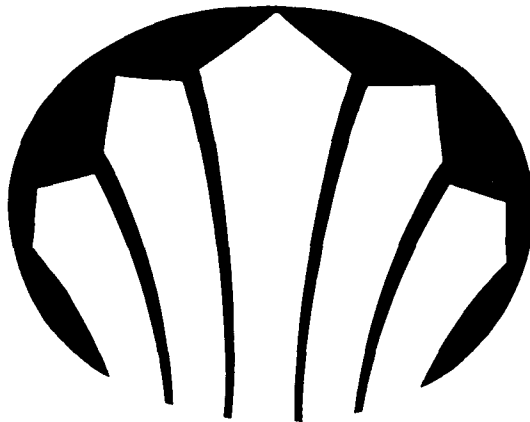


**AWARENESS OF
FLASH FLOODING
AMONG
CLARK COUNTY RESIDENTS
- YEAR 2000 -**

Prepared For:

REGIONAL FLOOD CONTROL DISTRICT



THE SOURCE
for marketing guidance

November, 2000

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I. INTRODUCTION

A. Background and Objectives

In October of 1999, THE SOURCE conducted an awareness survey among Clark County residents for the REGIONAL FLOOD CONTROL DISTRICT. Awareness levels of the dangers of flooding were high. It was thought this was partially due to the July "100 Year Flood," which was still fresh in many residents' minds.

The purpose of this current study was to replicate the October 1999 survey, and to also explore new, related areas which could provide additional direction to the advertising effort.

The specific objectives of this study were to determine, among Clark County residents . . .

- > unaided and aided awareness of the dangers of flash flooding in Clark County, and how they compare to the previous year.
- > from which sources they obtained information about flash flooding.
- > their experience and behavior with flooding.
- > their opinion about whether violators of flood barriers should have to reimburse the County if they need to be rescued.

B. Methods and Procedures

To be able to statistically compare the 1999 and 2000 survey results in a valid and reliable manner, the methods and procedures used in this current study were identical to those used in the 1999 study.

Thus, a telephone survey was conducted with 500 Clark County residents who are 18 years or older between Tuesday, October 3, 2000 and Saturday, October 21, 2000.

One of the largest and most respected suppliers of scientific samples was employed to provide a representative sample of all (both listed and unlisted) working residential telephone numbers in Clark County.

During the call attempts, when a no answer, busy signal or answering machine was reached, at least four call back were made on different days and at different times of the day before the number was replaced with a number from a replicate sample.

Based on the final sample distribution proportions across the county and comparing them to Clark County Comprehensive Planning Division population estimates, we believe this sample accurately represents telephone households and is projectable to all of Clark County.

The maximum margin of error for the 500 sample is plus or minus 4.4% at the 95% level of confidence. Where appropriate, statistically significant differences are indicated on the tables.

Each interview took 5 to 6 minutes to complete.

The flow of the interview and the exact wording of the questions can be discerned by examining the questionnaire in the Appendix.

For analytical purposes, the Las Vegas valley was divided into quadrants. A map showing the quadrant zip code boundaries and the number of interviews conducted in each zip code can be found in the Appendix. The proportion of interviews conducted in each quadrant closely match the population estimates from the Comprehensive Planning Division.

II. EXECUTIVE SUMMARY

This is the second year of measuring flash flooding awareness for the CLARK COUNTY REGIONAL FLOOD CONTROL DISTRICT. For comparative purposes, this current project replicates the 1999 study, and adds some new areas of investigation as well.

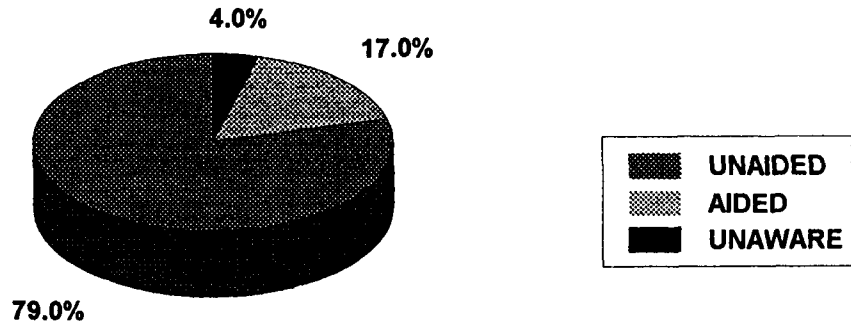
Five hundred respondents, composing a representative sample of Clark County adult residents, were interviewed by telephone during October, 2000. Fifty-four percent are women and 46% are men. Their median age is 46.9 years, they've lived in Clark County an average of 9.4 years, and their households average 2.4 members.

When asked without any prompting if they could name the types of natural disasters that can be a danger to Clark County residents, 79% said "Flash Flooding/Flooding," significantly higher than all other mentions, which included earthquakes (38.2%), wind/dust/sand storms (8.2%), fires (7.6%), tornados (5%), nuclear waste/Yucca Mountain (4.2%), and several other natural and non-natural dangers. By sub-sample, "Flash Flooding/Flooding" was named more frequently by men and by residents living in Clark County for six years or longer. There were no significant differences in flooding mentions by age, household size, household composition, type of vehicle driven, or Clark County area of residence.

Those who did not spontaneously say flooding were asked if they were aware of the dangers of flash flooding in Clark County. In this aided or prompted situation, 17% said they were, thus providing a total awareness of 96% (unaided 79% + aided 17%).

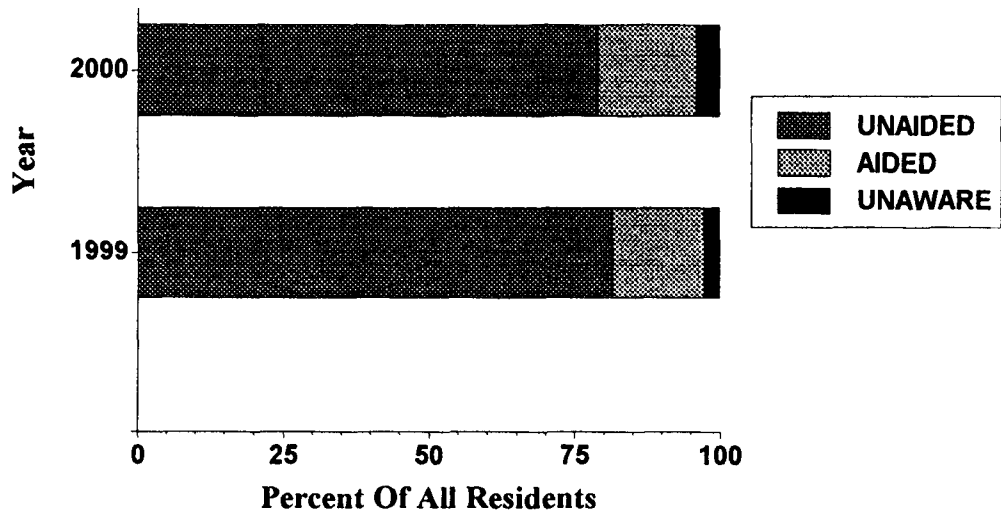
The pie chart on the next page visually illustrates the awareness proportions.

Awareness of Flash Floods - 2000



Comparing the 2000 results to the 1999 results, unaided and total awareness is down slightly for 2000; however the differences are well within the margin of error, meaning that the differences could be due to sampling variations. Unaided awareness is down 2.6% from 81.6% to 79% and total awareness is down 1.4% from 97.4% to 96%. The following chart illustrates the differences.

Comparison Of Awareness By Year



Although the decrease in unaided and total awareness from 1999 to 2000 is not statistically significant, there are statistically significant changes in some sub-samples. Looking at unaided awareness (the truer measure in our opinion), it increased significantly for men, and decreased significantly for women, those living in Clark County less than 6 years, those under 50 years old, those in households of three or more people, and in the Northeast quadrant of the valley. The decreases could be due in part to new residents to Clark County within the past year.

In 1999, one of the findings was that a significantly greater proportion of 65 and older residents were not as aware of flash flooding as other age groups. Since then a portion of the advertising budget has been directed toward older residents. The evidence is that this advertising effort has had an effect on this market segment as the 2000 study shows that awareness for this group now is in line with all other age groups; that is, there are no significant differences in unaided awareness by age categories.

Correlated with age is household size. Generally, older households tend to be one or two person households. In 1999, there was a lower unaided awareness in one and two person households compared to larger households. The 2000 study indicates that there is now no significant difference by household size, thus supporting the above finding that the advertising has been effective in reaching older, smaller households. However, the current study also looked at unaided awareness by household composition, something not done in 1999. The current study indicates that single person households are less aware of flooding while two or more adult household with no children are more aware of flooding.

In 1999, by far the most frequently mentioned way residents learned about the dangers of flash flooding in Clark County was "by living here/seeing it happen/through personal experience" (67.4%). This is still by far the primary response; however the proportion in 2000 dropped to 51.3%. Most likely the July 1999 "super flood" accounts for the higher 1999 proportion. Of course there are many other ways residents learned about the dangers of flooding. Respondents were asked

whether they had heard or read about flash flooding dangers from a list of nine specified sources. Television was chosen significantly more frequently than the other sources. Following is the complete list of sources in rank order.

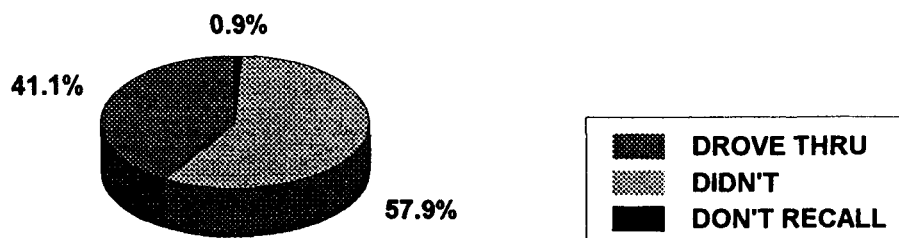
97.7%	Television
73.1%	Newspaper
67.3%	Radio
51.0%	Billboard
49.2%	Friends or Relatives
18.5%	Brochure
13.5%	Bus Stop Shelter Ad
12.9%	Children
9.8%	Magazine

The vast majority (92.8%) of these residents drive a vehicle. Of those who do drive, 63.6% usually drive a regular passenger car, 35.1% usually drive an SUV, van or truck, and 1.3% said they drive both.

All drivers were asked if they had ever encountered a flooded street or road while driving. Seven of ten (69.6%) said that they had. A significantly higher proportion of those who have lived here six or more years said they had and a significantly higher proportion of SUV/van/truck drivers said they had. Over half (54.5%) of those who had encountered a flooded street said this had happened four or more times.

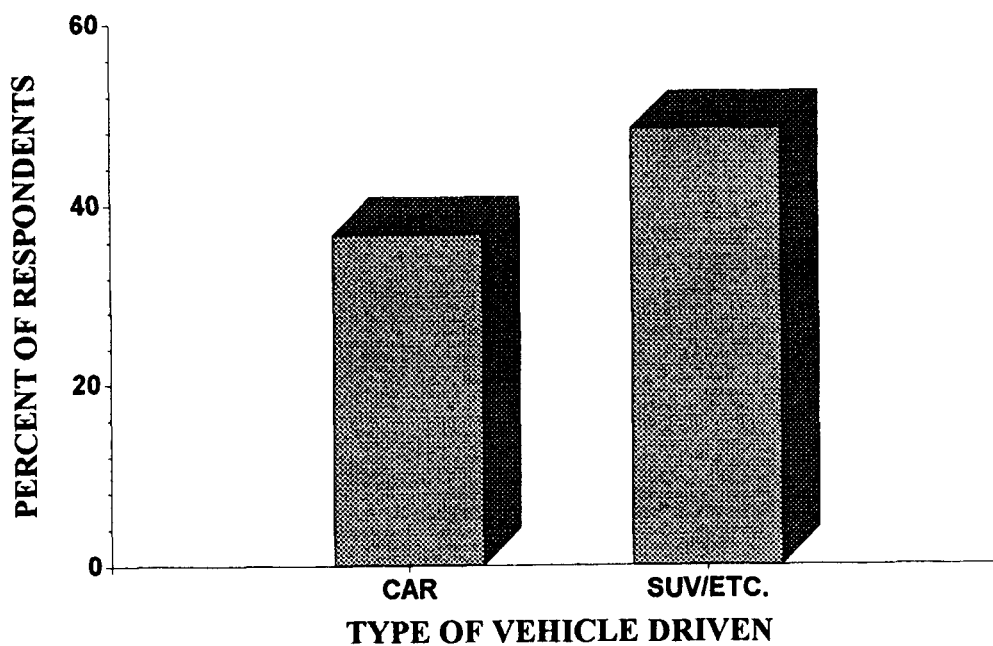
Those who had encountered a flooded street while driving were asked to describe the experience the first time they came to a flooded street. The reader can find the detailed descriptions, including verbatim comments, in the body of the report and in the tables. There are some mild experiences described where the person drove through and didn't have a problem and there are experiences described which were dangerous, where the person was stuck in the flood water and had to be rescued. The pie chart on the following page summarizes their behavior.

First Time Encountered Flooded Street



The only significant difference in sub-samples is that those who drive an SUV/van/truck (48.3%) are more likely to have driven into or through a flooded street than those who drive a car (36.7%).

Drove Thru Flooded Street - 1st Time



Those who had multiple experiences with flooding were asked to describe what happened on those occasions. Again the reader is encouraged to look at the descriptions of these experiences in the body of the report and in the tables.

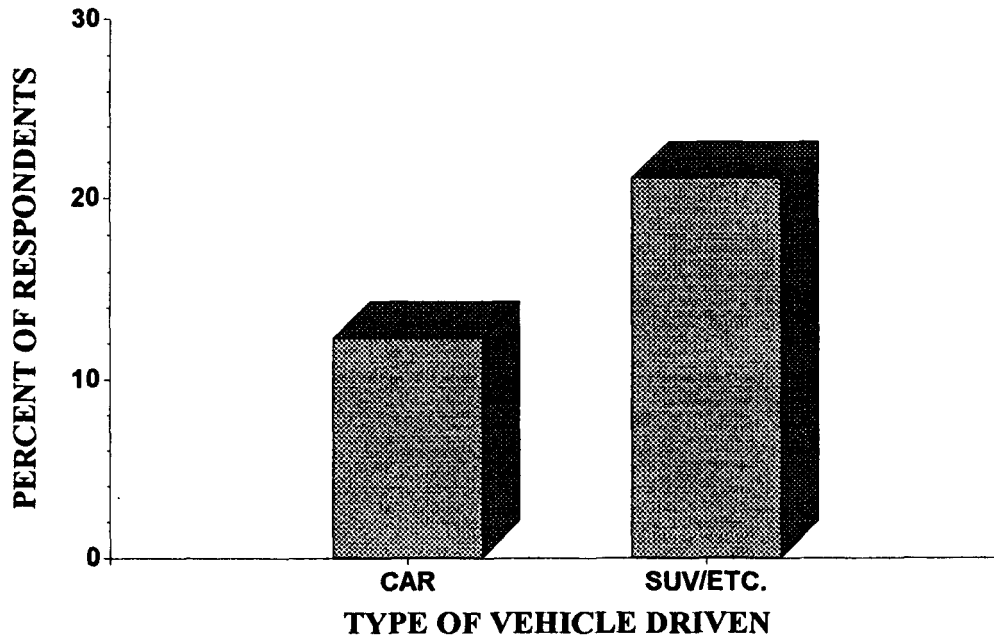
The following table summarizes respondent behavior each time they encountered a flooded street.

**SUMMARY OF BEHAVIOR
EACH TIME ENCOUNTERED A FLOODED STREET**

Went back/waited all times	45.6%
Sometimes drove thru sometimes went back	18.4%
Drove into/thru all times	16.5%
Drove into first time/ back other times	14.2%
Went back first time/ into other times	5.4%
TOTAL SAMPLE	100.0%

There are no significant differences in the above patterns for any of the demographic sub-samples. However, there is an important significant difference by type of vehicle. SUV, van, truck drivers are almost twice as likely (21.1%) to drive into or through a flooded street each and every time they come to one than are car drivers (12.2%). The chart on the following page illustrates this.

Drove Thru Flooded Street - All Times



All 500 respondents were asked what they think motivates people to attempt to drive through flooded areas. A third (33.4%) just said they were "stupid, morons, ignorant, etc." Other mentions, in rank order, were "in a hurry" (19.6%), "think they can make it/they can do anything" (15.8%), "to get where they're going/to get home/to get to work" (15.4%), "not aware of the danger" (7.8%), "don't know/don't realize how deep it is" (5.4%), "doesn't look/don't think it's deep" (4.4%), "impatience" (4.0%), and several other mentions.

Finally, respondents were asked "If a person drives around a posted County flood barricade and then needs to be rescued, should that person have to reimburse the County for the costs of the rescue?" A sizeable majority (87.6%) said that they should. There were no significant differences by any sub-samples.

The 61 people who felt that the County should not be reimbursed were asked why they felt that way. The most frequent response was "that's what taxes are for" (27.9%), followed by "people make mistakes/it's just an accident" (19.7%), "it depends on the situation/circumstances" (9.8%), "because they don't know the dangers" (6.6%), "rescue should be an aid" (4.9%), "County is responsible for the streets not flooding" (4.9%), "rescuers are already paid" (4.9%), "it's not their fault that it floods" (4.9%), "no need to punish them" (4.9%), and several other reasons, all less than 4%.

III. CONCLUSIONS AND RECOMMENDATIONS

As discovered last year, there is high awareness of the dangers of flash flooding throughout Clark County. The unaided, aided and total awareness measured this year are at the same levels as last year. Even with high awareness, as recommended last year, it is advisable to continue running an advertising campaign to remind long-term residents and educate new residents about the dangers of flash flooding.

Awareness of flash flooding by newer residents is at a lower level than for those who have lived here for a while. If it is not already being done, new residents (especially drivers) can be educated about flash flooding dangers at the DMV when they apply for their Nevada license. Given the time spent there, perhaps they could be shown a film. Also, there could be display posters or banners and they could be given a brochure.

To attempt to get through to the people who drive into flooded streets - those referred to as "stupid" by a sizeable portion of respondents - we believe it is necessary for advertising to be direct and hard hitting, demonstrating the consequences of getting caught in a flooded street. Subtle advertising won't work here.

Also, SUV, van and truck drivers seem to think they are invincible in their vehicles. It is important to reach this segment of the population. Demonstrations and illustrations of vehicles floating should use an SUV to communicate to their drivers that it can happen to them also. An added advantage is that using an SUV will communicate to regular car drivers that if an SUV can't make it, what chance do they have.

Although there appears to be a mandate to charge people who violate flood barriers and who need to be rescued, the purpose of the fee is to deter people from this behavior, not to increase revenues. Additional research would seem necessary to determine if the knowledge of a fine will discourage driving into floods.

IV. DETAILED FINDINGS

Five hundred respondents, constituting a representative sample of Clark County adult residents, were interviewed by telephone during October, 2000.

In addition to reporting information by total respondents, data was cross-tabulated by years lived in Clark County, gender, age, number of people in the household, whether there are children in the household, type of vehicle driven, quadrant of the valley lived in, and by whether or not they said "flash flooding/flooding" when asked to name the types of natural disasters than can be a danger to residents.

A. Awareness of Flooding

After first verifying their Zip Code and asking how long they have lived in Clark County, respondents were asked if they could name the types of natural disasters that can be a danger to residents of Clark County. In this unaided situation, 79% of all residents said "Flash Flooding" or "Flooding," significantly higher than all other mentions. The second most frequent mention was earthquakes (38.2%), followed by wind/dust/sand storms (8.2%), fires (7.6%), tornados (5%), and several other natural and non-natural dangers - such as Nuclear Waste/Yucca Mountain (4.2%). Twelve percent of respondents could not name any natural disasters that could be a danger to Clark County residents.

By sub-sample, "Flash Flooding/Flooding" was significantly more likely to be mentioned by men (84.7%) than by women (74.2%); and by those living in Clark County for six or more years (82.6%) than those living in Clark County five years or less (72.1%). There were no statistically significant differences in mentions of "Flash Flooding/Flooding" by any of the other sub-sample categories.

(See Tables 1a & 1b)

The 105 residents who did not spontaneously mention "Flash Flooding/Flooding" were then asked if they were aware of the dangers of flash flooding here in Clark County. In this aided situation, 81% of these residents (17% of all respondents) said they were aware of the dangers of flooding.

The only significant sub-sample differences in aided awareness are that residents who've lived here six or more years (89.5%) are more aware of flooding dangers than residents who've lived here five years or less (70.8%) and that one or two person households are more aware of flooding dangers than larger households (71.4%).

(See Tables 2a & 2b)

Total awareness was derived by combining the previous unaided and aided responses. Across the total sample, 96% of these residents are aware of the dangers of flash flooding. Just 4% (20 of the 500 respondents) are not aware of this danger. By sub-sample, residents who've lived here 6 years or more (98.2%) are significantly more aware than residents who've lived here five years or less (91.9%). There are no other statistically significant sub-sample differences.

(See Tables 3a & 3b)

B. Awareness Comparisons to Previous Year

Across the total samples of 500 residents each for 1999 and 2000, there is not a statistical difference in unaided, aided or total awareness. Unaided and total awareness are down slightly for 2000 but they are well within the margin of error, meaning that the differences could be due to chance. Unaided awareness was 81.6% in 1999 and down just 2.6% to 79.0% in 2000. Total awareness was 97.4% in 1999 and down just 1.4% to 96.0% in 2000. These minor differences are due to sampling variations.

However, there are significant differences in several sub-samples. Unaided awareness has increased for men and decreased for women. Total awareness has decreased for women. Unaided and total awareness has decreased for those living in Clark County five years or less. Unaided and total awareness has decreased for those under 50 years old and for those in households of three or more people. Unaided and aided awareness has decreased among those residents living in the North East quadrant of the valley.

(See Tables 4a & 4b)

C. Sources of Information

The residents who were aware of the dangers of flooding were next asked questions about how they obtained information about flooding. The 20 residents who were not aware of flooding dangers were skipped ahead to the next series of questions.

The 480 residents who were aware of flooding dangers were asked, without any clues, how they learned about the dangers of flash flooding in Clark County. Over half (51.3%) of these residents in this unaided situation said they learned about it "by living here/seeing it happen/through personal experience." This response was significantly far above all other answers. The second most frequent mention was "TV News" (27.9%) followed by "TV" (15%), giving television a total of 42.9%. Continuing on, the fourth most frequent mention is Newspaper (9.4%), then Radio (7.1%), Family/Parents/Friends/Co-workers (7.1%), News-unspecified (5.2%), Billboard (2.9%), and several other mentions, all less than 2%. The reader may wish to inspect the sub-sample frequencies for any useful patterns.

(See Tables 5a & 5b)

Respondents were then read a list of nine possible sources and asked to indicate whether they heard or read about flash flooding dangers from each source. (This list was edited somewhat from the 1999 questionnaire based on responses received.) In this aided situation, Television (97.7%) was cited significantly more than all other sources. Next, Newspaper (73.1%) was chosen significantly more than the remaining

sources. Radio (67.3%) is in third place, significantly higher than the remaining sources. Billboard (51%) is significantly higher than all others except Friends/Relatives (49.2%), which is significantly higher than the remaining four sources. There is a sizeable drop at this point. Brochure (18.5%) is significantly higher than the remaining three and Bus Stop Shelter Ad (13.5%) is not significantly higher than Children (12.9%) but is significantly higher than Magazine (9.8%).

By sub-sample, compared to women, men were significantly more likely to cite Billboard and Bus Stop Shelter Ad while women were more likely to cite Friends/Relatives. Compared to those who've lived in Clark County 5 years or less, those who've lived in Clark County 6 or more years were significantly more likely to say Newspaper, Billboard, Brochure, Bus Stop Shelter Ad and Magazine, while the shorter term residents were more likely to say Friends/Relatives. Those 50 and older were more likely to say Television and Newspaper, while those under 50 years were more likely to say Radio, Billboard, Friends/Relatives and Bus Stop Shelter Ad. Compared to one or two person households, those with three or more in the home were significantly more likely to say Billboard, Friends/Relatives and Children told them about it.

(See Table 6a)

Continuing with sub-sample differences in information sources, households with children are significantly more likely to say Billboard and Children than adult only households. SUV/van/truck drivers are more likely to say Billboard than passenger car drivers. Residents in the Northwest valley are significantly more likely to cite Newspaper than residents in the Northeast. Residents in the Northeast and Northwest are significantly more likely to say Radio than residents in the Southwest. Northwest residents are more likely to say Billboard than residents in other areas of the valley. Southeast residents are more likely to say Friends/Relatives than Northwest residents. Northwest residents are more likely to say Brochure than Southwest residents. And Northeast residents are more likely to say Children than Southwest residents.

(See Table 6b)

D. Experience with Flooding

Although there are other ways to experience flooding, this area of questioning concentrated on flooding encounters while driving. When asked if they drive a vehicle, 92.8% said that they did. Those who didn't were skipped on to the next area of questioning. A significantly greater proportion of 5 year or less residents (95.3%) drive a vehicle than longer term residents (91.4%). A significantly greater proportion of Northwest (94.9%), Southeast (94%) and Southwest (93%) residents drive a vehicle than Northeast residents (86%).

(See Tables 7a & 7b)

Of those who do drive a vehicle, almost two-thirds (63.6%) usually drive a regular passenger car, a third (35.1%) usually drive an SUV, van or truck and a few (1.3%) drive both. Women (71%) are significantly more likely than men (55.1%) to drive a car; and conversely, men (43.5%) are significantly more likely than women (27.8%) to drive an SUV, van or truck. Older residents (73%) are more likely to drive a car than younger -under 50 - residents (55.9%); and conversely, younger residents (42.9%) are more likely to drive an SUV, van or truck than older residents (25.5%). Smaller (1 or 2 person) households (71.8%) are more likely to drive a car than larger households (54%); and conversely, larger households (43.7%) are more likely to drive an SUV, van or truck than smaller households (27.8%). This correlates with the household composition sub-samples. Adult only households (69.7%) are more likely to drive a car than households with children (52.9%); and conversely, households with children (44.7%) are more likely to drive an SUV, van or truck than adult only households (29.7%).

(See Tables 8a & 8b)

The 464 residents who are aware of flooding dangers and who drive a vehicle were asked if they had ever encountered a flooded street or road while driving. Seventy percent (69.6%) of them said that they had encountered a flooded street sometime while driving in Clark County. (This is 64.6% of the total 500 resident sample.) By sub-sample, those who've lived here 6 or more years (79.6%) are significantly more likely to have encountered a flooded street than shorter term residents (51.2%). And SUV/van/truck drivers (74.2%) are significantly more likely to have encountered a flooded street than car drivers (66.8%).

(See Tables 9a & 9b)

When asked how many times they have encountered a flooded street, over half (54.5%) said four or more times. Men, those who've lived here 6 years or more, those with three or more household members, Northwest residents, those with children in the household, and SUV/van/truck drivers are more likely to have encountered a flood four or more times than their sub-sample counterparts.

(See Tables 10a & 10b)

Respondents were asked to describe what they did the first time they came to a flooded street. To summarize their behavior, 41.1% said they drove into or through the flooded street and 57.9% said they didn't drive into the flooded area. Of all the various sub-samples, the only statistically significant difference is that SUV/van/truck drivers (48.3%) are more likely to drive into or through the flooded street than car drivers (36.7%).

(See Tables 11a & 11b)

Looking at the details of what happened that first time they encountered a flooded street, 52.3% said they just "turned back/went around it/ went a different way" and an additional 4.6% said they "waited until the water went down." The remaining respondents drove into or through the flooded street giving explanations ranging from "it was not that deep/that bad" or "drove through it slowly/carefully" to "gunned it/plowed through" or "flooded it and sunk car." The reader may wish to inspect the tables to see the various explanations given.

(See Tables 12a & 12b)

Following are a few actual verbatim comments from some of the people who took chances the first time they encountered a flooded street.

"I drove through it and I made it. The water was up to my window but I had to get my God son from school and I was determined to do so." Woman, 40-49, Northeast

"Hit two potholes and blew two tires while trying to drive through." Man, 65+, Southeast

"We were coming out of Caesars. Got to the car, when a flood of water came out of nowhere. It covered half the car. My girls and I got out and literally swam back to Caesars Palace to safety. I lost my car but was grateful for our lives. Now I never will go out if I hear of flash flooding or heavy rains."

Woman, 60-64, Northwest

"I drove through it. When you drive a truck it isn't much of a problem."

Man, 40-49, Northeast

"I was caught in the flood seven or eight years ago. Fireman came to help us. Were flooded out."

Woman, 65+, Northeast

"The first time I just plowed right through it at 120 (sic) miles an hour. I got in the middle of the road and went right through it. It slowed me down and I haven't done that since."

Man, 50-59, Northeast

"I had to drive through it, carefully. I was on my way to the doctor's office and it was a short distance from where the flooded street began to the office so I carefully drove through it."

Woman, 50-59, Northeast

Among the people who encountered flooded streets more than once, some change their behavior after their first experience and some do not. The tables detail the experiences of those motorists during their additional flooded street trips.

(See Tables 13a & 13b)

Following are a few verbatim comments regarding what happened during additional trips.

"The first time I turned back. Next time got stuck. Rolled my windows down, took seat belt off. It rocked and rolled. I was about ready to bail and a semi truck pushed me out. Don't cross any flooded areas now." Man, 40-49, Southeast

"The second time a police officer told me to go through. I did and I got stuck. People were evacuated." Woman, 40-49, Southeast

"The first time my husband was with me and he kept yelling 'Go through it.' I was scared, but he reinforced me telling me the water was not too deep. The second time my husband was with me, encouraging me to drive through it, so I did. If I was alone, I would not have!" Woman, 30-39, Southwest

"I've driven through. Caught in traffic and couldn't get out." Man, 65+, Southwest

"The second time I drove through it. I now have an SUV. I felt secure to drive through it." Woman, 40-49, Southwest

"First time drove through it. Knew the street well and the water level and could measure it would be safe to go through. Other times if I did not know the street I would find another way to go where I was going." Man, 30-39, Southeast

"The second time went through it - flooded out. We were rescued by some kind man that pushed us out of it. We stay home when it rains." Woman, 30-39, Southwest

To summarize resident's behavior across all flooded street encounters, we categorized each respondent into one of five categories. The largest category (45.6% of all who have encountered flooding) is also the safest: Drivers who avoided flooded streets by going back, going a different way or waited for the water to go down every time they have come to a flooded street.

The second largest category (18.4%) are those who sometimes drove through and sometimes went back, depending on the specific circumstances.

The third largest category (16.5%) are those whose attitudes and behavior need to be changed: Drivers who drove into or through every time they have come to a flooded street.

The fourth category (14.2%) are those who have learned a lesson from their personal experience: Drivers who drove into or through a flooded street the first time but who went back on subsequent encounters.

The fifth category (5.4%) are a small but curious group who went back the first time but drove into or through the flooded street on subsequent encounters.

Looking for clues on the type of people to target with advertising and promotion, the only significant and meaningful sub-sample indication is that, compared to regular car drivers (12.2%), SUV/van/truck drivers (21.1%) are almost twice as likely to drive into or through a flooded street every time time they come to one. There were no significant differences by gender, years lived in Clark County, age, household size or household composition. By geographic location, they only significant difference is that Northeast residents are less likely than others to be circumstance drivers; i.e., those who sometimes drive through and sometimes go back.

(See Tables 14a & 14b)

After those who've encountered flooded streets described their experiences, all 500 respondents were asked what they think motivates people to drive through flooded areas. By far the most frequent response (33.4%) is one that does not have much

value for strategy. This third of all respondents said that these drivers are "Stupid/Morons/Ignorant/Etc." As one respondent said, "You can't fix stupid!" In our tabulating of responses, we noted that some of those who themselves drove into a flooded situation said that the other people were stupid.

The next most frequent response was "they're in a hurry" (19.6%). This was followed by "they think they can make it/think they can do anything/think they're Superman" (15.8%), "to get where they're going/to get home/to get to work" (15.4%), "not aware of the danger" (7.8%), "don't know or realize how deep it is" (5.4%), "doesn't look/don't think it's deep" (4.4%), "impatience" which we see as different than 'in a hurry' (4%), "no experience with floods and danger" (3.2%), "don't want to take the time to go back" (3%) and several other mentions, all less than 2%. The reader may want to inspect the tables to observe the many other reasons given and the sub-sample differences.

(See Tables 15a & 15b)

E. Should County Be Reimbursed For Rescue

All respondents were read the question "If a person drives around a posted County flood barricade and then needs to be rescued, do you think that person should have to reimburse the County for the costs of the rescue?"

Almost nine in ten (87.6%) of all respondents said that the County should be reimbursed. There are no significant differences between any of the sub-samples.

(See Tables 16a & 16b)

The 61 people who felt that the County should not be reimbursed were asked why they shouldn't be reimbursed. A fourth (27.9%) of them said "that's what taxes are for." The second most frequent reason given was "people make mistakes/it was just an accident" (19.7%). This was followed by "it depends on the individual situation/

circumstances got them into it" (9.8%), "because they don't know the dangers" (6.6%), "rescue should be an aid" (4.9%), "county's responsible to insure that streets don't get flooded" (4.9%), "rescuers are already paid" (4.9%), "it's not their fault that it floods" (4.9%), "no need to punish them" (4.9%), and several other mentions. The reader may want to inspect the tables to observe the other reasons given and the sub-sample differences.

(See Tables 17a & 17b)

F. Characteristics of the Sample

In our sampling procedure we asked to speak to either the male or female head of the household. If neither was available, the interview was conducted with a permanent resident of the household who is 18 years or older.

There was a good sampling by gender, with 45.8% of the total sample being men and 54.2% being women. The only significant differences by gender are a greater proportion of those who live in the Southeast are men compared to the Northeast and Northwest and, conversely, a greater proportion in the Northeast and Northwest are women. Also, a greater proportion of SUV/van/truck drivers are men and a greater proportion of car drivers are women.

(See Tables 18a & 18b)

For the most part, one of the heads of household were interviewed (83.4%). When an other member of the household was interviewed, that person was significantly more likely to be female, under 50 years old, from a household with three or more members, and live in the Northeast or Southwest.

(See Tables 19a & 19b)

The median age of these residents is 46.9 years. Residents who have lived in Clark County 6 or more years are significantly older (50.4) than those who have lived in Clark County 5 years or less (38.5). Residents from one or two member households are significantly older (55.7) than those from three or more member households

(39.2). This correlates with household composition - respondents in adult only households are significantly older (54.1) than respondents in households with children (38.2). Residents in the Northwest (50.8) and Southeast (48.3) are significantly older than residents in the Northeast (41.5). And car drivers (50) are significantly older than SUV/van/truck drivers (42.9).

(See Tables 20a & 20b)

The median time these residents have lived in Clark County is 9.4 years. Residents who are 50 or older have lived in Clark County significantly longer (12.2 years) than those under 50 (7.9 years).

(See Tables 21a & 21b)

The median number of household members is 2.4. Under 50 year old households are significantly larger (3.1) than 50 and older households (2.0). This correlates with household composition - households with children are significantly larger (3.9) than adult only households (1.9). And households with an SUV/van/truck are significantly larger (2.9) than car households (2.3).

(See Tables 22a & 22b)

Over six in ten (62.4%) of these households do not have children; 16.4% are single person households and 46% are two or more adults with no children. About a fourth (23%) are households with only pre-teens, 6.4% are households with teen-agers only, and 7.4% have both pre-teens and teen-agers. Most of the sub-sample significant differences are what would be expected for the categories. The reader can inspect the tables for these. Noteworthy significant differences are that single person households are more likely to be car drivers while SUV/van/truck drivers more likely live in households with pre-teens and both pre-teens and teen-agers.

(See Tables 23a & 23b)

G. Comparison by Unaided Awareness

In this section, differences in demographic characteristics are noted between those residents who initially named "Flash Flooding/Flooding as a natural disaster danger in Clark County and those who did not spontaneously mention flooding as a danger. These comparisons look at some of the previous data from a different perspective. All of the differences cited below are statistically significant.

Looking at unprompted awareness of flooding by area of Clark County, proportionately more outlying area residents did not say flooding (10.5% vs. 2.3% outlying residents initially saying flooding).

A greater proportion of those who initially said flooding are men and a greater proportion of those who did not say flooding are women.

A greater proportion of those who initially said flooding have lived in Clark County longer than those who did not say flooding.

A greater proportion of those who did not initially say flooding are single person households while a greater proportion of those who did say flooding are two or more adult household with no children.

(See Tables 24 -30)

For those readers interested in inspecting unaided awareness by individual Zip Code, this data can be found in Table 25.

V. SUPPORTING TABLES

Table 1a

UNASSISTED AWARENESS: NAME TYPES OF NATURAL DISASTERS THAT CAN BE A DANGER
TO RESIDENTS OF CLARK COUNTY

	TOTAL	GENDER OF RESPONDENT		YEARS LIVED IN CLARK CO		AGE OF RESPONDENT		NUMBER IN HOUSEHOLD	
		MALE	FEMALE	5 YRS. & LESS	6 YRS. & MORE	UNDER 50 YRS	50 & OLDER	1 OR 2	3 OR MORE
No, Can't Name Any	62 12.4%	20 8.7	42 15.5	32 18.6	30 9.2	39 14.0	23 10.5	34 12.8	28 12.2
Flash Flooding/ Flooding	395 79.0%	194 84.7	201 74.2	124 72.1	270 82.6	226 81.3	166 75.8	203 76.3	188 81.7
Earthquakes	191 38.2%	86 37.6	105 38.7	65 37.8	125 38.2	96 34.5	94 42.9	113 42.5	76 33.0
Wind/Dust/Sand Storms	41 8.2%	23 10.0	18 6.6	14 8.1	27 8.3	25 9.0	15 6.8	18 6.8	23 10.0
Fires	38 7.6%	12 5.2	26 9.6	13 7.6	25 7.6	20 7.2	17 7.8	20 7.5	17 7.4
Tornados	25 5.0%	14 6.1	11 4.1	10 5.8	15 4.6	14 5.0	11 5.0	15 5.6	10 4.3
Nuclear Waste/ Yucca Mountain	21 4.2%	8 3.5	13 4.8	4 2.3	17 5.2	9 3.2	12 5.5	13 4.9	8 3.5
Lightning	19 3.8%	8 3.5	11 4.1	6 3.5	13 4.0	14 5.0	5 2.3	7 2.6	12 5.2
Drought	8 1.6%	4 1.7	4 1.5	2 1.2	6 1.8	6 2.2	2 0.9	3 1.1	5 2.2
High Temperature/ Heat	6 1.2%	5 2.2	1 0.4	2 1.2	4 1.2	4 1.4	2 0.9	2 0.8	4 1.7
Explosions	5 1.0%	3 1.3	2 0.7	2 1.2	3 0.9	3 1.1	2 0.9	4 1.5	1 0.4
Hail Storms	3 0.6%	2 0.9	1 0.4	3 1.7	0	2 0.7	1 0.5	2 0.8	1 0.4
All Other Mentions	20 4.0%	9 3.9	11 4.1	4 2.3	16 4.9	10 3.6	10 4.6	13 4.9	7 3.0
TOTAL RESPONSES	834	388	446	281	551	468	360	447	380
BASE-NET RESPONDENTS	166.8%	169.4	164.6	163.4	168.5	168.3	164.4	168.0	165.2
NET RESPONDENTS	500	229	271	172	327	278	219	266	230

NOTE: For the "Flash Flooding/Flooding" row, arrows indicate differences between sub-samples which were found to be statistically significant at the 95% level of confidence.

Table 1b

UNAIDED AWARENESS: NAME TYPES OF NATURAL DISASTERS THAT CAN BE A DANGER
TO RESIDENTS OF CLARK COUNTY

	TOTAL	QUADRANT OF VALLEY					HOUSEHOLD COMPOSITION		TYPE OF VEHICLE	
		NORTH EAST	NORTH WEST	SOUTH EAST	SOUTH WEST	OUT-LYING	ADULTS ONLY	CHILD-REN IN HOME	CAR	SUV/VAN/TRUCK
No, Can't Name Any	62 12.4%	14 15.1	10 8.5	21 11.4	13 15.1	4 20.0	37 11.8	25 13.7	39 13.2	14 8.6
Flash Flooding/ Flooding	395 79.0%	68 73.1	96 82.1	151 82.1	71 82.6	9 45.0	247 78.7	144 79.1	227 76.9	138 84.7
Earthquakes	191 38.2%	38 40.9	49 41.9	69 37.5	30 34.9	5 25.0	127 40.4	62 34.1	115 39.0	63 38.7
Wind/Dust/Sand Storms	41 8.2%	9 9.7	11 9.4	15 8.2	5 5.8	1 5.0	22 7.0	19 10.4	27 9.2	11 6.7
Fires	38 7.6%	6 6.5	8 6.8	13 7.1	8 9.3	3 15.0	24 7.6	13 7.1	23 7.8	9 5.5
Tornados	25 5.0%	6 6.5	7 6.0	7 3.8	4 4.7	1 5.0	18 5.7	7 3.8	16 5.4	6 3.7
Nuclear Waste/ Yucca Mountain	21 4.2%	3 3.2	4 3.4	7 3.8	3 3.5	4 20.0	15 4.8	6 3.3	13 4.4	7 4.3
Lightning	19 3.8%	6 6.5	2 1.7	6 3.3	5 5.8	0	7 2.2	12 6.6	10 3.4	9 5.5
Drought	8 1.6%	1 1.1	2 1.7	4 2.2	1 1.2	0	4 1.3	4 2.2	4 1.4	3 1.8
High Temperature/ Heat	6 1.2%	2 2.2	2 1.7	2 1.1	0	0	2 0.6	4 2.2	3 1.0	2 1.2
Explosions	5 1.0%	2 2.2	1 0.9	0	1 1.2	1 5.0	4 1.3	1 0.5	3 1.0	2 1.2
Hail Storms	3 0.6%	1 1.1	1 0.9	1 0.5	0	0	3 1.0	0	1 0.3	0
All Other Mentions	20 4.0%	4 4.3	6 5.1	9 4.9	1 1.2	0	15 4.8	5 2.7	8 2.7	9 5.5
TOTAL RESPONSES	834	160	199	305	142	28	525	302	489	273
BASE-NET RESPONDENTS	166.8%	172.0	170.1	165.8	165.1	140.0	167.2	165.9	165.8	167.5
NET RESPONDENTS	500	93	117	184	86	20	314	182	295	163

NOTE: For the "Flash Flooding/Flooding" row, there are no statistically significant differences at the 95% level of confidence. Outlying area sample size is too small to calculate statistical significance.

Table 2a

AIDED AWARENESS: (AMONG THOSE NOT SAYING "FLOODING" IN PREVIOUS QUESTION)
 AWARE OF DANGERS OF FLASH FLOODING HERE IN CLARK COUNTY

	TOTAL	GENDER OF RESPONDENT		YEARS LIVED IN CLARK CO		AGE OF RESPONDENT		NUMBER IN HOUSEHOLD	
		MALE	FEMALE	5 YRS. & LESS	6 YRS. & MORE	UNDER 50 YRS	50 & OLDER	1 OR 2	3 OR MORE
Yes	85 81.0%	26 74.3	59 84.3	34 70.8	51 89.5	40 76.9	45 84.9	55 87.3	30 71.4
No	20 19.0%	9 25.7	11 15.7	14 29.2	6 10.5	12 23.1	8 15.1	8 12.7	12 28.6
TOTAL RESPONSES	105	35	70	48	57	52	53	63	42
BASE=NET RESPONDENTS	100.0%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

NOTE: Arrows indicate differences between sub-samples which were found to be statistically significant at the 95% level of confidence.

Table 2b

AIDED AWARENESS: (AMONG THOSE NOT SAYING "FLOODING" IN PREVIOUS QUESTION)
 AWARE OF DANGERS OF FLASH FLOODING HERE IN CLARK COUNTY

	QUADRANT OF VALLEY					HOUSEHOLD COMPOSITION			TYPE OF VEHICLE	
	TOTAL	NORTH EAST	NORTH WEST	SOUTH EAST	SOUTH WEST	OUT-LYING	ADULTS ONLY	CHILD-REN IN HOME	CAR	SUV/VAN/TRUCK
Yes	85 81.0%	19 76.0	17 81.0	28 84.8	12 80.0	9 81.8	56 83.6	29 76.3	55 80.9	20 80.0
No	20 19.0%	6 24.0	4 19.0	5 15.2	3 20.0	2 18.2	11 16.4	9 23.7	13 19.1	5 20.0
TOTAL RESPONSES	105	25	21	33	15	11	67	38	68	25
BASE=NET RESPONDENTS	100.0%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

NOTE: There are no statistically significant differences between sub-samples at the 95% level of confidence.

Significance not calculated for samples below 30 respondents.

Table 3a

TOTAL AWARENESS:
UNAIDED AND AIDED AWARENESS OF FLASH FLOODING DANGERS

	GENDER OF RESPONDENT		YEARS LIVED IN CLARK CO		AGE OF RESPONDENT		NUMBER IN HOUSEHOLD		
	MALE	FEMALE	5 YRS. & LESS	6 YRS. & MORE	UNDER 50 YRS	50 & OLDER	1 OR 2	3 OR MORE	
Aware Of Flash Flooding	480	220	260	158	321	266	211	258	218
	96.0%	96.1	95.9	91.9 ←	98.2	95.7	96.3	97.0	94.8
Not Aware Of Flash Flooding	20	9	11	14	6	12	8	8	12
	4.0%	3.9	4.1	8.1	1.8	4.3	3.7	3.0	5.2
TOTAL RESPONDENTS	500	229	271	172	327	278	219	266	230
BASE=NET RESPONDENTS	100.0%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

NOTE: Arrow indicates a difference between sub-samples which was found to be statistically significant at the 95% level of confidence.

Table 3b

TOTAL AWARENESS:
UNAIDED AND AIDED AWARENESS OF FLASH FLOODING DANGERS

	QUADRANT OF VALLEY					HOUSEHOLD COMPOSITION		TYPE OF VEHICLE		
	TOTAL	NORTH EAST	NORTH WEST	SOUTH EAST	SOUTH WEST	OUT-LYING	CHILD-ADULTS ONLY	REN IN HOME	CAR	SUV/VAN/TRUCK
Aware Of Flash Flooding	480 96.0%	87 93.5	113 96.6	179 97.3	83 96.5	18 90.0	303 96.5	173 95.1	282 95.6	158 96.9
Not Aware Of Flash Flooding	20 4.0%	6 6.5	4 3.4	5 2.7	3 3.5	2 10.0	11 3.5	9 4.9	13 4.4	5 3.1
TOTAL RESPONDENTS	500	93	117	184	86	20	314	182	295	163
BASE-NET RESPONDENTS	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

NOTE: There are no statistically significant differences between sub-samples at the 95% level of confidence.

Significance not calculated for samples below 30 respondents.

Table 4a

COMPARISON OF AWARENESS
1999 VS. 2000

	TOTAL	GENDER OF RESPONDENT		YEARS LIVED IN CLARK CO		AGE OF RESPONDENT		NUMBER IN HOUSEHOLD		
		MALE	FEMALE	5 YRS. & LESS	6 YRS. & MORE	UNDER 50 YRS	50 & OLDER	1 OR 2	3 OR MORE	
<u>Unaided Awareness</u>										
1999	81.6%	78.3	83.8	83.0	81.1	87.5	75.3	76.4	88.7	
2000	79.0%	84.7	74.2	72.1	82.6	81.3	75.8	76.3	81.7	
		↑	↑	↓		↓			↓	
<u>Aided Awareness</u>										
1999	15.8%	16.8	15.2	13.5	16.7	10.5	21.4	21.1	9.9	
2000	17.0%	11.4	21.7	19.8	15.6	14.4	20.5	20.7	13.1	
				↑		↑				
<u>Total Awareness</u>										
1999	97.4%	95.1	99.0	96.5	97.8	98.0	96.7	97.5	98.6	
2000	96.0%	96.1	95.9	91.9	98.2	95.7	96.3	97.0	94.8	
			↓	↓		↓			↓	
<u>TOTAL RESPONDENTS</u>										
1999	500	203	297	141	359	256	243	288	212	
2000	500	229	271	172	327	278	219	266	230	

NOTE: Arrows indicate differences between years which were found to be statistically significant at the 95% level of confidence.

Table 4b

COMPARISON OF AWARENESS
1999 VS. 2000

	TOTAL	QUADRANT OF VALLEY					HOUSEHOLD COMPOSITION		TYPE OF VEHICLE	
		NORTH EAST	NORTH WEST	SOUTH EAST	SOUTH WEST	OUT-LYING	CHILD-ADULTS ONLY	REN IN HOME	CAR	SUV/VAN/TRUCK
<u>Unaided Awareness</u>										
1999	81.6%	82.1	86.8	81.5	80.0	46.7	*	*	*	*
2000	79.0%	73.1	82.1	82.1	82.6	45.0	78.7	79.1	76.9	84.7
<u>Aided Awareness</u>										
1999	15.8%	16.0	10.6	17.0	17.1	33.3	*	*	*	*
2000	17.0%	19.4	14.5	15.2	13.9	45.0	17.8	16.0	18.7	12.2
<u>Total Awareness</u>										
1999	97.4%	98.1	97.4	98.5	97.1	80.0	*	*	*	*
2000	96.0%	93.5	96.6	97.3	96.5	90.0	96.5	95.1	95.6	96.9
<u>TOTAL RESPONDENTS</u>										
1999	500	106	114	195	70	15	*	*	*	*
2000	500	93	117	184	86	20	314	182	295	163

* Not all cross-tabulated categories are shown because specific area sub-samples in 1999 were replaced with household composition and type of vehicle sub-samples in 2000. Thus comparisons could not be made.

NOTE: Arrows indicate differences between years which were found to be statistically significant at the 95% level of confidence.

Significance not calculated for samples below 30 respondents.

Table 5a

HOW LEARN ABOUT DANGERS OF FLASH FLOODING IN CLARK COUNTY
(UNAIDED - AMONG ALL WHO ARE AWARE OF DANGERS OF FLOODING)

	TOTAL	GENDER OF RESPONDENT		YEARS LIVED IN CLARK CO		AGE OF RESPONDENT		NUMBER IN HOUSEHOLD	
		MALE	FEMALE	5 YRS. & LESS	6 YRS. & MORE	UNDER 50 YRS	50 & OLDER	1 OR 2	3 OR MORE
By Living Here/Saw It Happen/Experience	246 51.3%	117 53.2	129 49.6	59 37.3	187 58.3	125 47.0	118 55.9	126 48.8	118 54.1
TV News	134 27.9%	53 24.1	81 31.2	49 31.0	84 26.2	78 29.3	56 26.5	73 28.3	60 27.5
TV	72 15.0%	30 13.6	42 16.2	24 15.2	48 15.0	38 14.3	34 16.1	39 15.1	32 14.7
Newspaper	45 9.4%	20 9.1	25 9.6	10 6.3	34 10.6	17 6.4	28 13.3	27 10.5	17 7.8
Radio	34 7.1%	18 8.2	16 6.2	10 6.3	23 7.2	14 5.3	20 9.5	22 8.5	11 5.0
Family/Parents/ Friends/Co-Workers	34 7.1%	15 6.8	19 7.3	22 13.9	12 3.7	24 9.0	10 4.7	17 6.6	17 7.8
News (unspecified)	25 5.2%	9 4.1	16 6.2	12 7.6	13 4.0	18 6.8	7 3.3	13 5.0	12 5.5
Billboard	14 2.9%	7 3.2	7 2.7	5 3.2	9 2.8	11 4.1	3 1.4	6 2.3	8 3.7
Signs/Road Signs	9 1.9%	8 3.6	1 0.4	5 3.2	4 1.2	7 2.6	2 0.9	5 1.9	4 1.8
Media	6 1.3%	2 0.9	4 1.5	1 0.6	5 1.6	5 1.9	1 0.5	1 0.4	5 2.3
Work for City/County /Government	5 1.0%	4 1.8	1 0.4	1 0.6	4 1.2	4 1.5	1 0.5	3 1.2	2 0.9
In School	2 0.4%	2 0.9	0	0	2 0.6	2 0.8	0	0	2 0.9
All Other Mentions	5 1.0%	3 1.4	2 0.8	2 1.3	3 0.9	4 1.5	1 0.5	2 0.8	3 1.4
TOTAL RESPONSES	631	288	343	200	428	347	281	334	291
BASE=NET RESPONDENTS	131.5%	130.9	131.9	126.6	133.3	130.5	133.2	129.5	133.5
NET RESPONDENTS	480	220	260	158	321	266	211	258	218

Table 5b

HOW LEARNED ABOUT DANGERS OF FLASH FLOODING IN CLARK COUNTY
(UNAIDED - AMONG ALL WHO ARE AWARE OF DANGERS OF FLOODING)

	QUADRANT OF VALLEY						HOUSEHOLD COMPOSITION		TYPE OF VEHICLE	
	TOTAL	NORTH EAST	NORTH WEST	SOUTH EAST	SOUTH WEST	OUT-LYING	ADULTS ONLY	CHILD-REN IN HOME	CAR	SUV/VAN/TRUCK
By Living Here/Saw It Happen/Experience	246 51.3%	44 50.6	63 55.8	93 52.0	38 45.8	8 44.4	146 48.2	98 56.6	136 48.2	91 57.6
TV News	134 27.9%	32 36.8	23 20.4	55 30.7	21 25.3	3 16.7	84 27.7	49 28.3	89 31.6	35 22.2
TV	72 15.0%	16 18.4	16 14.2	26 14.5	9 10.8	5 27.8	49 16.2	22 12.7	36 12.8	28 17.7
Newspaper	45 9.4%	6 6.9	14 12.4	16 8.9	5 6.0	4 22.2	34 11.2	10 5.8	29 10.3	12 7.6
Radio	34 7.1%	7 8.0	7 6.2	14 7.8	4 4.8	2 11.1	25 8.3	8 4.6	20 7.1	11 7.0
Family/Parents/ Friends/Co-Workers	34 7.1%	3 3.4	5 4.4	11 6.1	12 14.5	3 16.7	23 7.6	11 6.4	21 7.4	11 7.0
News (unspecified)	25 5.2%	2 2.3	3 2.7	11 6.1	9 10.8	0	14 4.6	11 6.4	13 4.6	10 6.3
Billboard	14 2.9%	1 1.1	6 5.3	4 2.2	3 3.6	0	7 2.3	7 4.0	6 2.1	7 4.4
Signs/Road Signs	9 1.9%	0	2 1.8	3 1.7	3 3.6	1 5.6	5 1.7	4 2.3	5 1.8	3 1.9
Media	6 1.3%	0	2 1.8	1 0.6	2 2.4	1 5.6	2 0.7	4 2.3	2 0.7	4 2.5
Work for City/County /Government	5 1.0%	0	1 0.9	3 1.7	1 1.2	0	4 1.3	1 0.6	1 0.4	3 1.9
In School	2 0.4%	0	1 0.9	0	1 1.2	0	0	2 1.2	2 0.7	0
All Other Mentions	5 1.0%	2 2.3	1 0.9	1 0.6	1 1.2	0	3 1.0	2 1.2	3 1.1	2 1.3
TOTAL RESPONSES	631	113	144	238	109	27	396	229	363	217
BASE-NET RESPONDENTS	131.5%	129.9	127.4	133.0	131.3	150.0	130.7	132.4	128.7	137.3
NET RESPONDENTS	480	87	113	179	83	18	303	173	282	158

Table 6a

HEARD OR READ ABOUT FLOODING DANGERS FROM SPECIFIED SOURCES
(AMONG THOSE AWARE OF FLASH FLOODING)

	TOTAL	GENDER OF RESPONDENT		YEARS LIVED IN CLARK CO		AGE OF RESPONDENT		NUMBER IN HOUSEHOLD	
		MALE	FEMALE	5 YRS. & LESS	6 YRS. & MORE	UNDER 50 YRS	50 & OLDER	1 OR 2	3 OR MORE
Television	469 97.7%	216 98.2	253 97.3	151 95.6	317 98.8	256 96.2←	211 100.0	252 97.7	214 98.2
Newspaper	351 73.1%	166 75.5	185 71.2	104 65.8←	246 76.6	177 66.5←	172 81.5	188 72.9	160 73.4
Radio	323 67.3%	150 68.2	173 66.5	102 64.6	220 68.5	186 69.9→	135 64.0	168 65.1	152 69.7
Billboard	245 51.0%	121 55.0→	124 47.7	70 44.3←	175 54.5	166 62.4→	78 37.0	112 43.4←	131 60.1
Friends/Relatives Told You About It	236 49.2%	100 45.5←	136 52.3	87 55.1→	148 46.1	142 53.4→	94 44.5	116 45.0←	119 54.6
Brochure	89 18.5%	37 16.8	52 20.0	18 11.4←	71 22.1	48 18.0	40 19.0	44 17.1	44 20.2
Bus Stop Shelter Ad	65 13.5%	38 17.3→	27 10.4	16 10.1←	49 15.3	47 17.7→	17 8.1	34 13.2	30 13.8
Children Told You About It	62 12.9%	24 10.9	38 14.6	19 12.0	43 13.4	38 14.3	24 11.4	16 6.2←	46 21.1
Magazine	47 9.8%	20 9.1	27 10.4	10 6.3←	37 11.5	23 8.6	23 10.9	21 8.1	25 11.5
TOTAL RESPONSES	1887	872	1015	577	1306	1083	794	951	921
BASE=NET RESPONDENTS	393.1%	396.4	390.4	365.2	406.9	407.1	376.3	368.6	422.5
NET RESPONDENTS	480	220	260	158	321	266	211	258	218

NOTE: For the Total Sample, each percentage is significantly higher (at the 95% level of confidence) than the percentages below it - EXCEPT for the differences between Billbord and Friends/Relatives and the difference between Bus Stop Shelter Ad and Children Told You About It.

Arrows indicate differences between sub-samples which were found to be statistically significant at the 95% level of confidence.

Table 6b

HEARD OR READ ABOUT FLOODING DANGERS FROM SPECIFIED SOURCES
(AMONG THOSE AWARE OF FLASH FLOODING)

	TOTAL	QUADRANT OF VALLEY				OUT- LYING	HOUSEHOLD COMPOSITION		TYPE OF VEHICLE	
		NORTH EAST	NORTH WEST	SOUTH EAST	SOUTH WEST		ADULTS ONLY	CHILD- REN IN HOME	CAR	SUV/ VAN/ TRUCK
Television	469 97.7%	86 98.9	111 98.2	175 97.8	80 96.4	17 94.4	296 97.7	170 98.3	273 96.8	156 98.7
Newspaper	351 73.1%	57 65.5	84 74.3	132 73.7	62 74.7	16 88.9	225 74.3	123 71.1	199 70.6	120 75.9
Radio	323 67.3%	62 71.3	79 69.9	122 68.2	50 60.2	10 55.6	199 65.7	121 69.9	193 68.4	104 65.8
Billboard	245 51.0%	45 51.7	71 62.8	81 45.3	42 50.6	6 33.3	134 44.2	109 63.0	135 47.9	93 58.9
Friends/Relatives Told You About It	236 49.2%	42 48.3	48 42.5	97 54.2	40 48.2	9 50.0	143 47.2	92 53.2	141 50.0	77 48.7
Brochure	89 18.5%	16 18.4	25 22.1	32 17.9	11 13.3	5 27.8	55 18.2	33 19.1	48 17.0	32 20.3
Bus Stop Shelter Ad	65 13.5%	12 13.8	18 15.9	21 11.7	12 14.5	2 11.1	39 12.9	25 14.5	35 12.4	23 14.6
Children Told You About It	62 12.9%	15 17.2	14 12.4	24 13.4	8 9.6	1 5.6	25 8.3	37 21.4	37 13.1	16 10.1
Magazine	47 9.8%	9 10.3	12 10.6	17 9.5	6 7.2	3 16.7	28 9.2	18 10.4	25 8.9	11 7.0
TOTAL RESPONSES	1887	344	462	701	311	69	1144	728	1086	632
BASE=NET RESPONDENTS	393.1%	395.4	408.8	391.6	374.7	383.3	377.6	420.8	385.1	400.0
NET RESPONDENTS	480	87	113	179	83	18	303	173	282	158

NOTE: For the Total Sample, each percentage is significantly higher (at the 95% level of confidence) than the percentages below it - EXCEPT for the differences between Billbord and Friends/Relatives and the difference between Bus Stop Shelter Ad and Children Told You About It.

Arrows indicate differences between sub-samples which were found to be statistically significant at the 95% level of confidence.

Outlying area sample size too small (below 30) to calculate statistical significance.

Table 7a

DOES RESPONDENT DRIVE A VEHICLE

	TOTAL	GENDER OF RESPONDENT		YEARS LIVED IN CLARK CO		AGE OF RESPONDENT		NUMBER IN HOUSEHOLD	
		MALE	FEMALE	5 YRS. & LESS	6 YRS. & MORE	UNDER 50 YRS	50 & OLDER	1 OR 2	3 OR MORE
Yes	464 92.8%	216 94.3	248 91.5	164 95.3	299 91.4	261 93.9	200 91.3	245 92.1	215 93.5
No	36 7.2%	13 5.7	23 8.5	8 4.7	28 8.6	17 6.1	19 8.7	21 7.9	15 6.5
TOTAL RESPONSES	500	229	271	172	327	278	219	266	230
BASE=NET RESPONDENTS	100.0%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

NOTE: Arrow indicates a difference between sub-samples which was found to be statistically significant at the 95% level of confidence.

Table 7b

DOES RESPONDENT DRIVE A VEHICLE

	TOTAL	QUADRANT OF VALLEY				OUT- LYING	HOUSEHOLD COMPOSITION		TYPE OF VEHICLE	
		NORTH EAST	NORTH WEST	SOUTH EAST	SOUTH WEST		ADULTS ONLY	CHILD- REN IN HOME	CAR	SUV/ VAN/ TRUCK
Yes	464 92.8%	80 86.0	111 94.9	173 94.0	80 93.0	20 100.0	290 92.4	170 93.4	295 100.0	163 100.0
No	36 7.2%	13 14.0	6 5.1	11 6.0	6 7.0	0	24 7.6	12 6.6	0	0
TOTAL RESPONSES	500	93	117	184	86	20	314	182	295	163
BASE=NET RESPONDENTS	100.0%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

NOTE: Arrows indicate differences between sub-samples which were found to be statistically significant at the 95% level of confidence.

Significance not calculated for samples below 30 respondents.

Table 8a

TYPE OF VEHICLE USUALLY DRIVEN

	TOTAL	GENDER OF RESPONDENT		YEARS LIVED IN CLARK CO		AGE OF RESPONDENT		NUMBER IN HOUSEHOLD	
		MALE	FEMALE	5 YRS. & LESS	6 YRS. & MORE	UNDER 50 YRS	50 & OLDER	1 OR 2	3 OR MORE
Passenger Car	295 63.6%	119 55.1%	176 71.0%	104 63.4	190 63.5	146 55.9%	146 73.0	176 71.8%	116 54.0
SUV, Van or Truck	163 35.1%	94 43.5%	69 27.8%	59 36.0	104 34.8	112 42.9%	51 25.5	68 27.8%	94 43.7
Both	6 1.3%	3 1.4	3 1.2	1 0.6	5 1.7	3 1.1	3 1.5	1 0.4	5 2.3
TOTAL RESPONSES	464	216	248	164	299	261	200	245	215
BASE-NET RESPONDENTS	100.0%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

NOTE: Arrows indicate differences between sub-samples which were found to be statistically significant at the 95% level of confidence.

Table 8b

TYPE OF VEHICLE USUALLY DRIVEN

	QUADRANT OF VALLEY						HOUSEHOLD COMPOSITION		TYPE OF VEHICLE	
	TOTAL	NORTH EAST	NORTH WEST	SOUTH EAST	SOUTH WEST	OUT-LYING	ADULTS ONLY	CHILD-REN IN HOME	CAR	SUV/VAN/TRUCK
Passenger Car	295 63.6%	54 67.5	70 63.1	111 64.2	47 58.7	13 65.0	202 69.7	90 52.9	295 100.0	0
SUV, Van or Truck	163 35.1%	26 32.5	38 34.2	60 34.7	32 40.0	7 35.0	86 29.7	76 44.7	0	163 100.0
Both	6 1.3%	0	3 2.7	2 1.2	1 1.3	0	2 0.7	4 2.4	0	0
TOTAL RESPONSES	464	80	111	173	80	20	290	170	295	163
BASE-NET RESPONDENTS	100.0%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

NOTE: Arrows indicate differences between sub-samples which were found to be statistically significant at the 95% level of confidence.

Significance not calculated for samples below 30 respondents.

Table 9a

EVER ENCOUNTERED A FLOODED STREET OR ROAD WHILE DRIVING

	TOTAL	GENDER OF RESPONDENT		YEARS LIVED IN CLARK CO		AGE OF RESPONDENT		NUMBER IN HOUSEHOLD	
		MALE	FEMALE	5 YRS. & LESS	6 YRS. & MORE	UNDER 50 YRS	50 & OLDER	1 OR 2	3 OR MORE
Yes	323 69.6%	156 72.2	167 67.3	84 51.2	238 79.6	180 69.0	140 70.0	171 69.8	149 69.3
No	141 30.4%	60 27.8	81 32.7	80 48.8	61 20.4	81 31.0	60 30.0	74 30.2	66 30.7
TOTAL RESPONSES	464	216	248	164	299	261	200	245	215
BASE=NET RESPONDENTS	100.0%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

NOTE: Arrow indicates a difference between sub-samples which was found to be statistically significant at the 95% level of confidence.

Table 9b

EVER ENCOUNTERED A FLOODED STREET OR ROAD WHILE DRIVING

	TOTAL	QUADRANT OF VALLEY				HOUSEHOLD COMPOSITION			TYPE OF VEHICLE	
		NORTH EAST	NORTH WEST	SOUTH EAST	SOUTH WEST	OUT-LYING	ADULTS ONLY	CHILD-REN IN HOME	CAR	SUV/VAN/TRUCK
Yes	323 69.6%	53 66.3	82 73.9	125 72.3	54 67.5	9 45.0	199 68.6	121 71.2	197 66.8	121 74.2
No	141 30.4%	27 33.8	29 26.1	48 27.7	26 32.5	11 55.0	91 31.4	49 28.8	98 33.2	42 25.8
TOTAL RESPONSES	464	80	111	173	80	20	290	170	295	163
BASE-NET RESPONDENTS	100.0%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

NOTE: Arrow indicates a difference between sub-samples which were found to be statistically significant at the 95% level of confidence.

Significance not calculated for samples below 30 respondents.

Table 11a

SUMMARY OF BEHAVIOR
FIRST TIME ENCOUNTERED A FLOODED STREET

	TOTAL	GENDER OF RESPONDENT		YEARS LIVED IN CLARK CO		AGE OF RESPONDENT		NUMBER IN HOUSEHOLD	
		MALE	FEMALE	5 YRS. & LESS	6 YRS. & MORE	UNDER 50 YRS	50 & OLDER	1 OR 2	3 OR MORE
Drove Into/Thru It	132 41.1%	66 42.3	66 40.0	31 36.9	100 42.4	72 40.0	59 42.8	63 37.3	67 45.0
Didn't Drive Into/ Thru It	186 57.9%	88 56.4	98 59.4	52 61.9	134 56.8	106 58.9	78 56.5	104 61.5	81 54.4
Don't Remember	3 0.9%	2 1.3	1 0.6	1 1.2	2 0.8	2 1.1	1 0.7	2 1.2	1 0.7
TOTAL RESPONSES	321	156	165	84	236	180	138	169	149
BASE-NET RESPONDENTS	100.0%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

NOTE: There are no statistically significant differences between sub-samples at the 95% level of confidence.

Table 11b

SUMMARY OF BEHAVIOR
FIRST TIME ENCOUNTERED A FLOODED STREET

	QUADRANT OF VALLEY					HOUSEHOLD COMPOSITION			TYPE OF VEHICLE	
	TOTAL	NORTH EAST	NORTH WEST	SOUTH EAST	SOUTH WEST	OUT-LYING	ADULTS ONLY	CHILD-REN IN HOME	CAR	SUV/VAN/TRUCK
Drove Into/Thru It	132 41.1%	22 41.5	31 38.8	52 41.6	23 42.6	4 44.4	79 40.1	51 42.1	72 36.7	58 48.3
Didn't Drive Into/Thru It	186 57.9%	31 58.5	47 58.7	73 58.4	30 55.6	5 55.6	116 58.9	69 57.0	123 62.8	60 50.0
Don't Remember	3 0.9%	0	2 2.5	0	1 1.9	0	2 1.0	1 0.8	1 0.5	2 1.7
TOTAL RESPONSES	321	53	80	125	54	9	197	121	196	120
BASE-NET RESPONDENTS	100.0%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

NOTE: Arrow indicates a difference between sub-samples which were found to be statistically significant at the 95% level of confidence.

Significance not calculated for samples below 30 respondents.

Table 12a

DETAILS OF WHAT HAPPENED THE FIRST TIME ENCOUNTERED A FLOODED STREET

	TOTAL	GENDER OF RESPONDENT		YEARS LIVED IN CLARK CO		AGE OF RESPONDENT		NUMBER IN HOUSEHOLD	
		MALE	FEMALE	5 YRS. & LESS	6 YRS. & MORE	UNDER 50 YRS	50 & OLDER	1 OR 2	3 OR MORE
Turned back/went different way	169 52.3%	83 53.2	86 51.5	51 60.7	118 49.6	100 55.6	67 47.9	91 53.2	77 51.7
Waited until water went down	15 4.6%	5 3.2	10 6.0	2 2.4	13 5.5	6 3.3	9 6.4	12 7.0	3 2.0
Drove into/thru (not specified)	38 11.8%	22 14.1	16 9.6	9 10.7	29 12.2	23 12.8	14 10.0	18 10.5	19 12.8
Drove into - not that deep/bad	23 7.1%	9 5.8	14 8.4	4 4.8	19 8.0	13 7.2	10 7.1	10 5.8	13 8.7
Drove into - slowly/carefully	19 5.9%	6 3.8	13 7.8	4 4.8	15 6.3	10 5.6	9 6.4	5 2.9	14 9.4
Drove into - other cars went thru	11 3.4%	3 1.9	8 4.8	2 2.4	9 3.8	6 3.3	5 3.6	7 4.1	4 2.7
Drove into - no problem in truck/SUV	9 2.8%	7 4.5	2 1.2	4 4.8	5 2.1	5 2.8	4 2.9	6 3.5	3 2.0
Drove into - scary/barely made it	7 2.2%	4 2.6	3 1.8	3 3.6	4 1.7	4 2.2	3 2.1	4 2.3	3 2.0
Drove into -couldn't go back/cars behind	7 2.2%	3 1.9	4 2.4	1 1.2	5 2.1	2 1.1	5 3.6	4 2.3	2 1.3
Drove into - I knew the roads	6 1.9%	6 3.8	0	1 1.2	5 2.1	2 1.1	4 2.9	4 2.3	2 1.3
Drove into - made it	5 1.5%	1 0.6	4 2.4	0	5 2.1	3 1.7	2 1.4	2 1.2	3 2.0
Drove into - could tell it was safe	4 1.2%	4 2.6	0	2 2.4	2 0.8	2 1.1	2 1.4	1 0.6	3 2.0
Drove into - no problem	3 0.9%	3 1.9	0	0	3 1.3	2 1.1	1 0.7	3 1.8	0
Drove into - stuck and rescued	3 0.9%	1 0.6	2 1.2	1 1.2	2 0.8	1 0.6	2 1.4	2 1.2	1 0.7
Drove into - not above tire rim	2 0.6%	0	2 1.2	0	2 0.8	0	2 1.4	1 0.6	1 0.7

Continued...

(Table Continued)

Drove into - not above tire well	2 0.6%	2 1.3	0	0	2 0.8	1 0.6	1 0.7	1 0.6	1 0.7
Drove into - gunned it/plowed thru	2 0.6%	2 1.3	0	0	2 0.8	0	2 1.4	1 0.6	1 0.7
Drove into - flooded /sunk car	2 0.6%	0	2 1.2	0	2 0.8	1 0.6	1 0.7	1 0.6	1 0.7
Drove into - with passenger car	1 0.3%	0	1 0.6	0	1 0.4	1 0.6	0	0	1 0.7
Drove into - police said to, got stuck	1 0.3%	0	1 0.6	1 1.2	0	1 0.6	0	1 0.6	0
Drove into - water got into car	1 0.3%	0	1 0.6	1 1.2	0	0	1 0.7	1 0.6	0
Drove into - hit pot holes & blew 2 tires	1 0.3%	1 0.6	0	0	1 0.4	0	1 0.7	1 0.6	0
Drove into - up to window to get godson	1 0.3%	0	1 0.6	0	1 0.4	1 0.6	0	0	1 0.7
Police told me to turn back	1 0.3%	0	1 0.6	0	1 0.4	1 0.6	0	1 0.6	0
Don't remember	4 1.2%	2 1.3	2 1.2	1 1.2	3 1.3	2 1.1	2 1.4	3 1.8	1 0.7

TOTAL RESPONSES	337	164	173	87	249	187	147	180	154
BASE=NET RESPONDENTS	104.3%	105.1	103.6	103.6	104.6	103.9	105.0	105.3	103.4

NET RESPONDENTS	323	156	167	84	238	180	140	171	149

Table 12b

DETAILS OF WHAT HAPPENED THE FIRST TIME ENCOUNTERED A FLOODED STREET

	QUADRANT OF VALLEY					HOUSEHOLD COMPOSITION			TYPE OF VEHICLE	
	TOTAL	NORTH EAST	NORTH WEST	SOUTH EAST	SOUTH WEST	OUT-LYING	ADULTS ONLY	CHILD-REN IN HOME	CAR	SUV/VAN/TRUCK
Turned back/went different way	169 52.3%	30 56.6	44 53.7	64 51.2	27 50.0	4 44.4	103 51.8	65 53.7	108 54.8	58 47.9
Waited until water went down	15 4.6%	1 1.9	4 4.9	7 5.6	2 3.7	1 11.1	13 6.5	2 1.7	13 6.6	2 1.7
Drove into/thru (not specified)	38 11.8%	2 3.8	14 17.1	14 11.2	6 11.1	2 22.2	23 11.6	14 11.6	17 8.6	20 16.5
Drove into - not that deep/bad	23 7.1%	4 7.5	5 6.1	10 8.0	3 5.6	1 11.1	14 7.0	9 7.4	15 7.6	8 6.6
Drove into - slowly/carefully	19 5.9%	6 11.3	3 3.7	6 4.8	4 7.4	0	10 5.0	9 7.4	12 6.1	6 5.0
Drove into - other cars went thru	11 3.4%	2 3.8	1 1.2	3 2.4	5 9.3	0	8 4.0	3 2.5	6 3.0	5 4.1
Drove into - no problem in truck/SUV	9 2.8%	1 1.9	2 2.4	4 3.2	2 3.7	0	7 3.5	2 1.7	1 0.5	8 6.6
Drove into - scary/barely made it	7 2.2%	1 1.9	0	5 4.0	1 1.9	0	4 2.0	3 2.5	6 3.0	1 0.8
Drove into -couldn't go back/cars behind	7 2.2%	0	1 1.2	6 4.8	0	0	5 2.5	1 0.8	5 2.5	2 1.7
Drove into - I knew the roads	6 1.9%	1 1.9	2 2.4	2 1.6	1 1.9	0	4 2.0	2 1.7	4 2.0	2 1.7
Drove into - made it	5 1.5%	0	2 2.4	2 1.6	1 1.9	0	1 0.5	4 3.3	3 1.5	2 1.7
Drove into - could tell it was safe	4 1.2%	1 1.9	1 1.2	2 1.6	0	0	1 0.5	3 2.5	2 1.0	2 1.7
Drove into - no problem	3 0.9%	0	1 1.2	1 0.8	1 1.9	0	3 1.5	0	0	3 2.5
Drove into - stuck and rescued	3 0.9%	3 5.7	0	0	0	0	2 1.0	1 0.8	3 1.5	0
Drove into - not above tire rim	2 0.6%	1 1.9	0	0	1 1.9	0	1 0.5	1 0.8	2 1.0	0

Continued...

(Table Continued)

Drove into - not above tire well	2 0.6%	0	0	1 0.8	1 1.9	0	1 0.5	1 0.8	0	2 1.7
Drove into - gunned it/plowed thru	2 0.6%	1 1.9	0	0	0	1 11.1	1 0.5	1 0.8	1 0.5	1 0.8
Drove into - flooded /sunk car	2 0.6%	0	2 2.4	0	0	0	1 0.5	1 0.8	2 1.0	0
Drove into - with passenger car	1 0.3%	0	0	0	1 1.9	0	0	1 0.8	0	1 0.8
Drove into - police said to, got stuck	1 0.3%	0	0	1 0.8	0	0	1 0.5	0	1 0.5	0
Drove into - water got into car	1 0.3%	0	1 1.2	0	0	0	1 0.5	0	1 0.5	0
Drove into - hit pot holes & blew 2 tires	1 0.3%	0	0	1 0.8	0	0	1 0.5	0	0	1 0.8
Drove into - up to window to get godson	1 0.3%	1 1.9	0	0	0	0	0	1 0.8	0	1 0.8
Police told me to turn back	1 0.3%	0	0	1 0.8	0	0	0	1 0.8	1 0.5	0
Don't remember	4 1.2%	0	3 3.7	0	1 1.9	0	3 1.5	1 0.8	2 1.0	2 1.7

TOTAL RESPONSES	337	55	86	130	57	9	208	126	205	127
BASE=NET RESPONDENTS	104.3%	103.8	104.9	104.0	105.6	100.0	104.5	104.1	104.1	105.0

NET RESPONDENTS	323	53	82	125	54	9	199	121	197	121

Table 13a

DETAILS OF WHAT HAPPENED DURING ADDITIONAL STREET FLOODING ENCOUNTERS

	TOTAL	GENDER OF RESPONDENT		YEARS LIVED IN CLARK CO		AGE OF RESPONDENT		NUMBER IN HOUSEHOLD	
		MALE	FEMALE	5 YRS. & LESS	6 YRS. & MORE	UNDER 50 YRS	50 & OLDER	1 OR 2	3 OR MORE
Turned back/around each time	148 56.3%	75 55.6	73 57.0	31 58.5	116 55.5	83 56.8	64 56.1	76 57.6	70 54.7
Waited until water went down	9 3.4%	4 3.0	5 3.9	1 1.9	8 3.8	5 3.4	4 3.5	4 3.0	5 3.9
Sometimes drove into sometimes went back	41 15.6%	21 15.6	20 15.6	7 13.2	34 16.3	23 15.8	18 15.8	16 12.1	25 19.5
Drove into/thru (not specified)	23 8.7%	15 11.1	8 6.3	4 7.5	19 9.1	15 10.3	7 6.1	10 7.6	12 9.4
Drove into - slowly/carefully	10 3.8%	3 2.2	7 5.5	1 1.9	9 4.3	4 2.7	6 5.3	7 5.3	3 2.3
Drove into - not that bad/deep	10 3.8%	4 3.0	6 4.7	3 5.7	7 3.3	3 2.1	7 6.1	7 5.3	3 2.3
Drove into - secure with truck/SUV	8 3.0%	6 4.4	2 1.6	1 1.9	7 3.3	6 4.1	2 1.8	4 3.0	4 3.1
Drove into - knew the roads	4 1.5%	4 3.0	0	1 1.9	3 1.4	2 1.4	2 1.8	2 1.5	2 1.6
Drove into - stuck/damaged car	4 1.5%	0	4 3.1	0	4 1.9	2 1.4	1 0.9	3 2.3	1 0.8
Drove into - stuck & rescued	2 0.8%	1 0.7	1 0.8	2 3.8	0	2 1.4	0	0	2 1.6
Into when young, now don't risk it	2 0.8%	2 1.5	0	0	2 1.0	1 0.7	1 0.9	2 1.5	0
Drove into -couldn't go back, cars behind	1 0.4%	1 0.7	0	0	1 0.5	0	1 0.9	1 0.8	0
Don't go out when it's flooding	1 0.4%	1 0.7	0	1 1.9	0	1 0.7	0	0	1 0.8
Don't remember	4 1.5%	0	4 3.1	1 1.9	3 1.4	0	4 3.5	3 2.3	1 0.8

Continued...

(Table Continued)

TOTAL RESPONSES	267	137	130	53	213	147	117	135	129
BASE=NET RESPONDENTS	101.5%	101.5	101.6	100.0	101.9	100.7	102.6	102.3	100.8
NET RESPONDENTS	263	135	128	53	209	146	114	132	128

Table 13b

DETAILS OF WHAT HAPPENED DURING ADDITIONAL STREET FLOODING ENCOUNTERS

	QUADRANT OF VALLEY					HOUSEHOLD COMPOSITION			TYPE OF VEHICLE	
	TOTAL	NORTH EAST	NORTH WEST	SOUTH EAST	SOUTH WEST	OUT-LYING	ADULTS ONLY	CHILD-REN IN HOME	CAR	SUV/VAN/TRUCK
Turned back/around each time	148 56.3%	24 63.2	41 55.4	58 58.0	21 46.7	4 66.7	87 55.8	59 56.7	89 59.7	57 52.3
Waited until water went down	9 3.4%	3 7.9	0	3 3.0	3 6.7	0	5 3.2	4 3.8	6 4.0	3 2.8
Sometimes drove into sometimes went back	41 15.6%	2 5.3	11 14.9	18 18.0	10 22.2	0	22 14.1	19 18.3	23 15.4	17 15.6
Drove into/thru (not specified)	23 8.7%	2 5.3	7 9.5	8 8.0	5 11.1	1 16.7	12 7.7	10 9.6	10 6.7	12 11.0
Drove into - slowly/carefully	10 3.8%	4 10.5	3 4.1	3 3.0	0	0	8 5.1	2 1.9	8 5.4	1 0.9
Drove into - not that bad/deep	10 3.8%	0	4 5.4	4 4.0	2 4.4	0	8 5.1	2 1.9	6 4.0	4 3.7
Drove into - secure with truck/SUV	8 3.0%	2 5.3	3 4.1	1 1.0	2 4.4	0	6 3.8	2 1.9	0	8 7.3
Drove into - knew the roads	4 1.5%	0	2 2.7	1 1.0	1 2.2	0	3 1.9	1 1.0	1 0.7	3 2.8
Drove into - stuck/damaged car	4 1.5%	2 5.3	0	2 2.0	0	0	2 1.3	2 1.9	3 2.0	1 0.9
Drove into - stuck & rescued	2 0.8%	0	0	1 1.0	1 2.2	0	0	2 1.9	1 0.7	1 0.9
Into when young, now don't risk it	2 0.8%	0	0	1 1.0	0	1 16.7	2 1.3	0	0	2 1.8
Drove into -couldn't go back, cars behind	1 0.4%	0	0	0	1 2.2	0	1 0.6	0	1 0.7	0
Don't go out when it's flooding	1 0.4%	0	0	1 1.0	0	0	1 0.6	0	1 0.7	0
Don't remember	4 1.5%	0	4 5.4	0	0	0	3 1.9	1 1.0	3 2.0	1 0.9

Continued...

(Table Continued)

TOTAL RESPONSES	267	39	75	101	46	6	160	104	152	110
BASE=NET RESPONDENTS	101.5%	102.6	101.4	101.0	102.2	100.0	102.6	100.0	102.0	100.9
NET RESPONDENTS	263	38	74	100	45	6	156	104	149	109

Table 14a

SUMMARY OF BEHAVIOR
EACH TIME ENCOUNTERED A FLOODED STREET

	TOTAL	GENDER OF RESPONDENT		YEARS LIVED IN CLARK CO		AGE OF RESPONDENT		NUMBER IN HOUSEHOLD	
		MALE	FEMALE	5 YRS. & LESS	6 YRS. & MORE	UNDER 50 YRS	50 & OLDER	1 OR 2	3 OR MORE
Went back/waited all times	119 45.6%	62 45.6	57 45.6	23 44.2	96 46.2	65 44.2	53 47.7	63 48.1	55 43.3
Sometimes drove thru sometimes went back	48 18.4%	25 18.4	23 18.4	8 15.4	40 19.2	27 18.4	21 18.9	22 16.8	26 20.5
Drove into/thru all times	43 16.5%	25 18.4	18 14.4	8 15.4	35 16.8	23 15.6	19 17.1	21 16.0	21 16.5
Drove into 1st time/back other times	37 14.2%	17 12.5	20 16.0	10 19.2	26 12.5	23 15.6	14 12.6	15 11.5	21 16.5
Went back 1st time/into other times	14 5.4%	7 5.1	7 5.6	3 5.8	11 5.3	9 6.1	4 3.6	10 7.6	4 3.1
TOTAL RESPONSES	261	136	125	52	208	147	111	131	127
BASE-NET RESPONDENTS	100.0%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

NOTE: There are no statistically significant differences between sub-samples at the 95% level of confidence.

Table 14b

SUMMARY OF BEHAVIOR
EACH TIME ENCOUNTERED A FLOODED STREET

	TOTAL	QUADRANT OF VALLEY				OUT- LYING	HOUSEHOLD COMPOSITION		TYPE OF VEHICLE	
		NORTH EAST	NORTH WEST	SOUTH EAST	SOUTH WEST		ADULTS ONLY	CHILD- REN IN HOME	CAR	SUV/ VAN/ TRUCK
Went back/waited all times	119 45.6%	20 52.6	33 46.5	44 44.0	19 42.2	3 42.9	72 46.5	46 44.7	73 49.7	44 40.4
Sometimes drove thru sometimes went back	48 18.4%	3 7.9	13 18.3	20 20.0	11 24.4	1 14.3	28 18.1	20 19.4	26 17.7	21 19.3
Drove into/thru all times	43 16.5%	6 15.8	14 19.7	14 14.0	8 17.8	1 14.3	28 18.1	14 13.6	18 12.2	23 21.1
Drove into 1st time/ back other times	37 14.2%	6 15.8	8 11.3	17 17.0	5 11.1	1 14.3	19 12.3	17 16.5	21 14.3	16 14.7
Went back 1st time/ into other times	14 5.4%	3 7.9	3 4.2	5 5.0	2 4.4	1 14.3	8 5.2	6 5.8	9 6.1	5 4.6
TOTAL RESPONSES	261	38	71	100	45	7	155	103	147	109
BASE-NET RESPONDENTS	100.0%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

NOTE: Arrows indicate differences between sub-samples which were found to be statistically significant at the 95% level of confidence.

Significance not calculated for samples below 30 respondents.

Table 15a

WHAT MOTIVATES PEOPLE TO DRIVE INTO FLOODED AREAS

	TOTAL	GENDER OF RESPONDENT		YEARS LIVED IN CLARK CO		AGE OF RESPONDENT		NUMBER IN HOUSEHOLD	
		MALE	FEMALE	5 YRS. & LESS	6 YRS. & MORE	UNDER 50 YRS	50 & OLDER	1 OR 2	3 OR MORE
Stupid/Moron/ Ignorant	167 33.4%	84 36.7	83 30.6	53 30.8	114 34.9	85 30.6	81 37.0	84 31.6	81 35.2
In a hurry	98 19.6%	41 17.9	57 21.0	33 19.2	65 19.9	50 18.0	48 21.9	53 19.9	45 19.6
Think they can make it/do anything	79 15.8%	31 13.5	48 17.7	29 16.9	50 15.3	56 20.1	22 10.0	37 13.9	41 17.8
To get where they're going/home/work	77 15.4%	36 15.7	41 15.1	28 16.3	48 14.7	47 16.9	30 13.7	40 15.0	36 15.7
Not aware of the danger	39 7.8%	21 9.2	18 6.6	7 4.1	32 9.8	15 5.4	24 11.0	22 8.3	17 7.4
Don't know/realize how deep it is	27 5.4%	12 5.2	15 5.5	12 7.0	15 4.6	11 4.0	16 7.3	18 6.8	9 3.9
Doesn't look/don't think it's deep	22 4.4%	6 2.6	16 5.9	9 5.2	13 4.0	16 5.8	6 2.7	12 4.5	10 4.3
Impatience	20 4.0%	12 5.2	8 3.0	7 4.1	13 4.0	14 5.0	6 2.7	9 3.4	11 4.8
No experience with floods and danger	16 3.2%	5 2.2	11 4.1	3 1.7	13 4.0	11 4.0	5 2.3	8 3.0	8 3.5
Don't want to take the time to go back	15 3.0%	4 1.7	11 4.1	4 2.3	11 3.4	11 4.0	4 1.8	5 1.9	10 4.3
Get a thrill from it	8 1.6%	2 0.9	6 2.2	1 0.6	7 2.1	5 1.8	3 1.4	2 0.8	6 2.6
Don't realize water is strong/powerful	7 1.4%	4 1.7	3 1.1	5 2.9	2 0.6	5 1.8	2 0.9	4 1.5	3 1.3
No other way around/ Don't know detours	7 1.4%	4 1.7	3 1.1	1 0.6	6 1.8	4 1.4	3 1.4	5 1.9	2 0.9
It's worth the risk	7 1.4%	3 1.3	4 1.5	4 2.3	2 0.6	4 1.4	3 1.4	3 1.1	3 1.3
Think they can make it with truck/SUV	4 0.8%	4 1.7	0	2 1.2	2 0.6	2 0.7	2 0.9	2 0.8	2 0.9

Continued...

(Table Continued)

See others do it, try themselves	4 0.8%	2 0.9	2 0.7	1 0.6	3 0.9	2 0.7	1 0.5	2 0.8	2 0.9
A challenge not knowing	4 0.8%	3 1.3	1 0.4	1 0.6	3 0.9	3 1.1	1 0.5	2 0.8	2 0.9
Don't realize car will float	5 1.0%	2 0.9	3 1.1	3 1.7	2 0.6	5 1.8	0	2 0.8	3 1.3
Caught in middle, had to go thru	3 0.6%	2 0.9	1 0.4	1 0.6	2 0.6	0	3 1.4	2 0.8	1 0.4
Arrogance	3 0.6%	2 0.9	1 0.4	1 0.6	2 0.6	2 0.7	1 0.5	2 0.8	1 0.4
An emergency/going to help someone	2 0.4%	0	2 0.7	0	2 0.6	1 0.4	1 0.5	0	2 0.9
Could be drunk/on drugs	2 0.4%	1 0.4	1 0.4	2 1.2	0	2 0.7	0	1 0.4	1 0.4
Just got caught in it	1 0.2%	0	1 0.4	1 0.6	0	0	1 0.5	1 0.4	0
Desperation	1 0.2%	1 0.4	0	1 0.6	0	1 0.4	0	1 0.4	0
Don't know/No idea/ Can't imagine	29 5.8%	11 4.8	18 6.6	11 6.4	18 5.5	15 5.4	14 6.4	18 6.8	11 4.8

TOTAL RESPONSES	647	293	354	220	425	367	277	335	307
BASE=NET RESPONDENTS	129.4%	127.9	130.6	127.9	130.0	132.0	126.5	125.9	133.5

NET RESPONDENTS	500	229	271	172	327	278	219	266	230

Table 15b

WHAT MOTIVATES PEOPLE TO DRIVE INTO FLOODED AREAS

	QUADRANT OF VALLEY					HOUSEHOLD COMPOSITION			TYPE OF VEHICLE	
	TOTAL	NORTH EAST	NORTH WEST	SOUTH EAST	SOUTH WEST	OUT-LYING	ADULTS ONLY	CHILD-REN IN HOME	CAR	SUV/VAN/TRUCK
Stupid/Moron/ Ignorant	167 33.4%	29 31.2	46 39.3	59 32.1	28 32.6	5 25.0	98 31.2	67 36.8	105 35.6	49 30.1
In a hurry	98 19.6%	19 20.4	27 23.1	42 22.8	10 11.6	0	60 19.1	38 20.9	52 17.6	39 23.9
Think they can make it/do anything	79 15.8%	14 15.1	26 22.2	23 12.5	14 16.3	2 10.0	46 14.6	32 17.6	38 12.9	33 20.2
To get where they're going/home/work	77 15.4%	15 16.1	16 13.7	29 15.8	13 15.1	4 20.0	50 15.9	26 14.3	46 15.6	22 13.5
Not aware of the danger	39 7.8%	9 9.7	11 9.4	13 7.1	5 5.8	1 5.0	26 8.3	13 7.1	24 8.1	15 9.2
Don't know/realize how deep it is	27 5.4%	3 3.2	3 2.6	15 8.2	5 5.8	1 5.0	21 6.7	6 3.3	18 6.1	7 4.3
Doesn't look/don't think it's deep	22 4.4%	6 6.5	1 0.9	8 4.3	5 5.8	2 10.0	14 4.5	8 4.4	11 3.7	8 4.9
Impatience	20 4.0%	3 3.2	4 3.4	6 3.3	4 4.7	3 15.0	13 4.1	7 3.8	10 3.4	9 5.5
No experience with floods and danger	16 3.2%	1 1.1	2 1.7	11 6.0	2 2.3	0	8 2.5	8 4.4	9 3.1	4 2.5
Don't want to take the time to go back	15 3.0%	1 1.1	3 2.6	8 4.3	2 2.3	1 5.0	6 1.9	9 4.9	8 2.7	6 3.7
Get a thrill from it	8 1.6%	3 3.2	0	4 2.2	1 1.2	0	4 1.3	4 2.2	6 2.0	2 1.2
Don't realize water is strong/powerful	7 1.4%	0	3 2.6	3 1.6	1 1.2	0	4 1.3	3 1.6	1 0.3	6 3.7
No other way around/ Don't know detours	7 1.4%	1 1.1	1 0.9	4 2.2	1 1.2	0	5 1.6	2 1.1	5 1.7	2 1.2
It's worth the risk	7 1.4%	2 2.2	0	3 1.6	1 1.2	1 5.0	5 1.6	1 0.5	4 1.4	2 1.2
Think they can make it with truck/SUV	4 0.8%	1 1.1	1 0.9	0	1 1.2	1 5.0	2 0.6	2 1.1	1 0.3	3 1.8

Continued...

(Table Continued)

See others do it, try themselves	4 0.8%	1 1.1	1 0.9	2 1.1	0	0	3 1.0	1 0.5	2 0.7	2 1.2
A challenge not knowing	4 0.8%	2 2.2	0	1 0.5	1 1.2	0	3 1.0	1 0.5	2 0.7	1 0.6
Don't realize car will float	5 1.0%	3 3.2	1 0.9	0	0	1 5.0	2 0.6	3 1.6	4 1.4	1 0.6
Caught in middle, had to go thru	3 0.6%	0	0	0	3 3.5	0	3 1.0	0	2 0.7	1 0.6
Arrogance	3 0.6%	0	1 0.9	1 0.5	1 1.2	0	2 0.6	1 0.5	1 0.3	2 1.2
An emergency/going to help someone	2 0.4%	0	0	1 0.5	1 1.2	0	1 0.3	1 0.5	0	1 0.6
Could be drunk/on drugs	2 0.4%	1 1.1	0	1 0.5	0	0	1 0.3	1 0.5	1 0.3	1 0.6
Just got caught in it	1 0.2%	1 1.1	0	0	0	0	1 0.3	0	1 0.3	0
Desperation	1 0.2%	0	1 0.9	0	0	0	1 0.3	0	1 0.3	0
Don't know/No idea/ Can't imagine	29 5.8%	9 9.7	5 4.3	11 6.0	1 1.2	3 15.0	20 6.4	9 4.9	21 7.1	4 2.5

TOTAL RESPONSES	647	124	153	245	100	25	399	243	373	220
BASE=NET RESPONDENTS	129.4%	133.3	130.8	133.2	116.3	125.0	127.1	133.5	126.4	135.0

NET RESPONDENTS	500	93	117	184	86	20	314	182	295	163

Table 16a

SHOULD PEOPLE WHO DRIVE AROUND POSTED FLOOD BARRICADES AND THEN NEED TO BE
RESCUED HAVE TO REIMBURSE THE COUNTY FOR THE COST OF THE RESCUE

	TOTAL	GENDER OF RESPONDENT		YEARS LIVED IN CLARK CO		AGE OF RESPONDENT		NUMBER IN HOUSEHOLD	
		MALE	FEMALE	5 YRS. & LESS	6 YRS. & MORE	UNDER 50 YRS	50 & OLDER	1 OR 2	3 OR MORE
Yes	438 87.6%	196 85.6	242 89.3	156 90.7	281 85.9	240 86.3	197 90.0	235 88.3	200 87.0
No	61 12.2%	32 14.0	29 10.7	16 9.3	45 13.8	37 13.3	22 10.0	30 11.3	30 13.0
Don't Know	1 0.2%	1 0.4	0	0	1 0.3	1 0.4	0	1 0.4	0
TOTAL RESPONSES	500	229	271	172	327	278	219	266	230
BASE-NET RESPONDENTS	100.0%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

NOTE: There are no statistically significant differences between sub-samples at the 95% level of confidence.

Table 16b

SHOULD PEOPLE WHO DRIVE AROUND POSTED FLOOD BARRICADES AND THEN NEED TO BE
RESCUED HAVE TO REIMBURSE THE COUNTY FOR THE COST OF THE RESCUE

	QUADRANT OF VALLEY					HOUSEHOLD COMPOSITION		TYPE OF VEHICLE		
	TOTAL	NORTH EAST	NORTH WEST	SOUTH EAST	SOUTH WEST	OUT- LYING	CHILD- ADULTS ONLY	REN IN HOME	CAR	SUV/ VAN/ TRUCK
Yes	438 87.6%	80 86.0	110 94.0	152 82.6	77 89.5	19 95.0	275 87.6	160 87.9	254 86.1	147 90.2
No	61 12.2%	13 14.0	7 6.0	31 16.8	9 10.5	1 5.0	38 12.1	22 12.1	40 13.6	16 9.8
Don't Know	1 0.2%	0	0	1 0.5	0	0	1 0.3	0	1 0.3	0
TOTAL RESPONSES	500	93	117	184	86	20	314	182	295	163
BASE-NET RESPONDENTS	100.0%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

NOTE: There are no statistically significant differences between sub-samples at the 95% level of confidence.

Significance not calculated for samples below 30 respondents.

Table 17a

(AMONG THOSE WHO THINK COUNTY SHOULDN'T BE REIMBURSED)
WHY SHOULDN'T THEY HAVE TO PAY

	TOTAL	GENDER OF RESPONDENT		YEARS LIVED IN CLARK CO		AGE OF RESPONDENT		NUMBER IN HOUSEHOLD	
		MALE	FEMALE	5 YRS. & LESS	6 YRS. & MORE	UNDER 50 YRS	50 & OLDER	1 OR 2	3 OR MORE
That's what taxes are for	17 27.9%	8 25.0	9 31.0	5 31.3	12 26.7	10 27.0	7 31.8	10 33.3	7 23.3
People make mistakes /just an accident	12 19.7%	3 9.4	9 31.0	3 18.8	9 20.0	9 24.3	2 9.1	7 23.3	5 16.7
Depends on situation /circumstances	6 9.8%	6 18.8	0	2 12.5	4 8.9	4 10.8	2 9.1	4 13.3	2 6.7
Because they don't know the dangers	4 6.6%	3 9.4	1 3.4	0	4 8.9	1 2.7	3 13.6	1 3.3	3 10.0
Rescue should be an aid	3 4.9%	2 6.3	1 3.4	0	3 6.7	2 5.4	1 4.5	1 3.3	2 6.7
County responsible for not flooding	3 4.9%	2 6.3	1 3.4	1 6.3	2 4.4	3 8.1	0	0	3 10.0
Recuers are already paid	3 4.9%	2 6.3	1 3.4	0	3 6.7	2 5.4	1 4.5	1 3.3	2 6.7
Not their fault that it floods	3 4.9%	0	3 10.3	1 6.3	2 4.4	3 8.1	0	1 3.3	2 6.7
No need to punish them	3 4.9%	3 9.4	0	2 12.5	1 2.2	1 2.7	2 9.1	1 3.3	2 6.7
Even if barricade, County should pay	2 3.3%	2 6.3	0	0	2 4.4	1 2.7	1 4.5	1 3.3	1 3.3
Important thing is to be rescued	2 3.3%	0	2 6.9	1 6.3	1 2.2	1 2.7	1 4.5	0	2 6.7
Signs not visible when raining	2 3.3%	1 3.1	1 3.4	0	2 4.4	2 5.4	0	2 6.7	0
They wouldn't pay anyway	2 3.3%	2 6.3	0	0	2 4.4	1 2.7	1 4.5	2 6.7	0
City should have put drains in	1 1.6%	0	1 3.4	0	1 2.2	0	1 4.5	0	1 3.3
Save them, don't let them drown	1 1.6%	0	1 3.4	0	1 2.2	0	1 4.5	1 3.3	0

Continued...

(Table Continued)

Don't have the money to pay	1 1.6%	0	1 3.4	0	1 2.2	0	1 4.5	0	1 3.3
Just need to educate people more	1 1.6%	1 3.1	0	1 6.3	0	1 2.7	0	0	1 3.3
Can't control stupidity	1 1.6%	0	1 3.4	0	1 2.2	0	0	0	0
They could be new in town	1 1.6%	0	1 3.4	1 6.3	0	1 2.7	0	1 3.3	0
May not speak/read English	1 1.6%	0	1 3.4	1 6.3	0	1 2.7	0	1 3.3	0
Their insurance should pay for it	1 1.6%	1 3.1	0	0	1 2.2	0	1 4.5	0	1 3.3
They're already upset with car damage	1 1.6%	1 3.1	0	0	1 2.2	0	1 4.5	0	1 3.3

TOTAL RESPONSES	71	37	34	18	53	43	26	34	36
BASE=NET RESPONDENTS	116.4%	115.6	117.2	112.5	117.8	116.2	118.2	113.3	120.0

NET RESPONDENTS	61	32	29	16	45	37	22	30	30

Table 17b

(AMONG THOSE WHO THINK COUNTY SHOULDN'T BE REIMBURSED)
WHY SHOULDN'T THEY HAVE TO PAY

	TOTAL	QUADRANT OF VALLEY					HOUSEHOLD COMPOSITION		TYPE OF VEHICLE	
		NORTH EAST	NORTH WEST	SOUTH EAST	SOUTH WEST	OUT-LYING	ADULTS ONLY	CHILD-REN IN HOME	CAR	SUV/VAN/TRUCK
That's what taxes are for	17 27.9%	4 30.8	2 28.6	8 25.8	3 33.3	0	12 31.6	5 22.7	12 30.0	4 25.0
People make mistakes /just an accident	12 19.7%	2 15.4	1 14.3	6 19.4	2 22.2	1 100.0	7 18.4	5 22.7	9 22.5	3 18.8
Depends on situation /circumstances	6 9.8%	3 23.1	0	2 6.5	1 11.1	0	4 10.5	2 9.1	5 12.5	0
Because they don't know the dangers	4 6.6%	0	0	4 12.9	0	0	3 7.9	1 4.5	2 5.0	2 12.5
Rescue should be an aid	3 4.9%	0	0	3 9.7	0	0	2 5.3	1 4.5	2 5.0	1 6.3
County responsible for not flooding	3 4.9%	1 7.7	0	1 3.2	1 11.1	0	1 2.6	2 9.1	2 5.0	1 6.3
Recuers are already paid	3 4.9%	0	0	3 9.7	0	0	1 2.6	2 9.1	2 5.0	1 6.3
Not their fault that it floods	3 4.9%	2 15.4	0	0	1 11.1	0	1 2.6	2 9.1	3 7.5	0
No need to punish them	3 4.9%	1 7.7	1 14.3	0	1 11.1	0	2 5.3	1 4.5	1 2.5	0
Even if barricade, County should pay	2 3.3%	0	1 14.3	1 3.2	0	0	2 5.3	0	1 2.5	0
Important thing is to be rescued	2 3.3%	0	0	2 6.5	0	0	0	2 9.1	1 2.5	1 6.3
Signs not visible when raining	2 3.3%	0	0	2 6.5	0	0	2 5.3	0	2 5.0	0
They wouldn't pay anyway	2 3.3%	1 7.7	0	0	1 11.1	0	2 5.3	0	1 2.5	1 6.3
City should have put drains in	1 1.6%	0	1 14.3	0	0	0	0	1 4.5	1 2.5	0
Save them, don't let them drown	1 1.6%	0	0	1 3.2	0	0	1 2.6	0	1 2.5	0

Continued...

(Table Continued)

Don't have the money to pay	1 1.6%	0	0	1 3.2	0	0	1 2.6	0	0	1 6.3
Just need to educate people more	1 1.6%	0	0	1 3.2	0	0	0	1 4.5	0	1 6.3
Can't control stupidity	1 1.6%	0	0	1 3.2	0	0	0	0	1 2.5	0
They could be new in town	1 1.6%	0	1 14.3	0	0	0	0	1 4.5	1 2.5	0
May not speak/read English	1 1.6%	0	1 14.3	0	0	0	0	1 4.5	1 2.5	0
Their insurance should pay for it	1 1.6%	0	0	1 3.2	0	0	1 2.6	0	0	1 6.3
They're already upset with car damage	1 1.6%	0	0	1 3.2	0	0	1 2.6	0	0	1 6.3

TOTAL RESPONSES	71	14	8	38	10	1	43	27	48	18
BASE=NET RESPONDENTS	116.4%	107.7	114.3	122.6	111.1	100.0	113.2	122.7	120.0	112.5

NET RESPONDENTS	61	13	7	31	9	1	38	22	40	16

Table 18a

RESPONDENT GENDER

	GENDER OF RESPONDENT		YEARS LIVED IN CLARK CO		AGE OF RESPONDENT		NUMBER IN HOUSEHOLD		
	TOTAL	MALE	FEMALE	5 YRS. & LESS	6 YRS. & MORE	UNDER 50 YRS	50 & OLDER	1 OR 2	3 OR MORE
Male	229 45.8%	229 100.0	0	82 47.7	146 44.6	132 47.5	97 44.3	116 43.6	111 48.3
Female	271 54.2%	0	271 100.0	90 52.3	181 55.4	146 52.5	122 55.7	150 56.4	119 51.7
TOTAL RESPONSES	500	229	271	172	327	278	219	266	230
BASE=NET RESPONDENTS	100.0%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

NOTE: There are no statistically significant differences between sub-samples at the 95% level of confidence.

Table 18b

RESPONDENT GENDER

	TOTAL	QUADRANT OF VALLEY				OUT- LYING	HOUSEHOLD COMPOSITION		TYPE OF VEHICLE	
		NORTH EAST	NORTH WEST	SOUTH EAST	SOUTH WEST		ADULTS ONLY	CHILD- REN IN HOME	CAR	SUV/ VAN/ TRUCK
Male	229 45.8%	37 39.8	47 40.2	96 52.2	37 43.0	12 60.0	145 46.2	82 45.1	119 40.3	94 57.7
Female	271 54.2%	56 60.2	70 59.8	88 47.8	49 57.0	8 40.0	169 53.8	100 54.9	176 59.7	69 42.3
TOTAL RESPONSES	500	93	117	184	86	20	314	182	295	163
BASE=NET RESPONDENTS	100.0%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

NOTE: Arrows indicate differences between sub-samples which were found to be statistically significant at the 95% level of confidence.

Significance not calculated for samples below 30 respondents.

Table 19a

RESPONDENT IS MALE OR FEMALE HEAD OF HOUSEHOLD OR OTHER HOUSEHOLD MEMBER

	TOTAL	GENDER OF RESPONDENT		YEARS LIVED IN CLARK CO		AGE OF RESPONDENT		NUMBER IN HOUSEHOLD	
		MALE	FEMALE	5 YRS. & LESS	6 YRS. & MORE	UNDER 50 YRS	50 & OLDER	1 OR 2	3 OR MORE
Head of Household	417 83.4%	213 93.0	204 →75.3	141 82.0	275 84.1	224 80.6	190 ←86.8	233 87.6	180 →78.3
Other Household Member	83 16.6%	16 7.0	67 ←24.7	31 18.0	52 15.9	54 19.4	29 →13.2	33 12.4	50 ←21.7
TOTAL RESPONSES	500	229	271	172	327	278	219	266	230
BASE=NET RESPONDENTS	100.0%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

NOTE: Arrows indicate differences between sub-samples which were found to be statistically significant at the 95% level of confidence.

Table 19b

RESPONDENT IS MALE OR FEMALE HEAD OF HOUSEHOLD OR OTHER HOUSEHOLD MEMBER

	TOTAL	QUADRANT OF VALLEY				OUT- LYING	HOUSEHOLD COMPOSITION		TYPE OF VEHICLE	
		NORTH EAST	NORTH WEST	SOUTH EAST	SOUTH WEST		ADULTS ONLY	CHILD- REN IN HOME	CAR	SUV/ VAN/ TRUCK
Head of Household	417	71	103	163	64	16	265	148	245	140
	83.4%	76.3	88.0	88.6	74.4	80.0	84.4	81.3	83.1	85.9
		↑—————↑								
Other Household Member	83	22	14	21	22	4	49	34	50	23
	16.6%	23.7	12.0	11.4	25.6	20.0	15.6	18.7	16.9	14.1
TOTAL RESPONSES	500	93	117	184	86	20	314	182	295	163
BASE=NET RESPONDENTS	100.0%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

NOTE: Arrows indicate differences between sub-samples which were found to be statistically significant at the 95% level of confidence.

Significance not calculated for samples below 30 respondents.

Table 20a

AGE OF RESPONDENT

		GENDER OF RESPONDENT		YEARS LIVED IN CLARK CO		AGE OF RESPONDENT		NUMBER IN HOUSEHOLD		
		TOTAL	MALE	FEMALE	5 YRS. & LESS	6 YRS. & MORE	UNDER 50 YRS	50 & OLDER	1 OR 2	3 OR MORE
(19)	18 to 20	19 3.8%	10 4.4	9 3.3	9 5.2	10 3.1	19 6.8	0	4 1.5	15 6.5
(25)	21 to 29	63 12.6%	29 12.7	34 12.5	33 19.2	30 9.2	63 22.7	0	24 9.0	39 17.0
(35)	30 to 39	100 20.0%	48 21.0	52 19.2	52 30.2	48 14.7	100 36.0	0	33 12.4	66 28.7
(45)	40 to 49	96 19.2%	45 19.7	51 18.8	25 14.5	71 21.7	96 34.5	0	39 14.7	57 24.8
(55)	50 to 59	96 19.2%	50 21.8	46 17.0	27 15.7	68 20.8	0	96 43.8	57 21.4	38 16.5
(62)	60 to 64	30 6.0%	13 5.7	17 6.3	7 4.1	23 7.0	0	30 13.7	28 10.5	2 0.9
(70)	65 or Older	93 18.6%	34 14.8	59 21.8	19 11.0	74 22.6	0	93 42.5	80 30.1	13 5.7
	Refused	3 0.6%	0	3 1.1	0	3 0.9	0	0	1 0.4	0
TOTAL RESPONSES		500	229	271	172	327	278	219	266	230
BASE-NET RESPONDENTS		100.0%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MEDIAN		46.93	46.11	47.65	38.46	50.44	35.70	61.65	55.70	39.24
T-Value				-1.32		-5.64		-38.89		10.00



NOTE: Arrows indicate differences between sub-samples which were found to be statistically significant at the 95% level of confidence.

Table 20b

AGE OF RESPONDENT

	QUADRANT OF VALLEY						HOUSEHOLD COMPOSITION		TYPE OF VEHICLE	
	TOTAL	NORTH EAST	NORTH WEST	SOUTH EAST	SOUTH WEST	OUT-LYING	CHILD-ADULTS ONLY	REN IN HOME	CAR	SUV/VAN/TRUCK
(19) 18 to 20	19 3.8%	8 8.6	2 1.7	5 2.7	2 2.3	2 10.0	8 2.5	11 6.0	10 3.4	4 2.5
(25) 21 to 29	63 12.6%	18 19.4	11 9.4	19 10.3	14 16.3	1 5.0	33 10.5	30 16.5	41 13.9	16 9.8
(35) 30 to 39	100 20.0%	17 18.3	19 16.2	41 22.3	17 19.8	6 30.0	38 12.1	61 33.5	47 15.9	49 30.1
(45) 40 to 49	96 19.2%	20 21.5	24 20.5	32 17.4	17 19.8	3 15.0	49 15.6	47 25.8	48 16.3	43 26.4
(55) 50 to 59	96 19.2%	10 10.8	24 20.5	42 22.8	16 18.6	4 20.0	69 22.0	26 14.3	61 20.7	29 17.8
(62) 60 to 64	30 6.0%	5 5.4	8 6.8	12 6.5	3 3.5	2 10.0	29 9.2	1 0.5	18 6.1	10 6.1
(70) 65 or Older	93 18.6%	14 15.1	28 23.9	32 17.4	17 19.8	2 10.0	87 27.7	6 3.3	67 22.7	12 7.4
Refused	3 0.6%	1 1.1	1 0.9	1 0.5	0	0	1 0.3	0	3 1.0	0
TOTAL RESPONSES	500	93	117	184	86	20	314	182	295	163
BASE=NET RESPONDENTS	100.0%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MEDIAN	46.93	41.50	50.83	48.28	45.88	43.33	54.13	38.20	50.00	42.91
T-Value			-3.37	1.42	0.59	0.52		10.05		3.25
			↑					↑		↑

NOTE: Arrows indicate differences between sub-samples which were found to be statistically significant at the 95% level of confidence.

Significance not calculated for samples below 30 respondents.

Table 21a

YEARS LIVED IN CLARK COUNTY

	TOTAL	GENDER OF RESPONDENT		YEARS LIVED IN CLARK CO		AGE OF RESPONDENT		NUMBER IN HOUSEHOLD	
		MALE	FEMALE	5 YRS. & LESS	6 YRS. & MORE	UNDER 50 YRS	50 & OLDER	1 OR 2	3 OR MORE
(1) 2 Years or Less	97 19.4%	41 17.9	56 20.7	97 56.4	0	70 25.2	27 12.3	48 18.0	48 20.9
(4) 3 to 5 Years	75 15.0%	41 17.9	34 12.5	75 43.6	0	49 17.6	26 11.9	36 13.5	39 17.0
(8) 6 to 10 Years	91 18.2%	45 19.7	46 17.0	0	91 27.8	42 15.1	49 22.4	52 19.5	39 17.0
(13) 11 to 15 Years	43 8.6%	22 9.6	21 7.7	0	43 13.1	22 7.9	21 9.6	24 9.0	19 8.3
(18) 16 to 20 Years	50 10.0%	16 7.0	34 12.5	0	50 15.3	27 9.7	23 10.5	29 10.9	21 9.1
(25) 21 to 30 Years	70 14.0%	31 13.5	39 14.4	0	70 21.4	37 13.3	32 14.6	35 13.2	34 14.8
(35) 31 or More Years	73 14.6%	32 14.0	41 15.1	0	73 22.3	31 11.2	40 18.3	42 15.8	30 13.0
Refused	1 0.2%	1 0.4	0	0	0	0	1 0.5	0	0
TOTAL RESPONSES	500	229	271	172	327	278	219	266	230
BASE=NET RESPONDENTS	100.0%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MEDIAN	9.41	8.84	9.96	1.39	18.45	7.90	12.17	9.77	8.87
T-Value		-0.87		-30.69		-3.31		0.97	



NOTE: Arrow indicates a difference between sub-samples which was found to be statistically significant at the 95% level of confidence.

Table 21b

YEARS LIVED IN CLARK COUNTY

	QUADRANT OF VALLEY						HOUSEHOLD COMPOSITION	TYPE OF VEHICLE		
	TOTAL	NORTH EAST	NORTH WEST	SOUTH EAST	SOUTH WEST	OUT- LYING	ADULTS ONLY	CHILD- REN IN HOME	CAR	SUV/ VAN/ TRUCK
(1) 2 Years or Less	97 19.4%	18 19.4	21 17.9	29 15.8	26 30.2	3 15.0	58 18.5	38 20.9	64 21.7	28 17.2
(4) 3 to 5 Years	75 15.0%	15 16.1	15 12.8	28 15.2	8 9.3	9 45.0	41 13.1	34 18.7	40 13.6	31 19.0
(8) 6 to 10 Years	91 18.2%	15 16.1	24 20.5	38 20.7	13 15.1	1 5.0	58 18.5	33 18.1	60 20.3	24 14.7
(13) 11 to 15 Years	43 8.6%	4 4.3	6 5.1	23 12.5	8 9.3	2 10.0	31 9.9	12 6.6	26 8.8	13 8.0
(18) 16 to 20 Years	50 10.0%	14 15.1	7 6.0	17 9.2	11 12.8	1 5.0	34 10.8	16 8.8	28 9.5	16 9.8
(25) 21 to 30 Years	70 14.0%	13 14.0	20 17.1	24 13.0	12 14.0	1 5.0	46 14.6	23 12.6	38 12.9	22 13.5
(35) 31 or More Years	73 14.6%	14 15.1	24 20.5	24 13.0	8 9.3	3 15.0	46 14.6	26 14.3	38 12.9	29 17.8
Refused	1 0.2%	0	0	1 0.5	0	0	0	0	1 0.3	0
TOTAL RESPONSES	500	93	117	184	86	20	314	182	295	163
BASE-NET RESPONDENTS	100.0%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MEDIAN	9.41	9.60	9.75	9.63	8.77	4.83	10.50	8.30	8.87	9.75
T-Value			-0.81	1.34	1.01	0.38		1.10		-1.29

NOTE: There are no statistically significant differences between sub-samples at the 95% level of confidence.

Significance not calculated for samples below 30 respondents.

Table 22a

NUMBER OF PEOPLE LIVING IN HOUSEHOLD

	TOTAL	GENDER OF RESPONDENT		YEARS LIVED IN CLARK CO		AGE OF RESPONDENT		NUMBER IN HOUSEHOLD	
		MALE	FEMALE	5 YRS. & LESS	6 YRS. & MORE	UNDER 50 YRS	50 & OLDER	1 OR 2	3 OR MORE
(1)	82 16.4%	35 15.3	47 17.3	28 16.3	54 16.5	26 9.4	56 25.6	82 30.8	0
(2)	184 36.8%	81 35.4	103 38.0	56 32.6	128 39.1	74 26.6	109 49.8	184 69.2	0
(3)	102 20.4%	52 22.7	50 18.5	36 20.9	66 20.2	68 24.5	34 15.5	0	102 44.3
(4)	74 14.8%	37 16.2	37 13.7	35 20.3	39 11.9	64 23.0	10 4.6	0	74 32.2
(5)	28 5.6%	13 5.7	15 5.5	7 4.1	21 6.4	24 8.6	4 1.8	0	28 12.2
(7) 6 or More	26 5.2%	9 3.9	17 6.3	9 5.2	17 5.2	21 7.6	5 2.3	0	26 11.3
Refused	4 0.8%	2 0.9	2 0.7	1 0.6	2 0.6	1 0.4	1 0.5	0	0
TOTAL RESPONSES	500	229	271	172	327	278	219	266	230
BASE=NET RESPONDENTS	100.0%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MEDIAN	2.40	2.47	2.35	2.54	2.35	3.07	1.99	1.78	3.68
T-Value			0.01		0.79		9.05		-26.54



NOTE: Arrow indicates a difference between sub-samples which was found to be statistically significant at the 95% level of confidence.

Table 22b

NUMBER OF PEOPLE IN HOUSEHOLD

	QUADRANT OF VALLEY					HOUSEHOLD COMPOSITION			TYPE OF VEHICLE	
	TOTAL	NORTH EAST	NORTH WEST	SOUTH EAST	SOUTH WEST	OUT-LYING	ADULTS ONLY	CHILD-REN IN HOME	CAR	SUV/VAN/TRUCK
(1)	82 16.4%	12 12.9	18 15.4	28 15.2	21 24.4	3 15.0	82 26.1	0	56 19.0	19 11.7
(2)	184 36.8%	27 29.0	50 42.7	74 40.2	25 29.1	8 40.0	180 57.3	4 2.2	120 40.7	49 30.1
(3)	102 20.4%	25 26.9	20 17.1	38 20.7	14 16.3	5 25.0	38 12.1	64 35.2	64 21.7	30 18.4
(4)	74 14.8%	16 17.2	16 13.7	24 13.0	18 20.9	0	11 3.5	63 34.6	30 10.2	38 23.3
(5)	28 5.6%	5 5.4	5 4.3	10 5.4	4 4.7	4 20.0	3 1.0	25 13.7	13 4.4	11 6.7
(7) 6 or More	26 5.2%	8 8.6	6 5.1	8 4.3	4 4.7	0	0	26 14.3	9 3.1	15 9.2
Refused	4 0.8%	0	2 1.7	2 1.1	0	0	0	0	3 1.0	1 0.6
TOTAL RESPONSES	500	93	117	184	86	20	314	182	295	163
BASE-NET RESPONDENTS	100.0%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MEDIAN	2.40	2.80	2.29	2.35	2.38	2.38	1.92	3.87	2.25	2.93
T-Value			1.81	-0.10	-0.03	0.03		-20.18		-4.54
							↑	↑		

NOTE: Arrows indicate differences between sub-samples which were found to be statistically significant at the 95% level of confidence.

Significance not calculated for samples below 30 respondents.

Table 23a

HOUSEHOLD COMPOSITION

	TOTAL	GENDER OF RESPONDENT		YEARS LIVED IN CLARK CO		AGE OF RESPONDENT		NUMBER IN HOUSEHOLD	
		MALE	FEMALE	5 YRS. & LESS	6 YRS. & MORE	UNDER 50 YRS	50 & OLDER	1 OR 2	3 OR MORE
Single person household	82 16.4%	35 15.3	47 17.3	28 16.3	54 16.5	26 9.4←	56 25.6	82 30.8	0
Two or more adults, no children	230 46.0%	110 48.0	120 44.3	70 40.7←	160 48.9	101 36.3←	128 58.4	179 67.3	51 22.2
Households with only pre-teens	115 23.0%	50 21.8	65 24.0	54 31.4→	61 18.7	99 35.6→	16 7.3	5 1.9	110 47.8
Household with only teen-agers	32 6.4%	13 5.7	19 7.0	7 4.1←	25 7.6	22 7.9	10 4.6	0	32 13.9
Households with both pre-teens & teens	37 7.4%	19 8.3	18 6.6	12 7.0	25 7.6	29 10.4→	8 3.7	0	37 16.1
Refused	4 0.8%	2 0.9	2 0.7	1 0.6	2 0.6	1 0.4	1 0.5	0	0
TOTAL RESPONSES	500	229	271	172	327	278	219	266	230
BASE=NET RESPONDENTS	100.0%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

NOTE: Arrows indicate differences between sub-samples which were found to be statistically significant at the 95% level of confidence.

Table 23b

HOUSEHOLD COMPOSITION

	QUADRANT OF VALLEY						HOUSEHOLD COMPOSITION		TYPE OF VEHICLE	
	TOTAL	NORTH EAST	NORTH WEST	SOUTH EAST	SOUTH WEST	OUT-LYING	ADULTS ONLY	CHILD-REN IN HOME	CAR	SUV/VAN/TRUCK
Single person household	82 16.4%	12 12.9	18 15.4	28 15.2	21 24.4	3 15.0	82 26.1	0	56 19.0	19 11.7
Two or more adults, no children	230 46.0%	37 39.8	56 47.9	94 51.1	33 38.4	10 50.0	230 73.2	0	144 48.8	67 41.1
Households with only pre-teens	115 23.0%	27 29.0	27 23.1	39 21.2	21 24.4	1 5.0	2 0.6	113 62.1	58 19.7	44 27.0
Household with only teen-agers	32 6.4%	8 8.6	7 6.0	9 4.9	6 7.0	2 10.0	0	32 17.6	19 6.4	12 7.4
Households with both pre-teens & teens	37 7.4%	9 9.7	7 6.0	12 6.5	5 5.8	4 20.0	0	37 20.3	15 5.1	20 12.3
Refused	4 0.8%	0	2 1.7	2 1.1	0	0	0	0	3 1.0	1 0.6
TOTAL RESPONSES	500	93	117	184	86	20	314	182	295	163
BASE-NET RESPONDENTS	100.0%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

NOTE: Arrows indicate differences between sub-samples which were found to be statistically significant at the 95% level of confidence.

Significance not calculated for samples below 30 respondents.

Table 24

COMPARISON BY UNAIDED AWARENESS
QUADRANT OF VALLEY

	NATURAL DISASTERS?		
	TOTAL	SAID FLOODS	DIDN'T SAY FLOODS
North East Valley		93 18.6%	68 17.2
North West Valley	117 23.4%	96 24.3	21 20.0
South East Valley	184 36.8%	151 38.2	33 31.4
South West Valley	86 17.2%	71 18.0	15 14.3
Outlying Areas	20 4.0%	9 2.3	11 10.5 ←
TOTAL RESPONSES	500	395	105
BASE-NET RESPONDENTS	100.0%	100.0	100.0

NOTE: Arrow indicates a difference between sub-samples which was found to be statistically significant at the 95% level of confidence.

Table 25

COMPARISON BY UNAIDED AWARENESS
ZIP CODE OF RESPONDENT

	NATURAL DISASTERS?		
	TOTAL	SAID FLOODS	DIDN'T SAY FLOODS
89005	6 1.2%	3 0.8	3 2.9
89012	2 0.4%	2 0.5	0
89014	23 4.6%	20 5.1	3 2.9
89015	45 9.0%	40 10.1	5 4.8
89024	1 0.2%	0	1 1.0
89027	5 1.0%	1 0.3	4 3.8
89029	5 1.0%	2 0.5	3 2.9
89030	15 3.0%	8 2.0	7 6.7
89031	18 3.6%	15 3.8	3 2.9
89032	10 2.0%	8 2.0	2 1.9
89040	2 0.4%	2 0.5	0
89046	1 0.2%	1 0.3	0
89052	2 0.4%	1 0.3	1 1.0
89101	9 1.8%	6 1.5	3 2.9
89102	14 2.8%	10 2.5	4 3.8

Continued...

(Table Continued)

89103	30 6.0%	27 6.8	3 2.9
89104	16 3.2%	11 2.8	5 4.8
89106	11 2.2%	8 2.0	3 2.9
89107	14 2.8%	13 3.3	1 1.0
89108	24 4.8%	22 5.6	2 1.9
89109	9 1.8%	7 1.8	2 1.9
89110	21 4.2%	17 4.3	4 3.8
89113	4 0.8%	4 1.0	0
89115	19 3.8%	14 3.5	5 4.8
89117	14 2.8%	10 2.5	4 3.8
89118	4 0.8%	3 0.8	1 1.0
89119	11 2.2%	8 2.0	3 2.9
89120	9 1.8%	6 1.5	3 2.9
89121	33 6.6%	27 6.8	6 5.7
89122	14 2.8%	12 3.0	2 1.9
89123	10 2.0%	9 2.3	1 1.0
89128	9 1.8%	6 1.5	3 2.9
89129	9 1.8%	7 1.8	2 1.9

Continued...

(Table Continued)

89130	7 1.4%	4 1.0	3 2.9
89131	8 1.6%	8 2.0	0
89134	11 2.2%	9 2.3	2 1.9
89135	1 0.2%	1 0.3	0
89142	10 2.0%	8 2.0	2 1.9
89144	5 1.0%	5 1.3	0
89145	10 2.0%	6 1.5	4 3.8
89146	5 1.0%	3 0.8	2 1.9
89147	14 2.8%	13 3.3	1 1.0
89149	2 0.4%	1 0.3	1 1.0
89156	8 1.6%	7 1.8	1 1.0

TOTAL RESPONSES	500	395	105
BASE-NET RESPONDENTS	100.0%	100.0	100.0

Table 26

COMPARISON BY UNAIDED AWARENESS
RESPONDENT GENDER

	NATURAL DISASTERS?		
	TOTAL	DIDN'T SAID FLOODS	SAY FLOODS
Male	229 45.8%	194 49.1	35 33.3
Female	271 54.2%	201 50.9	70 66.7
TOTAL RESPONSES	500	395	105
BASE=NET RESPONDENTS	100.0%	100.0	100.0

NOTE: Arrows indicate differences between sub-samples which were found to be statistically significant at the 95% level of confidence.

Table 27

COMPARISON BY UNAIDED AWARENESS
AGE OF RESPONDENT

		NATURAL DISASTERS?		
		TOTAL	DIDN'T SAID SAY	
			FLOODS	FLOODS
(19)	18 to 20	19 3.8%	11 2.8	8 7.6
(25)	21 to 29	63 12.6%	51 12.9	12 11.4
(35)	30 to 39	100 20.0%	85 21.5	15 14.3
(45)	40 to 49	96 19.2%	79 20.0	17 16.2
(55)	50 to 59	96 19.2%	75 19.0	21 20.0
(62)	60 to 64	30 6.0%	25 6.3	5 4.8
(70)	65 or Older	93 18.6%	66 16.7	27 25.7
	Refused	3 0.6%	3 0.8	0
TOTAL RESPONSES		500	395	105
BASE=NET RESPONDENTS		100.0%	100.0	100.0
MEDIAN		46.93	46.20	50.24
T-Value			-1.00	

NOTE: There are no statistically significant differences between sub-samples at the 95% level of confidence.

Table 28

COMPARISON BY UNAIDED AWARENESS
YEARS LIVED IN CLARK COUNTY

	NATURAL DISASTERS?		
	TOTAL	DIDN'T SAID FLOODS	SAY FLOODS
(1) 2 Years or Less	97 19.4%	70 17.7	27 25.7
(4) 3 to 5 Years	75 15.0%	54 13.7	21 20.0
(8) 6 to 10 Years	91 18.2%	71 18.0	20 19.0
(13) 11 to 15 Years	43 8.6%	39 9.9	4 3.8
(18) 16 to 20 Years	50 10.0%	41 10.4	9 8.6
(25) 21 to 30 Years	70 14.0%	58 14.7	12 11.4
(35) 31 or More Years	73 14.6%	61 15.4	12 11.4
Refused	1 0.2%	1 0.3	0
TOTAL RESPONSES	500	395	105
BASE-NET RESPONDENTS	100.0%	100.0	100.0
MEDIAN	9.41	10.76	6.90
T-Value			2.34



NOTE: Arrow indicates a difference between sub-samples which was found to be statistically significant at the 95% level of confidence.

Table 29

COMPARISON BY UNAIDED AWARENESS
NUMBER OF PEOPLE LIVING IN HOUSEHOLD

	NATURAL DISASTERS?		
	TOTAL	SAID FLOODS	DIDN'T SAY FLOODS
(1)	82 16.4%	54 13.7	28 26.7
(2)	184 36.8%	149 37.7	35 33.3
(3)	102 20.4%	84 21.3	18 17.1
(4)	74 14.8%	63 15.9	11 10.5
(5)	28 5.6%	21 5.3	7 6.7
(7) 6 or More	26 5.2%	20 5.1	6 5.7
Refused	4 0.8%	4 1.0	0
TOTAL RESPONSES	500	395	105
BASE-NET RESPONDENTS	100.0%	100.0	100.0
MEDIAN	2.40	2.45	2.20
T-Value		1.26	

NOTE: There are no statistically significant differences between sub-samples at the 95% level of confidence.

Table 30

COMPARISON BY UNAIDED AWARENESS
HOUSEHOLD COMPOSITION

	TOTAL	NATURAL DISASTERS?	
		DIDN'T SAID FLOODS	SAY FLOODS
Single person household	82 16.4%	54 13.7←	28 26.7
Two or more adults, no children	230 46.0%	191 48.4→	39 37.1
Households with only pre-teens	115 23.0%	91 23.0	24 22.9
Household with only teen-agers	32 6.4%	26 6.6	6 5.7
Households with both pre-teens & teens	37 7.4%	29 7.3	8 7.6
Refused	4 0.8%	4 1.0	0
TOTAL RESPONSES	500	395	105
BASE-NET RESPONDENTS	100.0%	100.0	100.0

NOTE: Arrows indicate differences between sub-samples which were found to be statistically significant at the 95% level of confidence.

VI. APPENDIX

FLOOD AWARENESS SURVEY 2000 N = 500

NW

117
23.4%

LAS VEGAS AREA ZIP CODES

7/1/99



NE

93
18.6%

SE

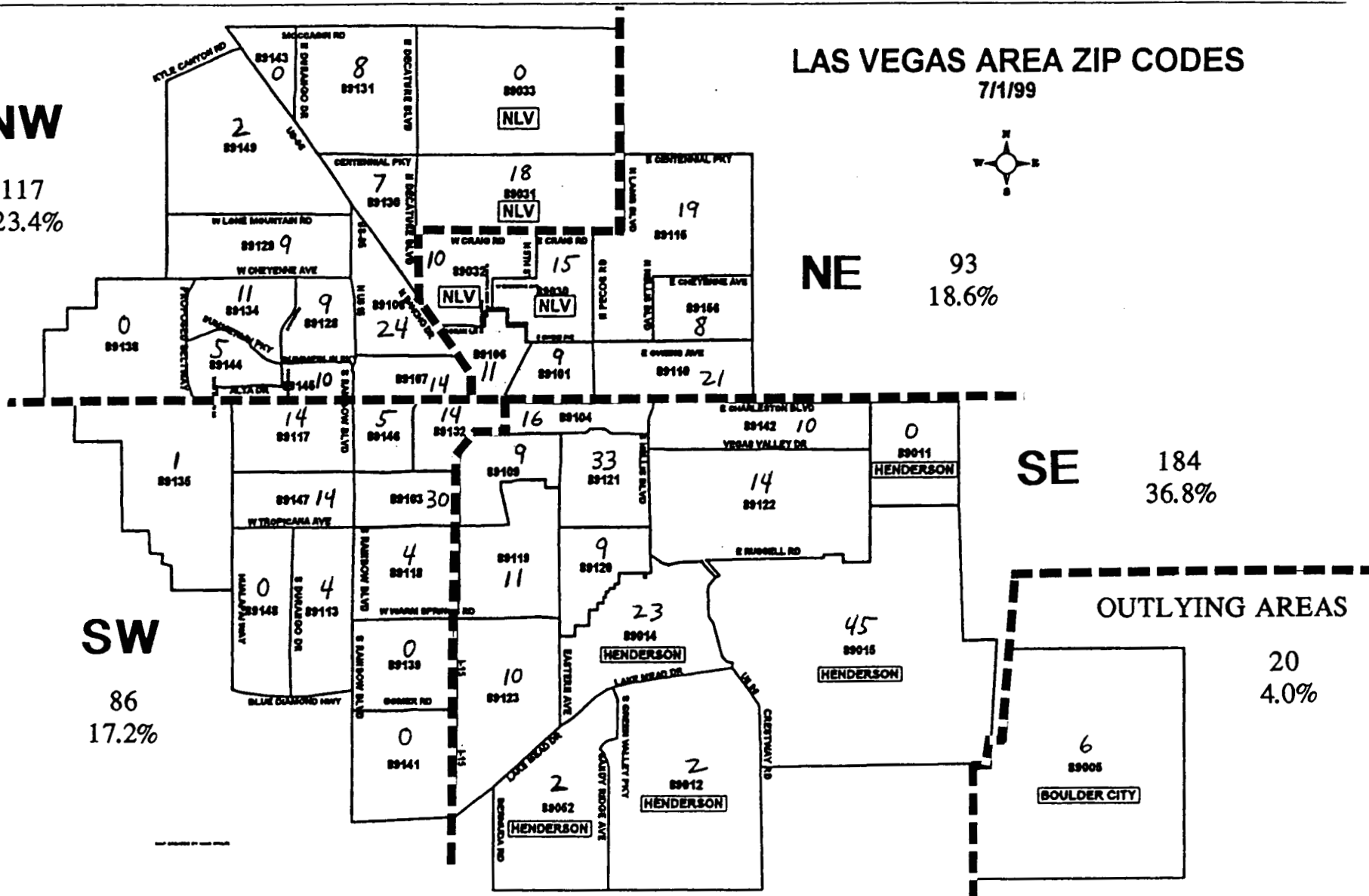
184
36.8%

SW

86
17.2%

OUTLYING AREAS

20
4.0%



CLARK COUNTY RESIDENTS SURVEY

REP-PAGE

ENTER PHONE NUMBER FROM CALL LIST _____

Hello, my name is _____ and I'm calling on behalf of Clark County Governmental Services. I would like to speak to either the male or female head of the household.

(IF NEITHER AVAILABLE) Are you 18 years or older and a permanent resident of the household, or is anyone available who's 18 or older and a permanent resident of the household?
(IF "NO" --> TERMINATE)

A. **INDICATE:** 1 HEAD OF HOUSEHOLD 2 OTHER HOUSEHOLD MEMBER (1)

We are conducting a survey among Clark County residents and would like to ask you a few questions. **(IF RESPONDENT ASKS HOW LONG IT WILL TAKE – SAY 4 TO 5 MINUTES)**

B. **INDICATE RESPONDENT GENDER:** 1 MALE 2 FEMALE (2)
(PLEASE ASK GENDER IF YOU CAN'T TELL BY THE VOICE)

C. I would like to verify your Zip Code. Is it **(READ NUMBER FROM CALL LIST)**?

IF CORRECT, CHECK HERE AND ENTER NUMBER BELOW ()
IF NOT CORRECT, CHECK HERE AND ENTER CORRECT NUMBER BELOW ()

8 9 _____ (3)
_____ (4)
_____ (5)

D. How long have you lived in Clark County? _____ Years. (6)
_____ (7)

1. Can you name the types of natural disasters that can be a danger to residents of Clark County?

_____ Anything else? (8)

_____ Anything else? (9)

_____ Anything else? (10)

_____ (11)

(IF FLOODING/FLASH FLOODING MENTIONED ABOVE --> SKIP TO Q.3) (12)

(IF THEY SAID "FLOODING/FLASH FLOODING" IN PREVIOUS QUESTION, GO TO Q.3)

2. Are you aware of the dangers of flash flooding here in Clark County?

1 YES 2 NO -> **(SKIP TO Q. 5)** (13)



3. How did you learn about the dangers of flash flooding in Clark County?

(IF THEY SAY "NEWS," ASK WHAT TYPE OF NEWS - TV, RADIO, NEWSPAPER?) (14)

(15)

(16)

(17)

4. From the list I am going to read, please tell me - with a Yes or No - whether you heard or read about flash flood dangers from that source. **(READ LIST)**

	<u>YES</u>	<u>NO</u>	
BROCHURE	1	0	(18)
BUS STOP SHELTER AD	2	0	(19)
BILLBOARD	3	0	(20)
TELEVISION	4	0	(21)
RADIO	5	0	(22)
NEWSPAPER	6	0	(23)
MAGAZINE	7	0	(24)
CHILDREN TOLD YOU ABOUT IT	8	0	(25)
FRIENDS/RELATIVES TOLD YOU ABOUT IT ...	9	0	(26)

5. Do you drive a vehicle?

1 YES 2 NO -> **(SKIP TO Q. 8)** (27)



5a. Is the vehicle you usually drive a ...

1 REGULAR PASSENGER CAR or (28)

2 AN SUV, VAN or TRUCK

6. Have you ever encountered a flooded street or road while driving?

1 YES

2 NO -> (SKIP TO Q. 8)

(29)



6a. How many times have you encountered a flooded street?

1 2 3 4 OR MORE

(30)

7. The FIRST TIME you came to a flooded street, what did you do? Did you attempt to drive through it, did you turn back, or did you do something else? Please briefly describe what happened.

(31)

(32)

(33)

7a. (IF ANSWER TO Q. 6a ABOVE IS MORE THAN "1" HAVE RESPONDENT BRIEFLY DESCRIBE EACH TIME AND RECORD BELOW. OTHERWISE, GO TO NEXT QUESTION)

(34)

(35)

(36)

8. Some people attempt to drive through flooded areas.
What do you think motivates them to do so?

(37)

(38)

(39)

(40)


9. If a person drives around a posted County flood barricade and then needs to be rescued,
do you think that person should have to reimburse the County for the costs of the rescue?

1 NO

2 YES -> **(SKIP TO Q. 10)**

(41)

(42)

 9a. Why shouldn't they have to pay?

(43)

(44)

(45)

10. Including yourself, how many people live in your household?

1 2 3 4 5 6 OR MORE (46)
(IF JUST "1" --> SKIP TO Q. 12) (47)

11. Other than yourself, which of the following age groups are represented in your household? (READ LIST)

	<u>YES</u>	<u>NO</u>	
ONE OR MORE ADULTS 18 YEARS OR OLDER	1	2	(48)
ONE OR MORE CHILDREN LESS THAN 13 YEARS OLD	1	2	(49)
ONE OR MORE CHILDREN BETWEEN 13 TO 17 YEARS OLD	1	2	(50)
			(51)

12. One final question. Is your age ... (READ LIST)

1 18 TO 20	5 50 TO 59	(52)
2 21 TO 29	6 60 TO 64	
3 30 TO 39	7 65 OR OLDER	(53)
4 40 TO 49		(54)

Thank you so much for your time. Good-bye. (55)

DATE: _____ TIME INTERVIEW COMPLETED: _____ AM or PM

I AFFIRM THAT THE ABOVE INFORMATION IS ACCURATELY RECORDED FROM THE RESPONDENT'S STATEMENTS.

INTERVIEWER'S SIGNATURE _____