

# Motivation att utföra skyddsåtgärder

Innan, under och efter översvämning i privata villahushåll

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Motivation to carry out protective measures:  
Before, during and after flooding in private households

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## **A study about flooding in private villahouseholds**

- Cause of damage
- (Private) flood management
- Damage
- Factors influencing individuals motivation to implement protective measures

## **Phonesurvey**

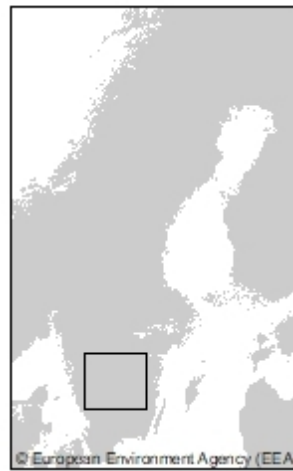
- Quantitative and qualitative
- Convenience sampling: LF Jönköping 2013 & 2014, total of 118 households
- 11 interviews of 20 – 40 minutes between 11 – 24th mars 2019.

## **Analysis**

- Quantitative: jämförande graf och regression för tendens och frekvens.
- Qualitative: Thematic content analysis.

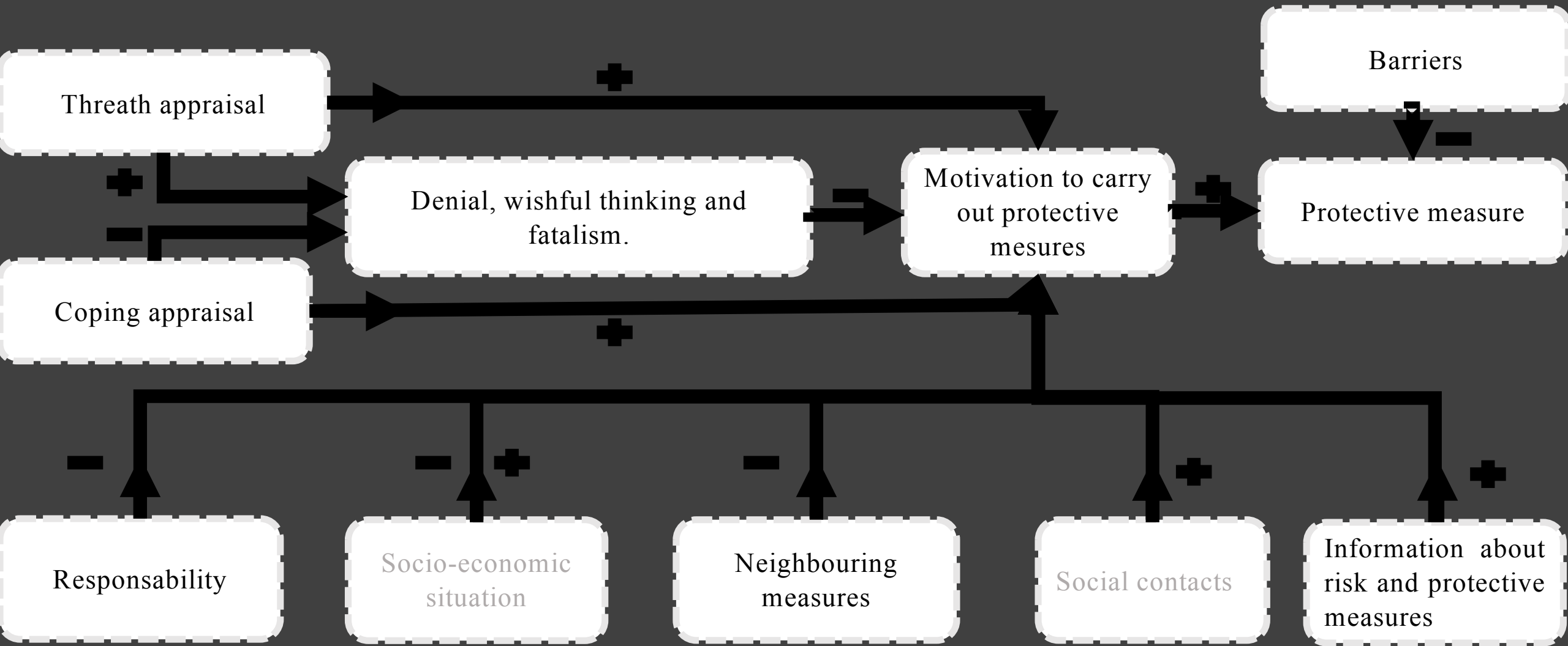
## Teckenförklaring

- Länsgrens
- Kommungräns
- Jönköpings län
- Vättern



Study area

# Protection motivation theory



Anpassad modell av PMT enligt Rogers (1983) och senare Floyd m.fl. (2000) för att förklara vad som leder fram till en åtgärd för skadeprevention mot översvämning i privata villahushåll baserat på modellen utvecklad av Grothmann & Reusswig, (2006) och Poussin m.fl. (2014). Tecken anger påverkan mellan olika faktorer som leder fram till en skyddsåtgärd.

# Threath appraisal

## Probability

Increase = Climate change (n=6)

Unchanged = No measure (n=3)

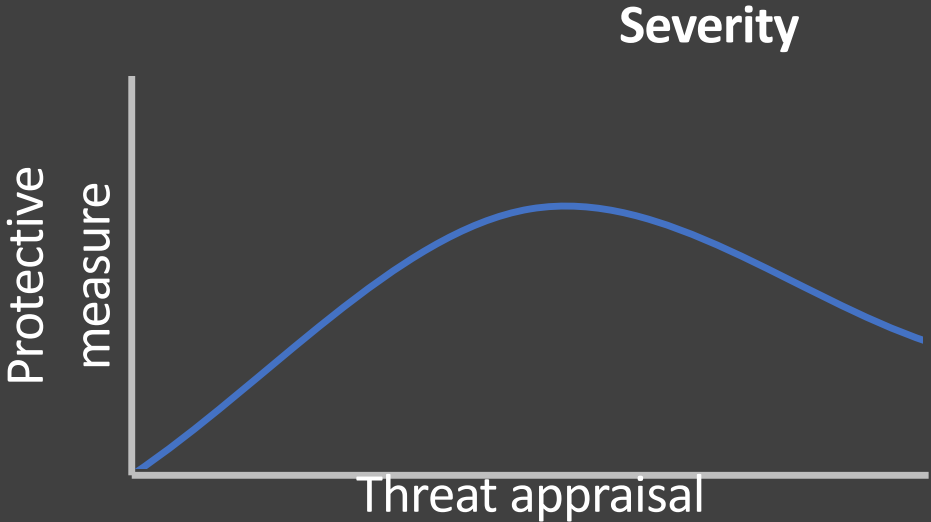
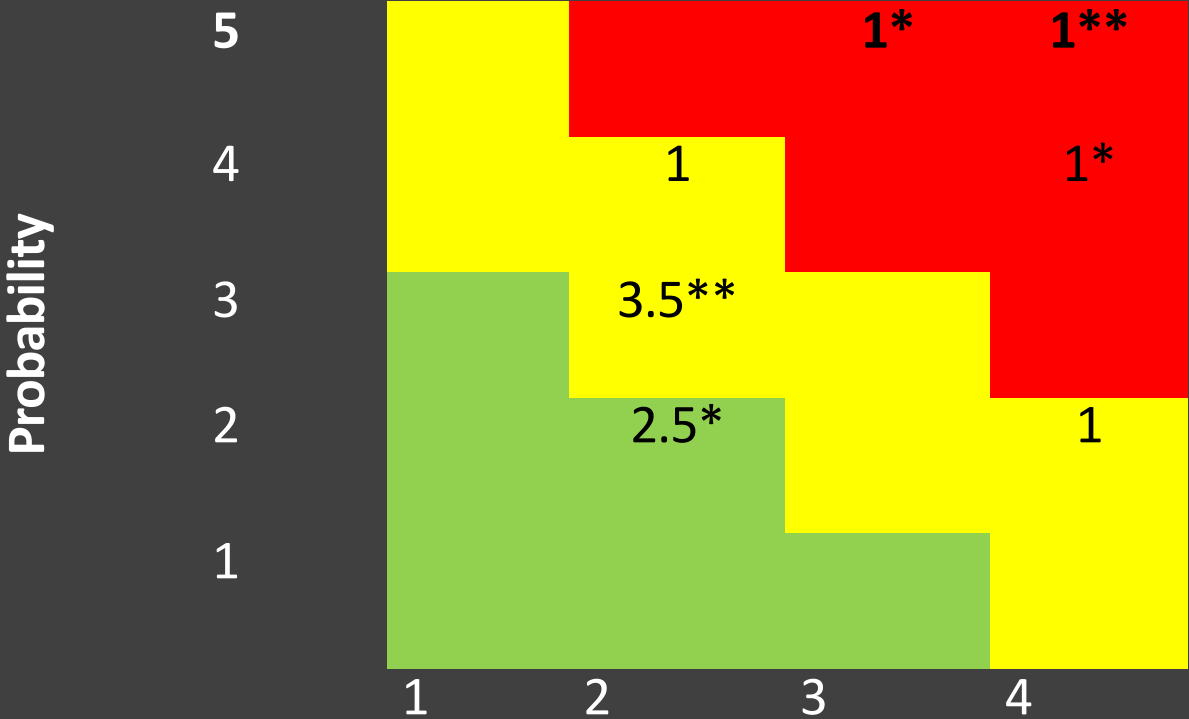
Decrease = Completed mesure (n=2)

## Severity

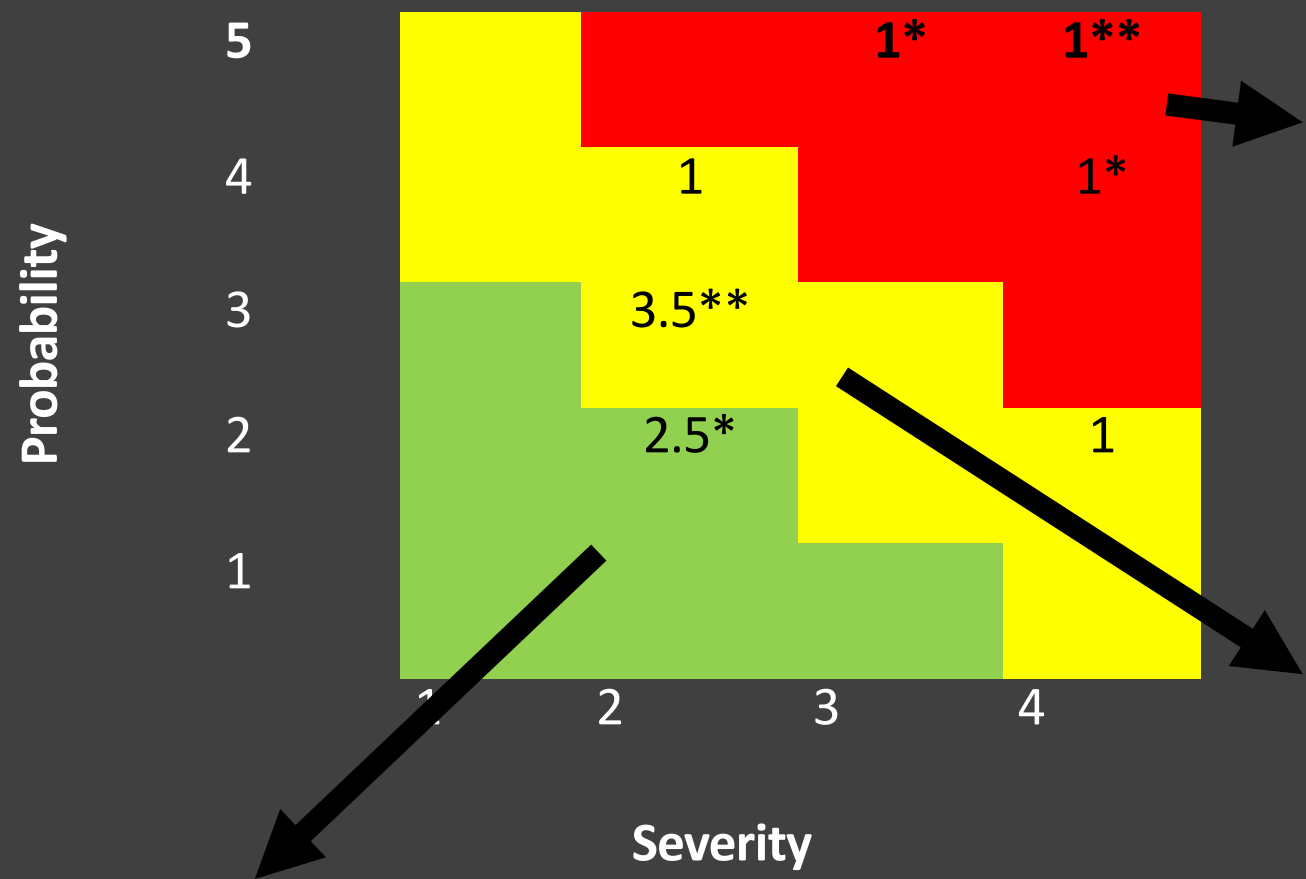
Increase = Climate (n=1)

Unchanged (n=4) = No measure (n=1)

Decrease = Completed measure (n=5)



# Coping appraisal: Protective respons efficacy



- Implemented own measures or relying on others
- Implemented measures are not enough to prevent or limit damage in the event of future flooding.
- Flooding has major consequences.
- Implemented own measures but which could be affected of climate change.
- Flooding is relatively frequent

# Coping appraisal

## Cost

Monetary

Structural / Non-structural measures

Completed (insurance) / Not completed

Value

Increased safety

Fun projects

Ugly

Reduced access

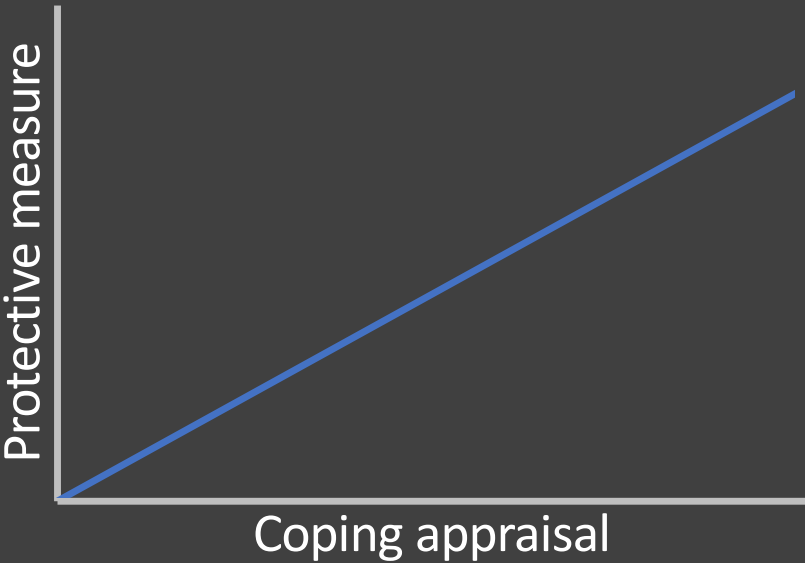
Time

Routine

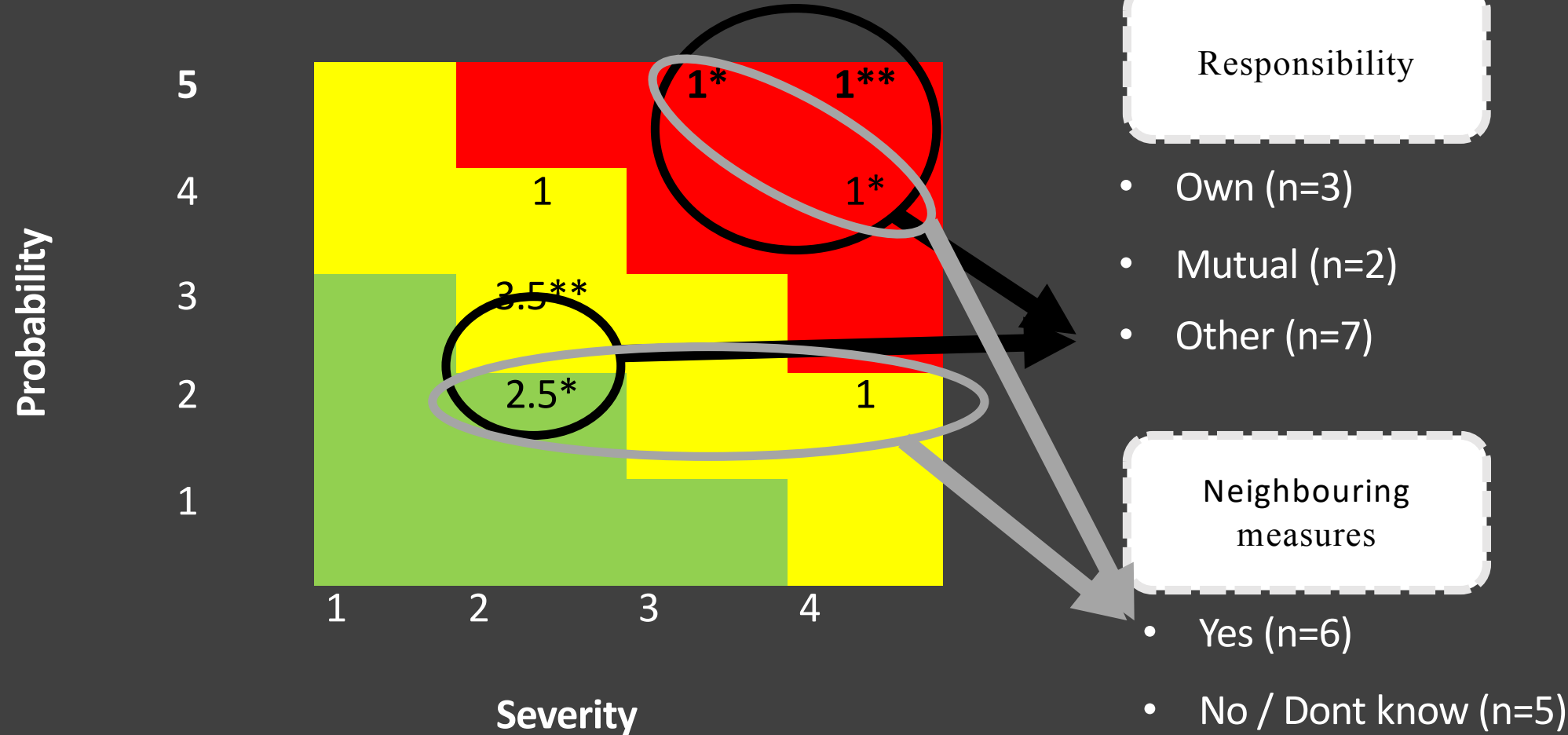
## Self efficacy

High

Lack of information



# Responsibility and neighbouring measures





# Conclusions: Increase motivation for protective measures

For further change

## Responsibility

- Own / other
- Flooding caused by  
precipitation / extreme  
precipitation

## Information

- What to do?
- Adapted to individual