

Hurricane Complacency Among Coastal Residents

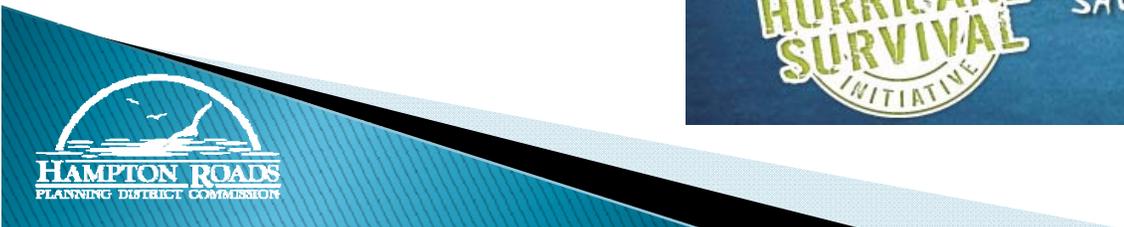
Mason-Dixon Poll

Richard Flannery – Regional Emergency
Management Planner



National Hurricane Survival Initiative

- ▶ Interactive Web site www.HurricaneSafety.org
- ▶ 30 minute television program “Hurricane Survival 2008”
- ▶ 2008 Mason–Dixon Poll
 - Surveyed 1,100 adults in the Atlantic and Gulf Coast states between May 6–12, 2008
 - Results
 - Risk
 - Insurance
 - Evacuation
 - Post–Hurricane



Risk

- ▶ 54% don't feel vulnerable to a hurricane or related tornado or flooding
- ▶ 56% have no family disaster plan
- ▶ 67% have no hurricane survival kit
- ▶ 85% have not taken steps to make their home more resilient



Insurance

- ▶ 1 in 4 may not have replacement coverage
- ▶ 38% did not know that their standard homeowners policies do not cover flooding
- ▶ 27% thought their home owners insurance covered flooding



Evacuation

- ▶ 13% might not or would not evacuate even if ordered to do so
- ▶ 17% would not evacuate until a storm is 12–24 hours from landfall
- ▶ 12% of residents surveyed are responsible for an elderly or disabled person
 - 25% of them have no plan for that person in the event of a hurricane



Post-Hurricane

- ▶ 53% would not wait for word from officials before heading home
 - 29% would return to a hurricane-ravaged area as soon as the storm passed
- ▶ 20% believe it is the governments' responsibility to provide supplies in the first few days after a hurricane



Conclusion

- ▶ Complete poll results available at www.HurricaneSafety.org
- ▶ Questions