

Hurricane Preparedness

TallahasseeVoices is a pro bono internet survey panel sponsored by Kerr & Downs Research and the Tallahassee Democrat. This survey was conducted during November, 2007, and 611 TallahasseeVoices panelists responded. The results are reflective of Tallahassee area adults with access to email at home, school, or work, which represents about 85% of local residents.

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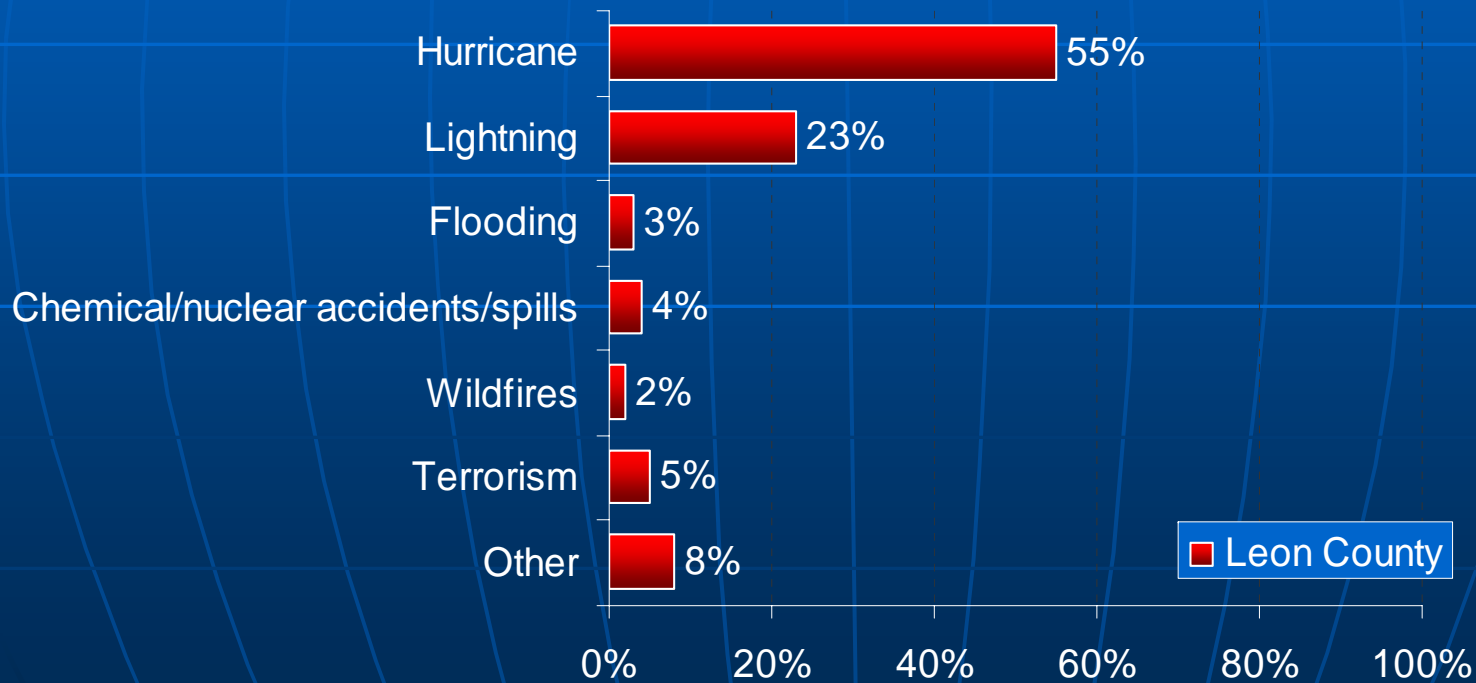
Major Findings

Tallahasseeans have been lulled into complacency

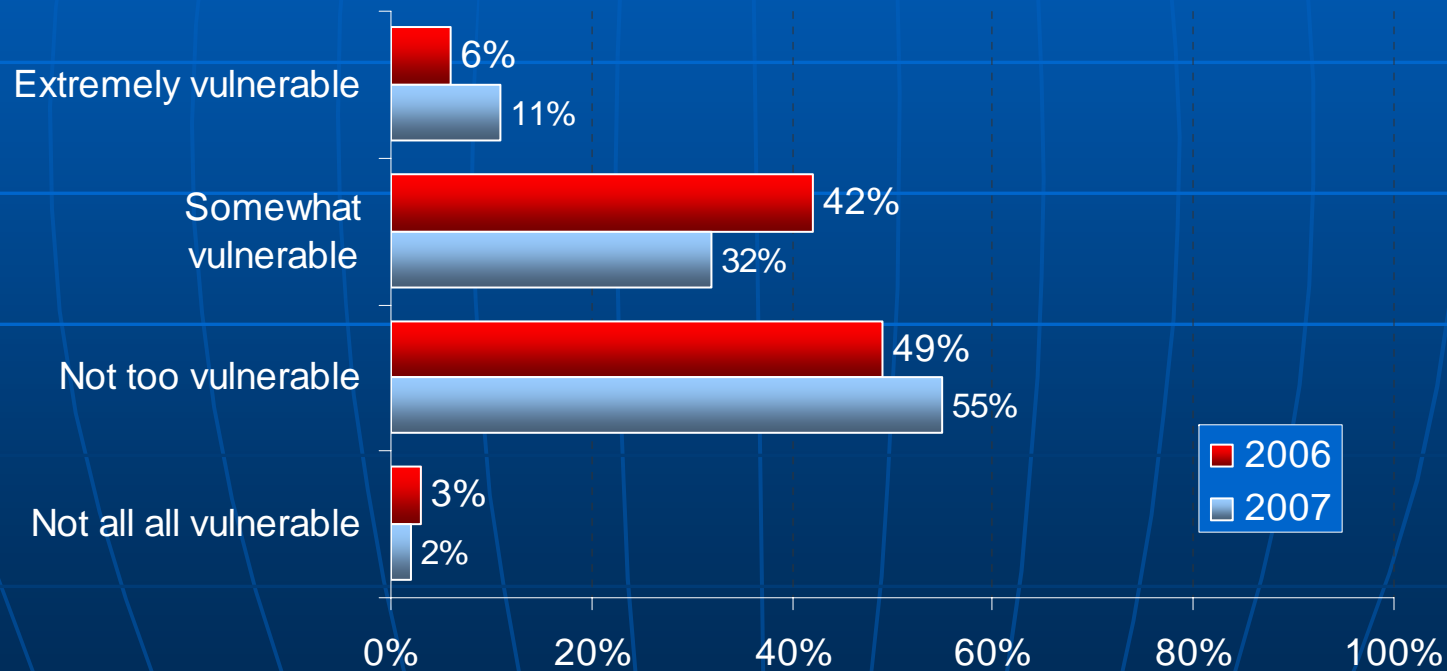
- Because of 2 years of limited hurricane activity in Florida, Tallahassee residents are less prepared for hurricanes in 2007 than they were in 2006.
- Local residents are less likely in 2007 to have hurricane survival kits, family disaster plans, battery powered radios, important papers readily accessible in case of evacuation, and 3-day supplies of non perishable foods and flashlight batteries.
- Local residents are less likely in 2007 to evacuate if Category 1 and Category 3 hurricanes hit this area.
- Despite the prevalence of lightning and the infrequent occurrence of hurricanes in this area, residents are twice as likely to name hurricanes as the threat they fear most.
- 11% of residents feel extremely vulnerable to damage from a hurricane, tornado or flooding hazards.
- 13% of residents believe that emergency planners overstate the risks from storms.
- 19% of residents believe that The Weather Channel overstates the risks of storms.

Which threat is of most concern to you regarding your personal safety, your home, and your possessions?

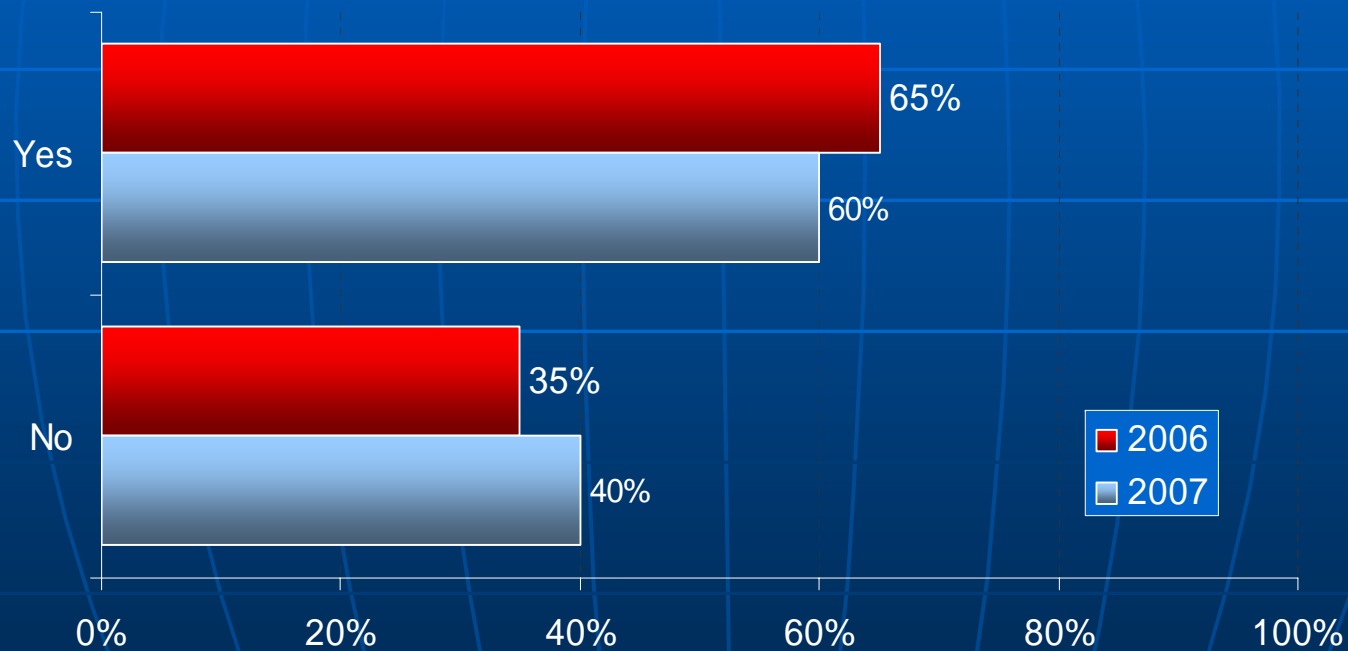
2007



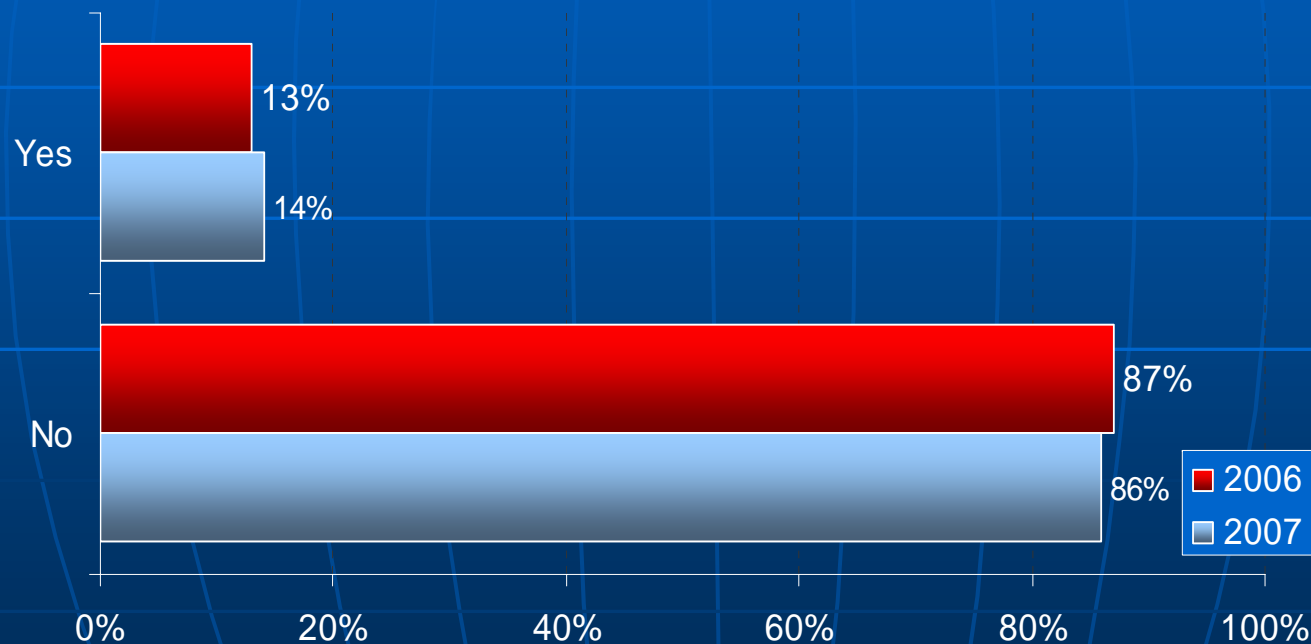
How vulnerable is your home to damage from a hurricane or related tornado or flooding hazards?



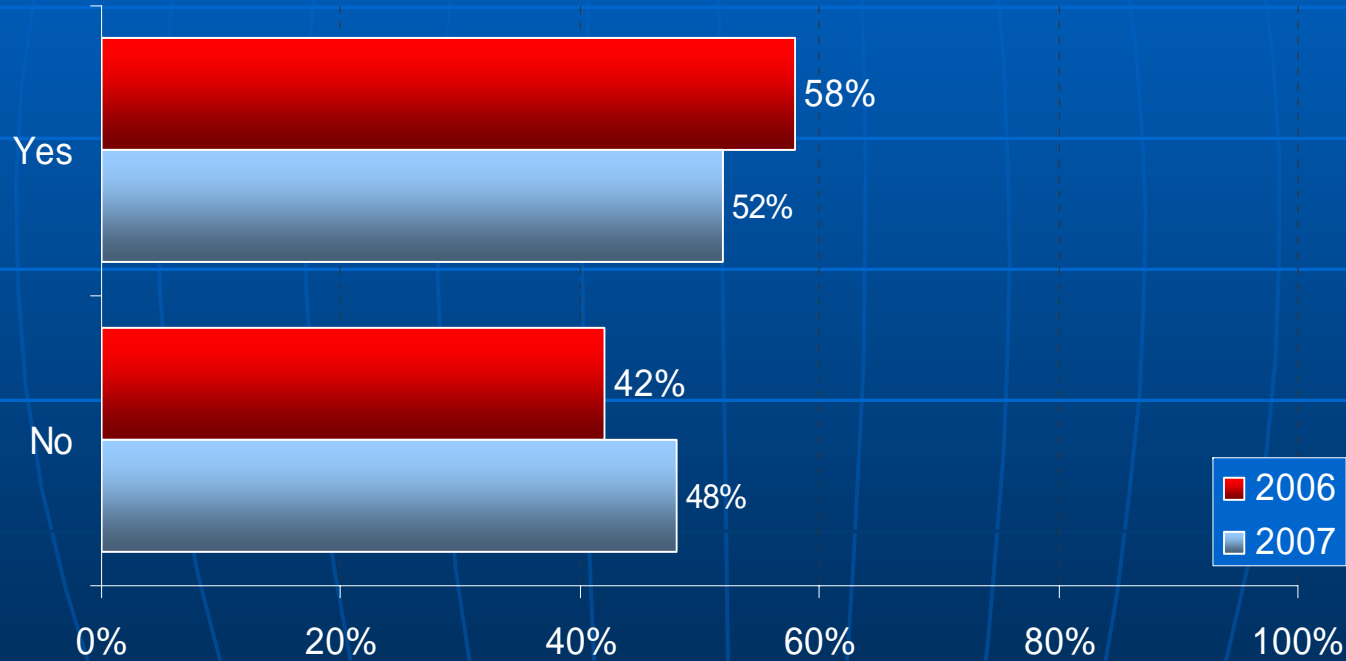
Do you have a family disaster plan in the event a serious hurricane threatens your area?



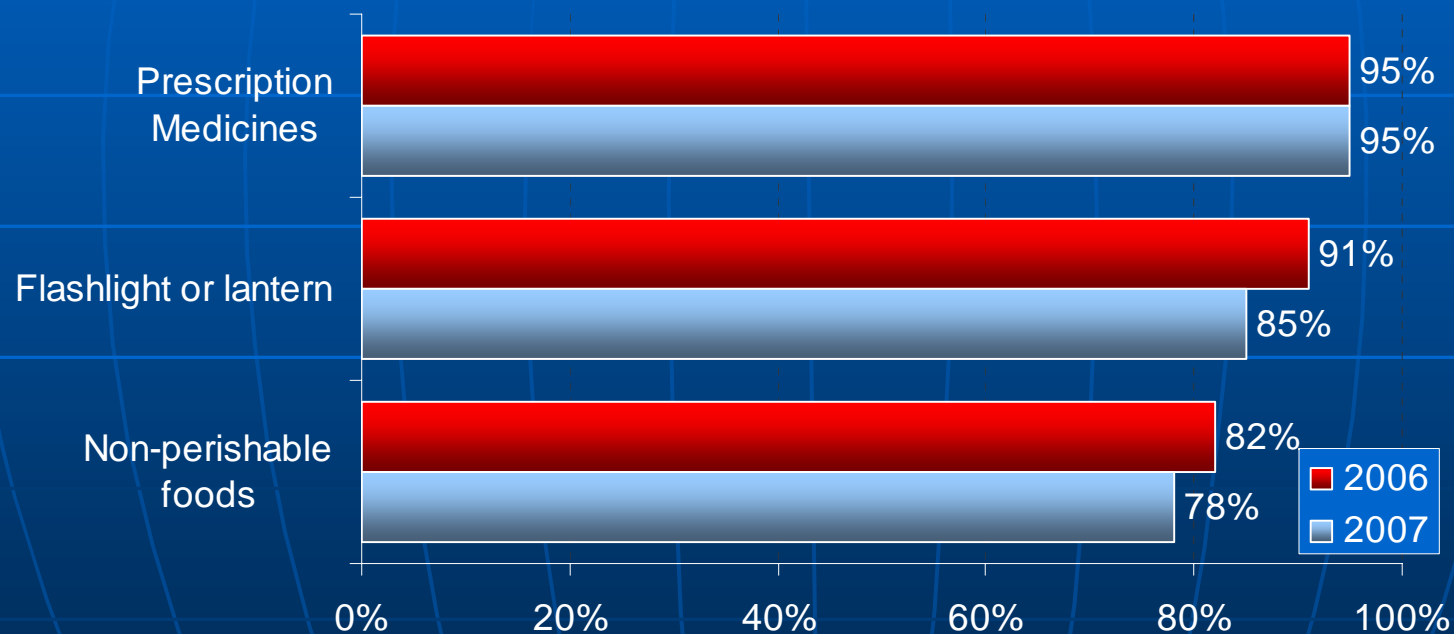
Since the last hurricane season, have you taken any steps to make your home structurally stronger?



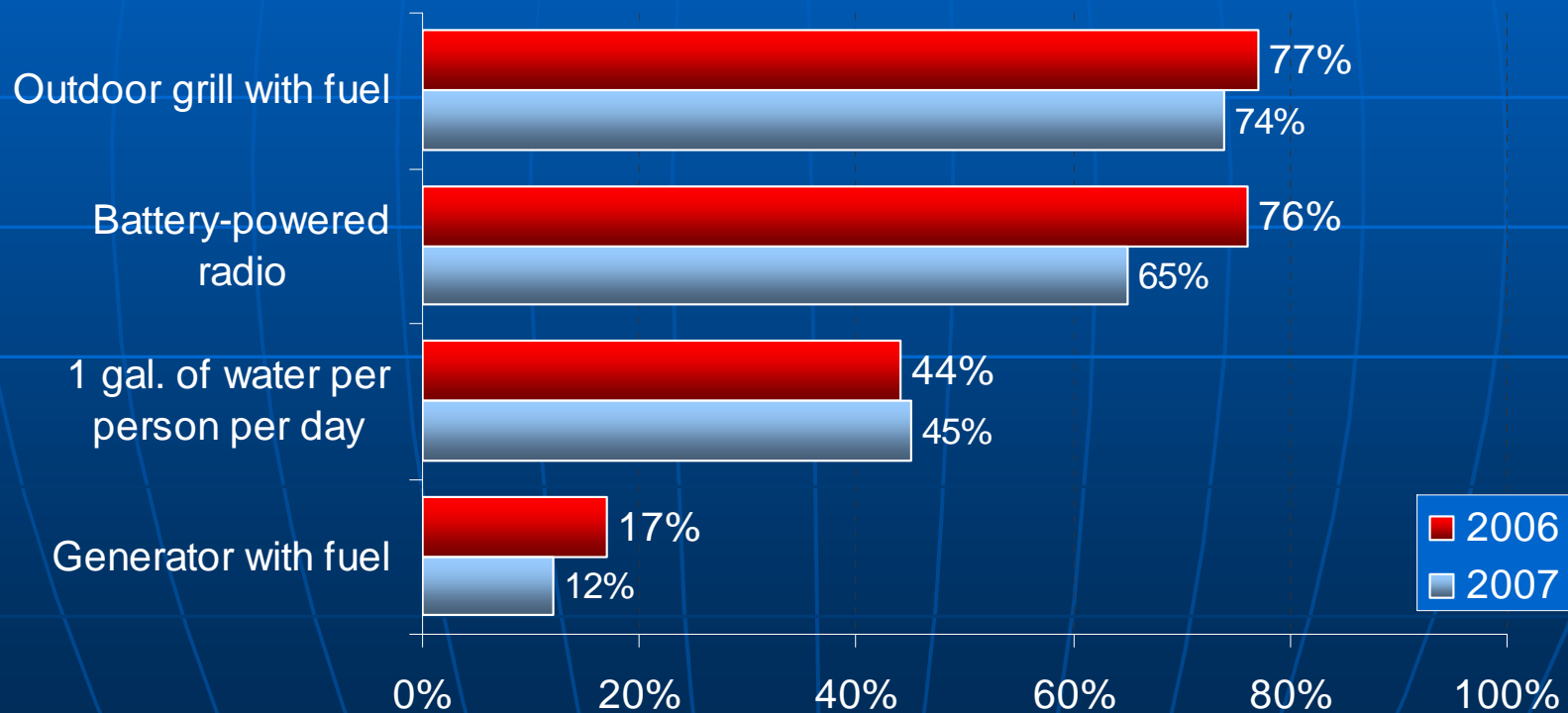
Do you have a hurricane survival kit?



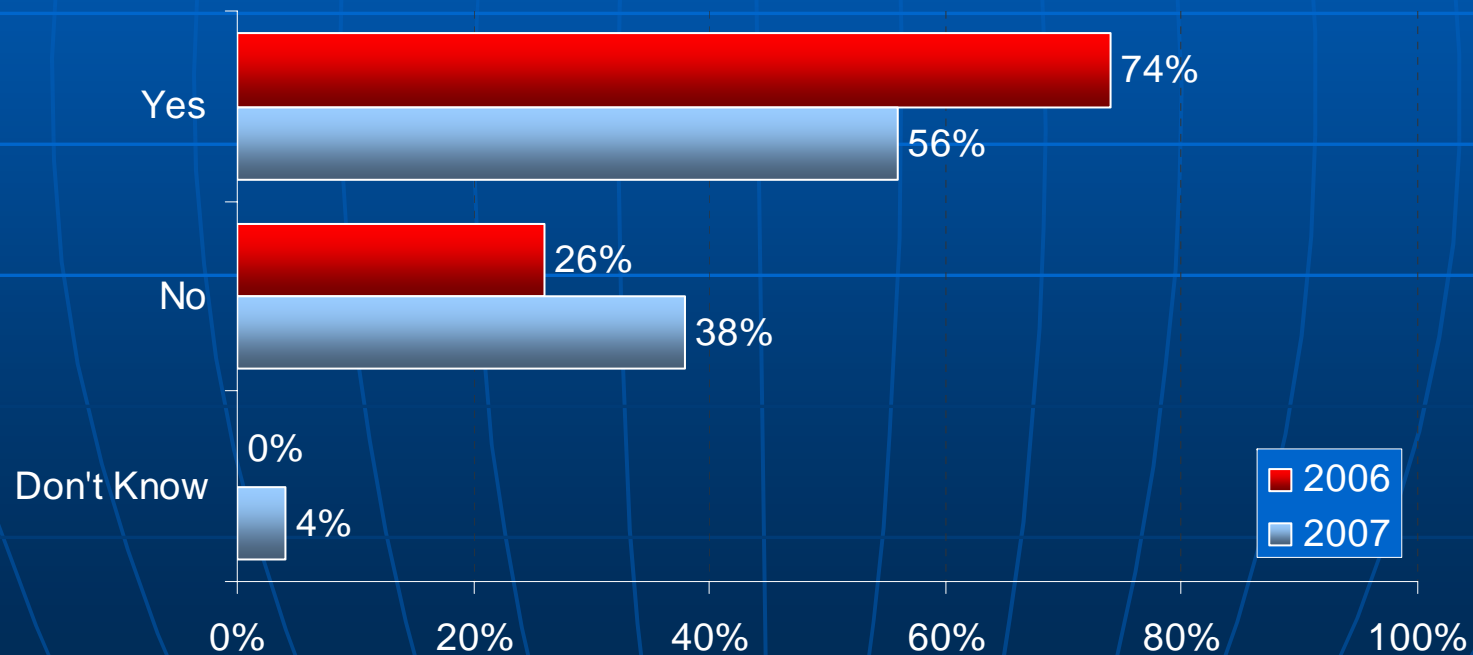
If a disaster struck TODAY would you have a 3 day supply of the following items?



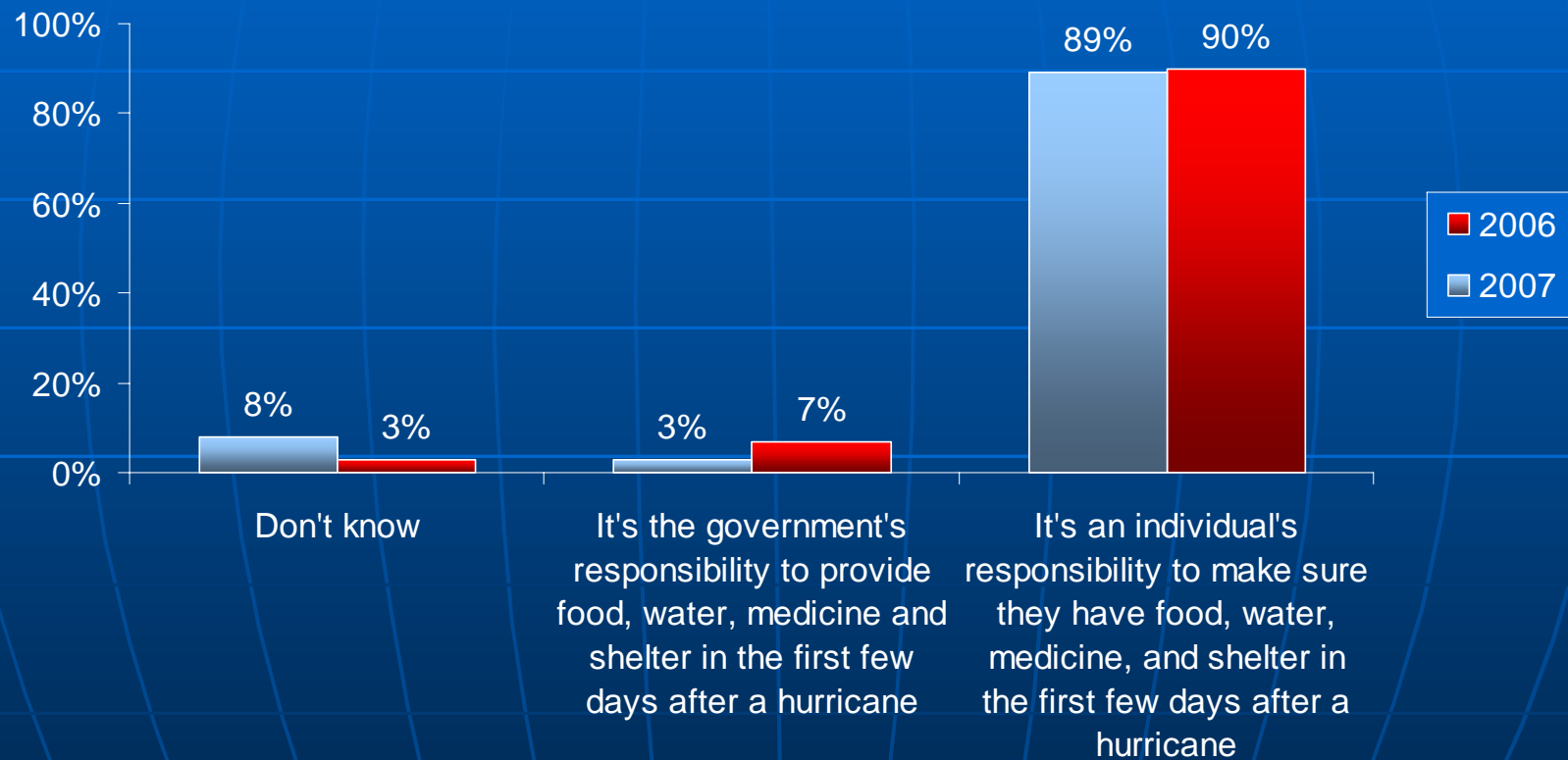
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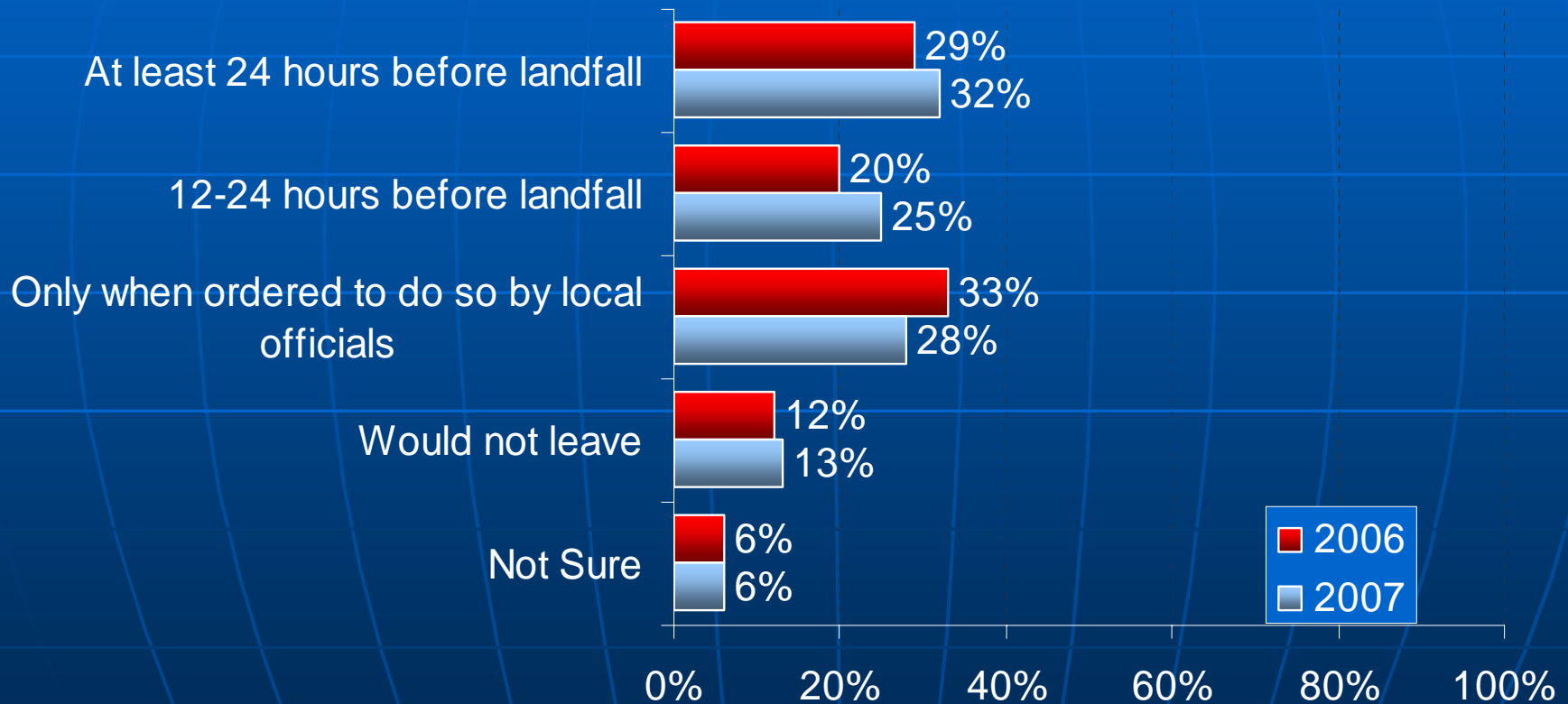
Do you have important papers readily available to take in case you have to evacuate your home?



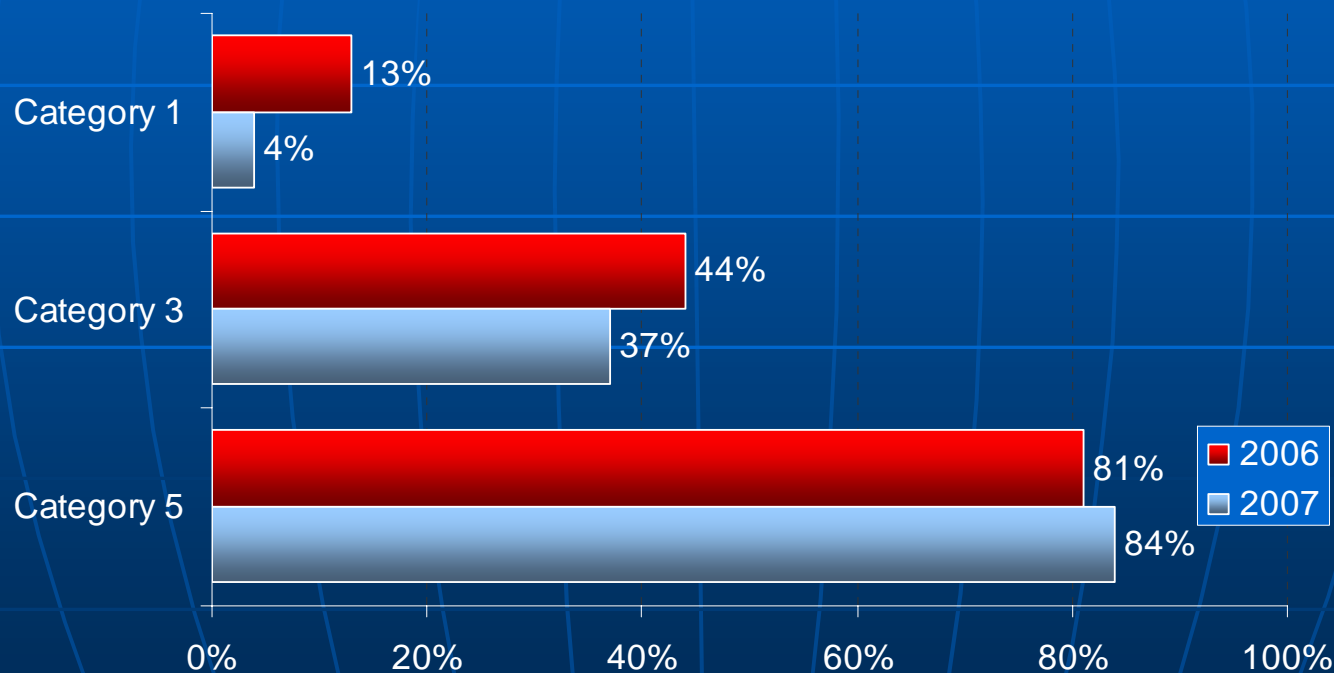
Responsibility



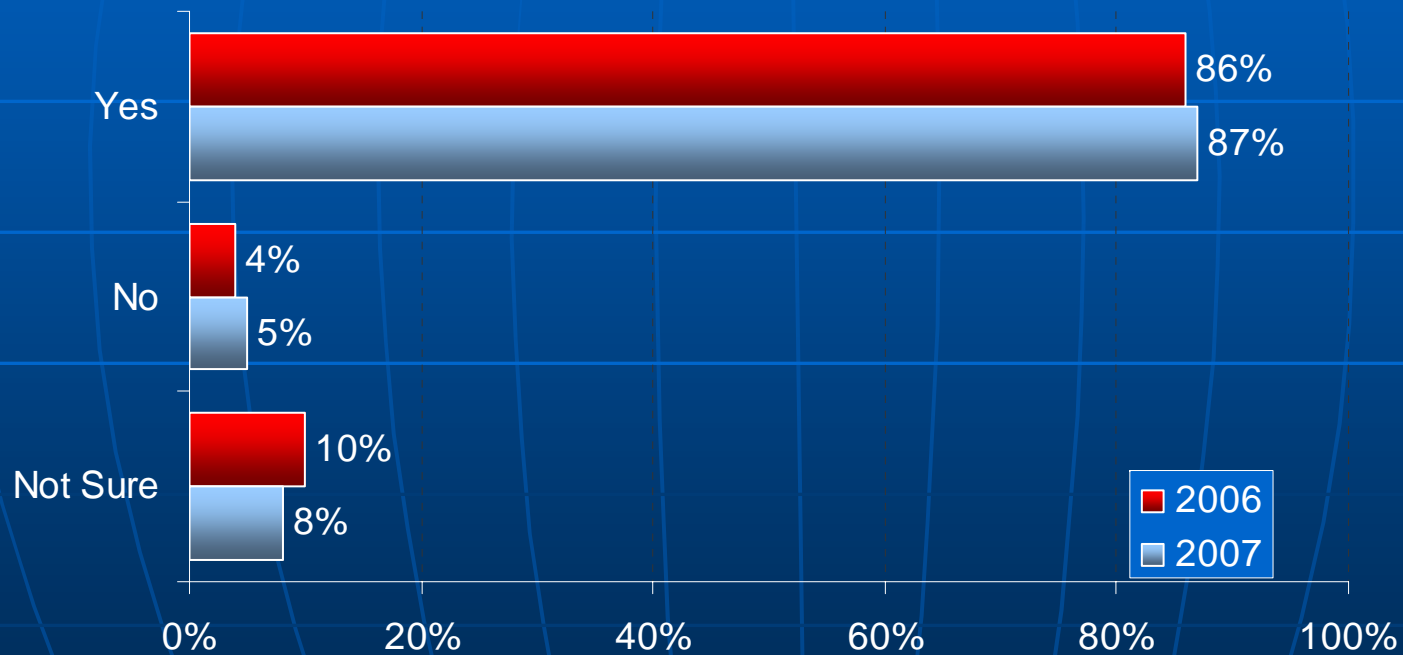
If a major storm approached when would you leave?



Depending on the category of the hurricane would you evacuate your home for some place safer?

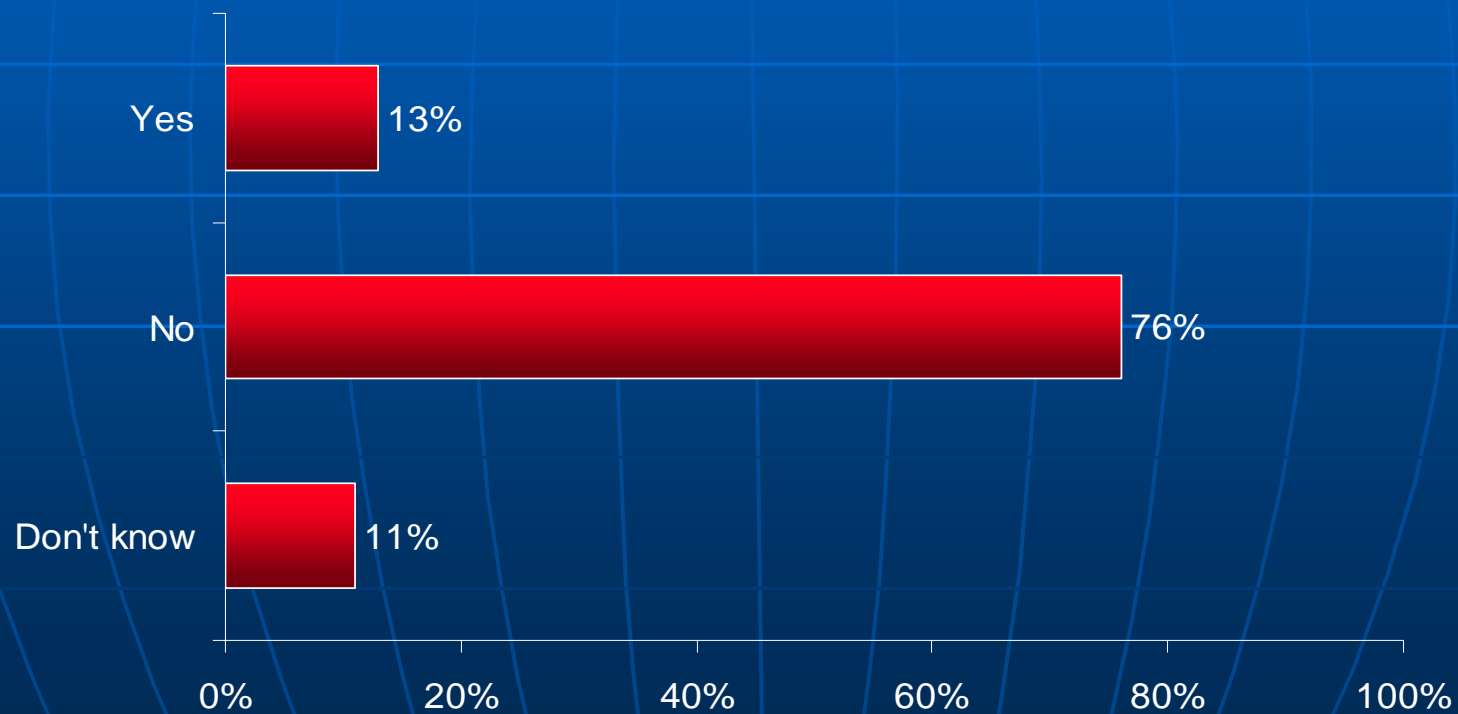


Would you evacuate if ordered to do so by emergency officials?



Do emergency planners overstate the threat of hurricanes?

2007



Do you think The Weather Channel overstates the threat of hurricanes?

2007

