North Queenslanders’ attitude towards storm season

Residents know cyclones are a threat but many don’t realise the potential damage

- 90% believe a Cat 1-2 cyclone would cause minimal damage
- 45% believe damage from a Category 3-4 cyclone = very low to somewhat low

Did you know TC Marcia was Cat 2-3 in Yeppoon and Cat 1-2 in Rockhampton?

People who overestimated previous wind speeds are likely to underestimate impacts of future events

- 9/10 cyclone-related claims involve minor damages that could have been avoided through proper preparation

Home owners with mitigation measures should tell their friends and neighbours

- The more people talk about cyclone preparation, the more proactive they are when planning
- Deadlocks are proven to reduce likelihood of damage, while increasing security
- Unsecured doors and windows = damage during a cyclone = water ingress damage

People are more likely to see the benefits of cyclone mitigation when upgrades provide additional value

Did you know TC Marcia was Cat 2-3 in Yeppoon and Cat 1-2 in Rockhampton?

*Perception vs reality: North Queenslanders’ attitude towards cyclone mitigation: James Cook University and Cyclone Testing Station study

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