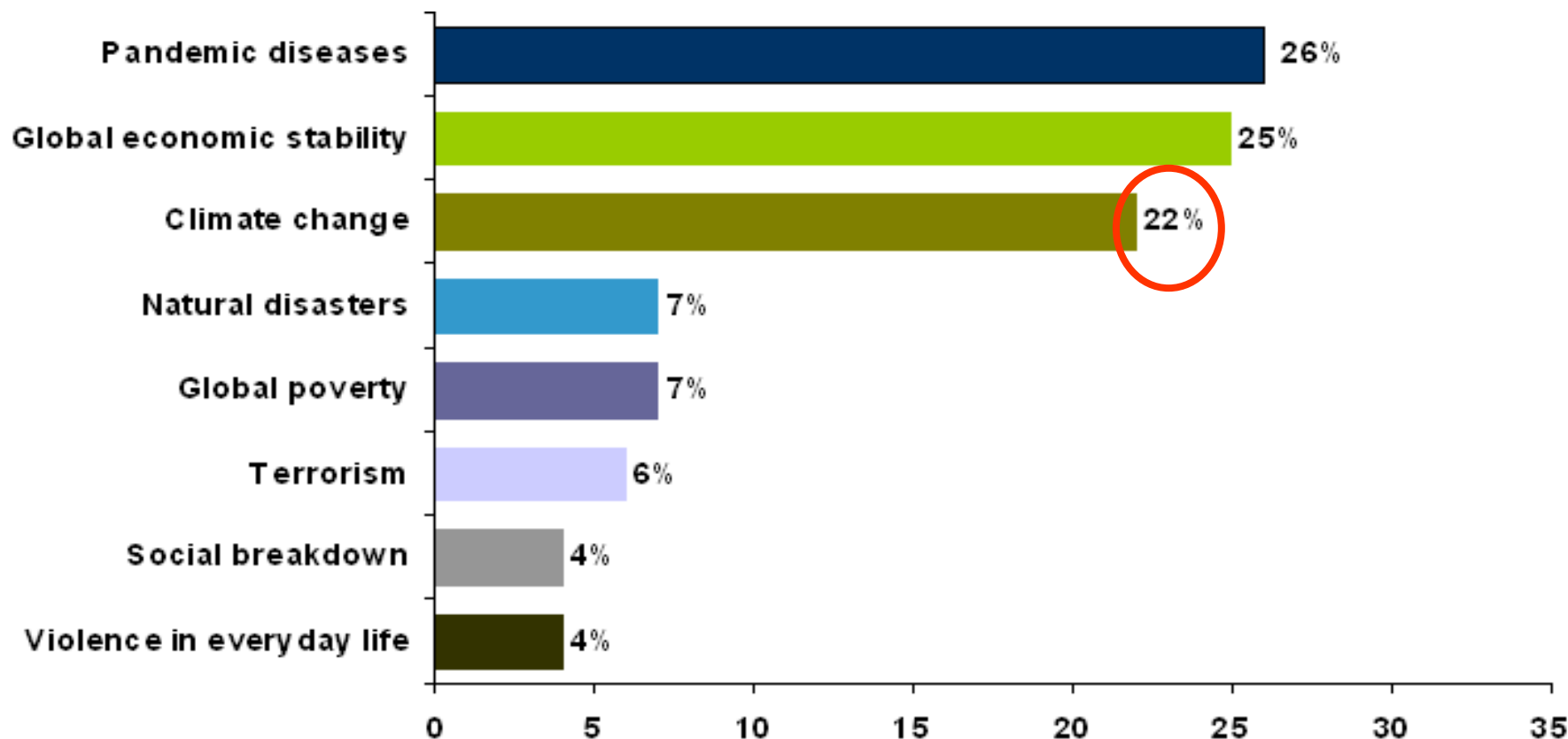


22 per cent of Hong Kong respondents ranked climate change as their top concern



Climate concern as a world issue

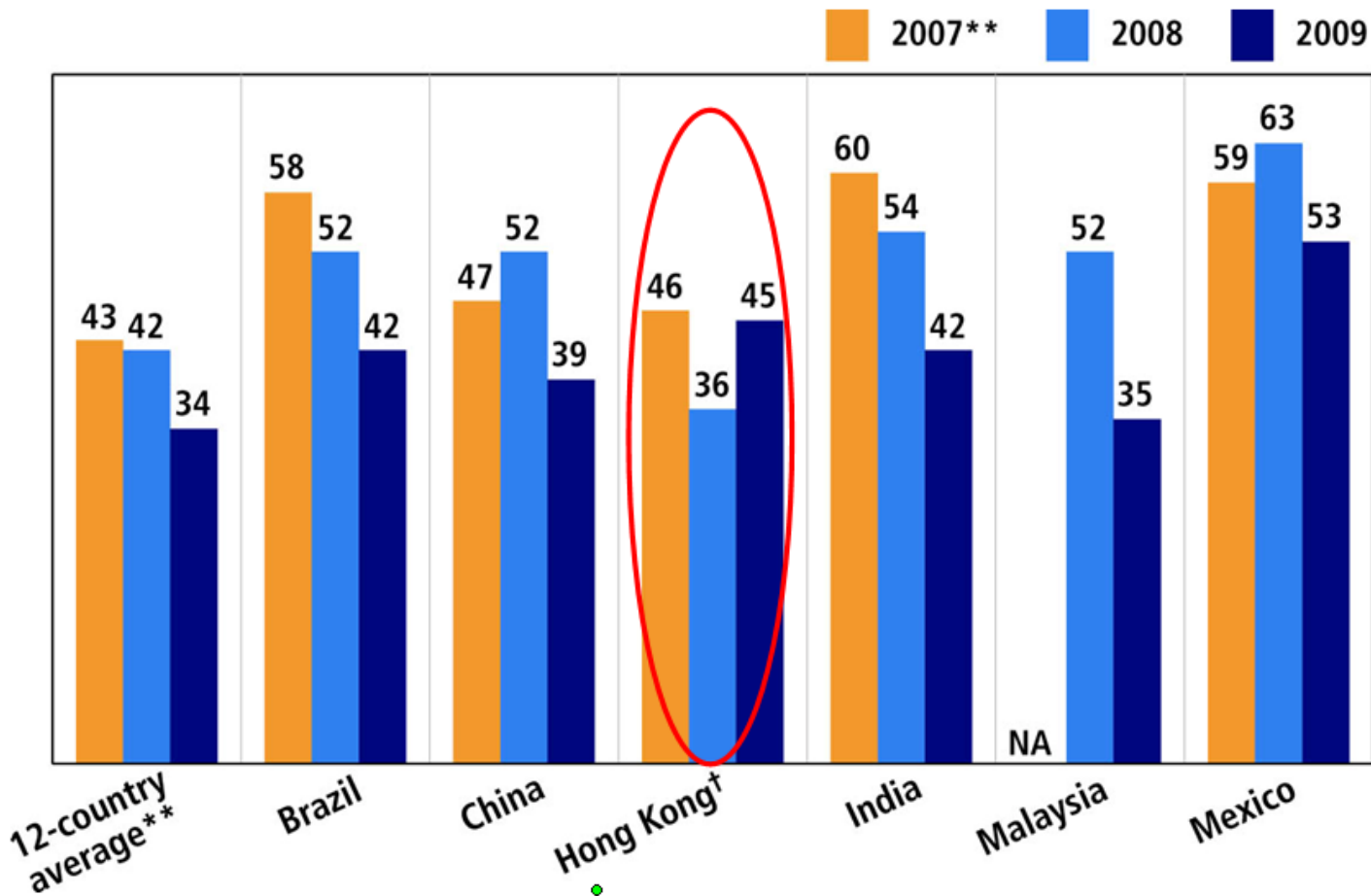
Highest in Mexico, Lowest in the US

Hong Kong has the same high level of concern as Mexico

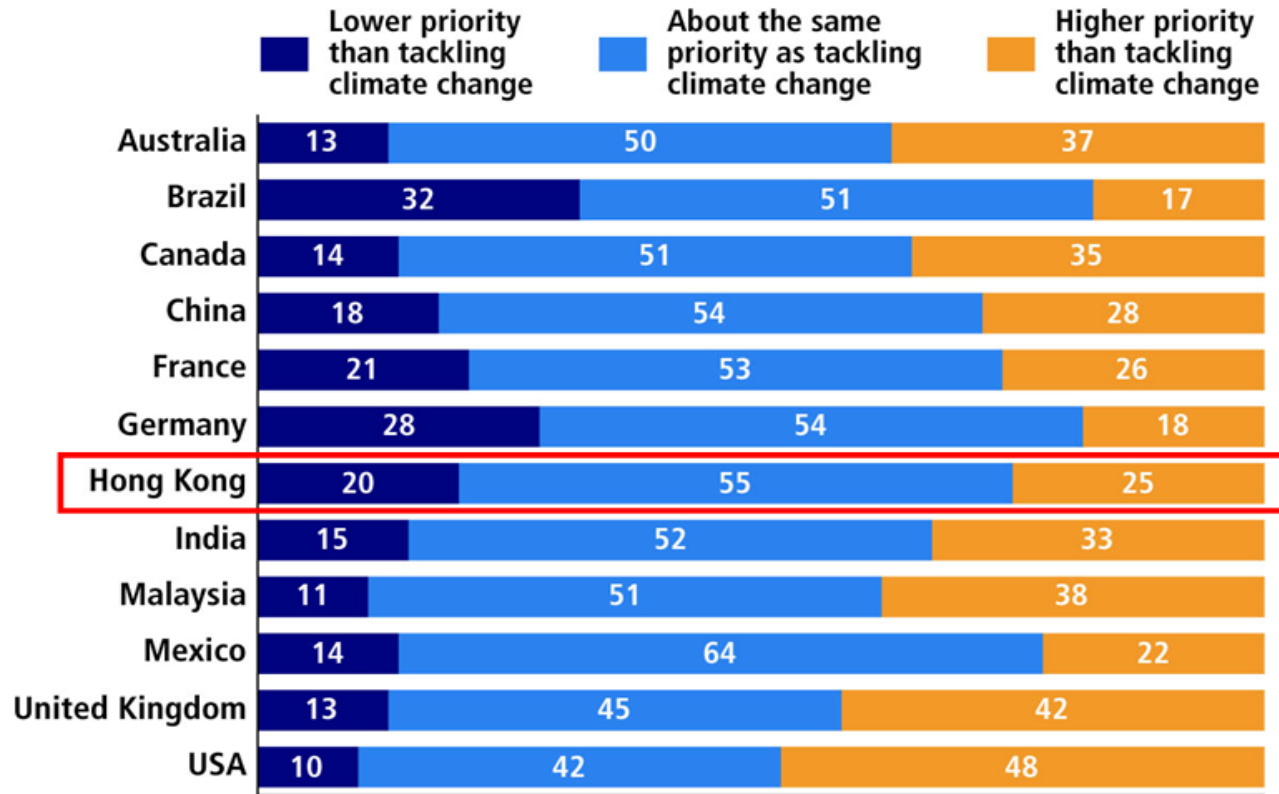
	All countries	Australia	Brazil	Canada	China	France	Germany	Hong Kong	India	Malaysia	Mexico	United Kingdom	USA
Global economic stability	18	13	4	25	34	11	16	25	12	16	16	13	31
Terrorism	16	17	6	9	10	20	21	6	45	15	10	19	19
Violence in everyday life	16	28	27	18	7	13	8	4	8	13	15	27	19
→ Climate change	14	13	13	18	10	13	14	22	13	10	22	9	6
Pandemic diseases (e.g. HIV/AIDS, swine flu)	12	7	15	7	19	9	7	26	4	24	7	13	7
Global poverty	11	8	20	13	5	21	11	7	11	5	20	7	7
Social breakdown	9	12	7	9	6	10	18	4	3	11	5	12	9
Natural disasters	5	2	6	2	9	3	5	7	5	6	4	2	3

 Indicates top ranked issue in each country

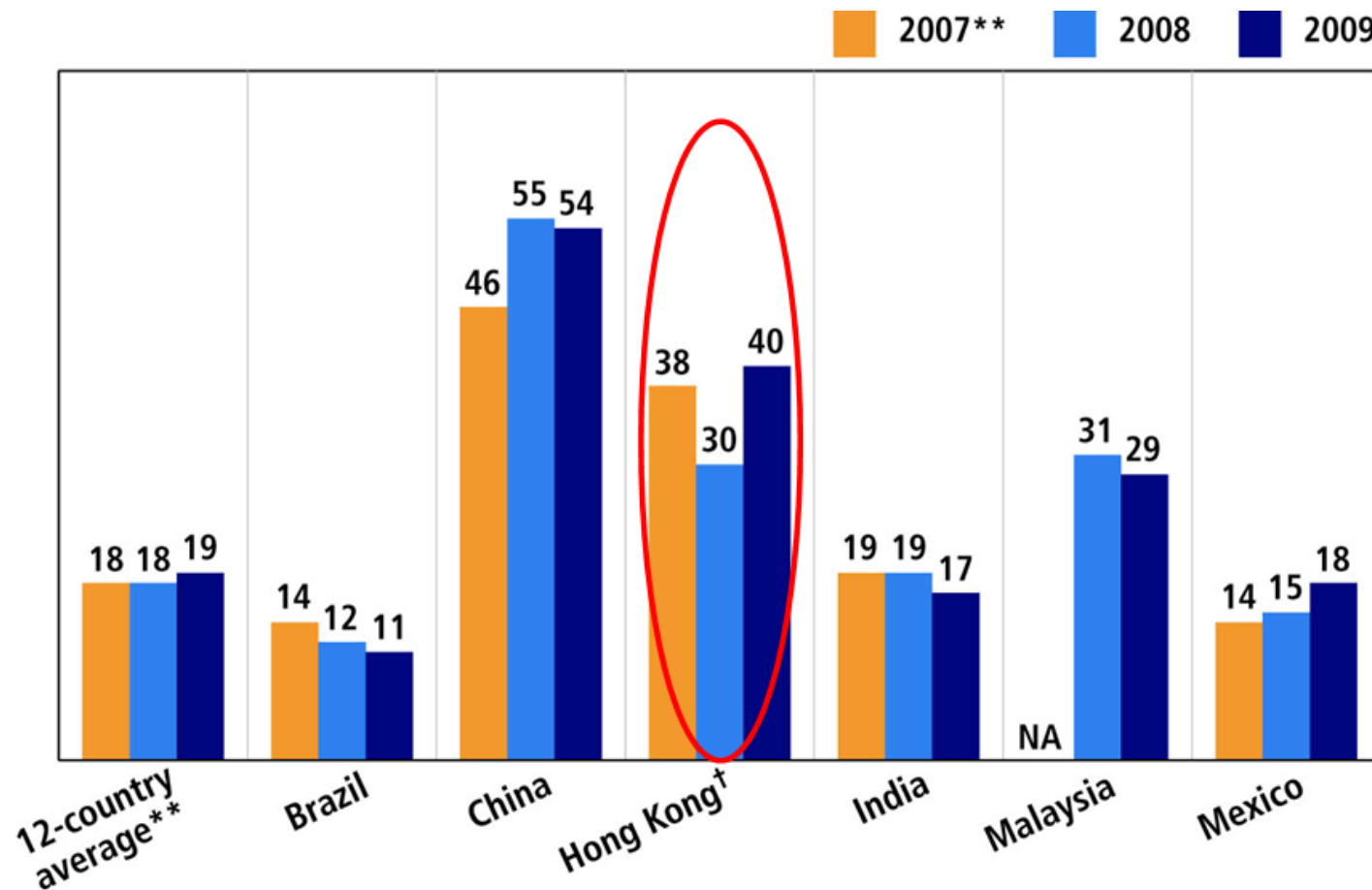
Concern about Climate Change *Up Significantly in Hong Kong*



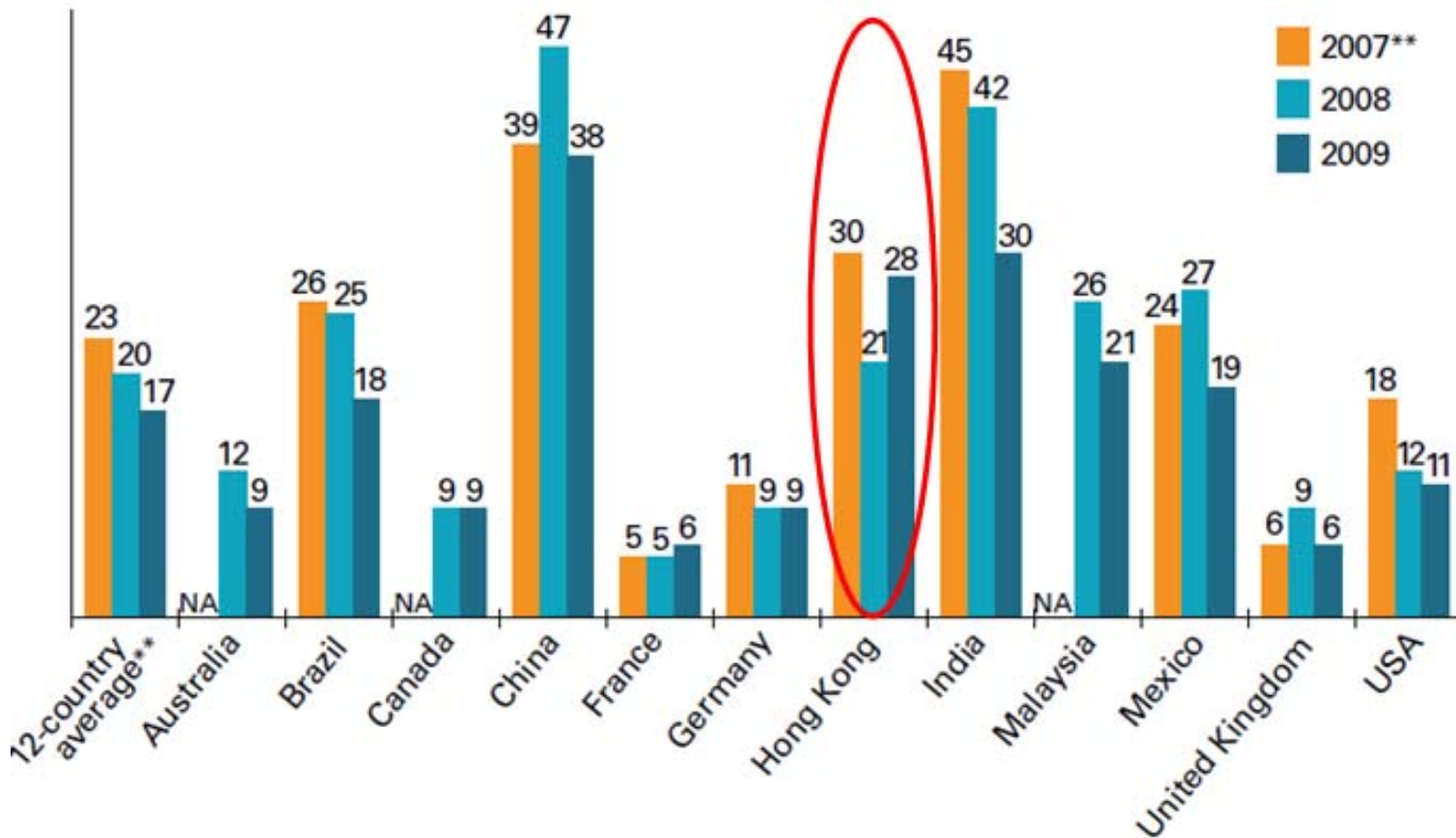
75 per cent of Hong Kong people say addressing climate change is at least as important, if not more important than supporting the economy during downturn



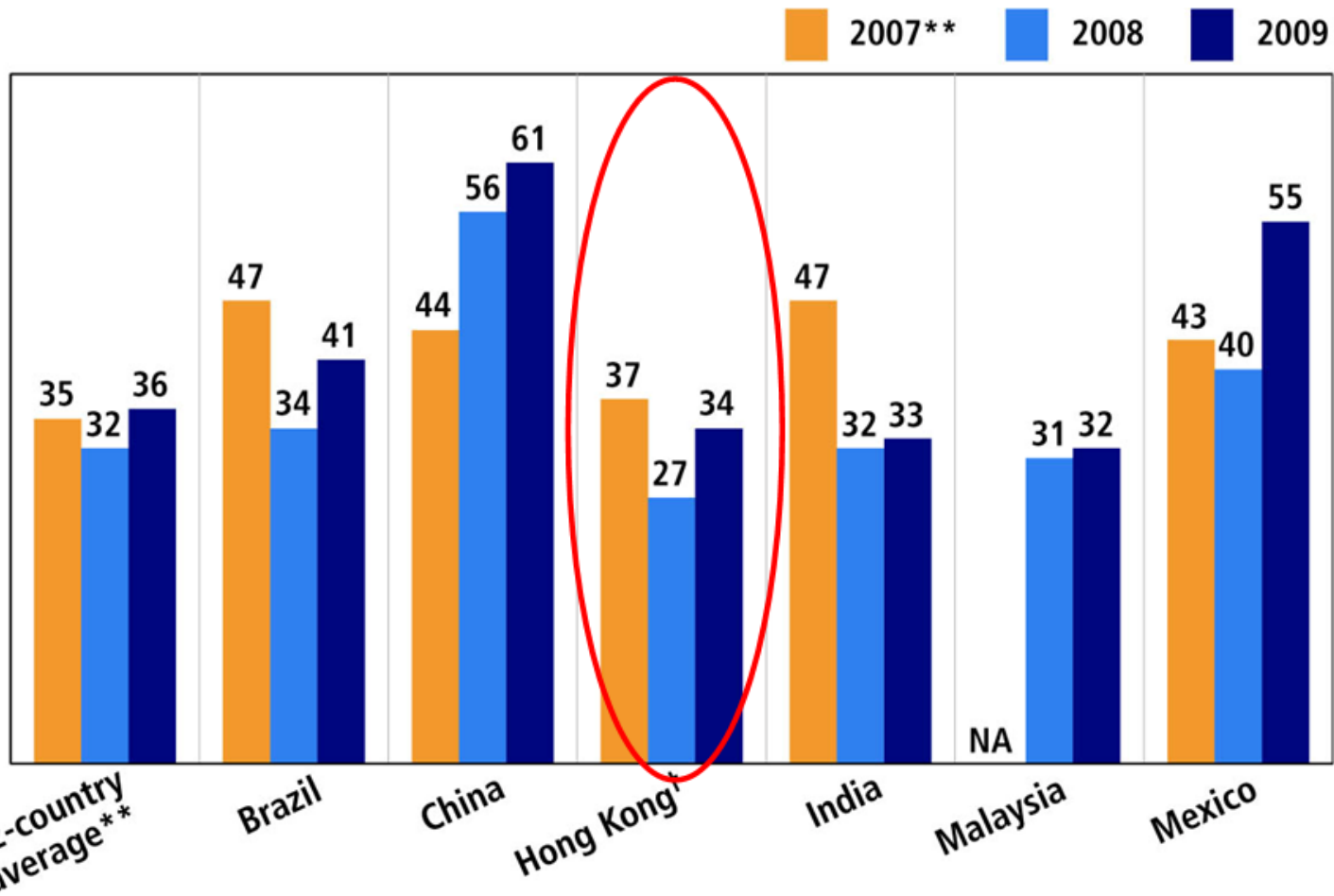
Confidence in leadership on climate Change *Up Significantly in Hong Kong*



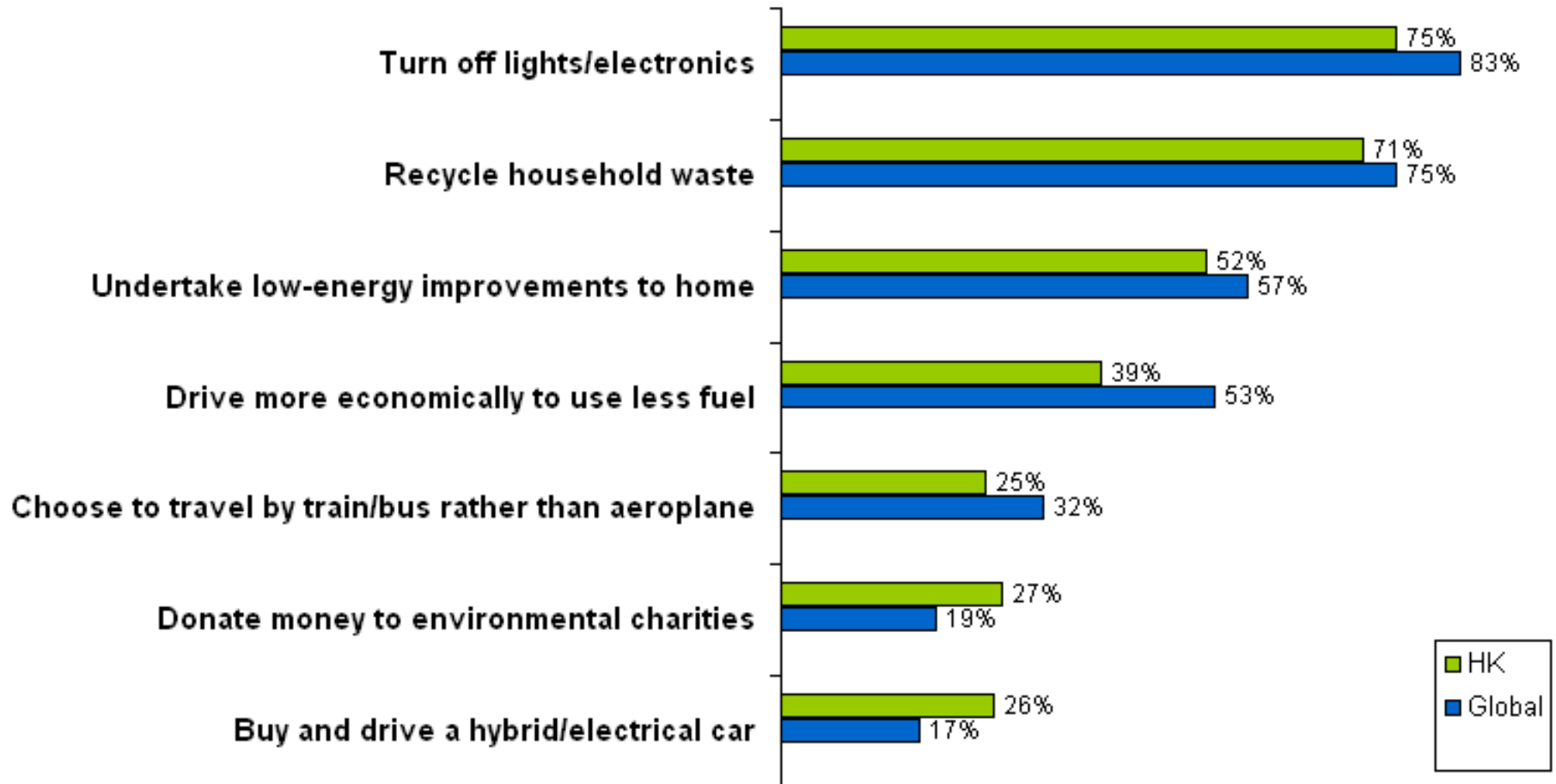
Hong Kong is the only market with a significant increase in optimism level



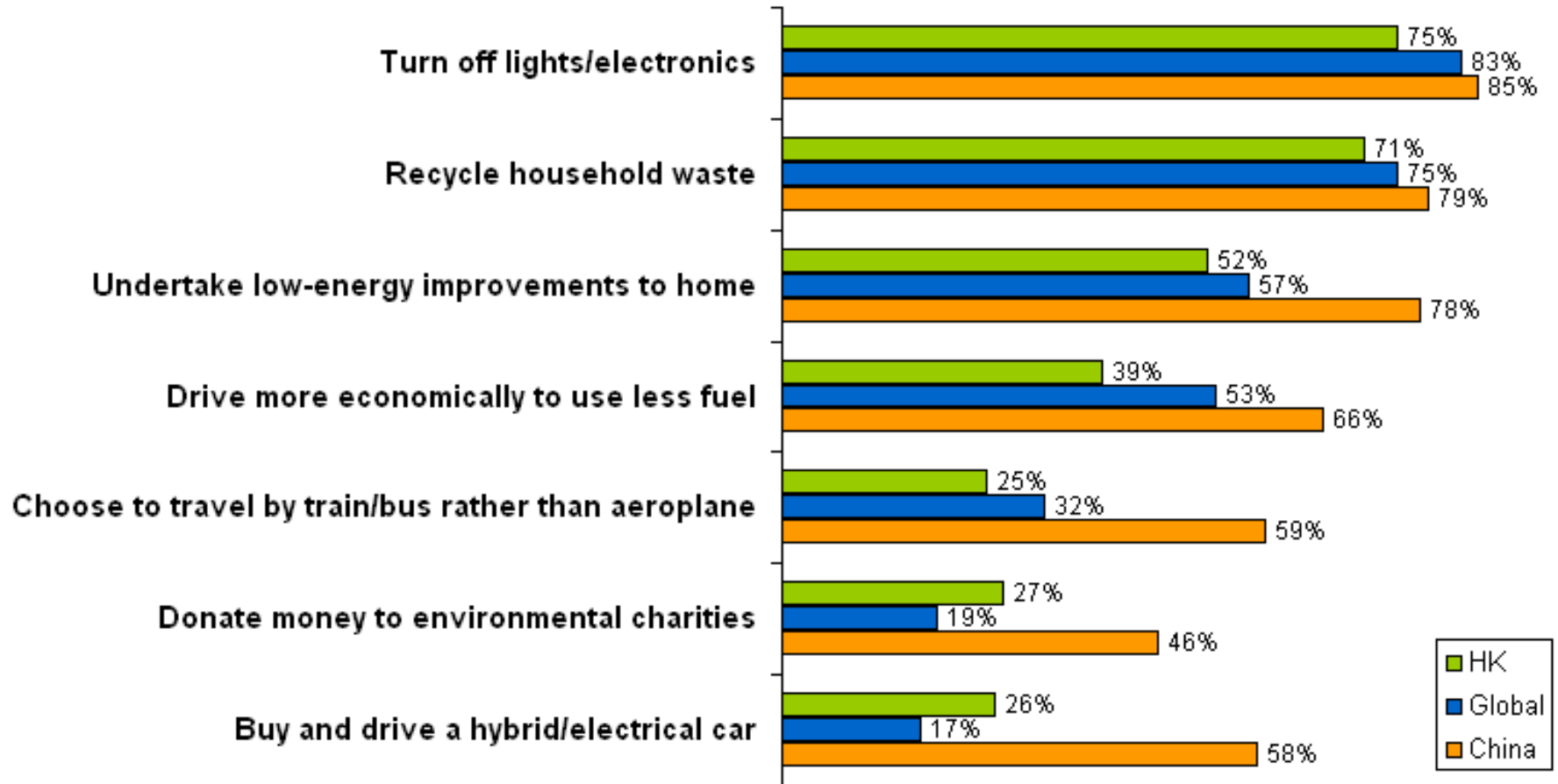
Growing commitment in Hong Kong reducing climate change impact



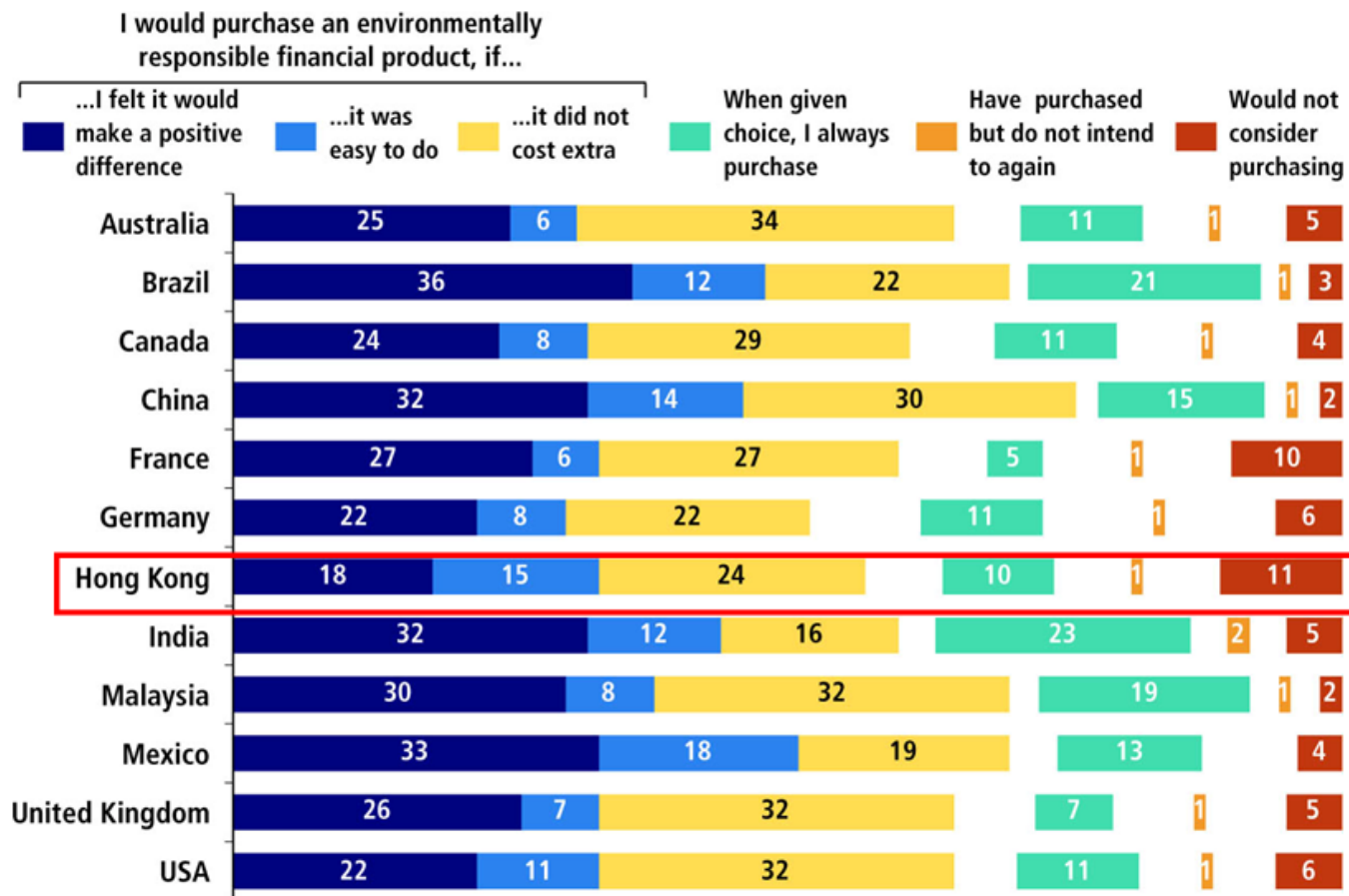
Low-carbon choices in Hong Kong vs Global



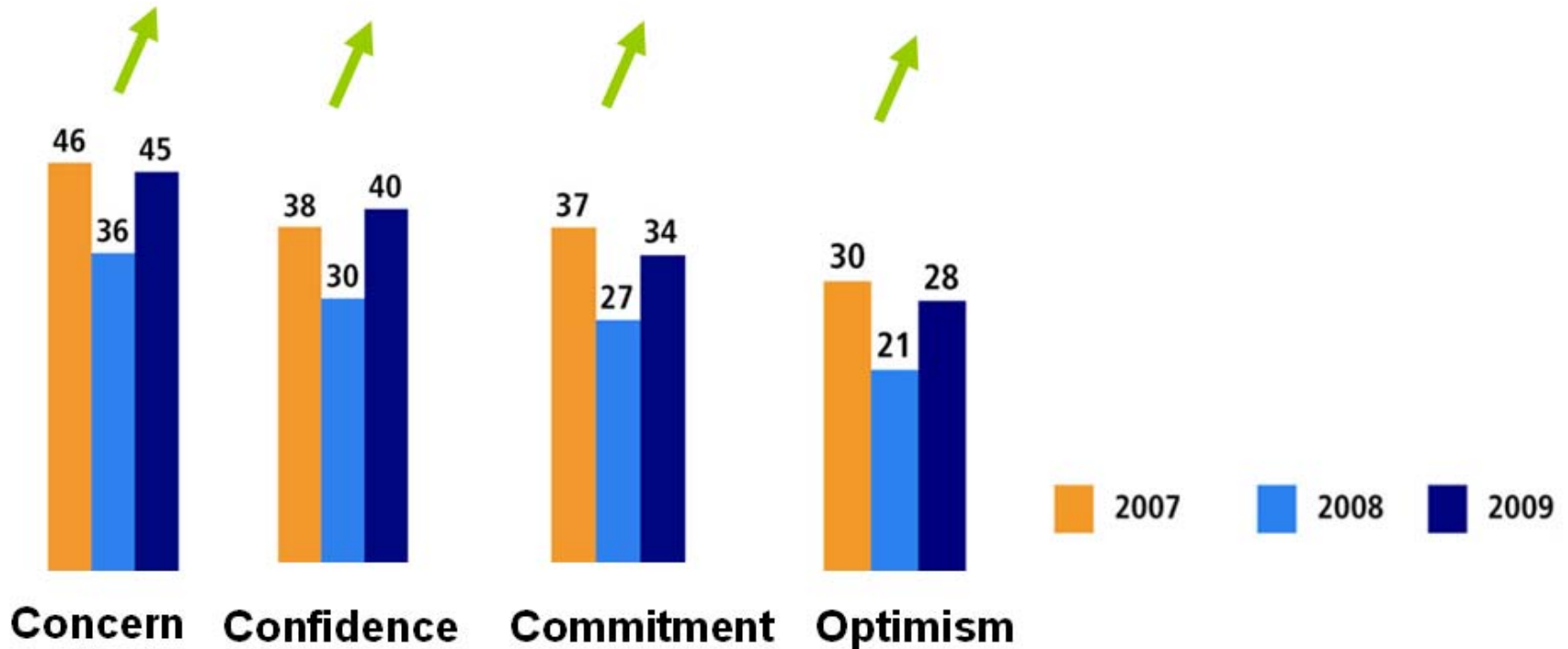
Low-carbon choices in Hong Kong vs China



67 per cent would purchase green financial products IF it didn't cost extra, it made a difference, or when given choice



Hong Kong has moved up to the third most optimistic country from sixth last year.



Global 2009: Concern (34); Confidence (19); Commitment (36); Optimism (17)