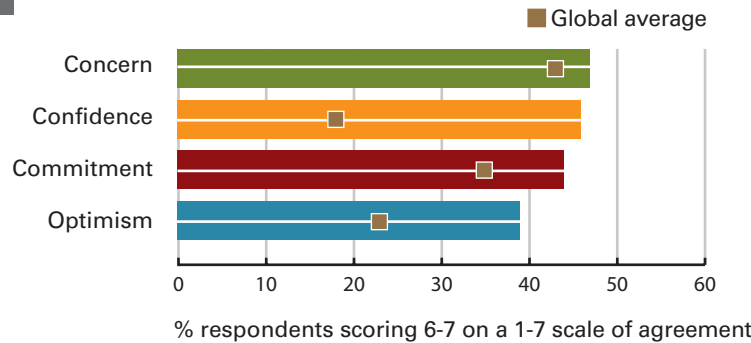


HSBC Climate Confidence Index 2007: country profile

China

The HSBC Climate Confidence Index 2007 shows China as the most confident of all economies surveyed: highly committed and optimistic, with a clear focus on government rather than on individual action.

Figure 1
HSBC Climate Confidence Index: China

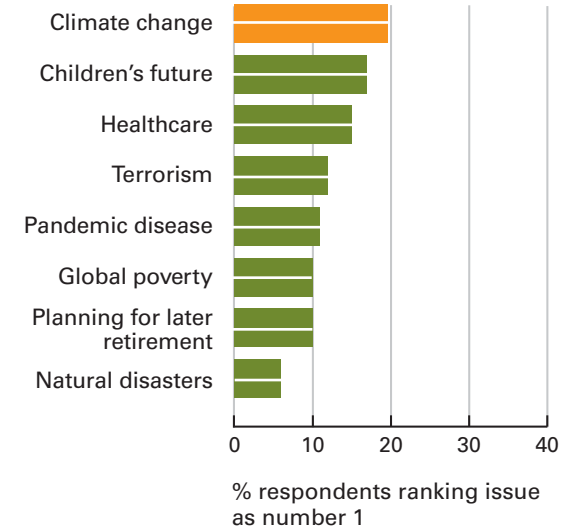


Concern	Confidence	Commitment	Optimism
<i>'Climate change and how we respond to it are among the biggest issues I worry about today.'</i>	<i>'The people and organisations who should be doing something about climate change are doing what is needed.'</i>	<i>'I am personally making a significant effort to help reduce climate change through how I live my life today.'</i>	<i>'I believe we will stop climate change.'</i>

China shares with Hong Kong the profile of 'committed confident' (Figure 1). Concern about climate change is higher than the global average, though one of the lowest among developing economies. Confidence in what is being done is the highest anywhere, and personal commitment and optimism in

the outcome are also high. Among other world issues tested, climate change is the number one concern in China, followed by children's future and healthcare (Figure 2). Uniquely among the economies researched, the level of engagement on all the index metrics increases significantly with income, within the 'mass affluent'

Figure 2
Climate change ranks as the single biggest world issue in China



group tested. More typically, engagement also increases significantly with age. The 18- to 24-year-old Chinese have a confident profile, which shows more people are optimistic that we will stop climate change than are personally committed (Figure 3).

What most stands out in China is the confidence in

the role that governments should play, and are playing today, versus individuals:

- 49% of people, compared with a 20% world average in our survey, say that 'governments around the world are doing what is needed to help reduce climate change'.
- 65% of people, compared with a 33% world average,

say that governments rather than businesses, individuals or NGOs, are playing the leading role today. (The majority in every economy say that governments should play a leading role, but only in China and Hong Kong do the majority say that governments do so today.) Only 9% of people, compared with a 16% world average, think that individuals should play the leading role.

- 9% of people – a minority, but nearly twice the 5% world average – say that ‘scientists will find a solution to climate change’.

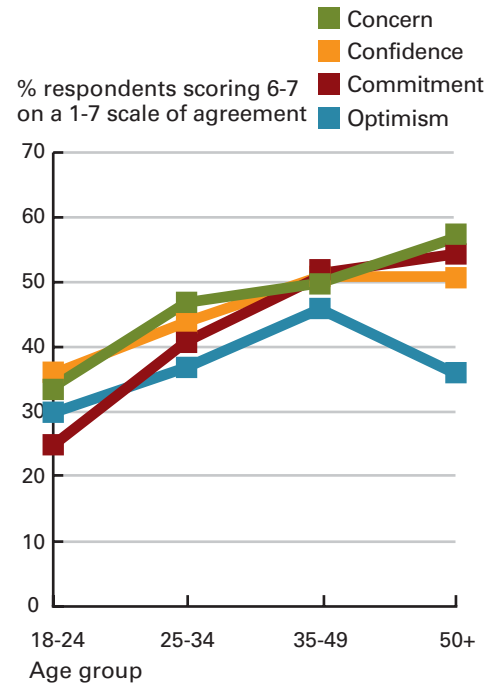
Unprompted comments bear out the statistics: Chinese people typically say less than in other economies about individual responsibility, and more about hope for what government will achieve:

- ‘Governments shall lead people to stop climate change.’

Figure 3

Index scores by age group

Engagement on all metrics increases with age



- ‘Governments should play the main role in finding a solution as they can pass relevant laws, which will be much more effective than improving public awareness.’

- ‘The strength of the individual is always limited. I hope that the government and relevant departments can mobilise everyone to take up the cause.’

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