

Stay or Go:

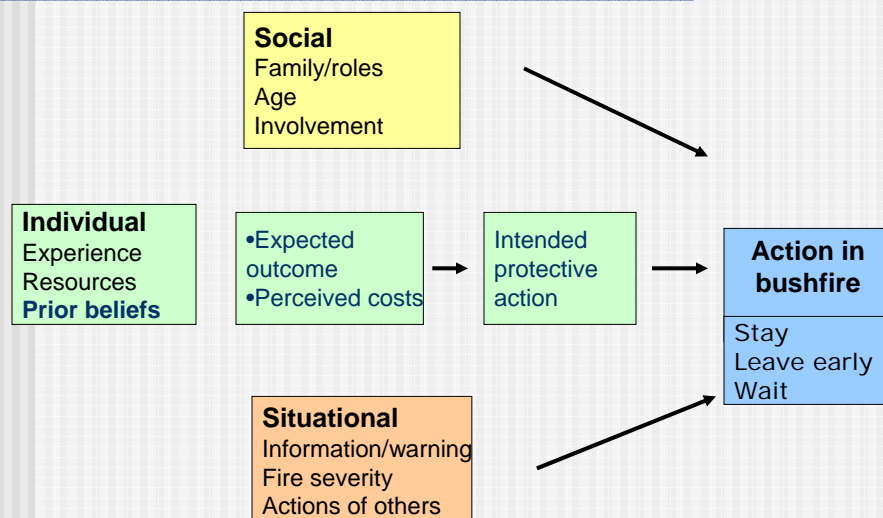
What do people think of the choice?

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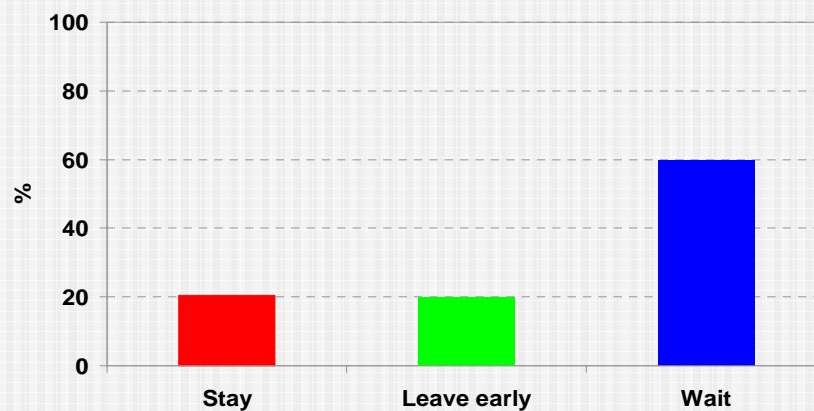
Factors affecting 'stay or go' decision



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



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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