2009 Quality of Life Study - Hurricane and Evacuation Preparedness Supplement

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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
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%
Nearly half of area residents report having evacuated 2 or 3 times over the past 10 years.
• The rate of evacuation for Gustav was second only to that of Katrina.
Gustav Evacuation
BY PARISH AND RACE

By Parish

Orleans 82%
Jefferson 77%

By Race

White 75%
African-American 85%

• Orleans Parish residents and African-Americans were somewhat more likely than others to evacuate for Hurricane Gustav.
• Lower middle income and lesser educated residents were least likely to evacuate.
Residents between the ages of 26 and 45 were most likely to evacuate.
Will You Evacuate If Public Officials Advise It?

- 54% Definitely will
- 27% Probably will
- 10% Probably will not
- 3% Definitely will not
- 5% DK

• 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

By Parish

- Orleans: 61% Definitely, 22% Probably
- Jefferson: 49% Definitely, 31% Probably

By Race

- White: 39% Definitely, 36% Probably
- African-American: 73% Definitely, 15% Probably

- 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.
Why Won't You Evacuate?

n=106

- Well prepared for storm/ Have not had problems in past: 21%
- Depends on intensity or path of storm: 20%
- Make my own decision based on weather/ experience: 15%
- Tired of evacuation/ Too difficult: 14%
- Do not trust public officials: 10%
- Must stay for job: 7%
- Won't leave regardless of consequences: 6%
- Can't afford it: 5%

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

Likelihood of evacuation is impacted by confidence in public officials, though not strongly.
Residents with Evacuation Plans

BY PARISH AND RACE

By Parish

- Orleans: 69%
- Jefferson: 72%

By Race

- White: 70%
- African-American: 73%

• 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
- Less than $10K: 45%
- $10K - $19.9K: 59%
- $20K - $39.9K: 71%
- $40K - $59.9K: 73%
- $60K - $79.9K: 88%
- $80K - $99.9K: 70%
- $100K +: 75%

By Education
- Less than 9th grade: 39%
- Grades 9-11: 57%
- High school graduate: 72%
- Some college/ Trade: 71%
- College graduate: 75%
- Post-graduate: 76%

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