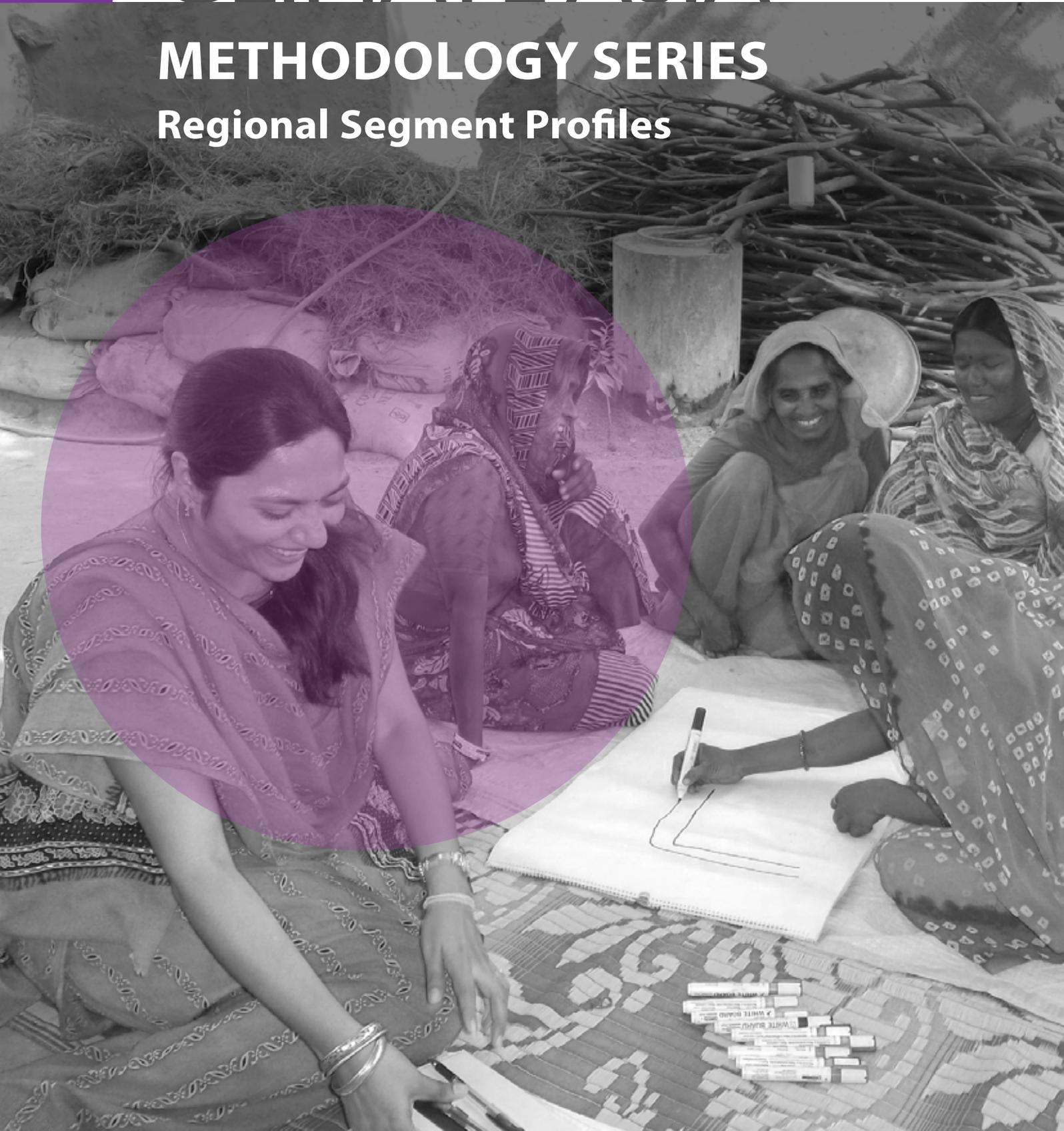


# CLIMATE ASIA

## METHODOLOGY SERIES

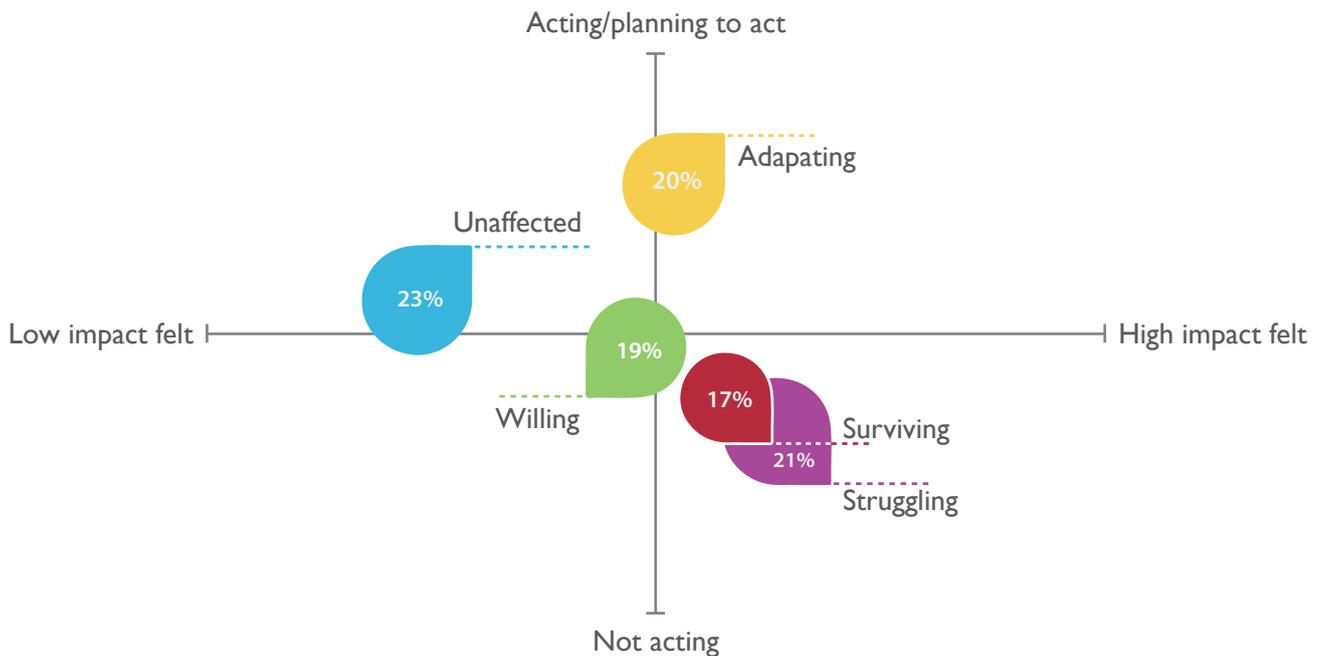
### Regional Segment Profiles



# REGIONAL SEGMENT PROFILES

In order to understand people’s needs and identify opportunities to communicate with them effectively, ClimateAsia has analysed survey data from across the seven project countries – Bangladesh, India, Indonesia, Nepal, Pakistan, Vietnam, and China – and placed people into five discrete segments using a process called cluster analysis. Each segment varies in the factors that enable and prevent response. As such, each has different communication needs and can be supported in different ways. We have called these segments surviving, struggling, adapting, willing and unaffected.

The proportions of these segments represent the extent to which people from the seven countries (regional analysis) perceive impacts and are taking action to respond to them. Across the region, the majority (78%) are currently feeling the impacts of changes in climate, the environment and resources now: surviving (17%), struggling (21%), adapting (20%) and willing (19%). The unaffected (23%) are feeling fewer impacts and are taking less action.



- Surviving: “Finding it too hard to take action”
- Struggling: “Trying to take action but finding it very difficult”
- Adapating: “Acting and wanting to do more”
- Willing: “Worrying about tomorrow”
- Unaffected: “Believe there is no need to do anything”

The extent to which each segment is represented in each country gives an indication of how the people who live there are responding and their communication needs.

The audience segmentation by country is explored in each country report. In each case the report outlines the profile for the country, the extent to which the segment differs on each key characteristic, such as the level of discussion, degree that the people who fall within the segment are responding, impact felt, etc., and people’s communication needs. Each example of communication is split by:

- The individual: helping people increase their awareness, knowledge and skills while building on their motivations and self-belief
- The community: sharing common problems and solving things together
- Institutions: helping define what works, creating stronger systems to support the public in the long run and holding leaders to account

The table below shows the distribution of the regional segments for each country:

Segment	Bangladesh %	China %	India %	Indonesia %	Nepal %	Pakistan %	Vietnam %
Surviving	9	17	26	6	11	24	10
Struggling	31	7	25	23	45	10	9
Adapting	18	27	20	11	17	27	24
Willing	27	10	18	32	13	13	24
Unaffected	16	39	11	27	15	26	33

## Segment profiles

### Surviving (17%): Finding it too hard to take action

People in the surviving segment are facing high impacts from changes in climate but do not feel connected to the issue, and are not willing to take action. They don’t feel that they can make a difference themselves and feel others should support them. However, they are sometimes taking actions but are not conscious that they are responding to impacts from climate.

They lack information on how to respond and are not discussing the issues with people around them. A key factor for their lack of response is that they feel excluded from local decision making and therefore do not feel that they have support from their local communities to make changes. They often also distrust information from institutions and media. When actions are taken they are predominantly to help make or save money. Their biggest motivation to act is to survive.

People in this segment tend to be relatively poor and in some countries, for example Nepal and Bangladesh, this segment has a higher proportion of women.

### **Communication needs**

For this group, communication needs to increase self-belief and confidence so that people feel they can act. Fostering the belief that the things they do will make a difference to their everyday lives can influence change.

Often people in this group feel isolated and don't feel connected to their communities. Communication needs to support an increase in the social acceptance of making changes by showing others taking action, which can inspire people and shift perceptions of what is possible.

Once people believe they can do something, communication needs to concentrate on improving knowledge of simple actions. For example, showing how people can take small actions in the household, such as recycling water or preserving food, will help them to feel that they can be successful.

## **Struggling (21%): Trying to take action but finding it difficult**

People in the struggling segment are feeling the impacts and expect further high levels of impact in the future. They realise they should be taking action but are finding it difficult. Unlike those in the surviving segment, they feel involved in decision making at the community level and are discussing the issue with those around them more.

They are worried about decreases in crop productivity, health concerns and the resulting increases in household expenses. Response is currently happening through people working together in their community or by making small individual actions that have apparent financial benefits. Key barriers to action are that people feel helpless to act, feel the government should act and feel they do not have resources.

Across the region, this segment has high a proportion of farmers who are struggling with decreases in crop productivity. They are making some actions, but are not growing new crops or finding better ways to irrigate land to the same extent as the people in the adapting segment.

Those in this segment tend to be in the very poor income and low education categories.

### **Communication needs**

The main need for people in the struggling segment is to be given information that is relevant to them and communicated through channels they can access and trust.

There is more opportunity to use media to amplify the effect of non-governmental organisation (NGO) or government intervention or show people who are successfully taking action. This showcasing will help to encourage discussion of solutions and inspire to people act themselves.

Community involvement and collective problem solving are quite common among this segment. Focusing on what people can do together can overcome their limited available resources and reduce the feeling of helplessness they are experiencing.

## **Adapting (20%): Acting and wanting to do more**

The combination of feeling impact with relatively higher levels of education and income leave the people in the adapting segment in a better position than those in most other segments to respond to the effects they are experiencing.

In other cases though, the need to survive and earn money has driven them to act. As, too, has the feeling that it is their responsibility to make a difference and the belief that there are actions that they can take.

Consequently, people in this segment are more active and are also undertaking more committed actions, such as participating in neighbourhood awareness campaigns, finding new water sources and making disaster preparedness plans. A concern for health and the environment seems to underly the response of people in the adapting segment.

However, they see the need for more changes and feel they could be more informed.

### **Communication needs**

People in the adapting segment face many of the same barriers as those in the struggling and surviving segments, such as a lack of money and equipment, but to a lesser extent. Therefore, they are in a better position to make changes. Not surprisingly, they are already doing many things but they are not always aware of them or they feel that they need to do more.

The main communication need for this group involves provision of practical tools and guidance on how to make more effective changes.

## **Willing (19%): Worrying about tomorrow**

Those in the willing segment tend to be well educated, well resourced, and open to making alterations to their lives to moderate the impacts they feel.

Their distinguishing characteristic is that they feel more informed than the other segments and have a higher level of awareness of the term climate change. They discuss these issues quite frequently with family and friends and are particularly worried about the future impacts.

People in the willing segment are not taking as much action as those in some other segments but have fewer barriers to response. Therefore, if there is a need to respond, for instance to an extreme weather event, they are more equipped to act.

### **Communication needs**

People in this segment are willing to make changes and do not seem to face any of the barriers other segments are experiencing. Nonetheless, they are not taking action to the same degree as the adapting. There is a need to motivate the willing to take actions that will help to safeguard their future.

## **Unaffected (23%): Believe there is no need to do anything**

People in the unaffected segment are not experiencing much impact in their daily lives and feel they have other priorities. Like those in the surviving segment, they are not engaged in the issue. Making changes to livelihoods or lifestyles seem unnecessary to them. However, and perhaps unknowingly, the unaffected are already responding in different ways, for instance by reducing food waste, using electricity efficiently and using less or alternative types of fuel.

They tend to have lower levels of education than the willing or the adapting and fewer financial resources.

### **Communication needs**

Since people in the unaffected segment are not experiencing much impact in their daily lives, making changes to livelihoods or lifestyles may seem unnecessary. Creating awareness about the simple actions they are already taking to respond (although sometimes unknowingly) and the impact these can have might encourage them to do more. Also, those in the unaffected segment have a need for information on what the likely impacts of climate change are in the future and how they can respond to it. Communication activities should take into account that the unaffected don't seem to be involved with their communities..

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## ABOUT CLIMATE ASIA

Climate Asia, a BBC Media Action project, is the largest-ever quantitative and qualitative research study into public understanding of climate change in Asia. Funded by the UK Department of International Development (DFID), Climate Asia interviewed over 33,500 people across seven countries – Bangladesh, China, India, Indonesia, Nepal, Pakistan and Vietnam. The resulting comprehensive data set paints a vivid picture of how people live with climate change now.

This report is one of many tools created from this unique data, all designed to help the planning and implementation of communication and other programmes to support people to adapt to the changes they face. They are available on the fully searchable and public Climate Asia data portal, [www.bbc.co.uk/climateasia](http://www.bbc.co.uk/climateasia), including a climate communication guide, further information on Climate Asia's research methods and the tools used to conduct research, including the survey questionnaire. Since all of Climate Asia's data and tools are designed for the widest possible use, this report and data portal details are freely available to anyone who might be interested.

## ACKNOWLEDGEMENTS

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