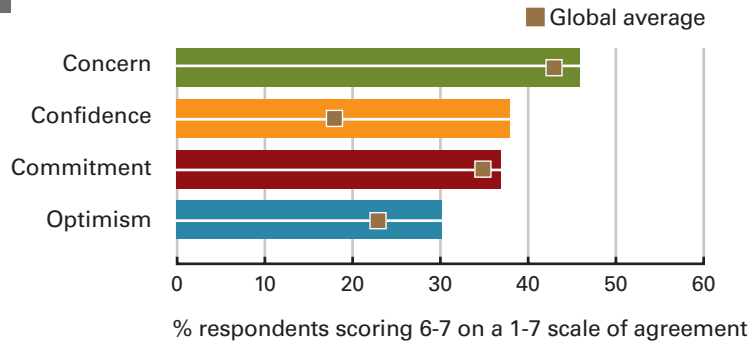


HSBC Climate Confidence Index 2007: territory profile

Hong Kong SAR

The HSBC Climate Confidence Index 2007 shows Hong Kong as only moderately engaged with the issue of climate change: relatively confident and optimistic, with a clear sense that any further action would need to be government-led.

Figure 1
HSBC Climate Confidence Index: Hong Kong



| 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> |

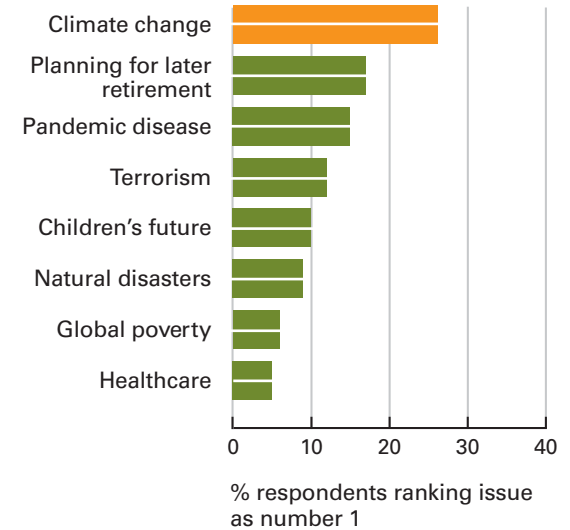
Hong Kong shares with mainland China the profile of 'committed confident' (Figure 1). Concern about climate change, and personal commitment to addressing it, are each slightly higher than the global average, but the lowest among developing economies. Confidence in what is being done today, and optimism about the

outcome, are both in the mid range of developing economies, and much higher than in developed economies.

Among other world issues tested, climate change is the number one concern in Hong Kong, followed by planning for later retirement and pandemic disease (Figure 2).

Overall engagement with the issue of climate change

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



is relatively stable across income bands within the mass affluent range researched and across age groups. Confidence in what is being done today is the one index metric that shows variety, falling significantly with age (Figure 3) and with income.

Unprompted comments in Hong Kong show a range of

concern, and a widespread assumption that action will need to be led by governments, not individuals. People in Hong Kong feel a lack of empowerment as progress depends on foreign governments they cannot influence, and on a public who are insufficiently aware.

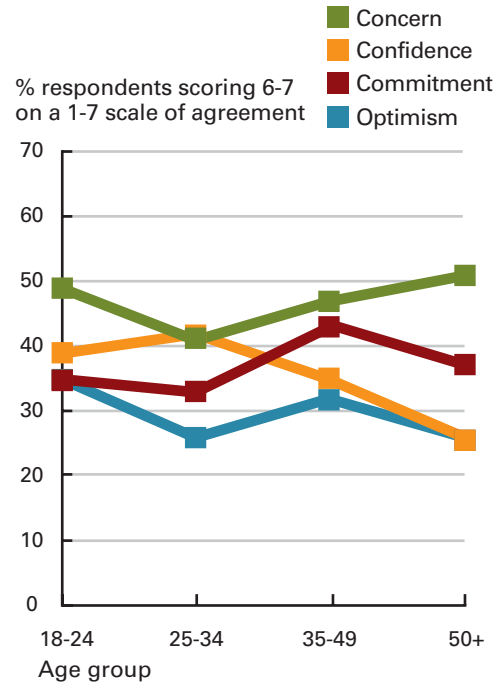
Typical comments are:

- 'Individual effort is limited. The most important drive should come from the government.'
- 'The problem with the world today is greed...governmental and corporate greed working together will only poison this planet further.'
- 'Governments, especially the US, are letting the world down.'
- 'Educate our children right now to love our planet and save the environment, with schools particularly playing an important role.'

Figure 3

Index scores by age group

Engagement is relatively even across age groups



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Issued by HSBC Holdings plc, Group Corporate Sustainability, London

Printed by Pureprint Group Limited, Uckfield, UK, on Revive 50:50 Silk paper using vegetable oil-based inks. Made in Italy, the paper comprises 50% virgin fibre, 25% de-inked post-consumer waste and 25% pre-consumer waste. Pulps used are elemental chlorine-free.