



Identifying hazards is simple right?

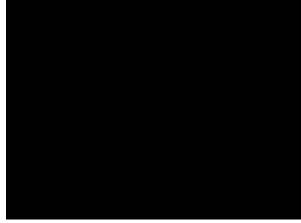
Everyone sees every hazard they come across, right?

inattention

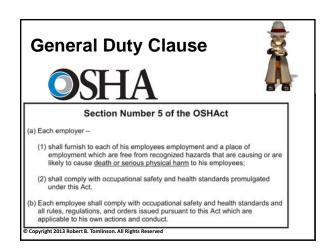
blindness















What is risk?

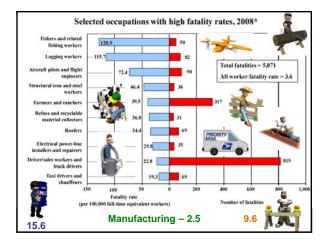
Risk is the likelihood that a harmful consequence (death, injury or illness) might result when exposed to the hazard.

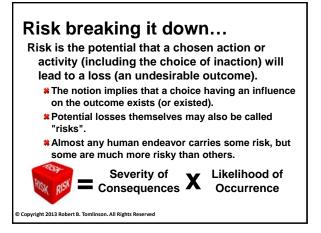
"Our lives improve only when we take chances – and the first and most difficult risk we take is to be honest with ourselves." – Walter Anderson

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 in the way we each perceive risk, 	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						
 between these perceptions 	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						

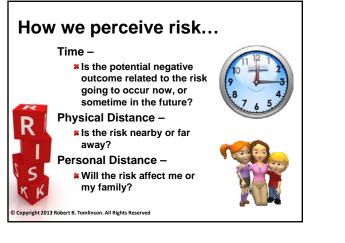
There are differences:



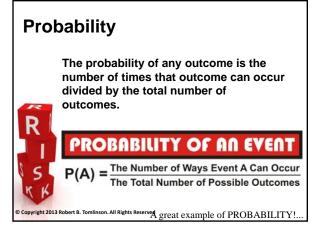


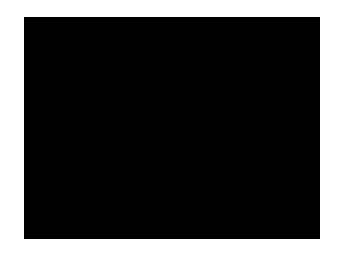


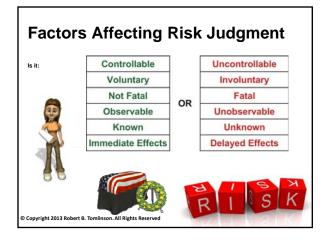


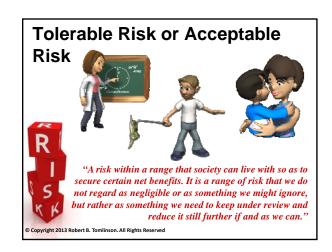


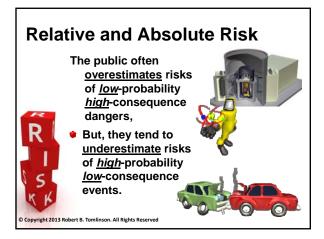


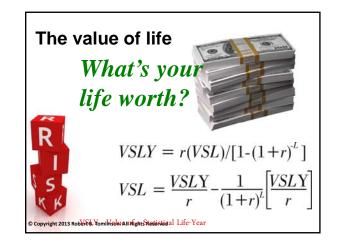


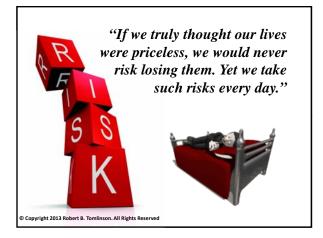




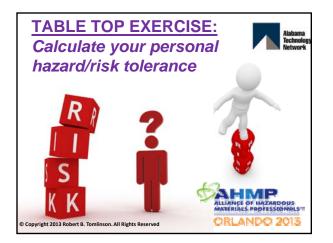












	Vhat's your pe olerance?	ers	or	nal	rı	SK	K				
What is your personal risk perception of the following		Not for a million dollars	You'd have to pay me a lot	You'd have to pay me a little	I could be talked into it	Maybe Not	Nay too	l'id by it once for sure for free	Ed be willing to pay a liftle to do 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		 Image: A start of the start of								
2.	Sky diving		 Image: A start of the start of								
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				√						
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									

