

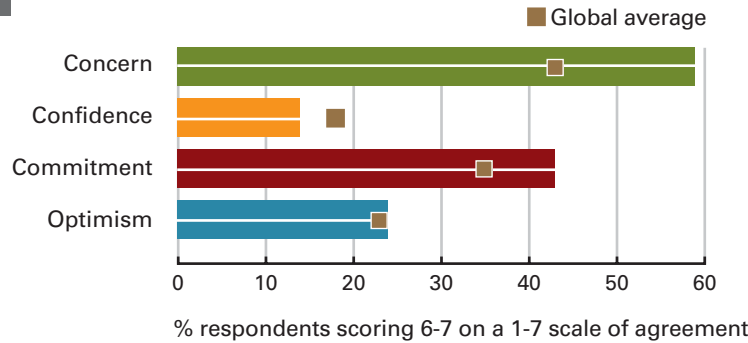
HSBC Climate Confidence Index 2007: country profile

Mexico

The HSBC Climate Confidence Index 2007 shows Mexico as one of the most concerned and committed of any economy, but also the most pessimistic among the developing economies. This pessimism reflects inertia rather than any structural barrier. Compared with other economies, Mexico shows a particular thirst for information on what to do.

Figure 1

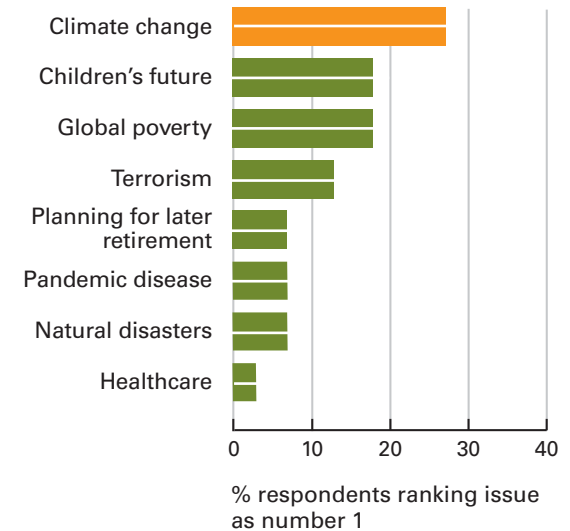
HSBC Climate Confidence Index: Mexico



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>

Figure 2

Climate change ranks as the single biggest world issue in Mexico



Mexico shares with Brazil and India the profile of 'committed concerned' (Figure 1). Mexico is the most concerned of all the economies surveyed. Together with Brazil, it is the least confident among developing economies about what is being done today, although personal commitment to contribute is high. Overall,

Mexico is the most pessimistic of the developing economies.

Among other world issues tested, climate change is the number one concern in Mexico, followed by children's future and global poverty (Figure 2).

While the levels of concern and personal commitment rise with age, the low level of

optimism in Mexico is consistent across age groups (Figure 3).

Mexico has the least fatalistic attitude to climate change of any economy surveyed. Nearly half of people (45%) say that 'we should make a big change to all of our lifestyles today to reduce climate change', and more people than anywhere

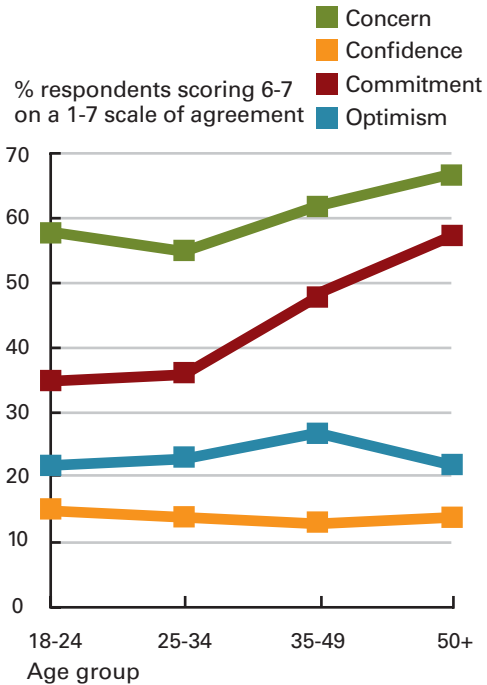
else (48%) say that 'if we all act now we can help stop climate change for very little cost or disruption'. Only 6% of people prefer alternative statements that suggest we should not individually act to reduce climate change, compared with a world average of 25%.

With little fatalism, and a strong belief that if we act

Figure 3

Index scores by age group

Personal commitment increases sharply with age, while confidence in the outcome is constant



now, very little cost or disruption would be involved, why is there so much pessimism? Unprompted comments focus on the practical issue of lack of information, rather than on doubts or vested interests. Typical comments in Mexico are:

- 'I would like more information on the topic...in schools.'
- 'There needs to be more information...and ideas for how lower-income people can help in other ways.'
- 'There should be more campaigns to inform the population.'

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