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### **[Abstract Title]**

Sociodemographic Influences on Public Interest for Natech Risk Information

### **[Abstract]**

Disaster risk communicators have long contemplated the significance of sociodemographic dimensions in better understanding and characterising the audience's perceptions. Indeed, various societal and personal factors have been considered as predictors of individual risk attitudes, perceptions and behaviours, and for an array of hazard types. However, such risk communication issues have only recently started to be explored within the emerging field of conjoint natural and technological disasters, called Natech. In this context, delineating the sociodemographic profile of individuals and appreciating the implications of these aspects on Natech risk communication can assist risk managers in tailoring effective risk communication strategies. This study investigates, among others, the effects of gender, age, household size, income and educational level of residents on their perceptions about information disclosure concerning Natech risk. The approach draws upon the framework of the Situational Theory of Problem Solving in an attempt to conceptualise the complex issue of information deficiency. Taking into account the individuals' situational perception elements, the research focuses on certain cross-situational, sociodemographic features as external, determining factors that shape their problem-solving motivation. Data has been collected from



households near industrial complexes in Osaka and Kobe in Japan, and Yeosu, Suncheon, Gwangyang and Ulsan in Korea.

**[Keywords]**

Risk communication, Natech risk information, Situational theory, Sociodemographic factors