

汐止地區店家的洪患災害識覺及調適行為之研究

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摘 要 本研究以汐止地區作為案例，針對當地一樓店家進行分析，透過問卷調查瞭解店家的洪患災害識覺及其調適行為。研究結果顯示，店家認為當地的淹水情形日趨增劇，政府單位及開發建商應負最大責任，店家亦認為基隆河底泥淤沙未能清理、行水區河川地被佔用及市區排水系統不良是造成洪患的主因，店家高度支持洪患改善措施，但對汐止未來的洪患災害卻抱持著悲觀看法，他們會特別注意氣象報導，但對投保災害保險的意願則較低。此外，發生水災時女性在心理上較會恐懼無助，中壯年比年輕世代及年長者更同意應該要嚴格限制汐止土地開發，而教育程度較高者則較願意投保災害保險。

關鍵詞：汐止地區、災害識覺、洪水災害、洪災保險。

Retailers' Hazard Perception and Adjustment Behaviors for Flooding Disasters Occurring in the Sijhih City

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ABSTRACT This research is a case study of Sijhih City to understand local retailers' hazard perception and adjustment behaviors for flooding disasters through the use of a face-to-face questionnaire survey. Results show that most retailers feel that local flooding conditions have gradually become more severe. Some governments and building companies should be responsible for flooding disasters. Respondents point out the three most important reasons causing severe flooding in the study area. These include unclearness of sedimentation on the river bed, occupation of the floodplain by buildings and levees, and malfunctioning of the drainage system inside city during typhoons. Although most respondents support engineering approaches toward flooding improvement, they have pessimistic attitudes concerning flooding disasters in the future. Most respondents pay attentions to the weather forecast, but they are less willing to buy flood insurance. In addition, females have more fear of flooding disasters than males. Adults are more in agreement with severely prohibiting land development than younger and elder respondents. Finally, respondents with a higher education have greater willingness to buy flood insurance.

Key Words: Sijhih City, hazard perception, flooding disaster, flood insurance.

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