

4-1-2009

2009 Quality of Life Study - Hurricane and Evacuation Preparedness Supplement

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Sims, Robert T., "2009 Quality of Life Study - Hurricane and Evacuation Preparedness Supplement" (2009). *Survey Research Center Publications*. Paper 2.
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2009 Quality of Life Study

HURRICANE EVACUATION AND PREPAREDNESS SUPPLEMENT

CONDUCTED BY THE
UNO SURVEY RESEARCH CENTER

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April 2009



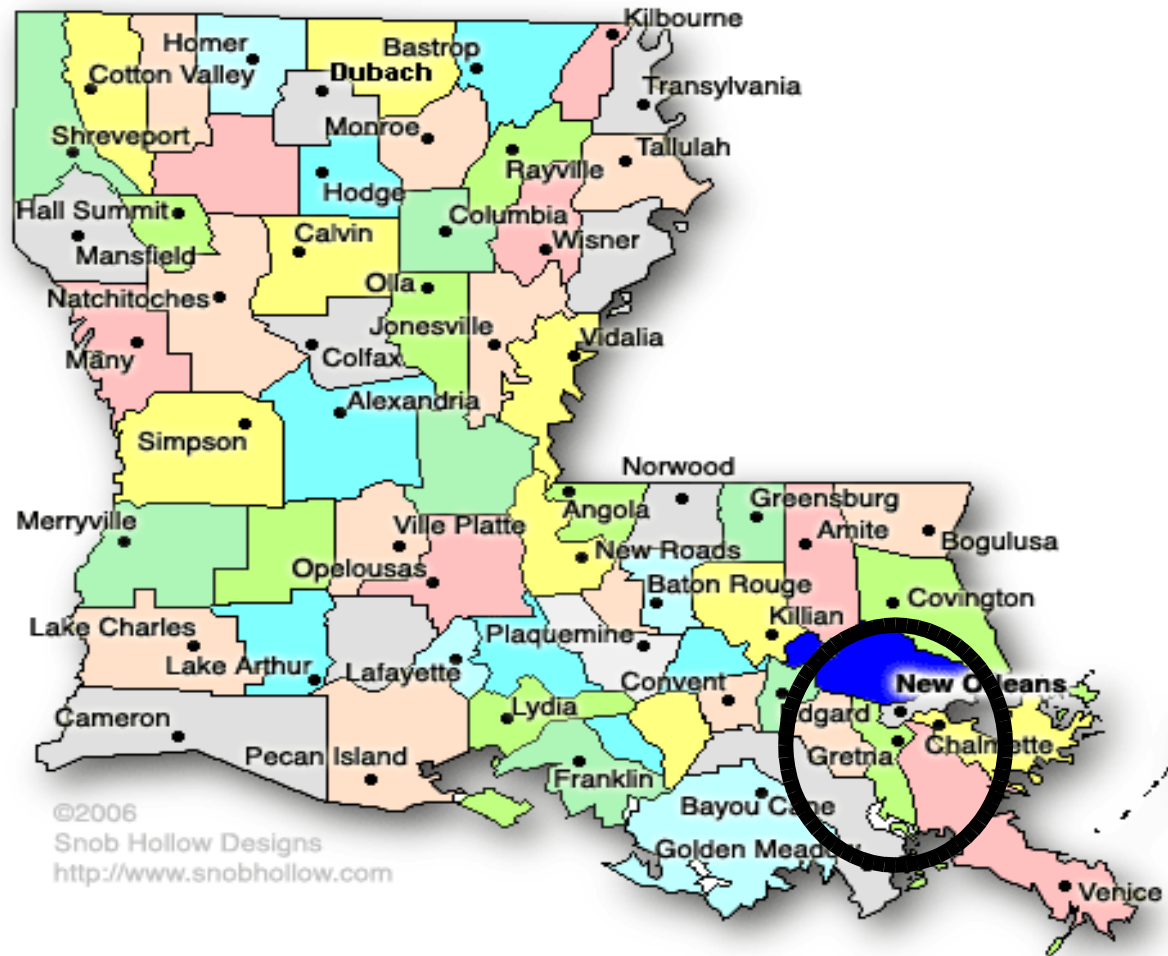
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Methodology

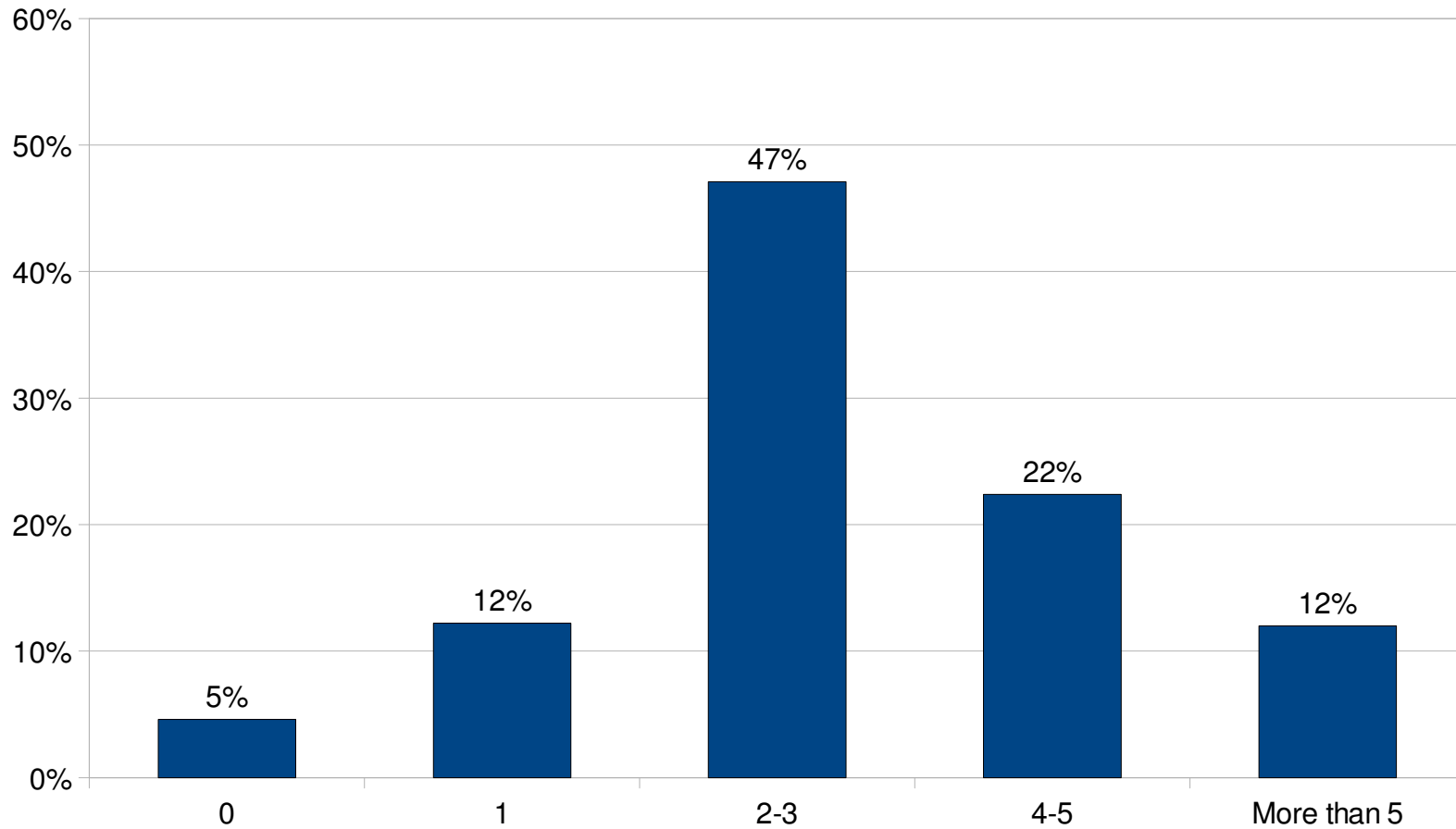
- Results are based on a telephone survey of 573 registered voters in Orleans and Jefferson Parishes who have lived in Southeast Louisiana for at least 10 years.
 - The original sample did not restrict participants to any particular time or residence in the area. However, in order to simplify analysis, only data from 10+ year residents are included, since these residents comprised over 95% of the total sample..
 - The sample was drawn from official listings of registered voters. These listings include telephone numbers as reported by the voter. Accordingly, the include cell phone numbers when applicable.
 - Interviewing took place during the final week of March 2009.
- Margins of Error:
 - - Full Sample +/- 4.1%
 - Within Parish Results +/- 5.9%
 - White Respondents +/- 5.2%
 - African-American Respondents +/- 7.0%



Orleans and Jefferson Parishes



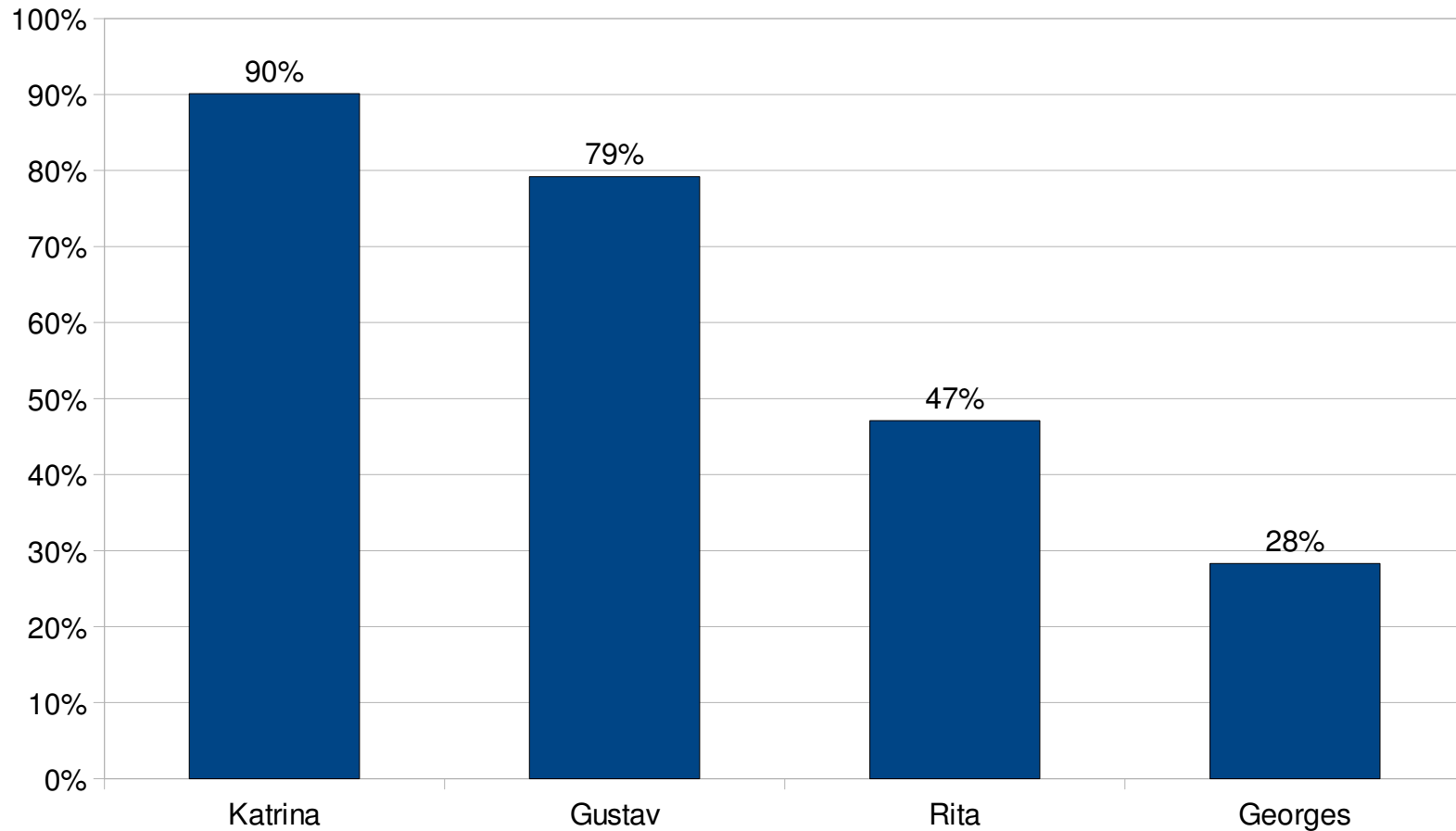
Number of Times Evacuated- Past 10 Years



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• Nearly half of area residents report having evacuated 2 or 3 times over the past 10 years.

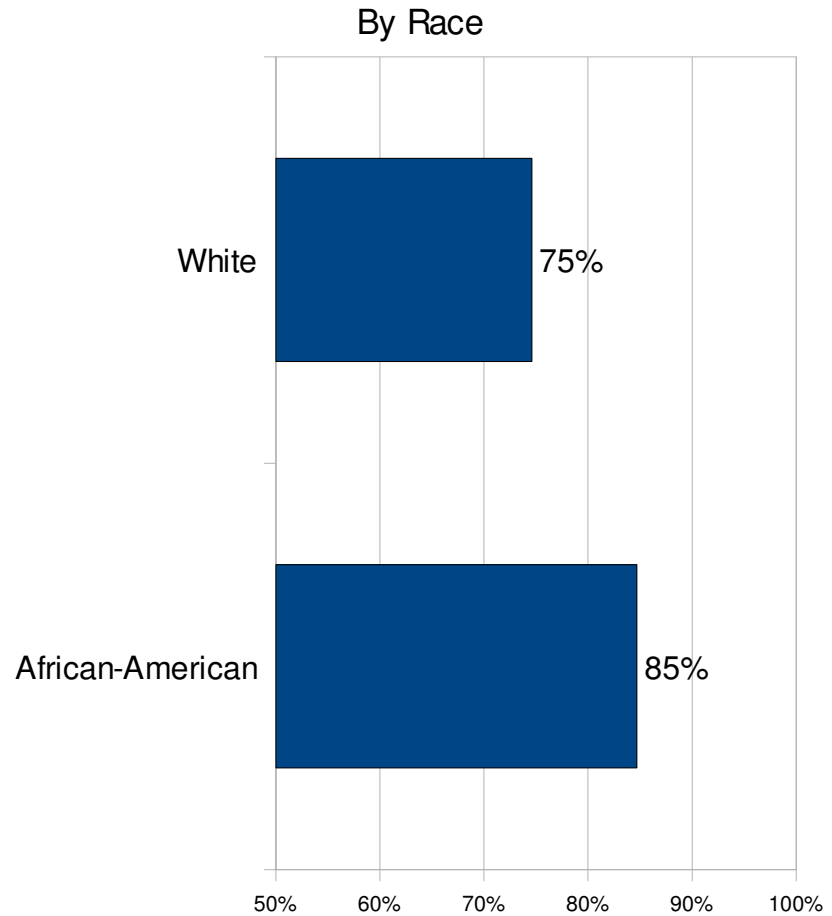
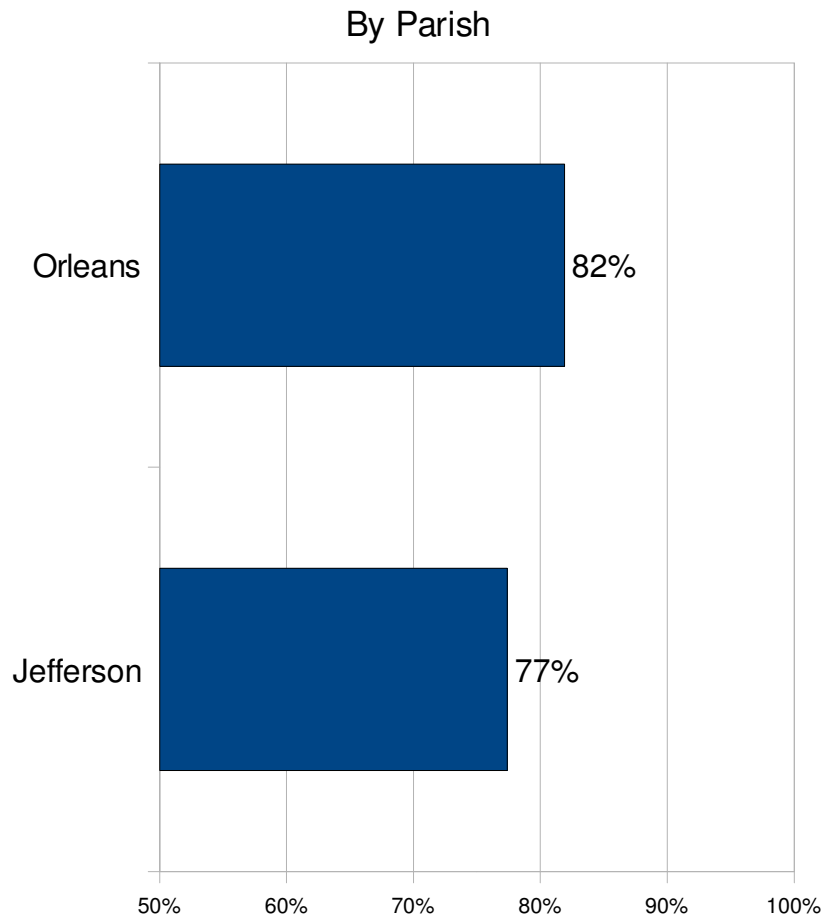
Hurricane Evacuations- Past 10 Years



•The rate of evacuation for Gustav was second only to that of Katrina.

Gustav Evacuation

BY PARISH AND RACE

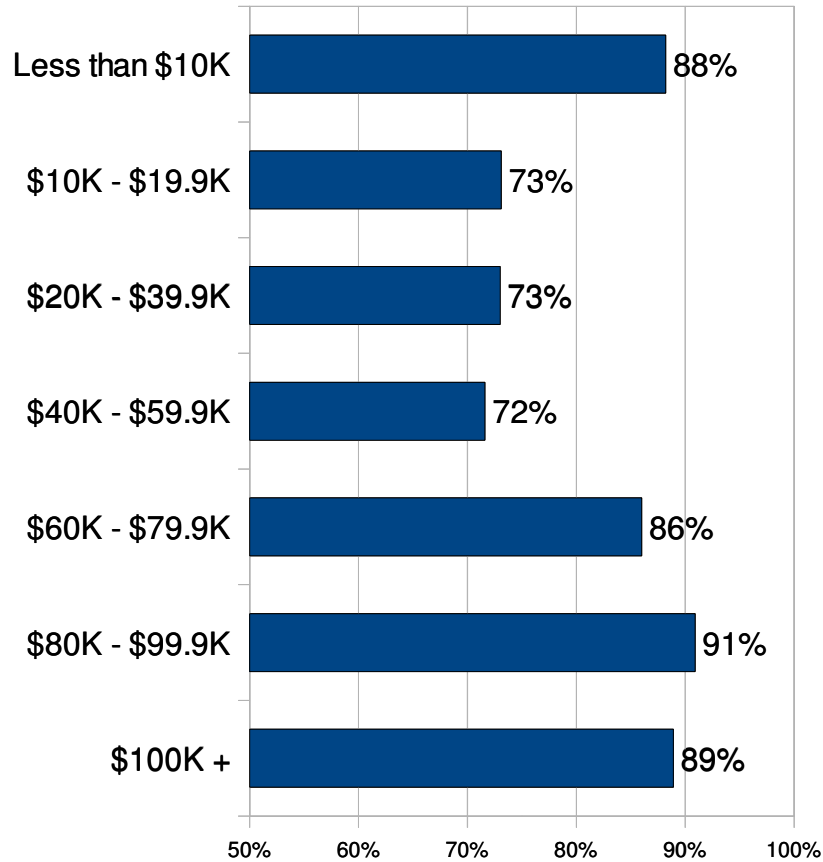


•Orleans Parish residents and African-Americans were somewhat more likely than others to evacuate for Hurricane Gustav.

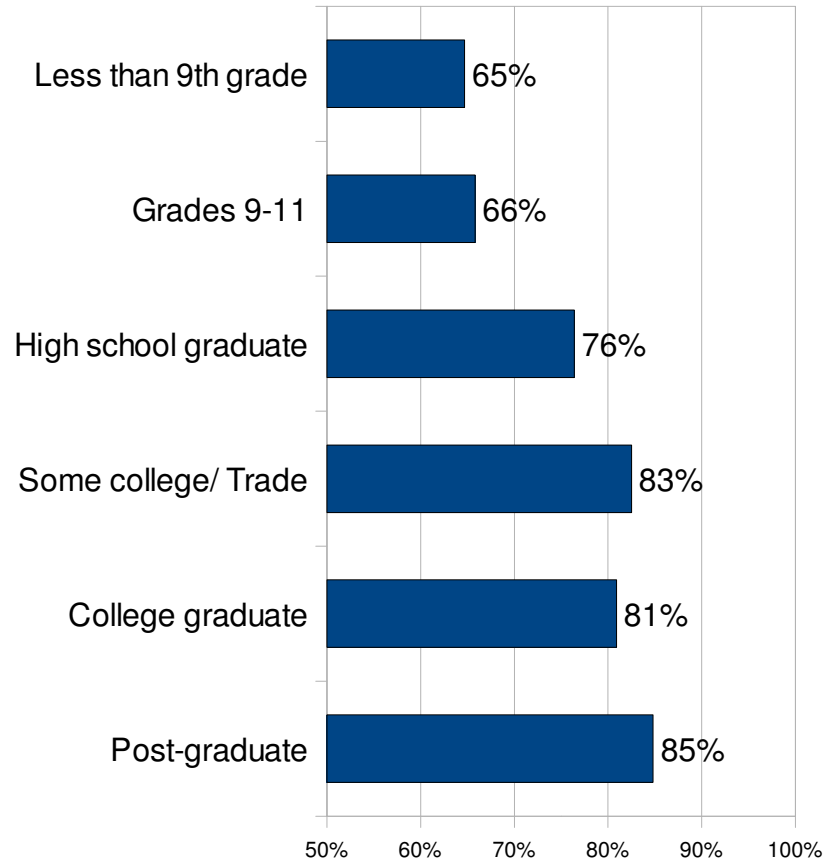
Gustav Evacuation

BY INCOME AND EDUCATION

By Income



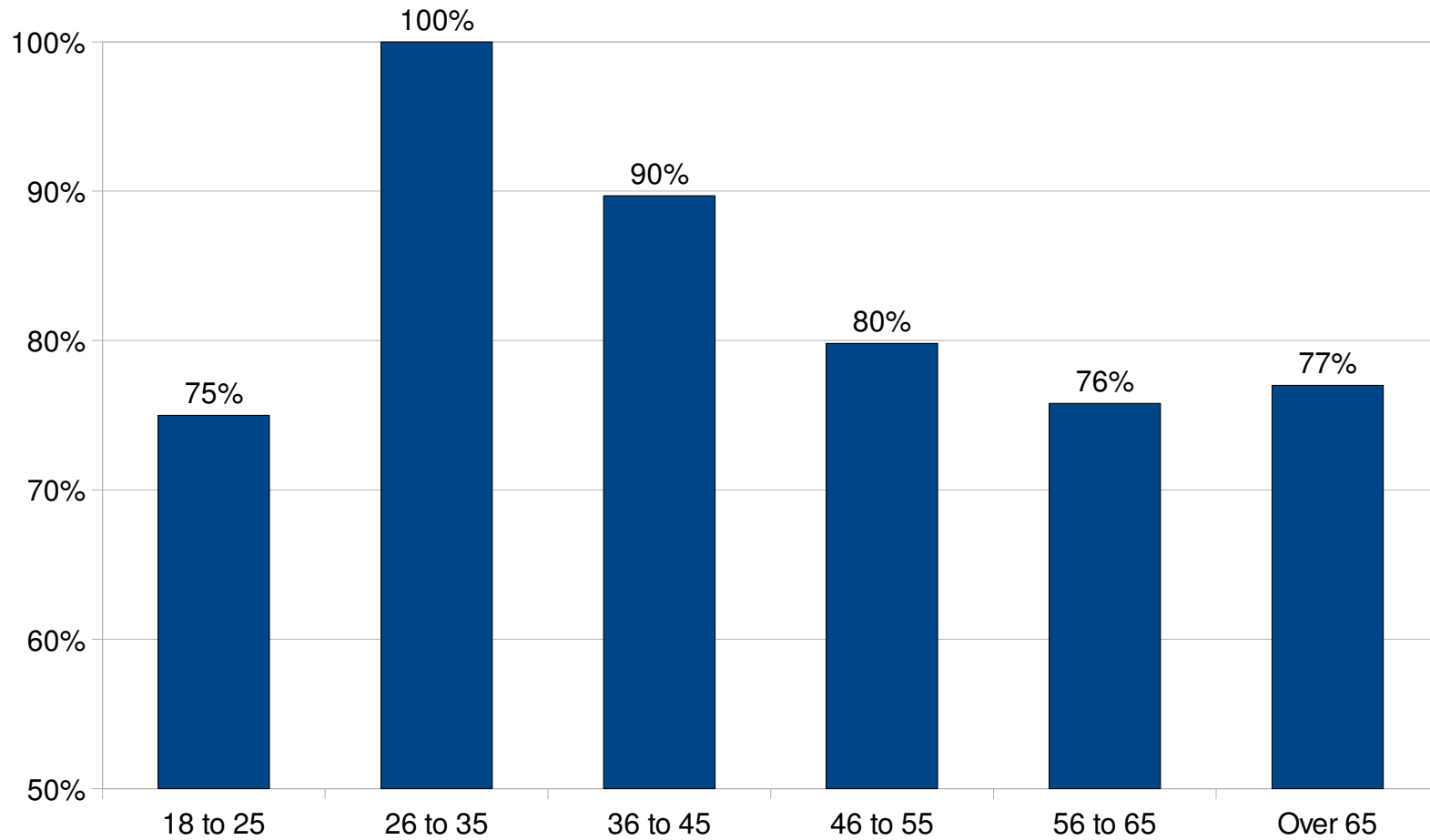
By Education



•Lower middle income and lesser educated residents were least likely to evacuate.

Gustav Evacuation

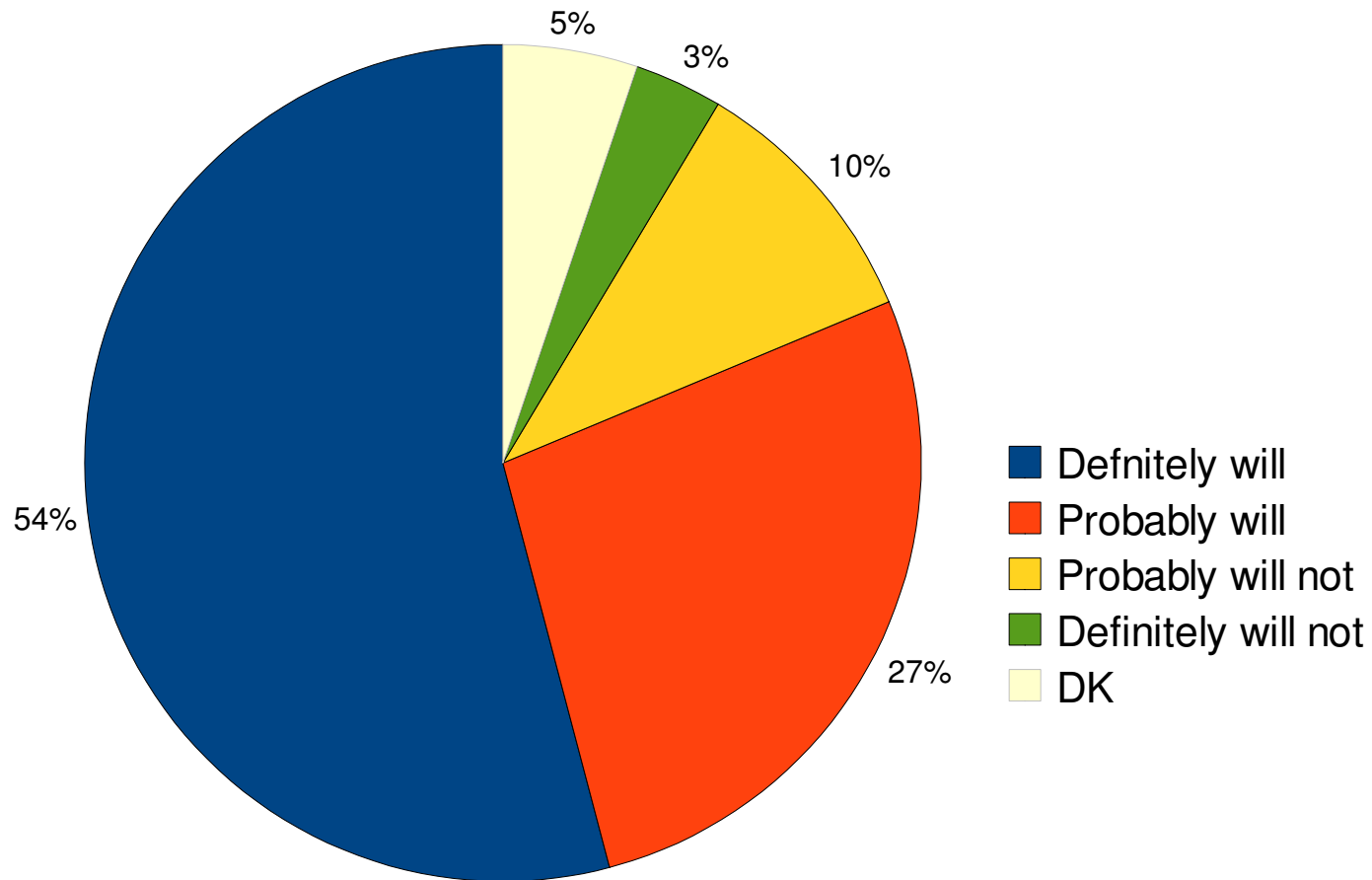
BY AGE



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•Residents between the ages of 26 and 45 were most likely to evacuate.

Will You Evacuate If Public Officials Advise It?

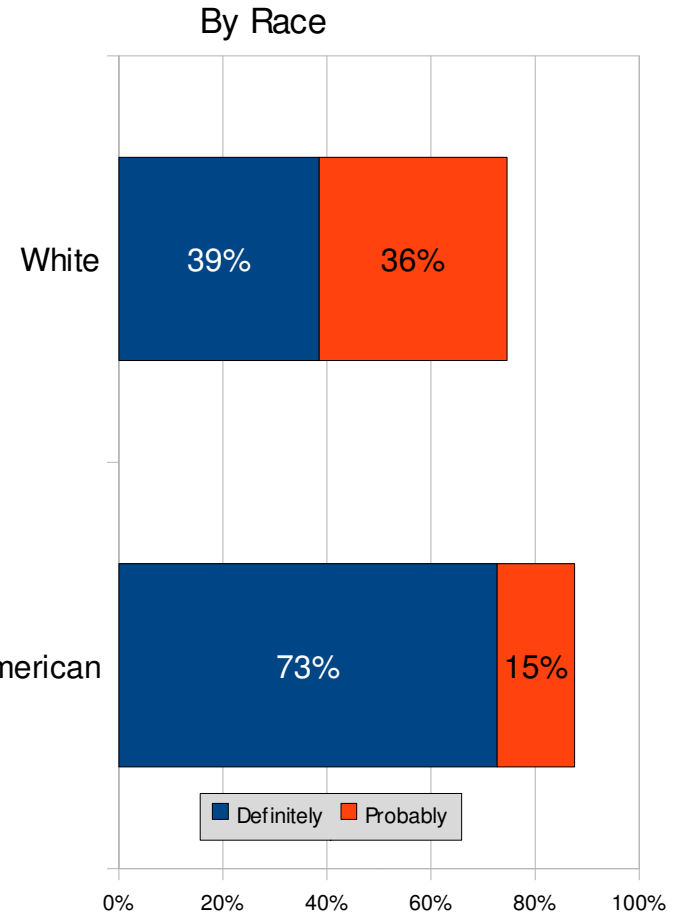
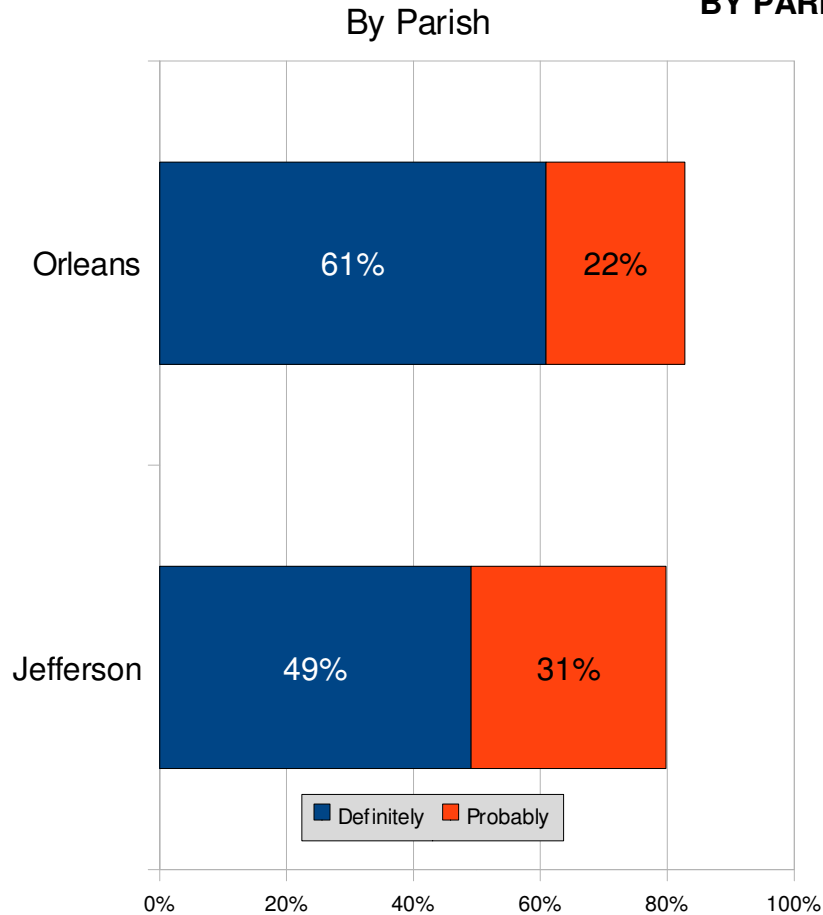


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•Over half of residents indicate that they would definitely evacuate if public officials recommended that they do so.

Will You Evacuate If Public Officials Advise It?

BY PARISH AND RACE



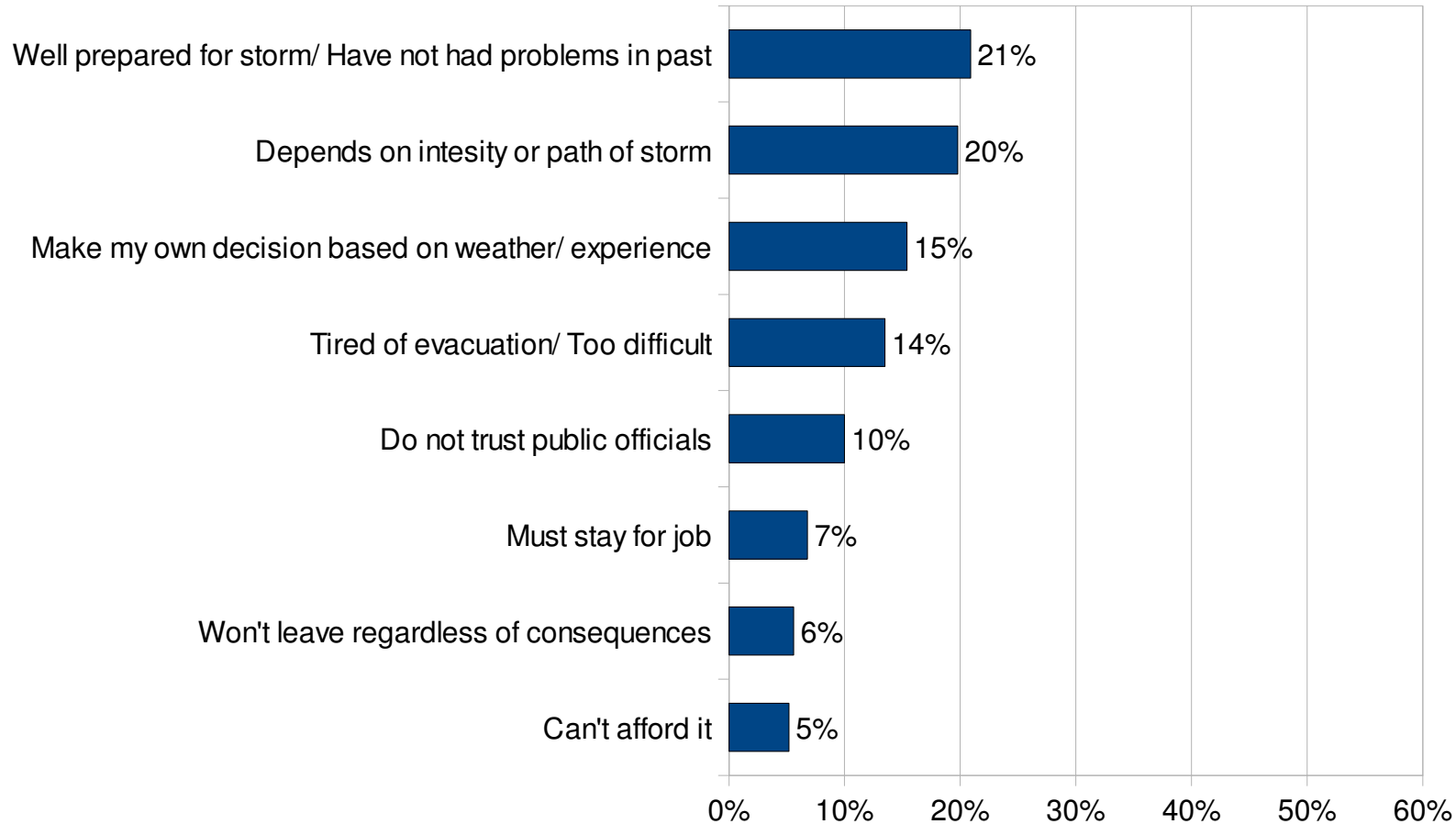
•Judging by the percentage of residents who “definitely will” evacuate, Orleans residents are somewhat more, and African-Americans are substantially more, likely to follow government evacuation recommendations.



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Why Won't You Evacuate?

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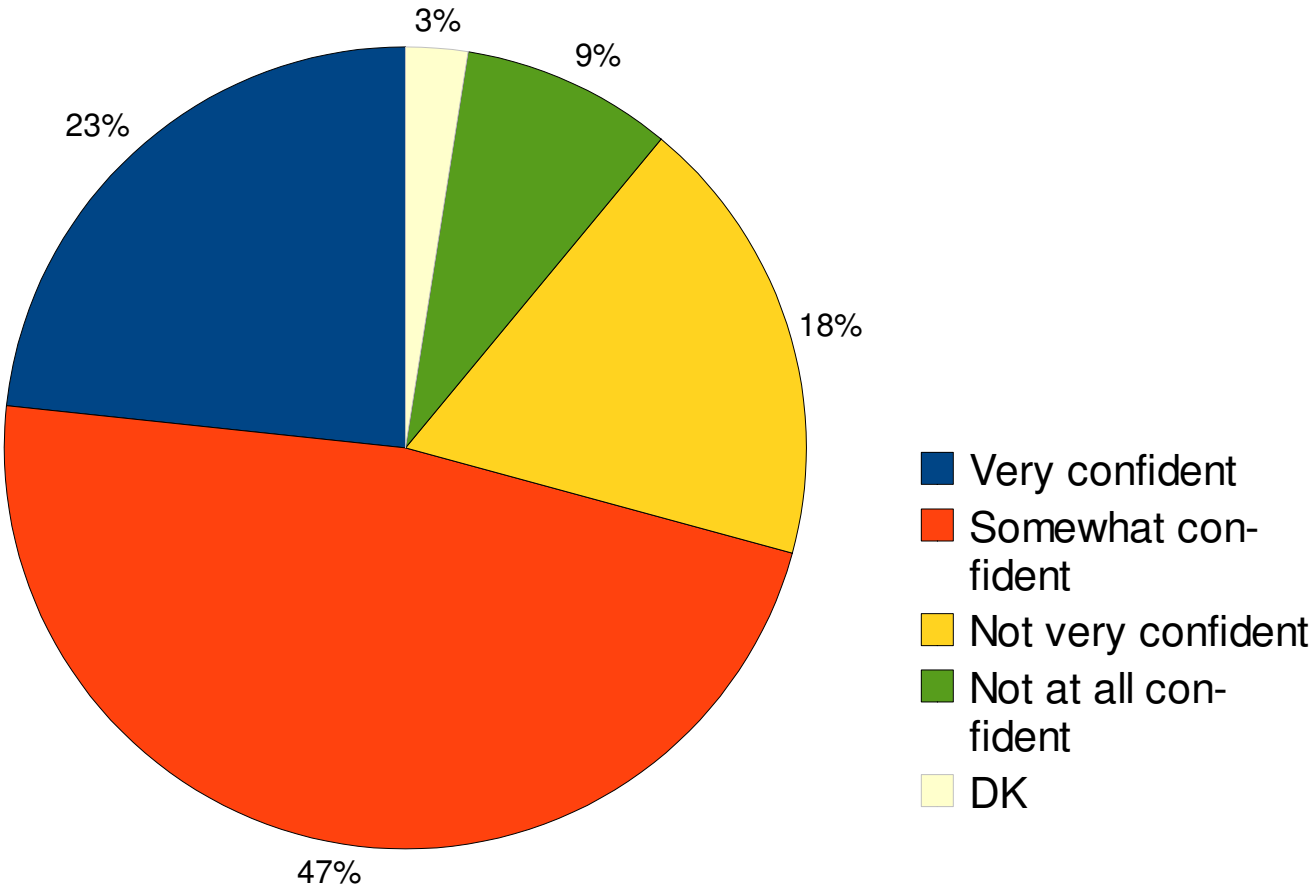


•The main reasons residents give for not following the evacuation recommendations of public officials is the belief that they are safe at home or that they can make their own decisions based on the specifics of the storm.



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Confidence in Public Officials To Respond Effectively



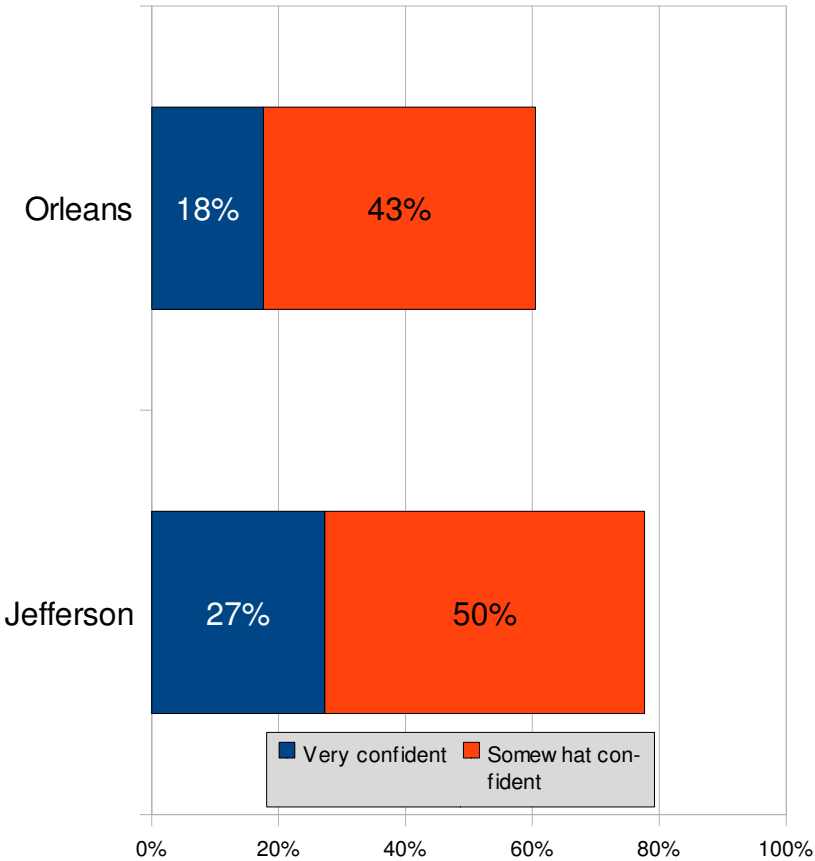
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•Most residents are at least somewhat confident of the ability of public officials to respond effectively to the threat of a hurricane

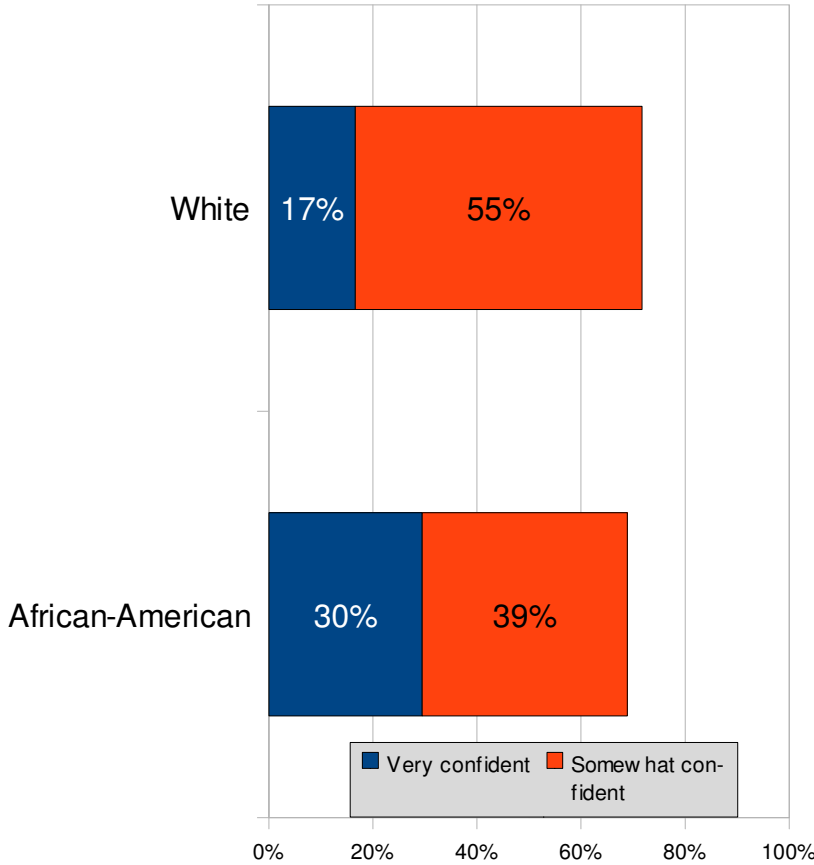
Confidence in Public Officials To Respond Effectively

BY PARISH AND RACE

By Parish



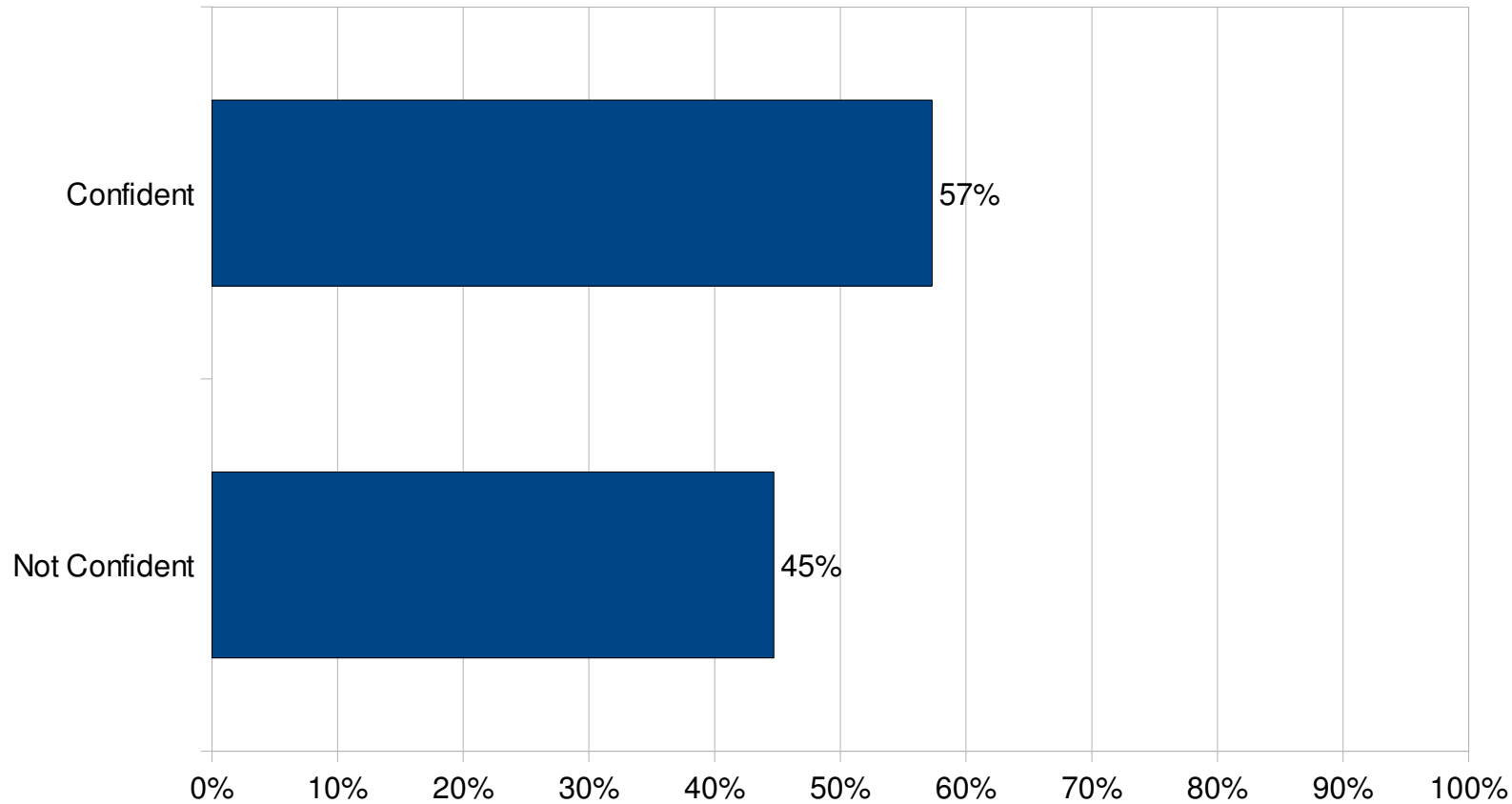
By Race



•Jefferson Parish residents are clearly more confident in the ability of their public officials to respond effectively to a hurricane threat than their Orleans Parish counterparts.

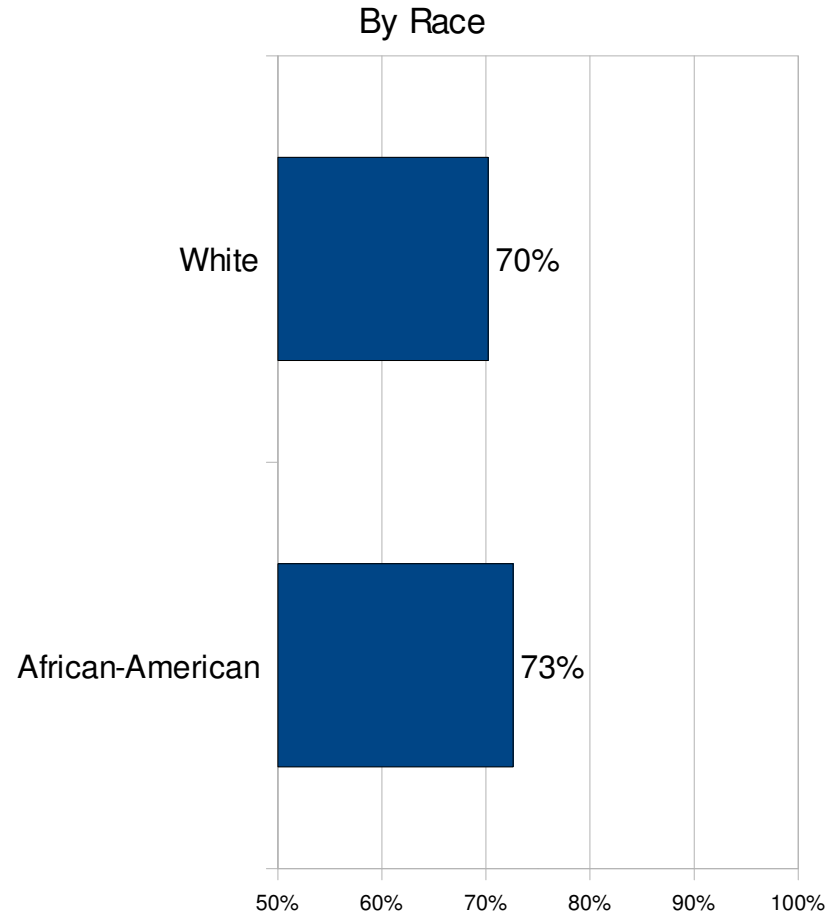
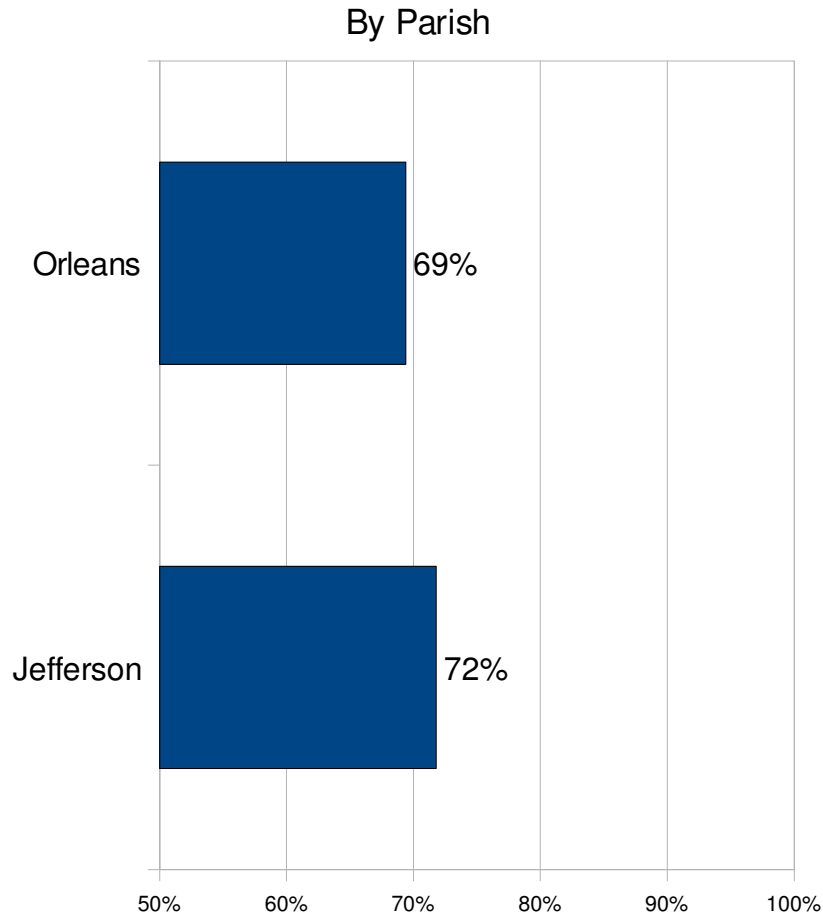
Evacuation Likelihood By Confidence in Officials

Percent "Very likely" to evacuate



Residents with Evacuation Plans

BY PARISH AND RACE

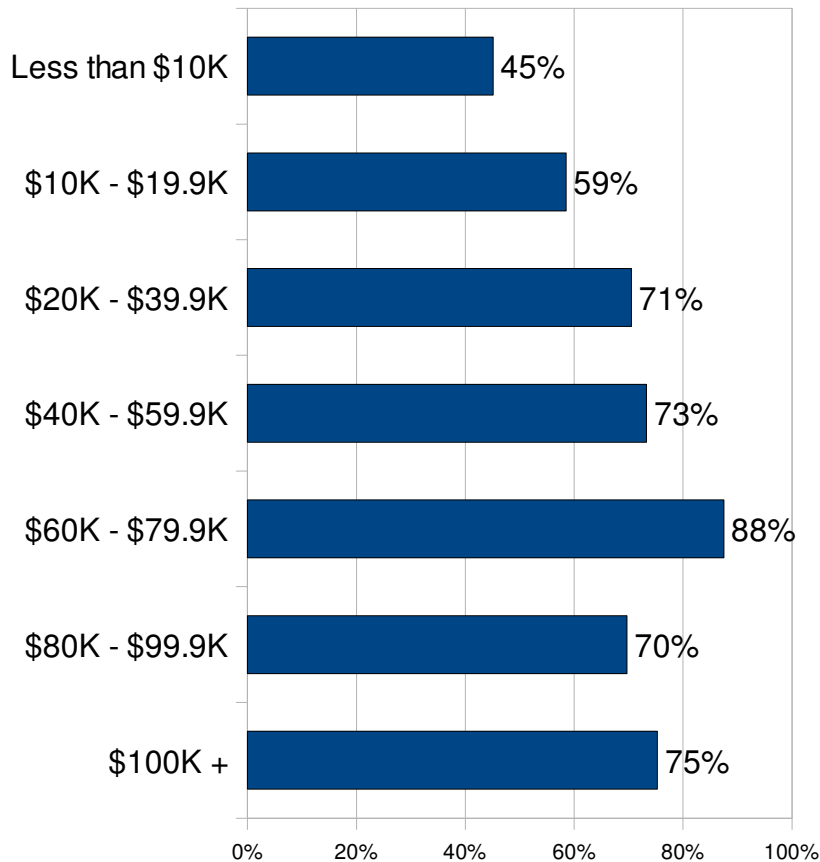


•The 71% of residents who report having definite plans for evacuation this coming hurricane season does not vary substantially by Parish or race.

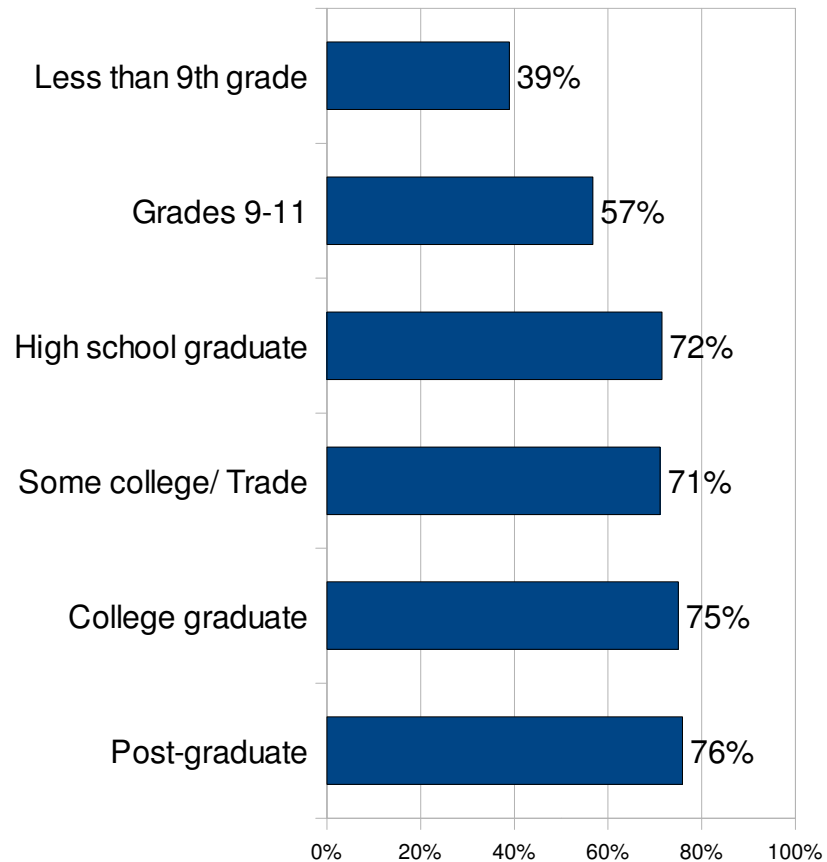
Residents with Evacuation Plans

BY INCOME AND EDUCATION

By Income



By Education



•Evacuation planning varies predictably with income education. Additional analysis also discloses that the youngest residents are the least likely to plan.