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RISK PERCEPTION IN AN ARAB COUNTRY

Abstract:

The main aim of this paper is to examine risk perception in transport among a representative sample of the Jordanian public.

The results are based on a questionnaire surveys carried out among a representative sample of the Jordanian public in 2013. The results showed that transport risks fell into two main categories: public and private mode of transport. Respondents assessed the probability of experiencing risk as lower for themselves than others, and they were also more worried about others experiencing a transport threat.

Overall, worry was found to be the most important predictor of risk perception. Female subjects were found to emphasize worry in regard to both public and private transportation. Worry was found to be most important in regard to public transportation whereas probability assessments (i.e. cognitive evaluations) were found to be most important in regard to private mode of transport. This difference may guide how risk is communicated to the public.

Keywords:

Risk perception, Transport, Jordan.

JEL Classification: M16