



## Identifying hazards is simple right?

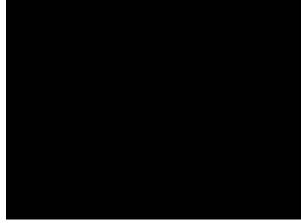
Everyone sees every hazard they come across, right?

## inattention

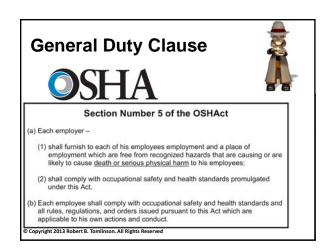
blindness















## What is risk?

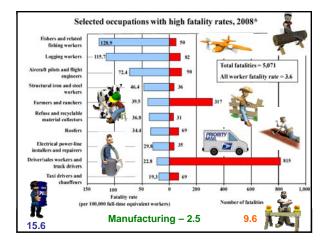
Risk is the likelihood that a harmful consequence (death, injury or illness) might result when exposed to the hazard.

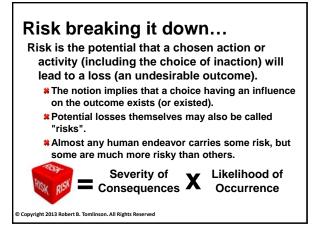
"Our lives improve only when we take chances – and the first and most difficult risk we take is to be honest with ourselves." – Walter Anderson

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<ul> <li>in the way we each perceive risk,</li> </ul>	Accidental Deaths - United States 1999-2003								
•in the way we each measure	Туре	5 Yr. Average	General Population Risk Per Year						
risk, and	Motor Vehicle	36,676	1 out of 7,700						
<ul> <li>between these perceptions</li> </ul>	Poisoning	15,206	1 out of 18,700						
and measurements	Work Related	5,800	1 out of 49,000						
No matter what the cause,	Large Trucks	5,150	1 out of 55,000						
one thing is certain:	Pedestrian	4,846	1 out of 58,000						
No one gets out of here alive.	Drowning	3,409	1 out of 83,500						
	Fires	3,312	1 out of 86,000						
	Motorcycles	3,112	1 out of 91,500						
	Railroads	931	1 out of 306,000						
	Firearms	779	1 out of 366,000						
	Recreational Boating	714	1 out of 399,000						
	Bicycles	695	1 out of 410,000						
C Jn Loving	Electric Current	410	1 out of 695,000						
Memory	Air Carriers	138	1 out of 2,067,000						
KK	Flood	58	1 out of 4,928,000						
	Tornado	57	1 out of 5,015,000						
	Lightning	47	1 out of 6,061,000						

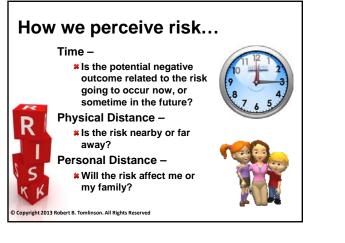
There are differences:



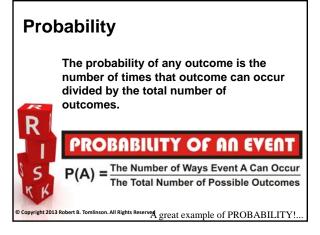


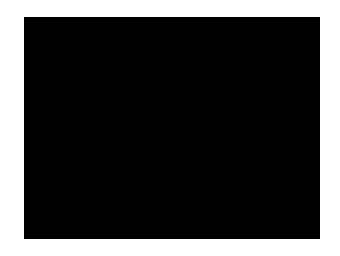


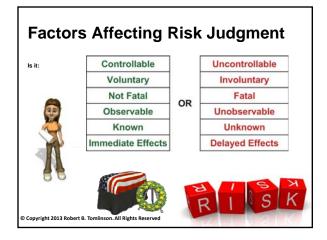


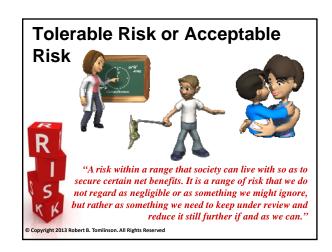


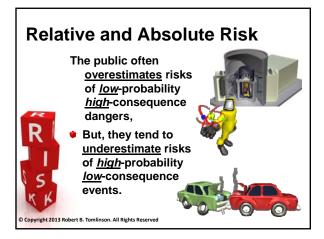


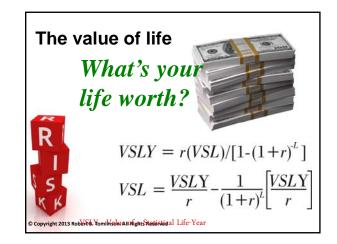


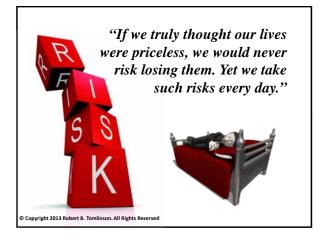




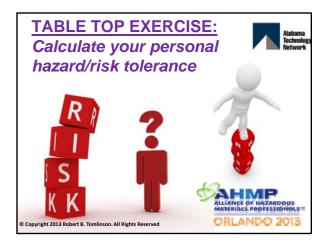












	Vhat's your pe olerance?	ers	or	nal	rı	SK	K				
What is your personal risk perception of the following		Not for a million dollars	You'd have to pay me a lot	You'd have to pay me a little	I could be talked into it	Maybe Not	Nay too	l'id by it once for sure for free	Ed be willing to pay a liftle to do it	l'd be willing to pay a lot to do it	l'd doit every chance l'd got
acı	activities?		TOLERANCE								
		1	2	3	4	5	6	7	8	9	10
1.	Bungee jumping		<ul> <li>Image: A start of the start of</li></ul>								
2.	Sky diving		<ul> <li>Image: A start of the start of</li></ul>								
3.	Riding on the space shuttle						$\checkmark$				
4.	Traveling by plane (Commercial)								$\checkmark$		
5.	Traveling by plane (Small single engine)									$\checkmark$	
6.	Mountain biking					$\checkmark$					
7.	Traveling overseas (Europe)								✓		
8.	Traveling overseas (South America)								~		
9.	Traveling overseas (Middle East)								$\checkmark$		
10.	Driving without a seat belt					$\checkmark$					

What is your personal risk perception of the following activities?		Not for a million dollars	You'd have to pay me a lot	You'd have to pay me a little	I could be taked into it	Maybe Not	Maybe	Ed by it once for sure for	rd bewilling to pay a little to do it	rd be willing to pay a lot to do it	l'd doit every chance l'd got
		LOW TOLERANCE HIGH									
			2	3	4	5	6	7	8	9	10
11.	Smoking		$\checkmark$								
12.	Skiing (Snow)		$\checkmark$								
13.	Skiing (Water)						✓				
14.	Riding a motorcycle (with a helmet)						$\checkmark$				
15.	Riding a motorcycle (without a helmet)		$\checkmark$								
16.	Driving at 10 mph over the speed limit										$\checkmark$
17.	Driving at 20 mph over the speed limit				<b>√</b>						
18.	Driving while talking on cell phone			✓							
19.	Driving while texting		$\checkmark$								
20.	Disagreeing with your spouse					$\checkmark$					
	Total Count	0	8	1	1	3	3	0	4	1	1
	Factors	x1	x2	x3	x4	x5	x6	x7	x8	x9	x10
	Total Values	0	16	3	4	15	18	0	32	9	10
	Sum of Personal Risk Perception	107									

