Stay or Go: What do people think of the choice?

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Factors affecting ‘stay or go’ decision

- Social
  - Family/roles
  - Age
  - Involvement

- Individual
  - Experience
  - Resources
  - Prior beliefs
  - Expected outcome
  - Perceived costs

- Intended protective action

- Action in bushfire
  - Stay
  - Leave early
  - Wait

- Situational
  - Information/warning
  - Fire severity
  - Actions of others
Research project

- Telephone survey in Victoria, April 2005, 718 respondents
- Appropriate sampling strategy
- Each person rated each protective action for expected outcomes and perceived costs
- Analysis: Do people see the protective actions as different? If so, how?

Results: Intended response in bushfire

![Bar chart showing intended response in bushfire](chart.png)
Results

- People tend to agree ‘stay’ option protects property, but disagree it protects life
- People strongly agree ‘leave early’ protects life and strongly disagree it protects property

Results

- People agree that ‘wait then leave’ protects life more than ‘stay’ and protects property more than ‘leave early’
Results

- People tend to agree that ‘stay’ is the most costly option on all dimensions of cost – financial, time, skill, difficulty and effort.
- People tend to see ‘leave early as the least costly option.
- People tend to see ‘wait then leave’ as more costly than ‘stay’ but less costly than ‘leave early’.

Implications

- Protective actions provide different outcomes.
- Perceived costs reflect differences in attractiveness.
- Different reasoning underpins different intended actions.
- Fire services see protective actions as solutions, public see recommended actions as entailing risk and disadvantages.
- Achieving change requires interactive strategies that challenge particular thinking about response and support change.
- Critical role of providing information and warnings.
- Study highlights difficulty and challenges of implementing position.
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