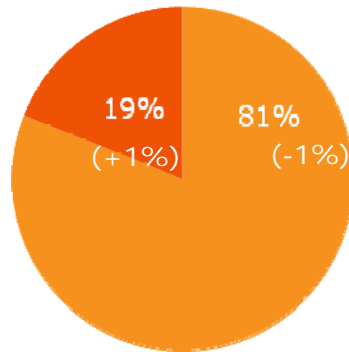
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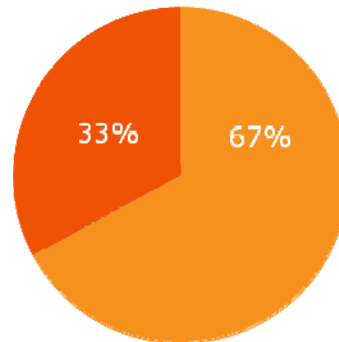
# Although interest is high, there remains some reluctance to commit to setting energy saving targets

Individuals are highly interested in reducing household energy consumption (89%) but are less inclined to make a commitment to setting an energy saving target and commit to sustainable living (67%). This interest is a positive sign and indicates that though individuals may be happy to make some change to their daily life, having them commit to a target remains a challenge.

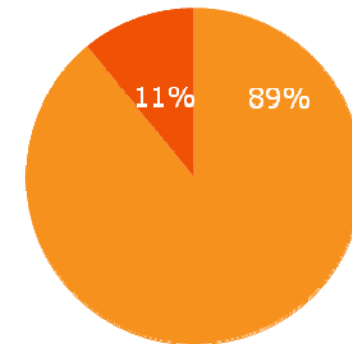
Increased concern on taking action on sustainability



Influence of Earth Hour on commitment to setting energy saving target and living sustainably<sup>^</sup>



Interest in reducing household energy consumption<sup>^</sup>



■ Yes ■ No

Base: All respondents – 2012 / 2011 / 2010 (n=988 / 963 / 983)  
Source: Q11c, Q11d, Q16  
<sup>^</sup>No comparison is available due to change of objectives

# Appendix



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# Sample Plan and Quota Achieved

Sample Plan			
	Male	Female	Total
<b>18 - 24</b>	60	61	121
<b>25 - 29</b>	45	60	105
<b>30 - 34</b>	45	65	110
<b>35 - 39</b>	46	65	111
<b>40 - 44</b>	48	65	113
<b>45 - 49</b>	58	70	128
<b>50 - 54</b>	61	64	125
<b>55 - 59</b>	52	53	105
<b>60 - 64</b>	41	41	82
	456	544	1000

Quota Achieved*			
	Male	Female	Total
<b>18 - 24</b>	60	64	124
<b>25 - 29</b>	45	60	105
<b>30 - 34</b>	45	65	110
<b>35 - 39</b>	46	66	112
<b>40 - 44</b>	48	65	113
<b>45 - 49</b>	60	70	130
<b>50 - 54</b>	61	65	126
<b>55 - 59</b>	50	50	100
<b>60 - 64</b>	36	32	68
	451	537	988

\* Weighting has been applied to final data in order to achieve representation of Hong Kong population (refer to sample plan above); all sample sizes reported are of unweighted sample sizes.

# Demographics for Participants vs. Non-Participants

Sample Size	Participation of Earth Hour		
	TOTAL n=988	Participants n=548	Non-Participants n=418
<b>Gender</b>			
Male	46%	44%	47%
Female	54%	56%	53%
<b>Age</b>			
18 – 24	12%	12%	12%
25 – 34	22%	22%	21%
35 – 44	22%	24%	20%
45 – 54	25%	23%	27%
55 – 64	19%	18%	19%

Sample Size	Participation of Earth Hour		
	TOTAL n=988	Participants n=548	Non-Participants n=418
<b>Working Status</b>			
Full Time	71%	72%	69%
Part Time	8%	7%	8%
Unemployed / Retired	6%	5%	7%
Student	7%	6%	8%
Housewife	9%	9%	8%
Others	1%	1%	1%
<b>Average income</b>			
Average Personal Income	\$20,523	\$21,876	\$18,600
Average Household Income	\$36,828	\$38,074	\$34,974

Base: All respondents – 2012 / 2011 / 2010 (n=988 / 963 / 983)  
Source: D1, D2, S4, D4, D5

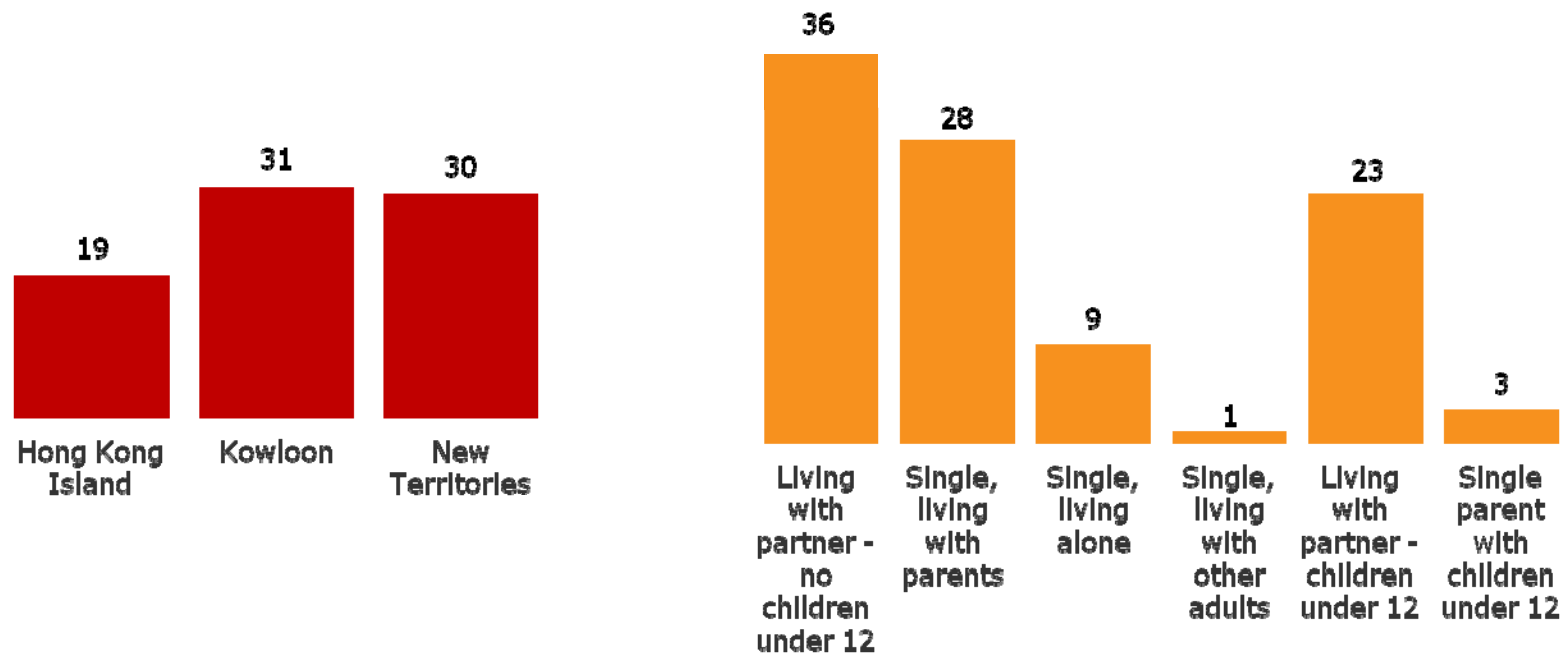


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# Living District and Household Structure



Base: All respondents – 2012 / 2011 / 2010 (n=988 / 963 / 983)  
Source: D1, D2



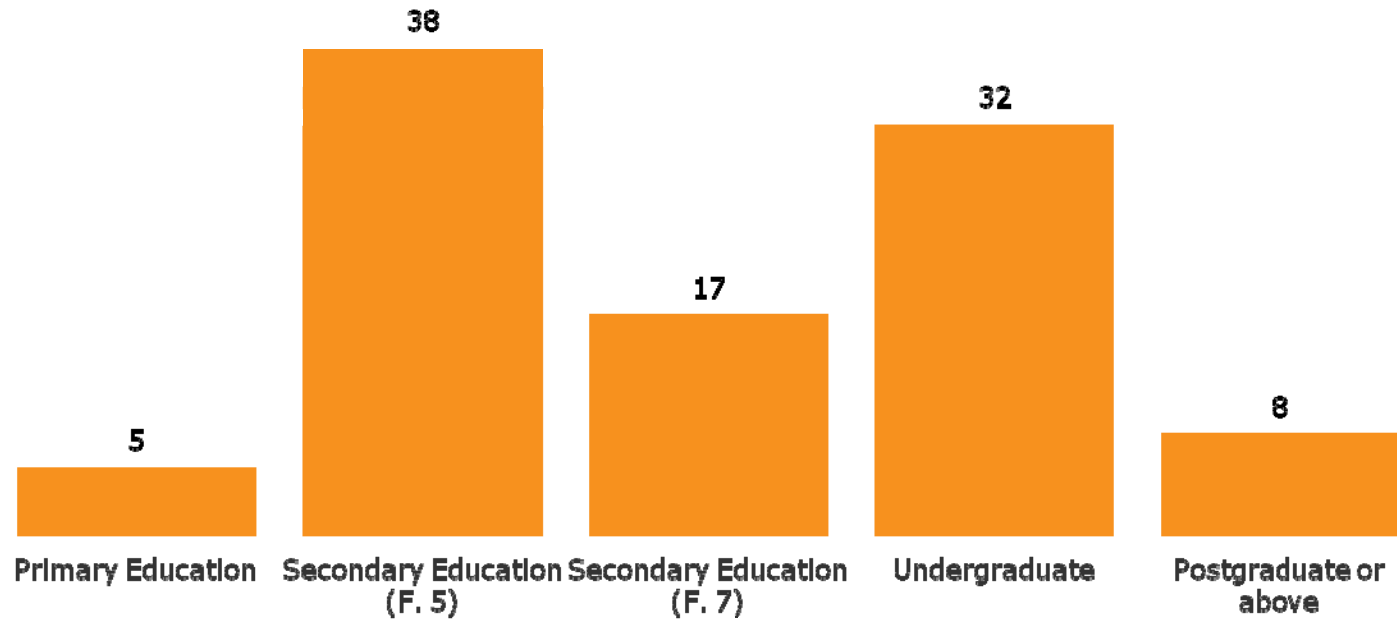
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# Level of Education



Base: All respondents – 2012 / 2011 / 2010 (n=988 / 963 / 983)  
Source: D3



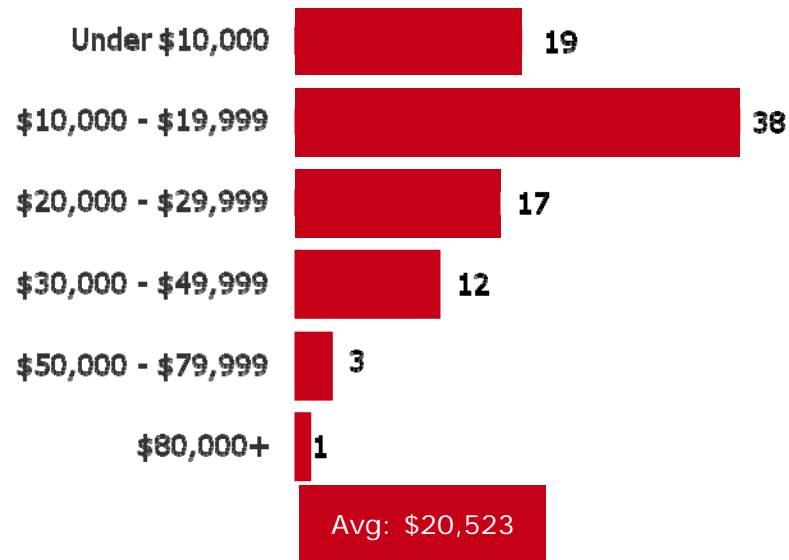
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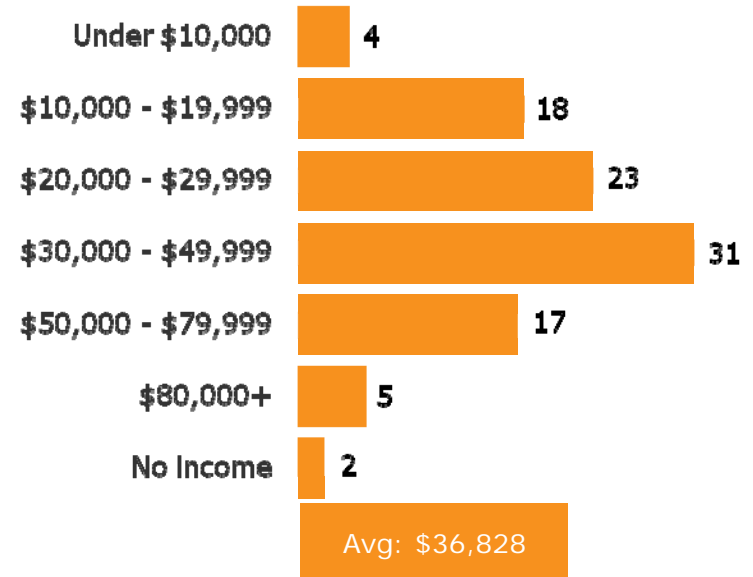


# Income

## Monthly Personal Income (%)



## Monthly Household Income (%)



Base: All respondents – 2012 / 2011 / 2010 (n=988 / 963 / 983)  
Source: D4, D5

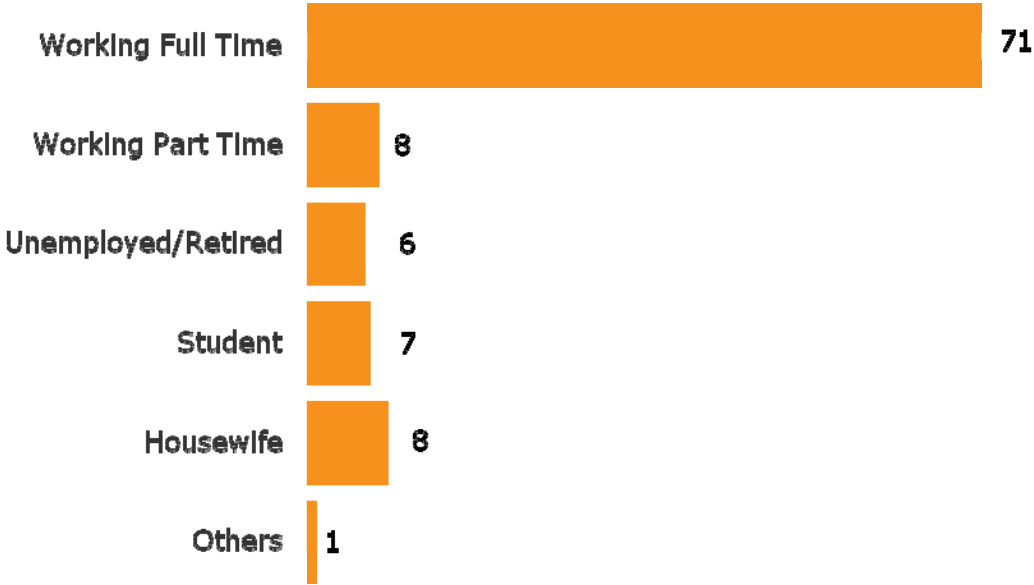


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# Employment Status



Base: All respondents – 2012 / 2011 / 2010 (n=988 / 963 / 983)  
Source: S4



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# Industry

Industry	%
Admin/Clerical	13%
IT	8%
Trading	6%
Government	6%
Education	6%
Banking & Finance	5%
Manufacturing	5%
Accounting	5%
Retail	4%
Transportation	4%
Medical/ Pharmaceutical	3%
Logistics	3%
Construction	3%

Industry	%
Real estate & Property	3%
Engineering	3%
Service: Catering	3%
Insurance	2%
Service: Hotel & Tourism	2%
Arts and Entertainment	1%
Legal	1%
Health & Beauty	1%
Airline	1%
HR & Recruitment	1%
Business Analysis/Development	1%
University Academics	<1%
Others	11%

Base: Those working full time/ part time – 2012 / 2011 / 2010 (n=777 / 778 / 760)  
Source: S4b



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