

## ***Interactive comment on* “Culture matters: Factors influencing natural hazard risk preparedness – a survey of Swiss households” by E. Maidl et al.**

### **Anonymous Referee #1**

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This paper on factors influencing natural hazard risk preparedness in Swiss households highlights the importance of multi-stakeholder communication for disaster preparedness at local levels. However, although the article prominently suggests that "culture matters" for disaster preparedness, it does not only lack any attempt to embed the term "culture" in the wider debate on risk preparedness but also fails to conceptualize the term as such. If the result of the survey is that "culture matters", how is it possible to not even mention "culture" in the conclusion? A potential way to address that fundamental conceptual problem of this article might be to simply avoid the use of the term "culture" as it has no analytical value added if it is not being defined or conceptualized.

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