

Personalising the Message: Promoting the Uptake of Cyclone Protection in North Queensland.

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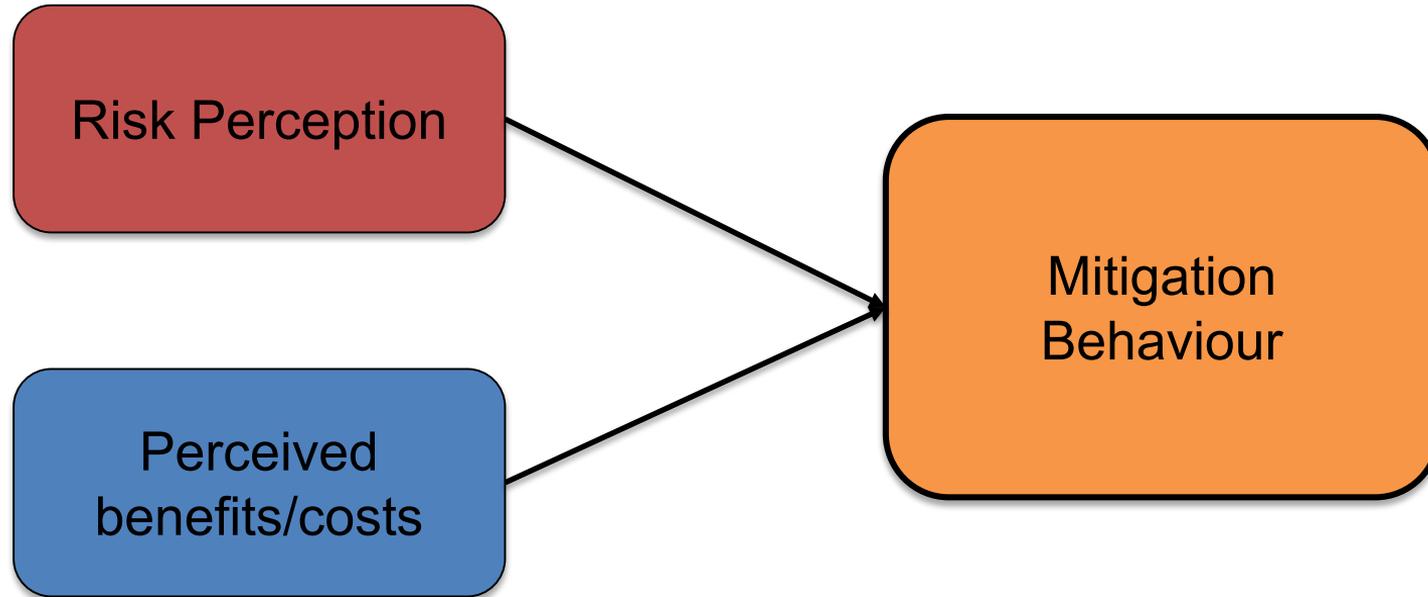
Window protection



Roof upgrades

Theoretical Framework

“property damage from a cyclone is likely”

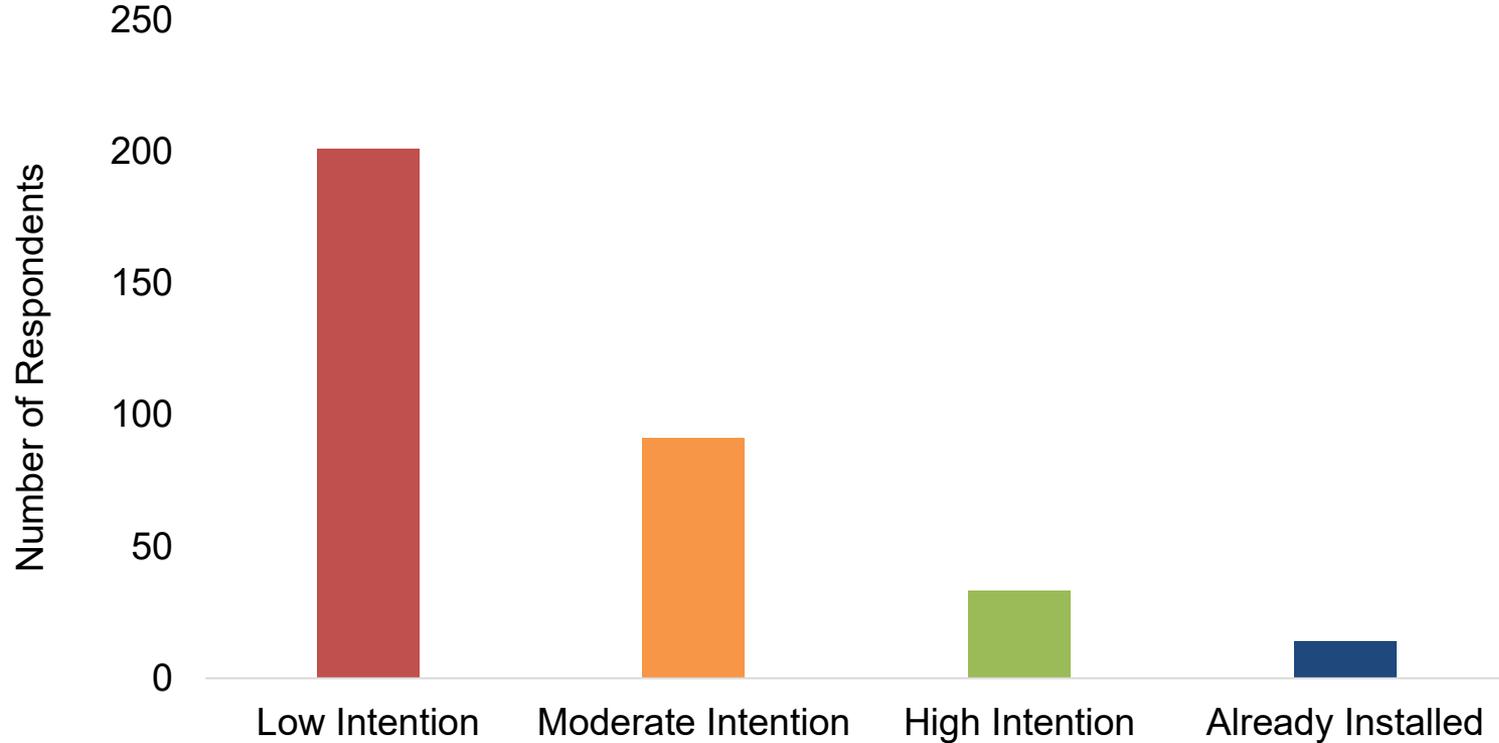


“cyclone shutters are effective and worth the investment”

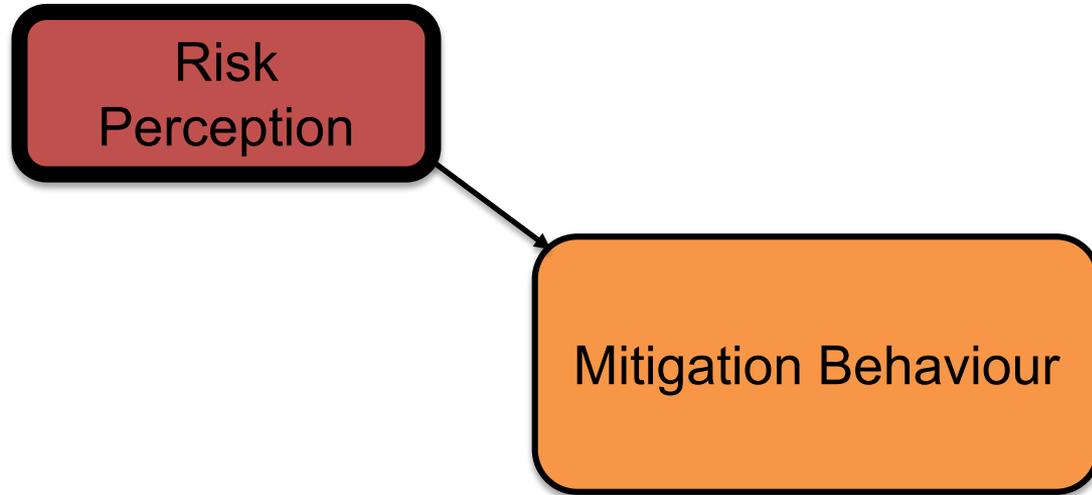


- Cross sectional survey design
- 339 homeowners from North Queensland
- Dependent Variable: shutter installation status
- Independent Variables: psychological, experience and demographic factors

Shutter Installation Status



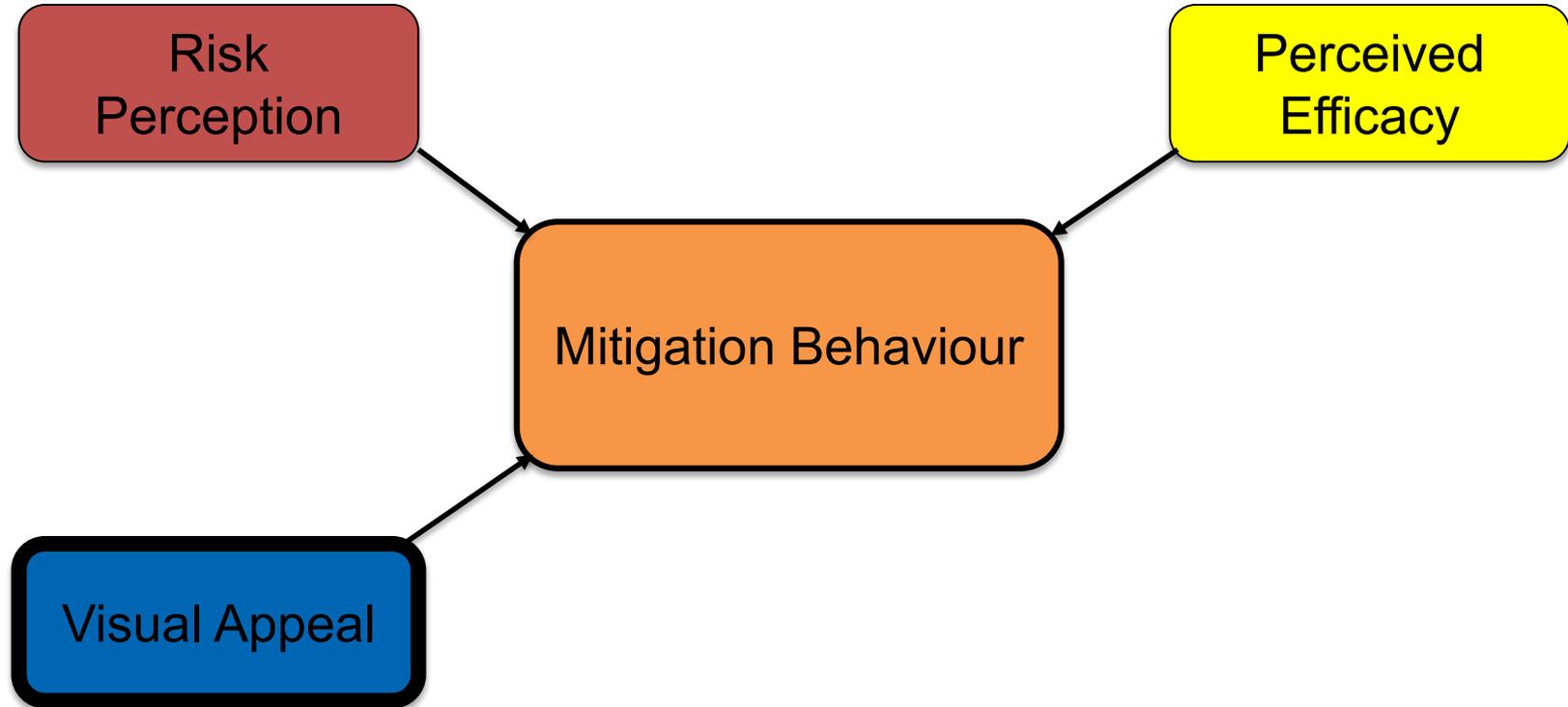
Important Psychological Factors



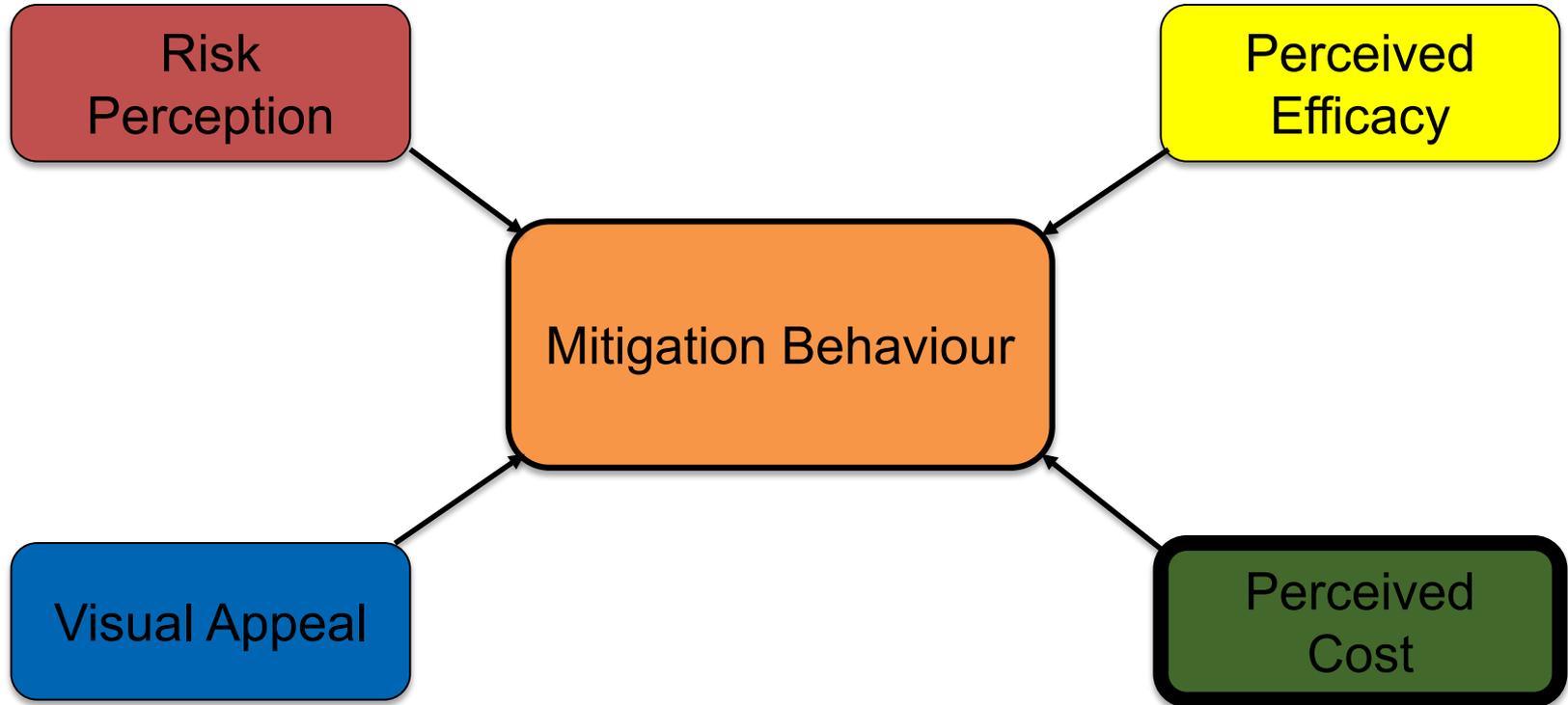
Important Psychological Factors



Important Psychological Factors



Important Psychological Factors



Personas



‘the proactive’

Personas



‘the proactive’



‘the pessimists’

Personas



‘the proactive’



‘the pessimists’



‘the denialists’

Personas and Shutter Installation Status



'the proactive'



'the denialists'



'the pessimists'



More Likely/Already Installed

Less Likely/Not installed

Personas and Demographics



‘the proactive’

- Male
- Less formal education
- Experienced with cyclone damage



‘the pessimists’

- Female
- More formal education
- Experienced with cyclone damage



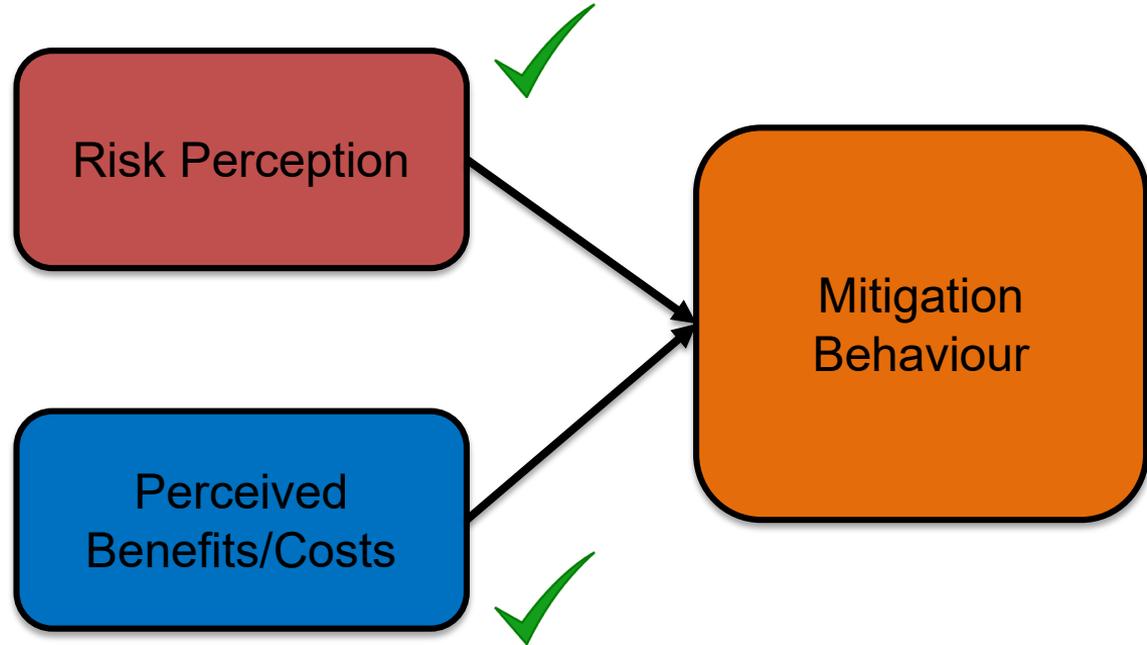
‘the denialists’

- Most formal education
- Experienced with a cyclone but **no damage**

Risk Communication



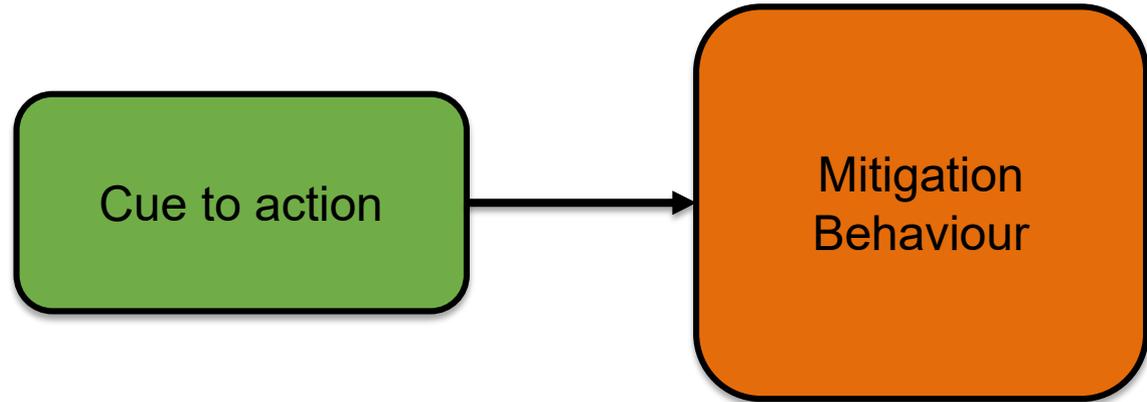
‘the proactive’



Risk Communication



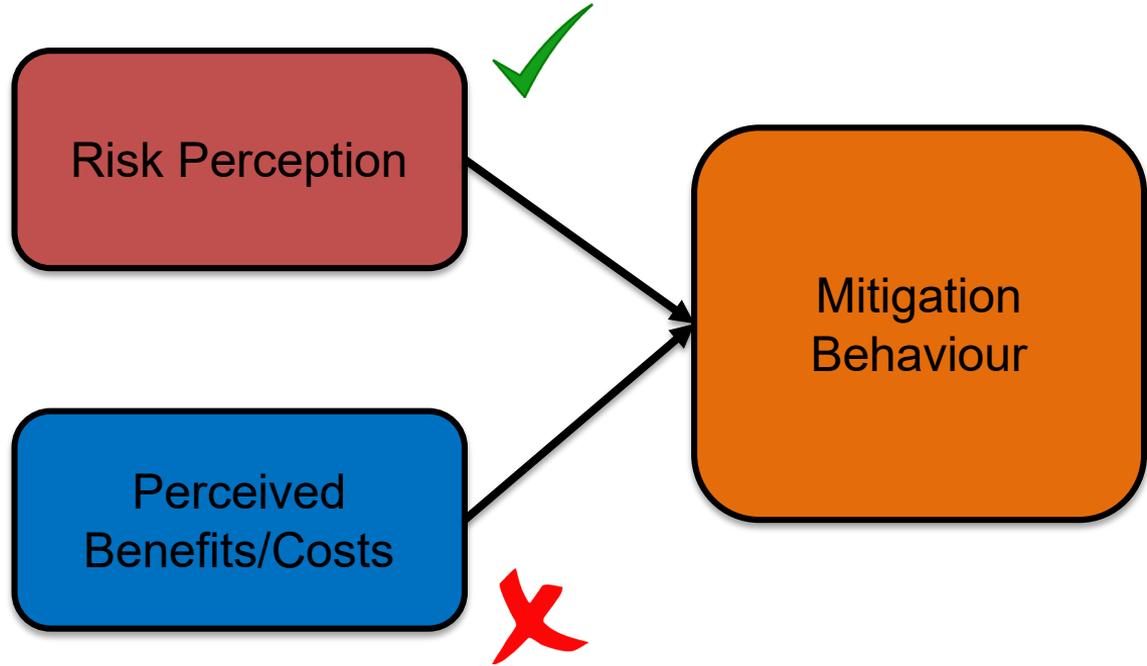
‘the proactive’



Risk Communication



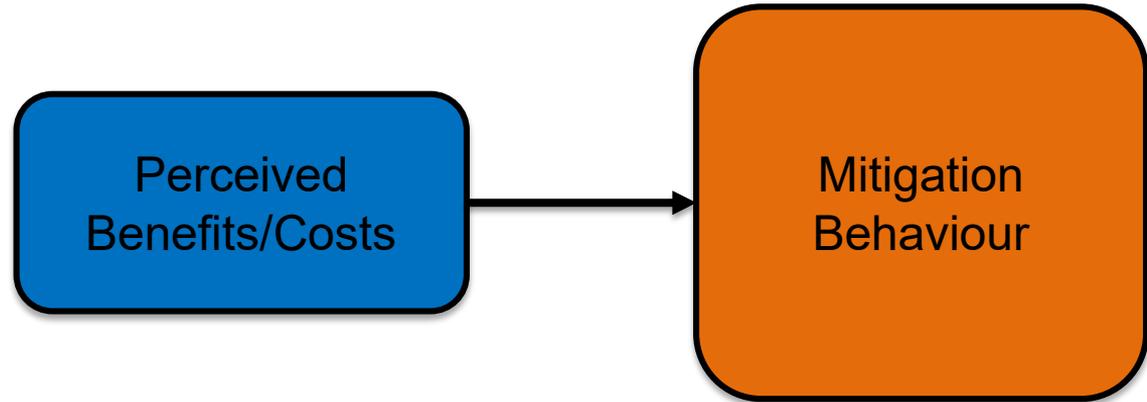
'the pessimists'



Risk Communication



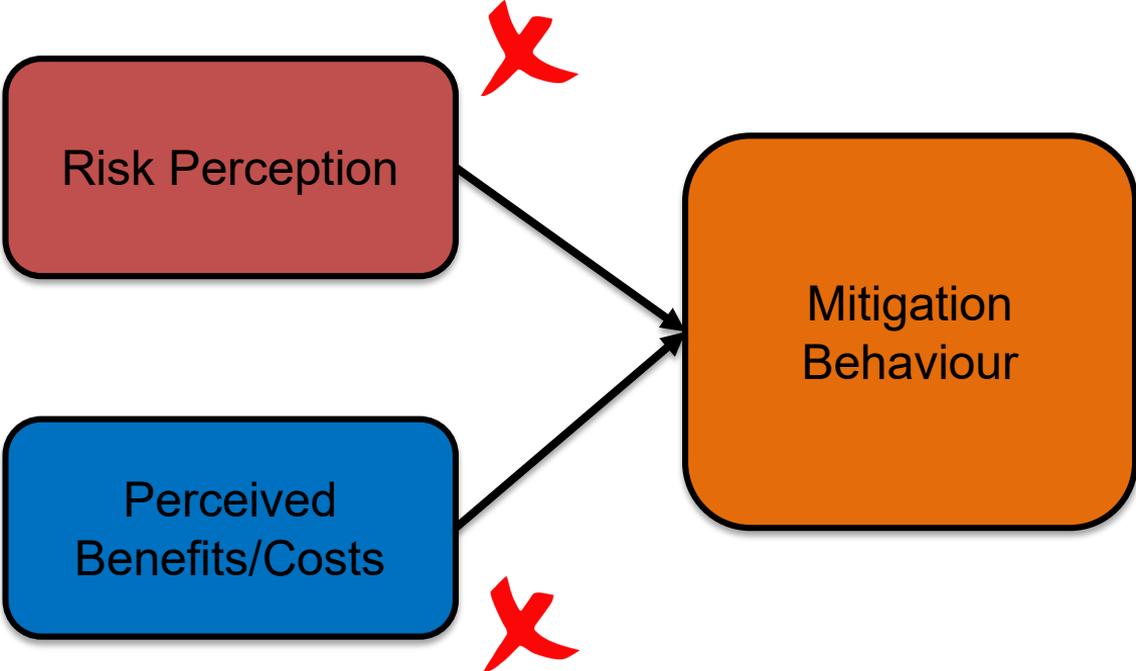
'the pessimists'



Risk Communication



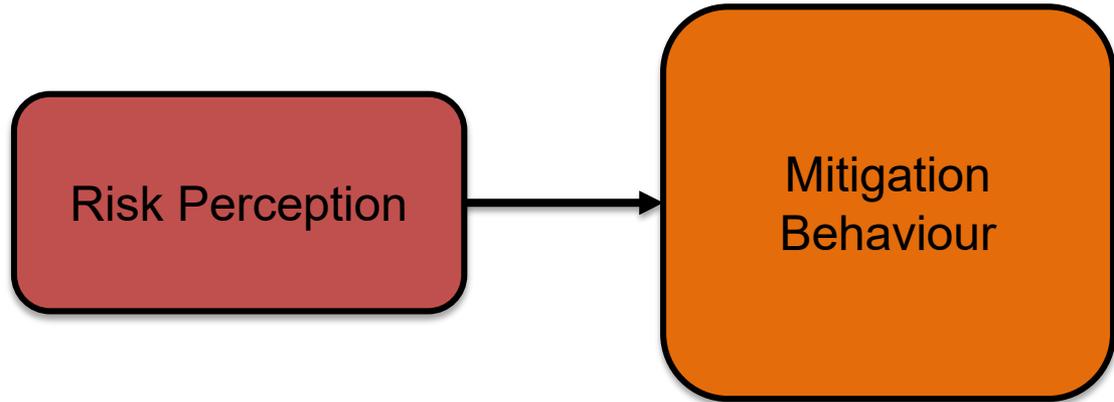
'the denialists'



Risk Communication



'the denialists'



What's next?



Any Questions?