

Description of Shop Owner 1

This is handed out per person (not presented)

In your shop you sell Ferraris. These cars are very expensive. You have five cars in the showroom. Your initial savings are € 500,000

Action	Cost	Loss if flooded	Profit if not flooded
Do Nothing	€ 0	€ 100,000	€ 25,000
Raise Defences	€ 10,000	€ 100,000	€ 25,000
Move Inventory	€ 25,000	€ 0	€ 0



The game of making decisions under uncertainty: How sure must one be?

Description of Shop Owner 2

This is handed out per person (not presented)

You have a shop selling fresh foods. The produce needs to be sold fresh.

Your initial savings are € 100,000

Action	Cost	Loss if flooded	Profit if not flooded
Do Nothing	€ 0	€ 20,000	€ 10,000
Raise Defences	€ 10,000	€ 20,000	€ 10,000
Move Inventory	€ 5,000	€ 0	€ 0



The game of making decisions under uncertainty: How sure must one be?

Description of Shop Owner 3

This is handed out per person (not presented)

In your shop you sell gravestones. The gravestones are heavy and difficult to move. Your initial savings are € 25,000

Action	Cost	Loss if flooded	Profit if not flooded
Do Nothing	€ 0	€ 4,000	€ 5,000
Raise Defences	€ 5,000	€ 4,000	€ 5,000
Move Inventory	€ 4,000	€ 0	€ 0



The game of making decisions under uncertainty: How sure must one be?