

DOES THE USE OF INFORMATION SOURCES LEAD TO BETTER HAZARD PREPAREDNESS?



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IN TWO STUDIES AMONGST RESIDENTS OF BUSHFIRE AND FLOOD PRONE AREAS WE EXAMINED WHETHER RESIDENTS WHO ACTIVELY USE BROCHURES, WEBSITES, AND/OR GO TO COMMUNITY INFORMATION SESSIONS TO PREPARE, END UP PREPARING MORE THAN THOSE WHO DO NOT USE THESE SOURCES. THE STUDIES SUPPORTED THIS, BUT ALSO SHOWED THAT THE MAJORITY OF THE SAMPLE DID NOT USE ANY INFORMATION SOURCES TO PREPARE FOR BUSHFIRES AND FLOODS.

KEY FINDINGS :

- ▶ Few residents use brochures or visit websites to help them prepare, and even fewer attend information sessions (Figure 1).
- ▶ In fact, the majority of residents do not use any of the listed information sources (66.5% for bushfires, and 69% for floods in our samples).
- ▶ Those who *do* use at least one of these information sources carry out more preparations than those who do not (e.g., Figure 2).
- ▶ These results cannot be fully explained by differences in risk perceptions and personality factors, so other factors must be at play.
- ▶ Residents who remember seeing an ad on TV that focused on preparing for bushfires or floods do not carry out more preparatory actions than those who did not recall seeing an ad over the past 6 months.
- ▶ Bushfire prone residents who go to information sessions and/or use a brochure are more extraverted and have higher risk perceptions than those who do not.
- ▶ Bushfire prone residents who go online to find information about preparing have higher risk perceptions than those who do not.
- ▶ Flood prone residents who report going to meetings and/or using websites are *less* conscientious and have higher risk perceptions than those who do not.

SURVEY FLOW CHART:



BUSHFIRE SAMPLE (MARCH 2015):

- NSW, SA, TAS, VIC, WA
- Total N = 507
- 57% f, 43% m; Age M = 54.6
- 75% has lived there > 5 years
- 61.9% had pets/animals; 29.4% had children

FLOOD SAMPLE (FEBRUARY 2015):

- NSW, QL
- Total N = 286
- 53% f, 47% m; Age M = 43.8
- 64% has lived there > 5 years
- 61.9% had pets/animals; 29.4% had children

RESULTS:

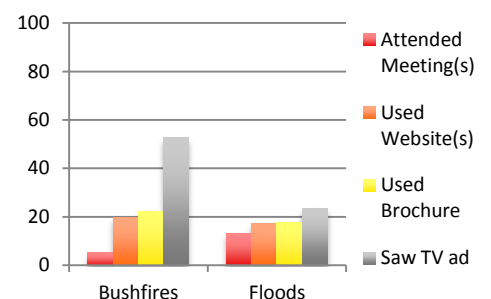


Fig. 1. Percentage of Residents Using Each Information Source and Remembering TV ad.

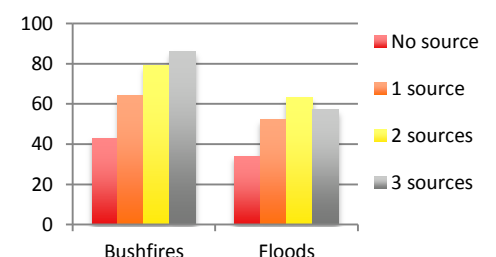


Fig. 2. Percentage of Planning Items Completed by Number of Information Sources Used.

