



Hurricane Preparedness

***TallahasseeVoices* is a pro bono internet survey panel sponsored by Kerr & Downs Research with special media support of WCTV. Survey was conducted May 24th to 25th, 2011. 503 of the 5,000 panel members responded. Results are weighted to reflect the demographics of the 90%+ local residents who have access to the internet at home, work, or school.**

**TallahasseeVoices – brought to you by:
Kerr & Downs Research
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Disaster Plans & Survival Kits

Leon County residents are less prepared for hurricanes now compared to six years ago – several years of limited hurricane activity may have created a sense of complacency that could turn deadly

- 54% of families have disaster plans – down from 65% 6 years ago
 - Only 5% of families have a written disaster plan
- 53% of families have disaster survival kits – down from 58% 6 years ago
 - Most families store their disaster survival kits in their bedroom or study/den

Other hurricane preparedness concerns

- Families are less likely today compared to 6 years ago to have:
 - Sufficient water for 3 days
 - Flashlights or lanterns
 - 3-day supply of prescription medications
 - 3-day supply of non-perishable food
 - Battery powered radio with batteries

Evacuation Plans

- 74% of families would not evacuate until 24 hours before the projected landfall of a Category 3 hurricane
 - 15% would not ever evacuate in the face of a Category 3 hurricane then
- %s who would evacuate in different storms:
 - 88% - Category 5 hurricane
 - 47% - Category 3 hurricane
 - 28% - Category 1 hurricane

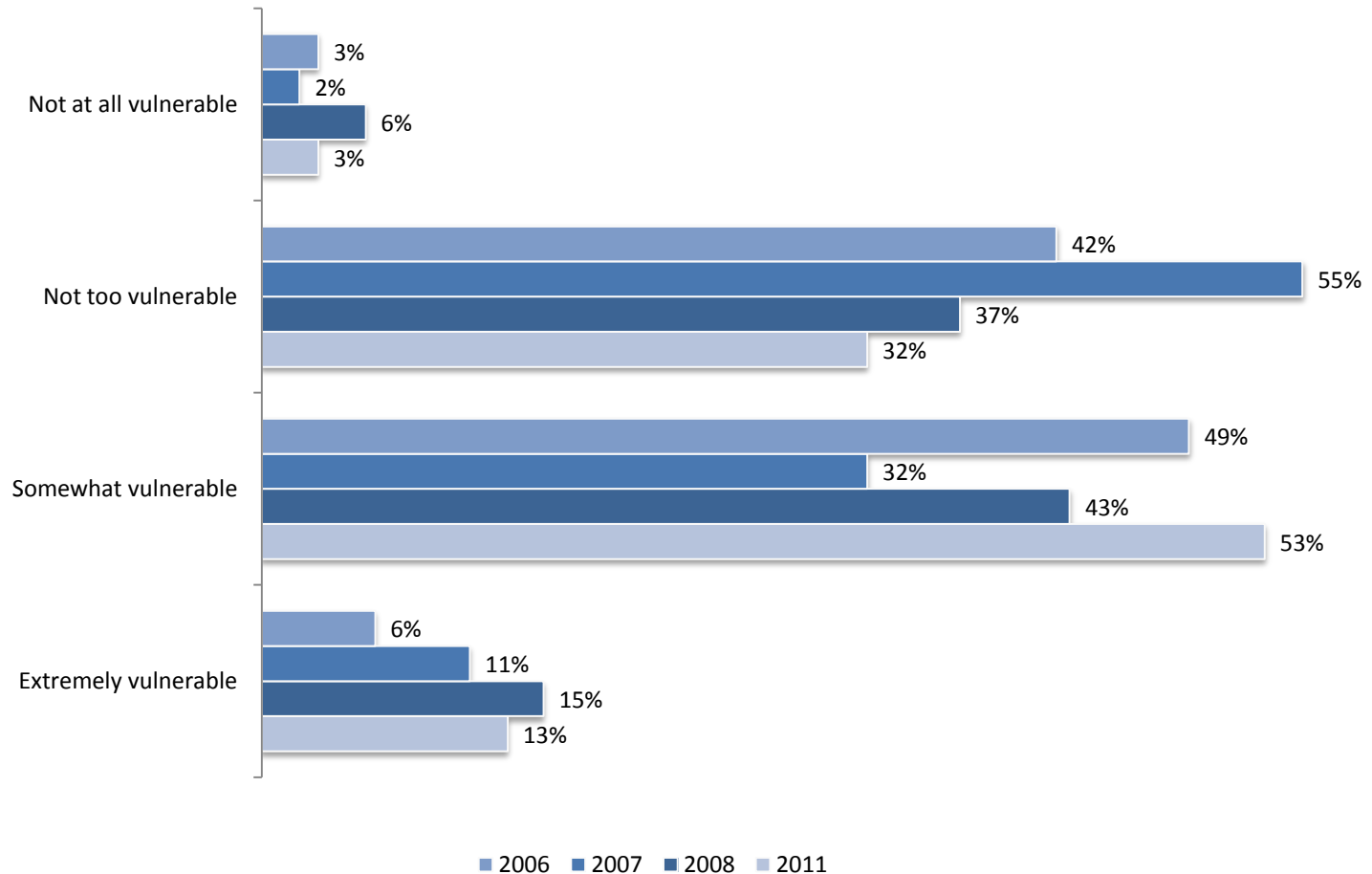
Perceptions of safety

- %s of people who think their houses will be safe:
 - 57% - Category 1 hurricane
 - 43% - Category 3 hurricane
 - 15% - Category 5 hurricane

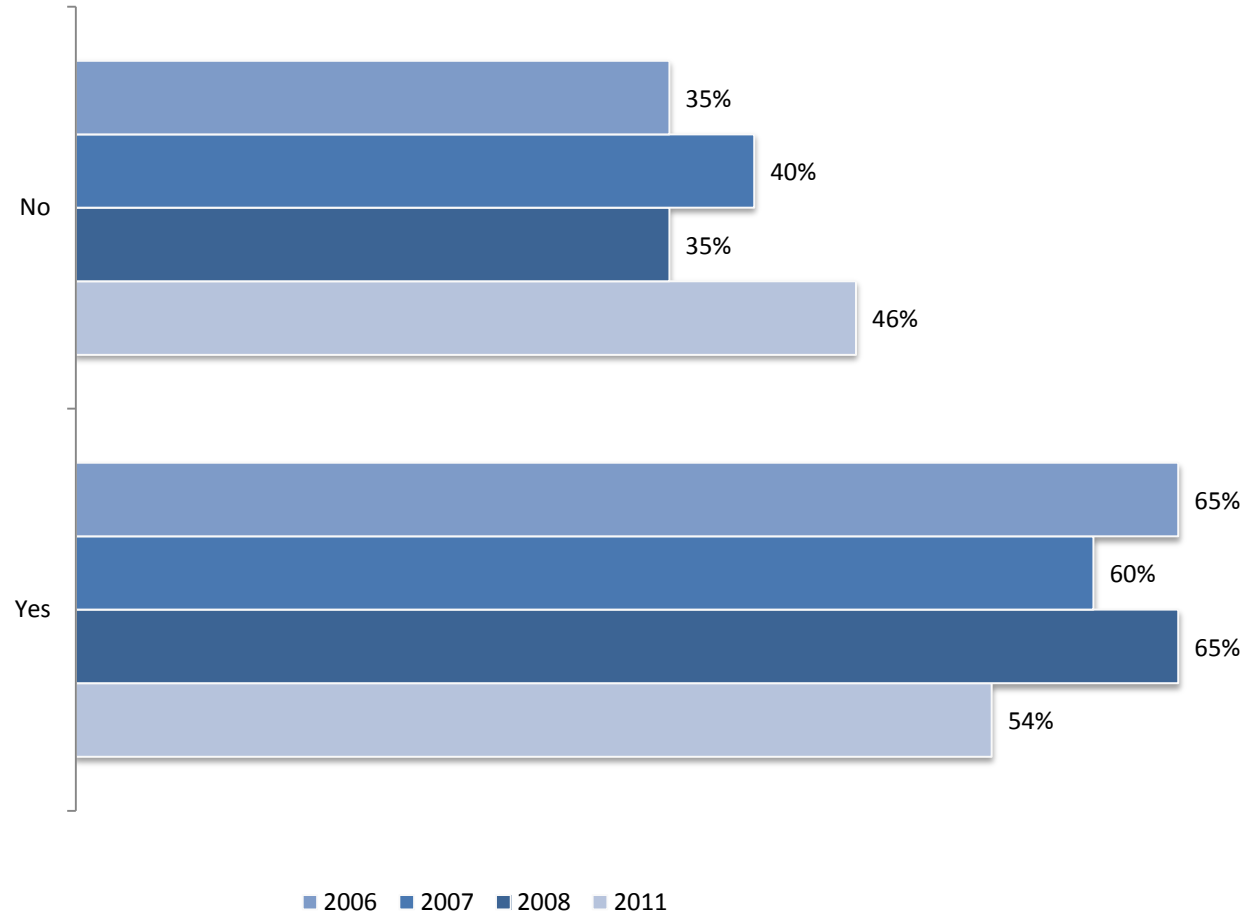
Other findings

- 91% of residents claim it is their personal (not government's) responsibility to ensure they have food, water, medicines, shelter, etc. after a hurricane
- 15% of residents have recently strengthened their homes against hurricanes

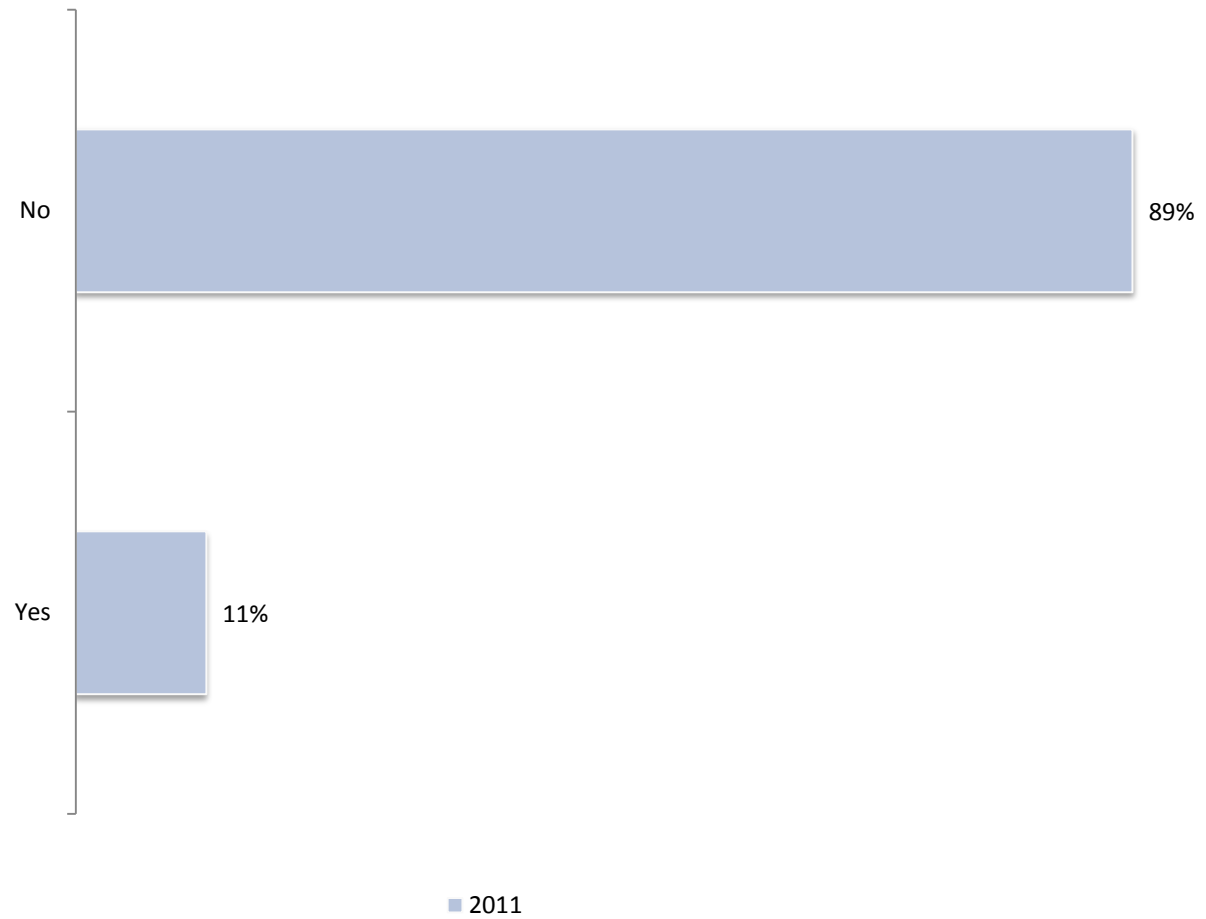
How vulnerable is your household to damage from a hurricane, related tornado, or flooding hazards?



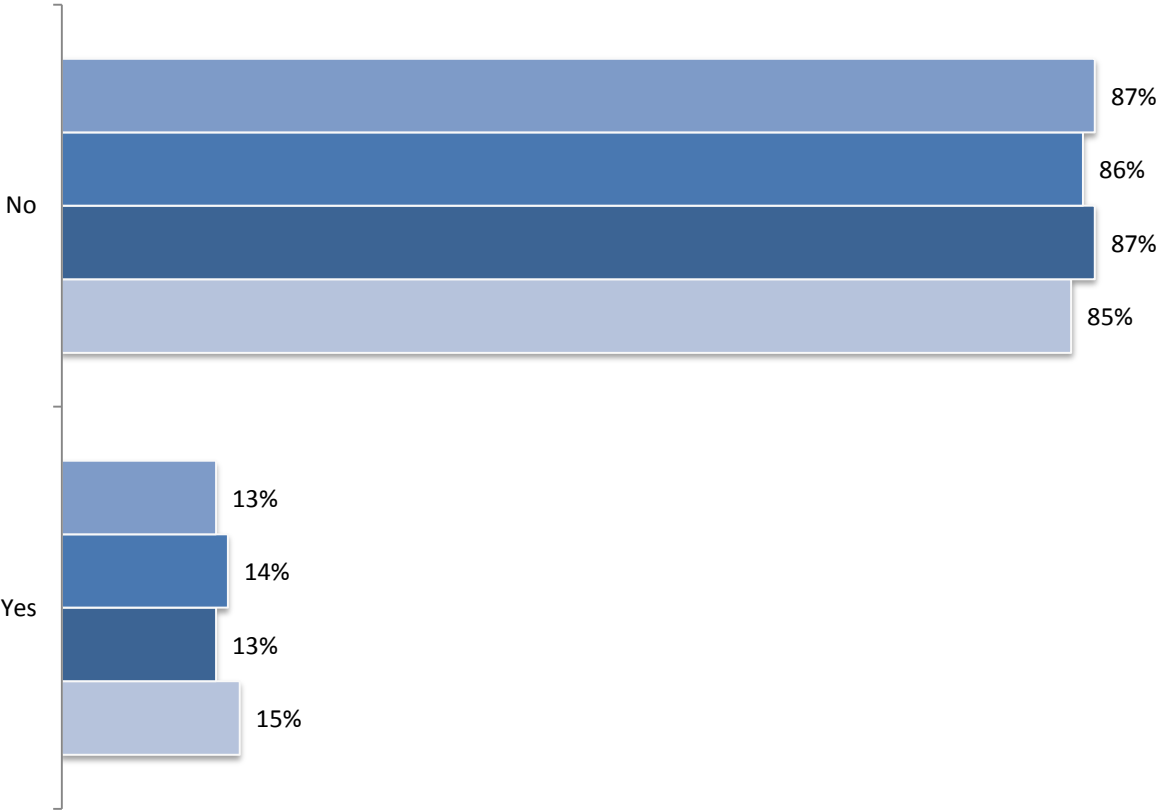
Do you have a family disaster plan in the event a serious hurricane threatens your area?



Is it a written plan?

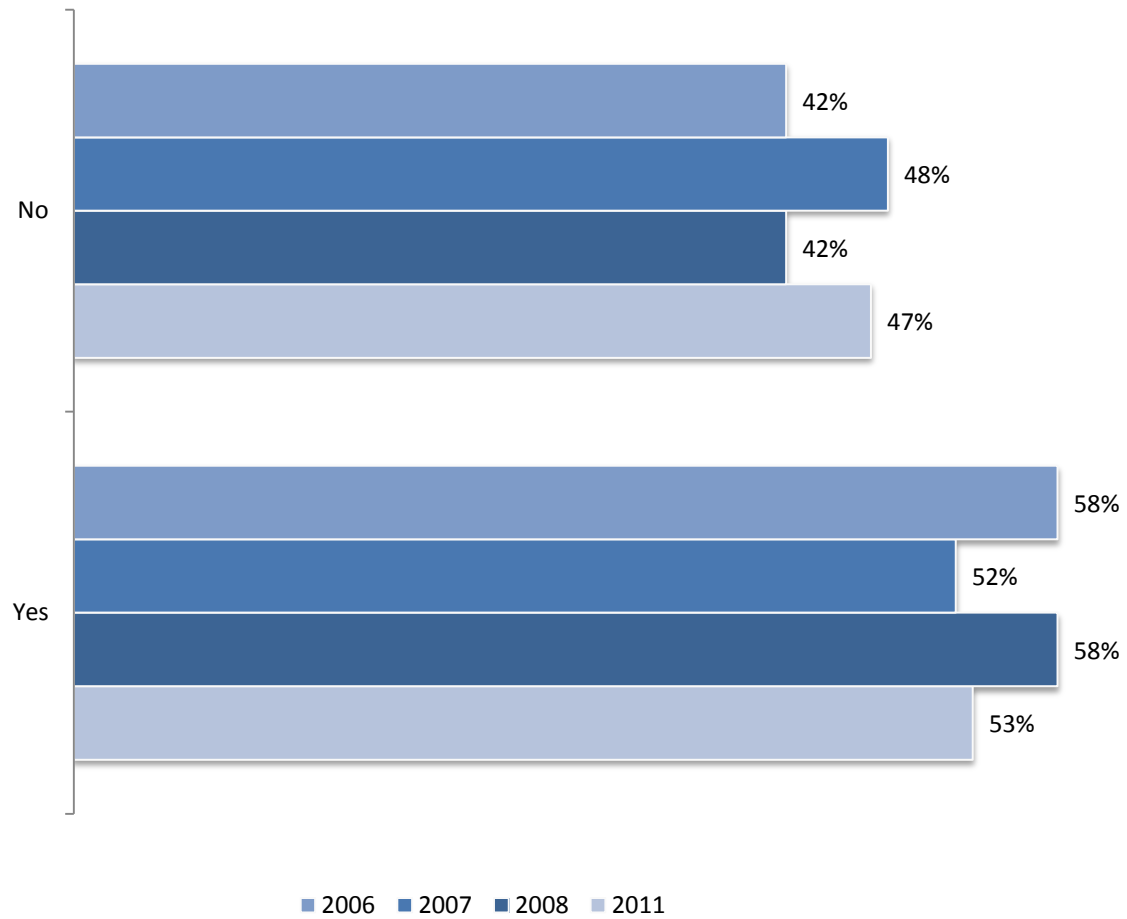


As hurricane season approaches, have you taken any steps to make your home structurally stronger?

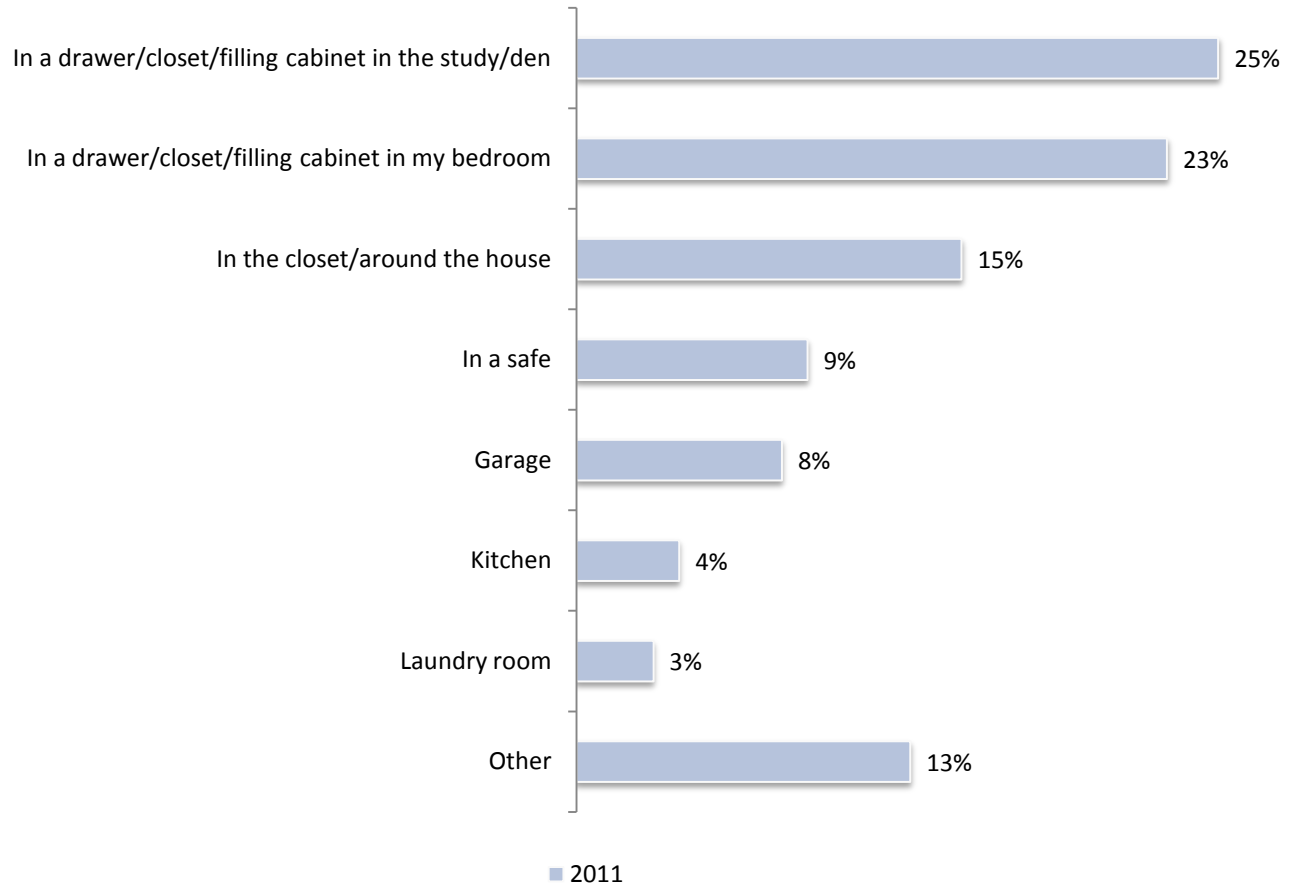


■ 2006 ■ 2007 ■ 2008 ■ 2011

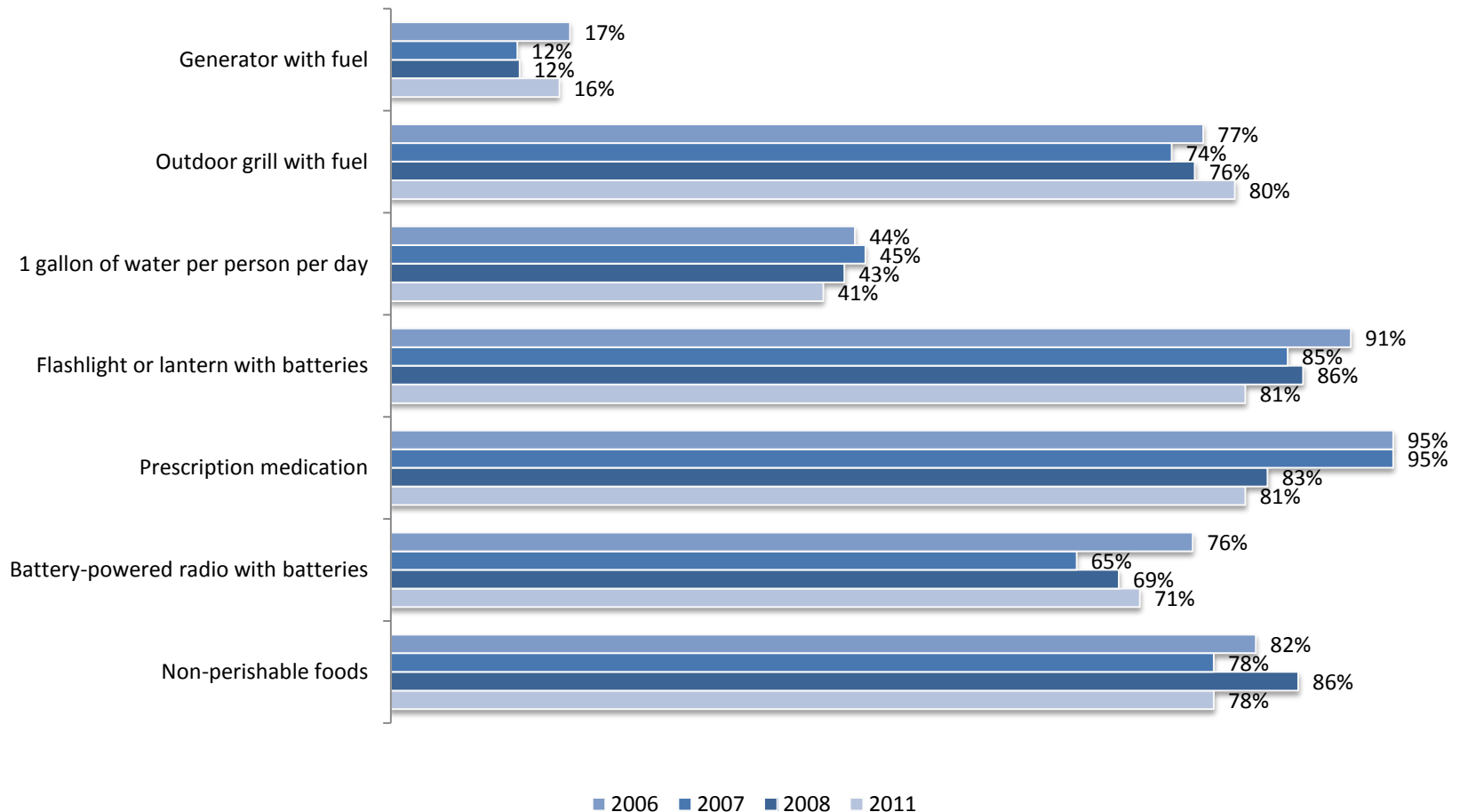
Do you have a hurricane survival kit?



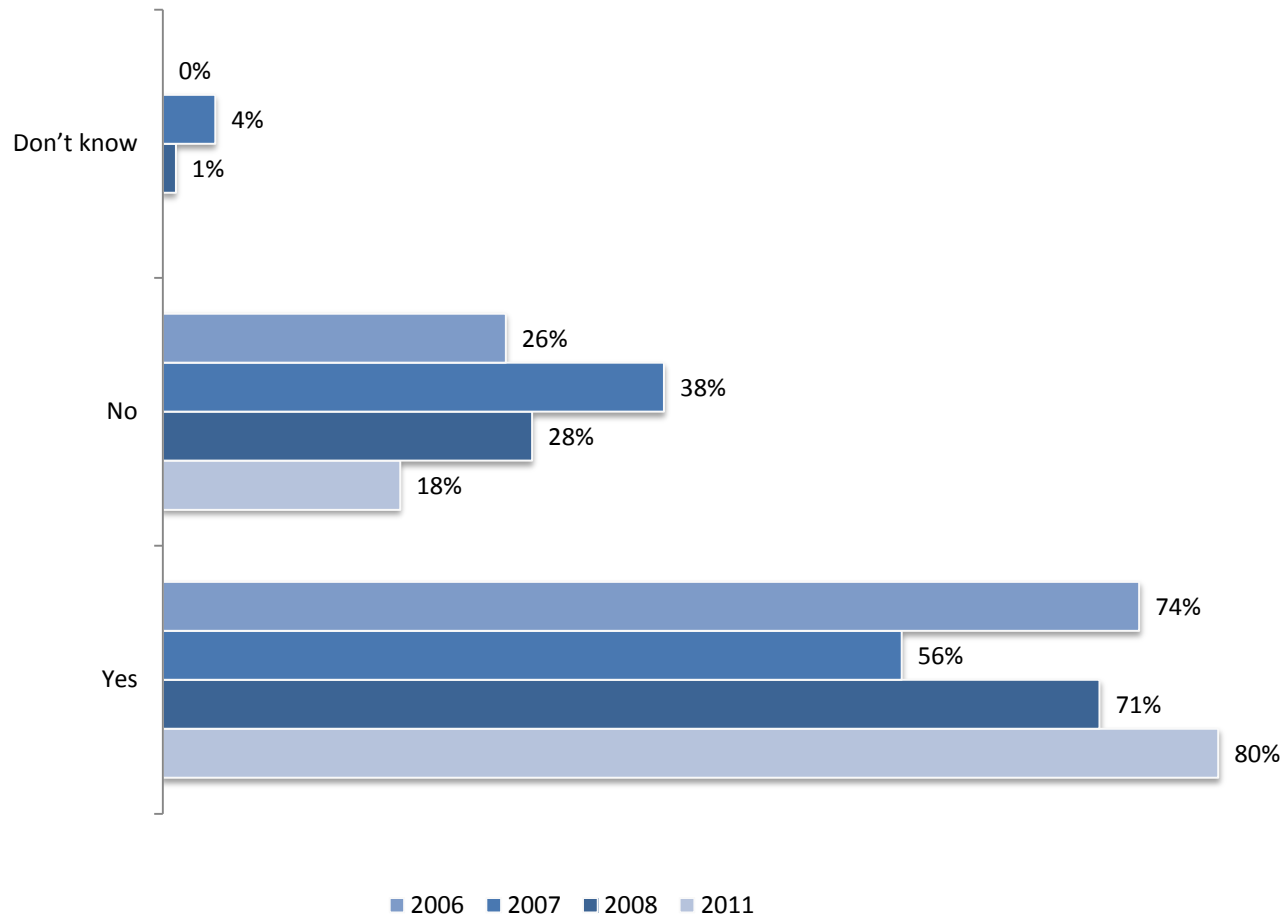
Where is it stored?



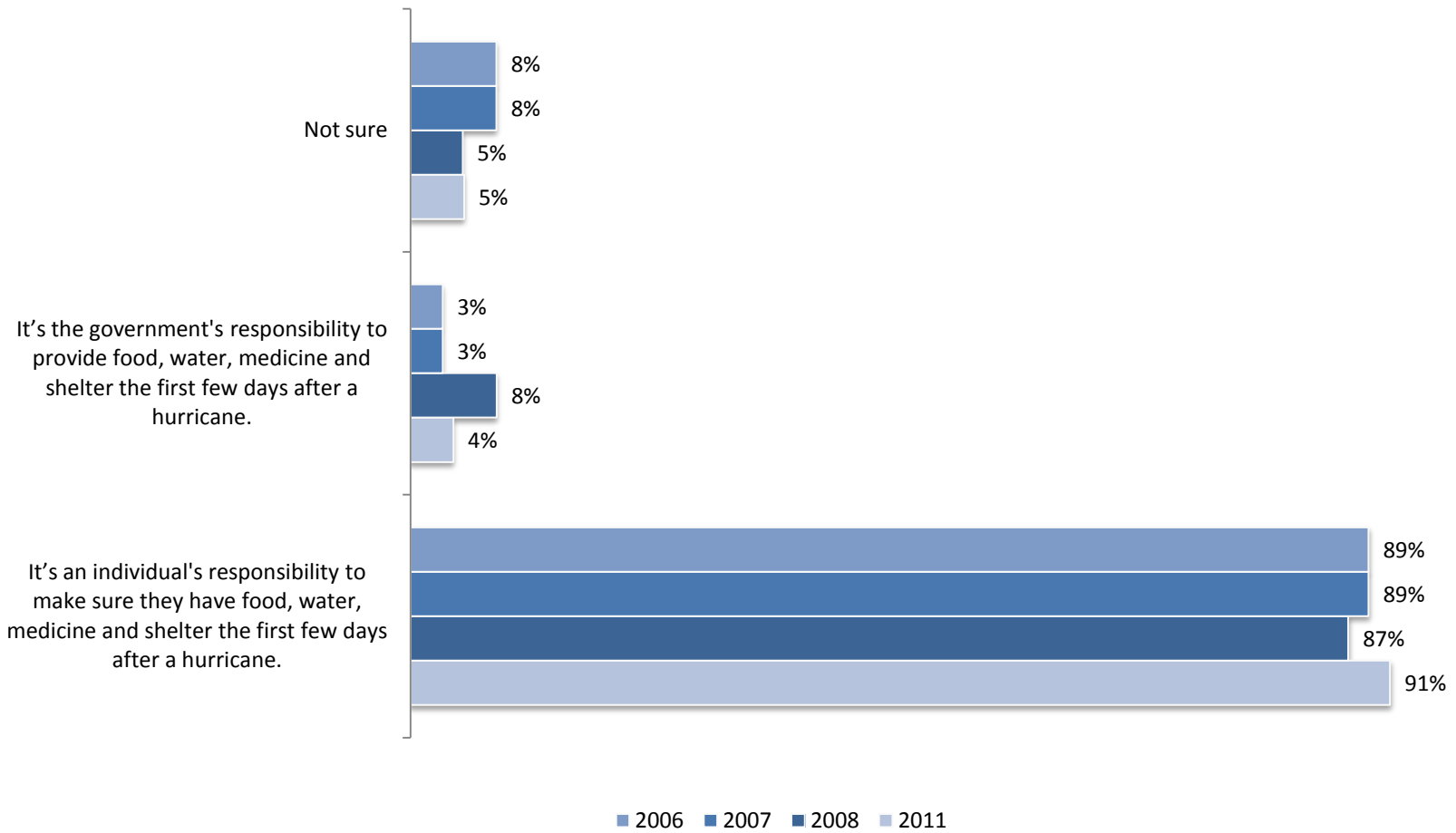
If disaster struck TODAY would you have a 3 day supply of the following items?



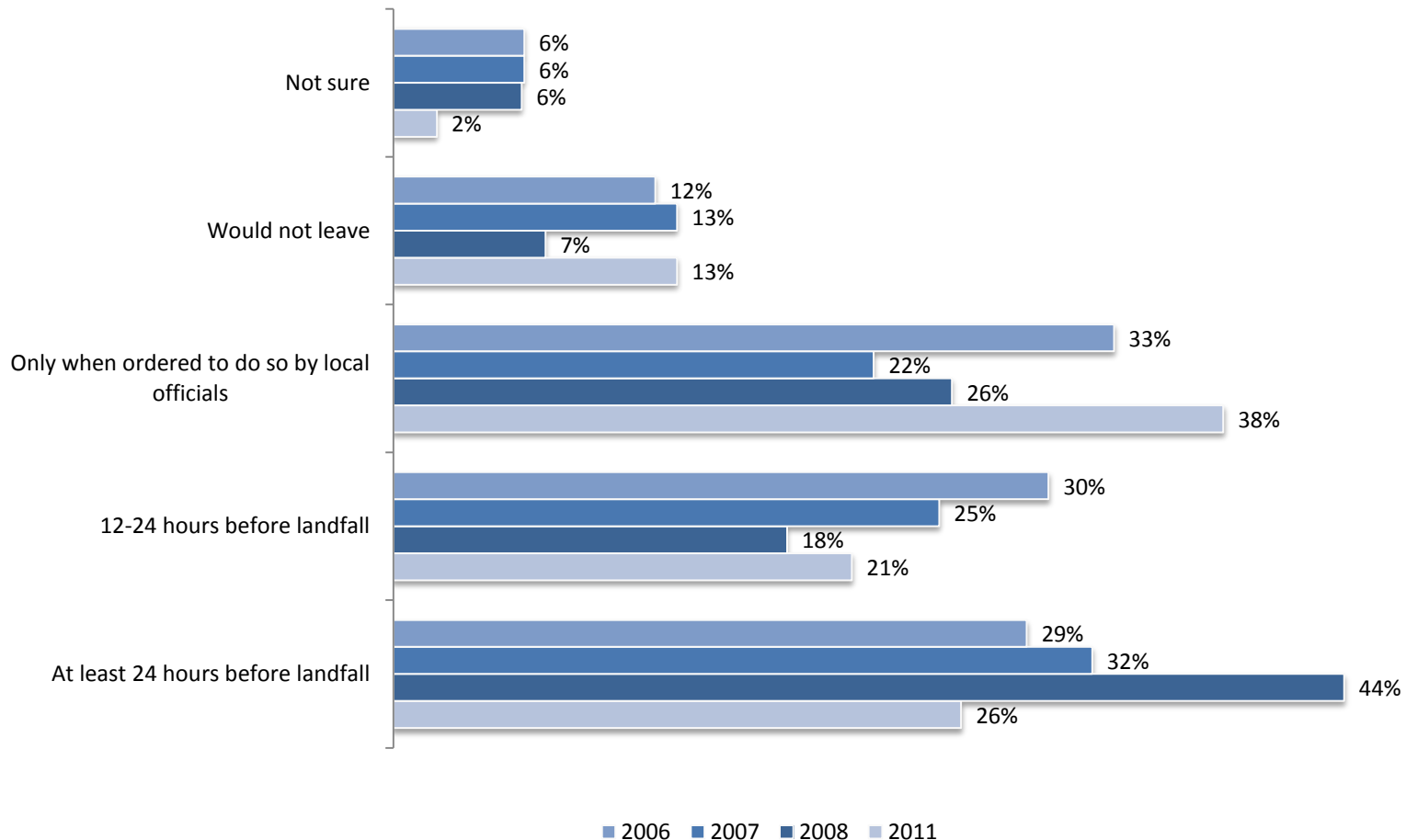
Could you quickly and easily find important papers in case you have to evacuate?



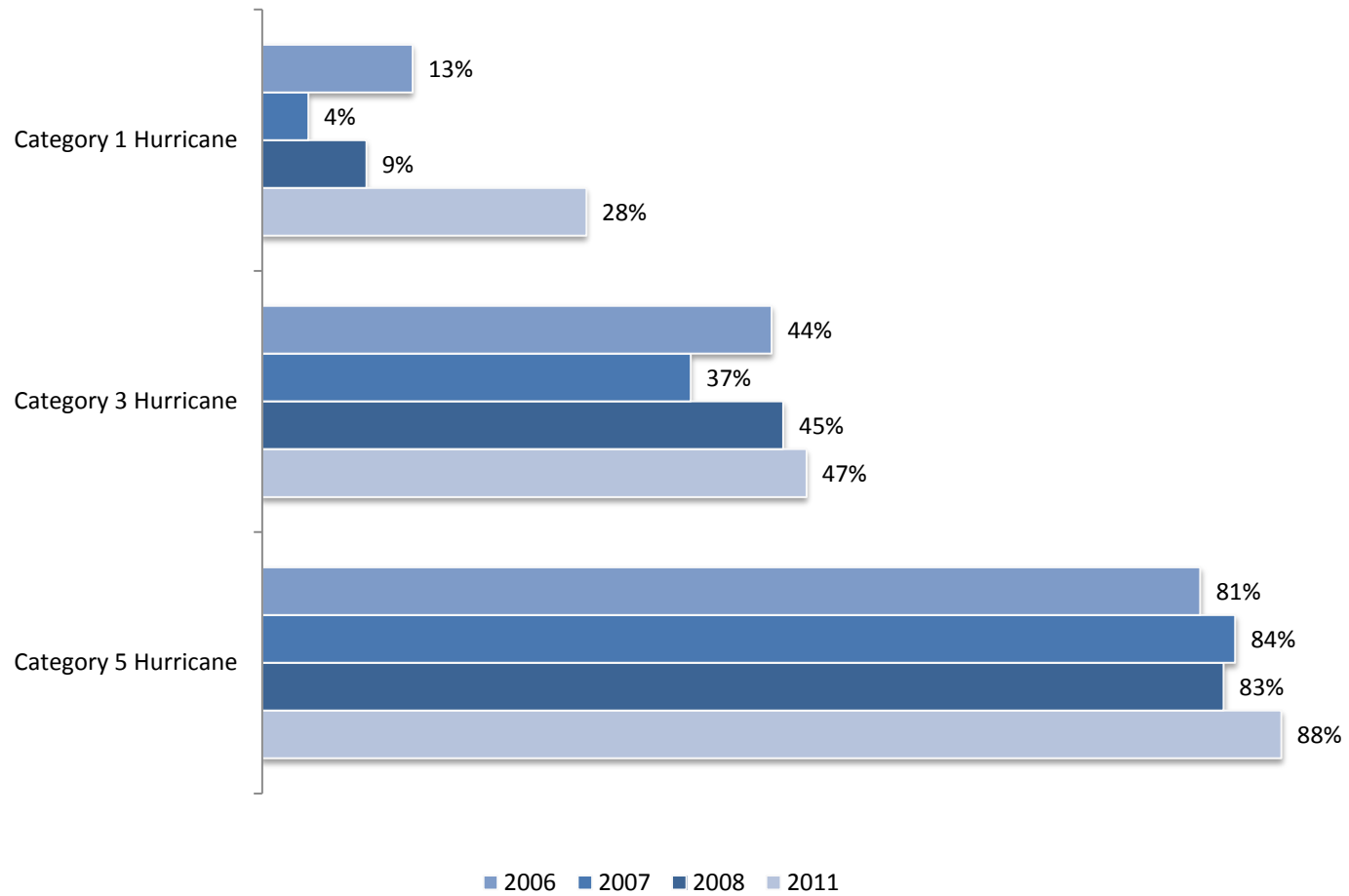
Who is responsible for your safety and security if a hurricane hits?



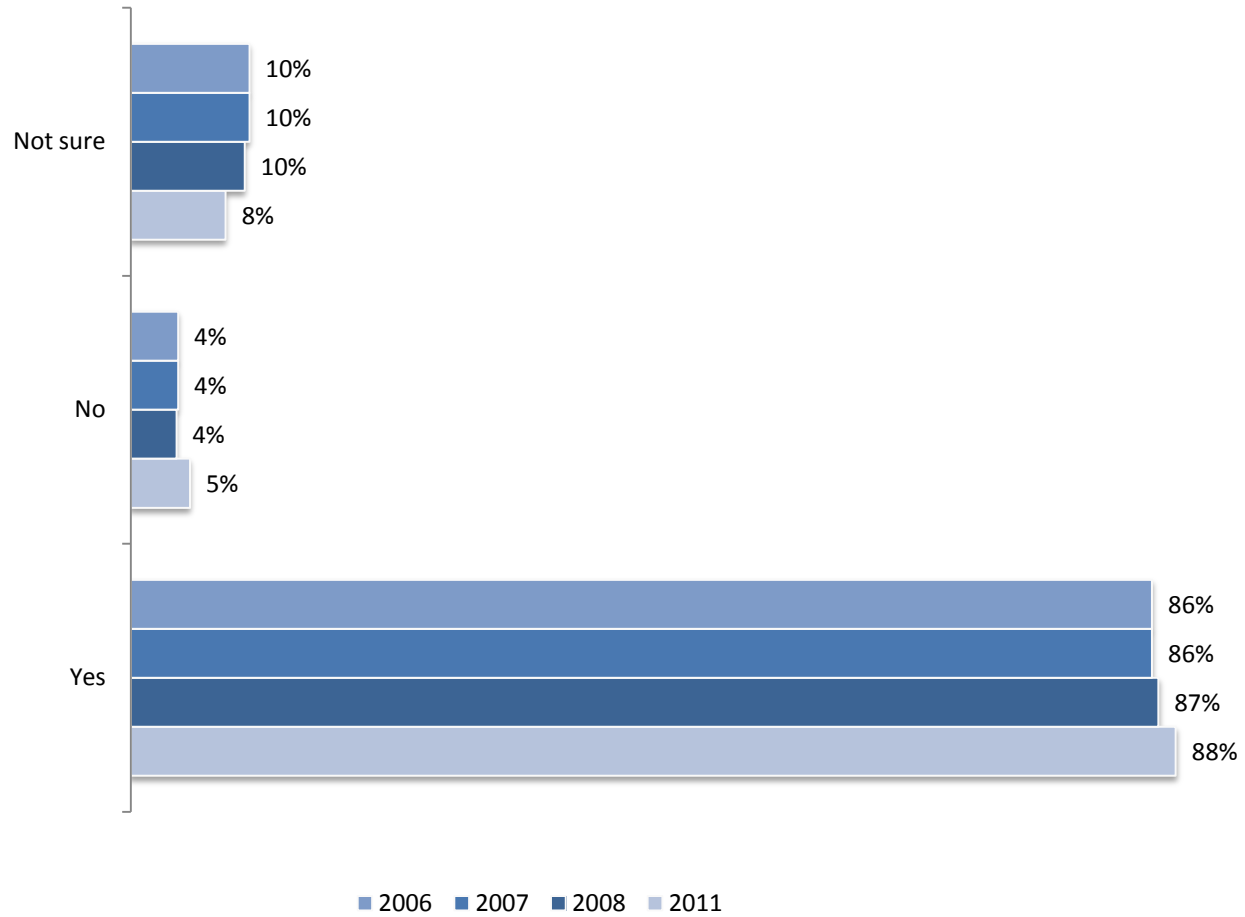
If a major storm (category 3 or higher) approached your area, when would you plan to leave?



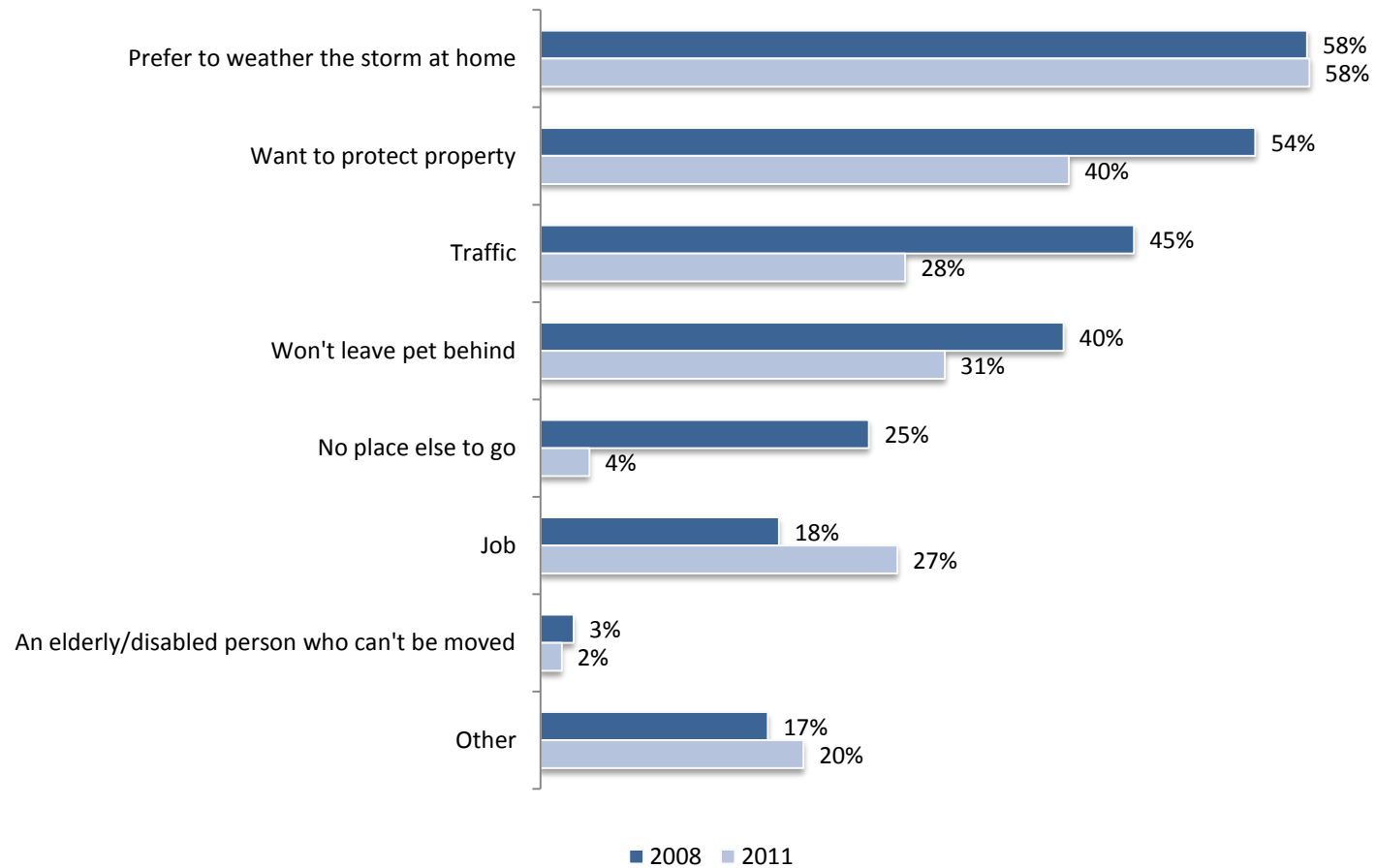
Would you evacuate your home to go someplace safer?



If you were ordered to evacuate by emergency officials would you do so?



What would prevent you from evacuating?



Considering both wind and water, do you think it would be safe to stay in your home if a hurricane struck Tallahassee?

