

CLARK COUNTY FLOOD CONTROL DISTRICT

20
13 **FLOOD AWARENESS**
SURVEY



REGIONAL HOOD
CONTROL DISTRICT



APPLIED
ANALYSIS



PROJECT OVERVIEW

FINDINGS IN SUMMARY

SURVEY RESULTS

DEMOGRAPHICS

FLOOD AWARENESS SURVEY

Overview | Market Research Survey

- Applied Analysis was retained by the Clark County Flood Control District to survey selected Clark County residents regarding weather-related dangers, specifically flooding.
- This summary presentation-report highlights the results of 700 interviews as well as the salient findings of our review and analysis.
- Although a number of steps were taken before, during and after the survey process to limit research bias and to ensure the meaningfulness of the results generated, any primary research project of this nature will have some limitations. These limitations should be considered in the evaluation of the findings provided herein.

Overview | Research Parameters

General Approach:	700 Clark County residents were surveyed regarding weather-related dangers, specifically floods
Survey Parameters:	
Timeframe:	October - November 2013
Method:	Telephonic and web-based survey
Respondent Requirements:	18 and over, quotas set for age, Hispanic/non-Hispanic descent, and homeowners/renters
Number of Respondents:	700; 522 telephonic and 178 web-based
Confidence Interval:	95%
Margin of Error:	±3.7%

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FLOOD AWARENESS SURVEY

Findings in Summary

- **High Awareness of Weather-Related Dangers.** When asked about weather-related dangers in southern Nevada, roughly 7 in 10 respondents acknowledged their existence. More importantly, 90 percent of those acknowledging weather-related dangers identified floods/flashfloods as a particularly danger, unaided.
- **Flooding Considered Serious Threat.** When asked about specific weather-related dangers, 74.7 percent of respondents thought floods/flash floods were a serious threat to the local community, second only to extreme heat (82.5 percent).
- **Strong Confidence in Knowledge of Flood Dangers, Not Necessarily Warranted.** More than 77 percent of respondents indicated that they have encountered a flooded street while in a vehicle. While 96 percent of respondents felt confident they knew the dangers of flash flooding (96.0 percent), only 40 percent of them correctly identified “summer” as the time of year when flash flooding is most likely to occur, more than 1 in 4 respondents indicated that flood waters needed to be more than a foot deep to be dangerous, and more than 1 in 3 indicated that they drove through the flooded street they encountered.

Findings in Summary (continued)

- **Reaching Residents to Communicate the Risks of Flash Flooding.** Although roughly a third of respondents had difficulty recalling specific messages, almost all respondents indicated learning about the dangers of flash flooding through a number of media channels. Television (92.3 percent) and news reports (94.3 percent) were most prevalent. Notably, social media (33.0 percent) and the Internet (47.3 percent) reported use by an increasing number of consumers.
- **Flood Insurance Coverage Remains Limited.** Nearly 3 in 4 respondents knew that homeowners' insurance does not generally cover homeowners from storm-related flood damage, and 4 in 5 respondent knew that flood insurance was available to homeowners whether or not they live in a high-risk flood zone. That said, 77.6 percent of respondents indicated that they did not carry flood insurance in either they homeowners' or renters' policy. Cost was the most common reason for not having the insurance, with 50 percent of respondents indicating they would not purchase the coverage even if the cost was less than \$1 per day.

Findings in Summary (continued)

- **Flood Control District Effective**. More than 60 percent of respondent indicated flood control in southern Nevada is being handled in a good or excellent manner, and 68 percent of respondents indicated that the dangers of flash flooding are being effectively communicated.

PROJECT OVERVIEW

FINDINGS IN SUMMARY

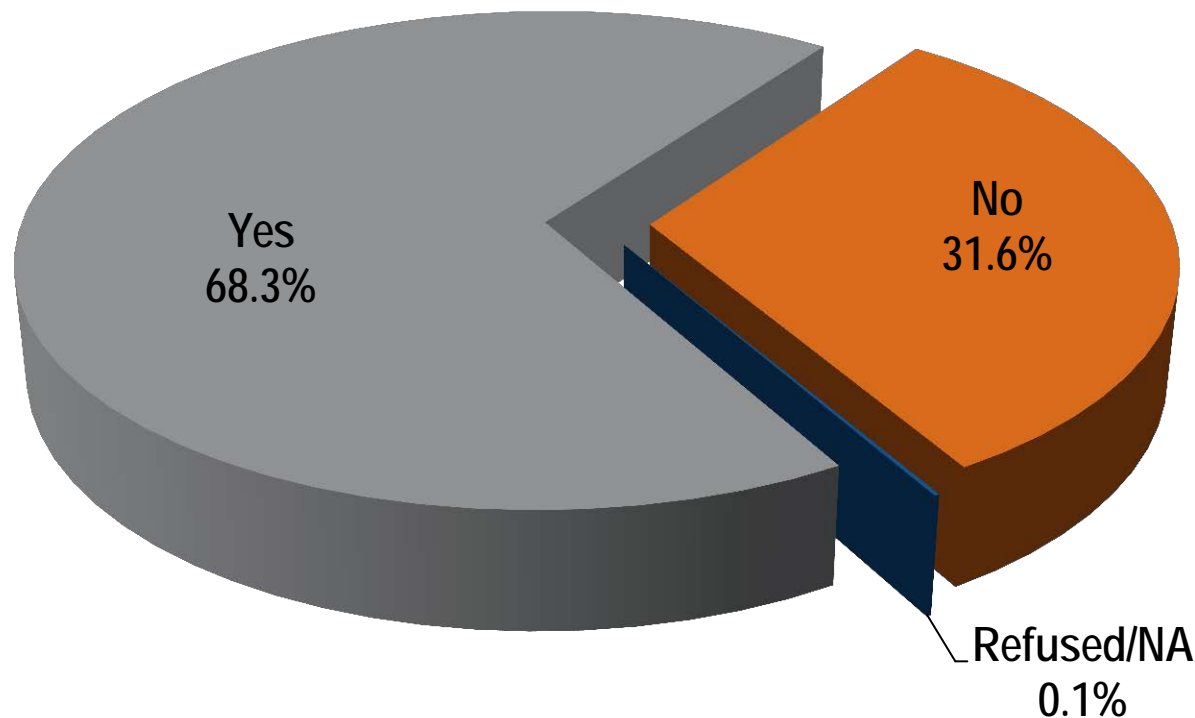
 SURVEY RESULTS

DEMOGRAPHICS

FLOOD AWARENESS SURVEY

Q1: Are you aware of any weather related dangers that can occur in the southern Nevada area?

Nearly 7 in 10 respondents said they were aware of weather related dangers that can occur in the southern Nevada area.



N=700

Q1: Are you aware of any weather related dangers that can occur in the southern Nevada area?

Responses by Age

Respecting the small sample size, respondents ages 18 to 20 were the most unaware of weather related dangers in the southern Nevada area.

Age Category	Sample Size	Yes	No	Refused/NA
18 to 20	N=16	31.3%	68.8%	0.0%
21 to 24	N=21	61.9%	38.1%	0.0%
25 to 34	N=149	75.2%	24.8%	0.0%
35 to 49	N=207	66.2%	33.8%	0.0%
50 to 54	N=52	67.3%	32.7%	0.0%
55 to 64	N=122	73.0%	27.0%	0.0%
65 or Older	N=133	65.4%	33.8%	0.8%

N=700

Q1: Are you aware of any weather related dangers that can occur in the southern Nevada area?

Responses by Length of Residency

Respondents that have lived in southern Nevada for more than 20 years reported slightly higher awareness of weather related dangers in the area. Generally, all groups reported high awareness.

Length of Residency	Sample Size	Yes	No	Refused/NA
Less Than 1 Year	N=19	68.4%	31.6%	0.0%
1 to 3 Years	N=66	69.7%	30.3%	0.0%
4 to 10 Years	N=166	69.3%	30.7%	0.0%
10 to 20 Years	N=237	64.1%	35.9%	0.0%
More Than 20 Years	N=207	71.5%	28.0%	0.5%
Refused/No Answer	N=5	80.0%	20.0%	0.0%

N=700

Q1: Are you aware of any weather related dangers that can occur in the southern Nevada area?

Responses by Ethnicity

Hispanics/Latinos reported the lowest awareness at just 40 percent.

Ethnicity	Sample Size	Yes	No	Refused/NA
White/Caucasian	N=404	81.7%	18.1%	0.2%
Black/African American	N=44	61.4%	38.6%	0.0%
Hispanic/Latino	N=184	40.8%	59.2%	0.0%
Asian	N=23	82.6%	17.4%	0.0%
Pacific Islander	N=8	62.5%	37.5%	0.0%
Native American	N=2	50.0%	50.0%	0.0%
Of Mixed Race/Ethnicity	N=17	52.9%	47.1%	0.0%
Other	N=10	80.0%	20.0%	0.0%
Refused/No Answer	N=8	50.0%	50.0%	0.0%

N=700

Q1: Are you aware of any weather related dangers that can occur in the southern Nevada area?

Responses by Educational Attainment

Those with a high school degree or less reported the lowest awareness rates.

Educational Attainment	Sample Size	Yes	No	Refused/NA
Less Than High School	N=47	44.7%	55.3%	0.0%
High School Graduate	N=133	51.9%	48.1%	0.0%
Some College, No Degree	N=188	68.6%	30.9%	0.5%
Two-Year College Degree	N=58	67.2%	32.8%	0.0%
Four-Year College Degree	N=132	78.8%	21.2%	0.0%
Some Post-Graduate Work	N=19	94.7%	5.3%	0.0%
Graduate/Professional Degree	N=105	85.7%	14.3%	0.0%
Other	N=8	50.0%	50.0%	0.0%
Refused/No Answer	N=10	40.0%	60.0%	0.0%

N=700

Q1: Are you aware of any weather related dangers that can occur in the southern Nevada area?

Responses by Gender

Males were slightly more aware than females of weather related dangers in the southern Nevada area.

Gender	Sample Size	Yes	No	Refused/NA
Male	N=282	71.6%	28.4%	0.0%
Female	N=418	66.0%	33.7%	0.2%

N=700

Q1: Are you aware of any weather related dangers that can occur in the southern Nevada area?

Responses by Owners/Renters

Owners were slightly more aware than renters of weather related dangers in the southern Nevada area.

Ownership Status	Sample Size	Yes	No	Refused/NA
Owner	N=448	70.5%	29.2%	0.2%
Renter	N=247	64.8%	35.2%	0.0%
Other	N=5	40.0%	60.0%	0.0%

N=700

Q1: Are you aware of any weather related dangers that can occur in the southern Nevada area?

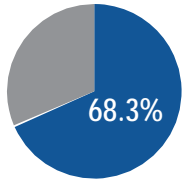
Responses by Flood Channel TV Viewers

Among those with Cox Digital Cable television, those that have watched the “The Flood Channel Television Program” and those that have not reported similar awareness of weather related dangers.

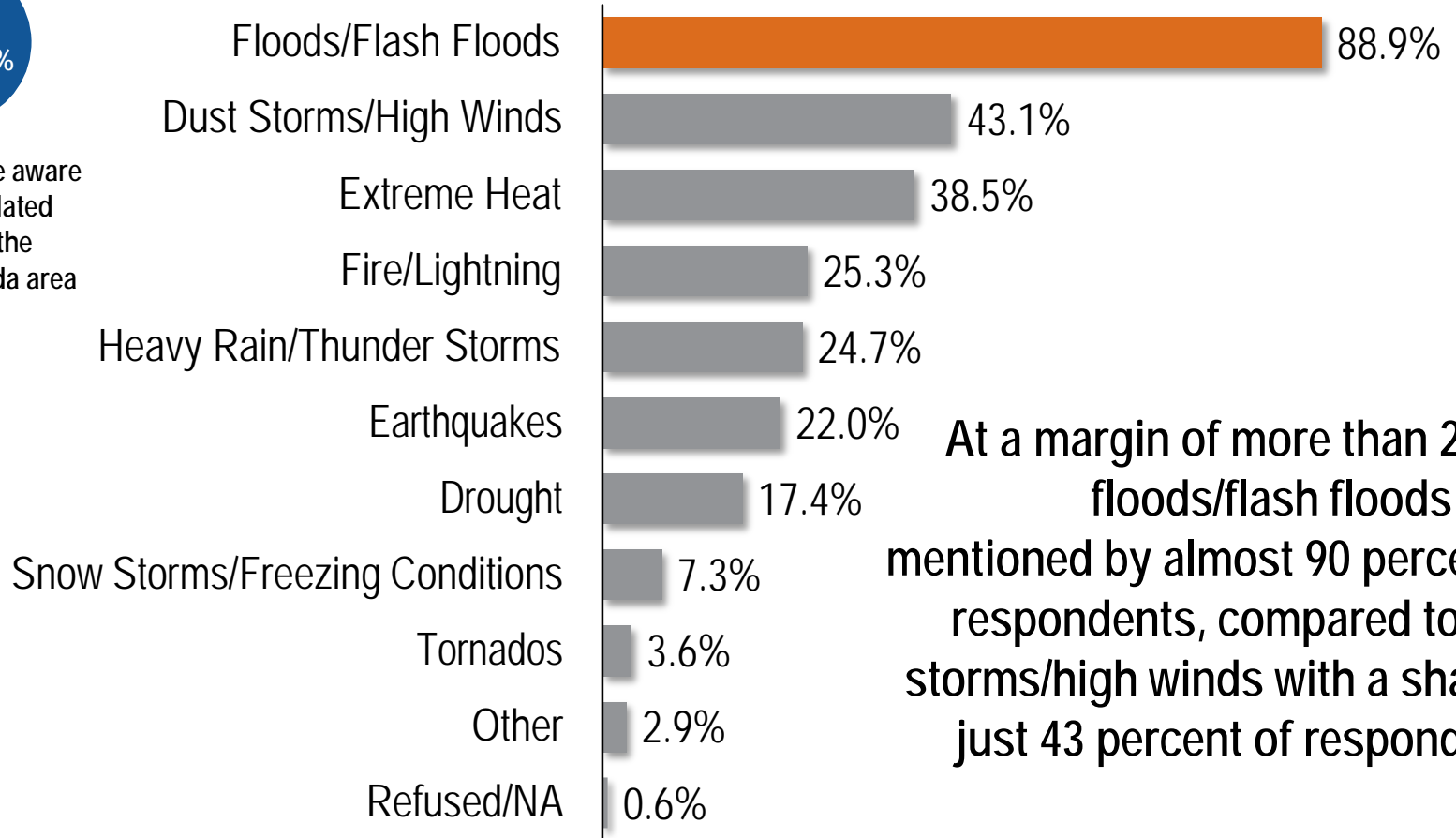
Have you ever watched “The Flood Channel Television Program” on Cox Digital Cable channels 2 or 4?	Sample Size	Yes	No	Refused/NA
Yes	N=90	68.9%	31.1%	0.0%
No	N=215	68.4%	31.2%	0.5%
Refused/NA	N=1	100.0%	0.0%	0.0%

N=306

Q2: What types of weather related dangers are you aware of that can occur in the area?



Those who were aware of weather related dangers in the southern Nevada area



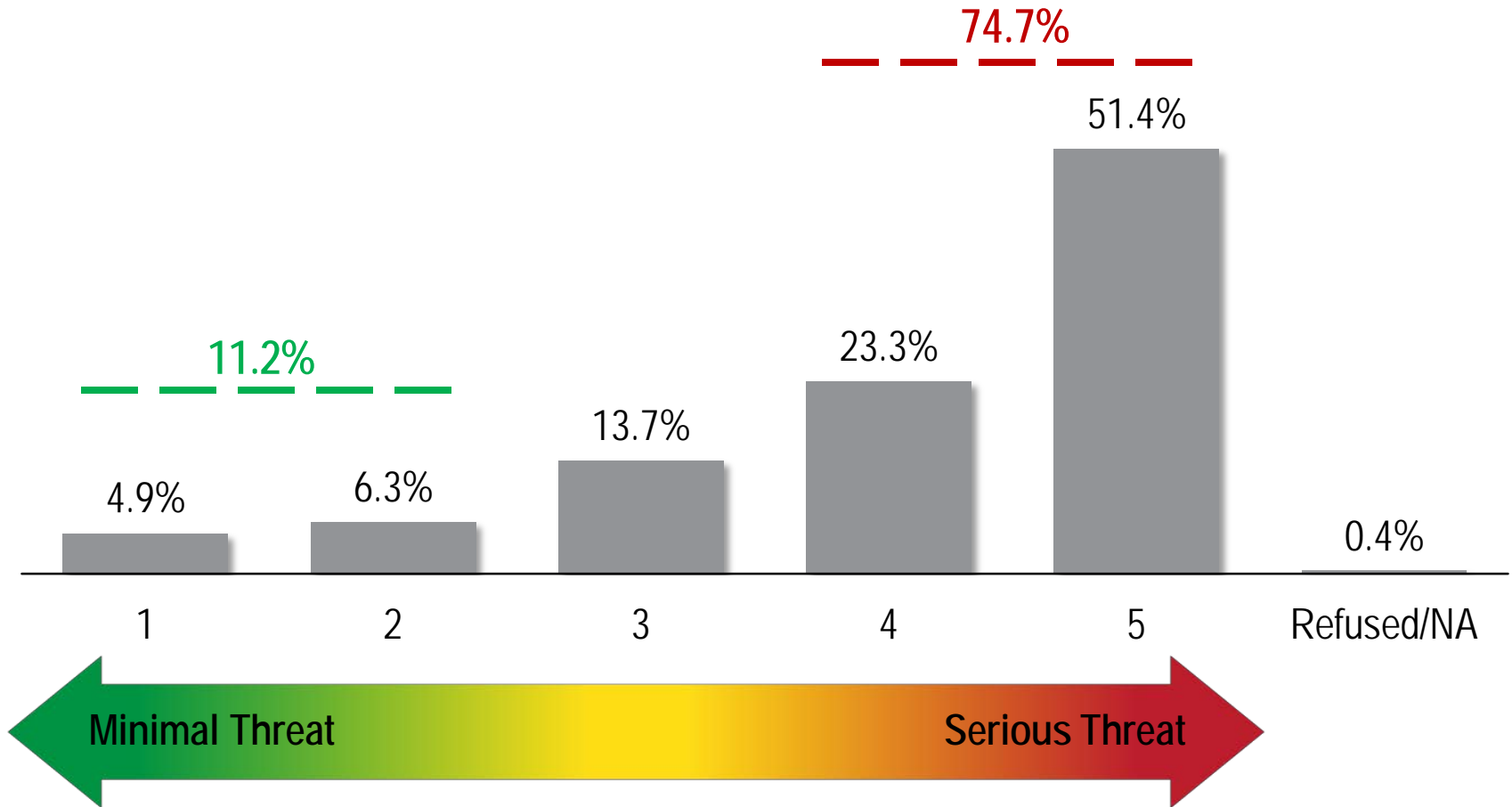
At a margin of more than 2 to 1, floods/flash floods were mentioned by almost 90 percent of respondents, compared to dust storms/high winds with a share of just 43 percent of respondents.

Note: This is a multiple response question. Results may exceed 100 percent.

N=478

Q3_A: Please rank each weather related danger in terms of the threat to the local community.

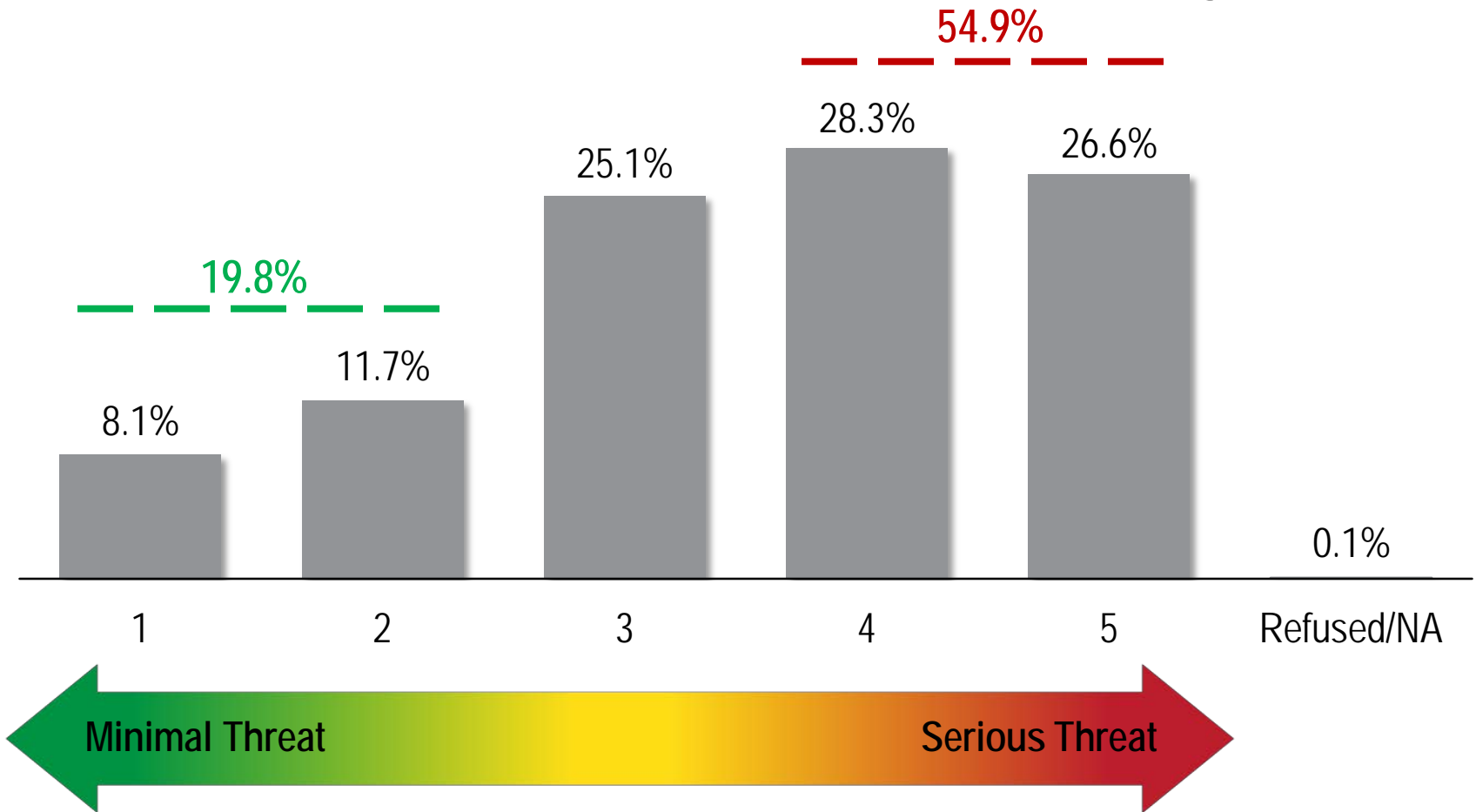
Floods/Flash Floods



N=700

Q3_B: Please rank each weather related danger in terms of the threat to the local community.

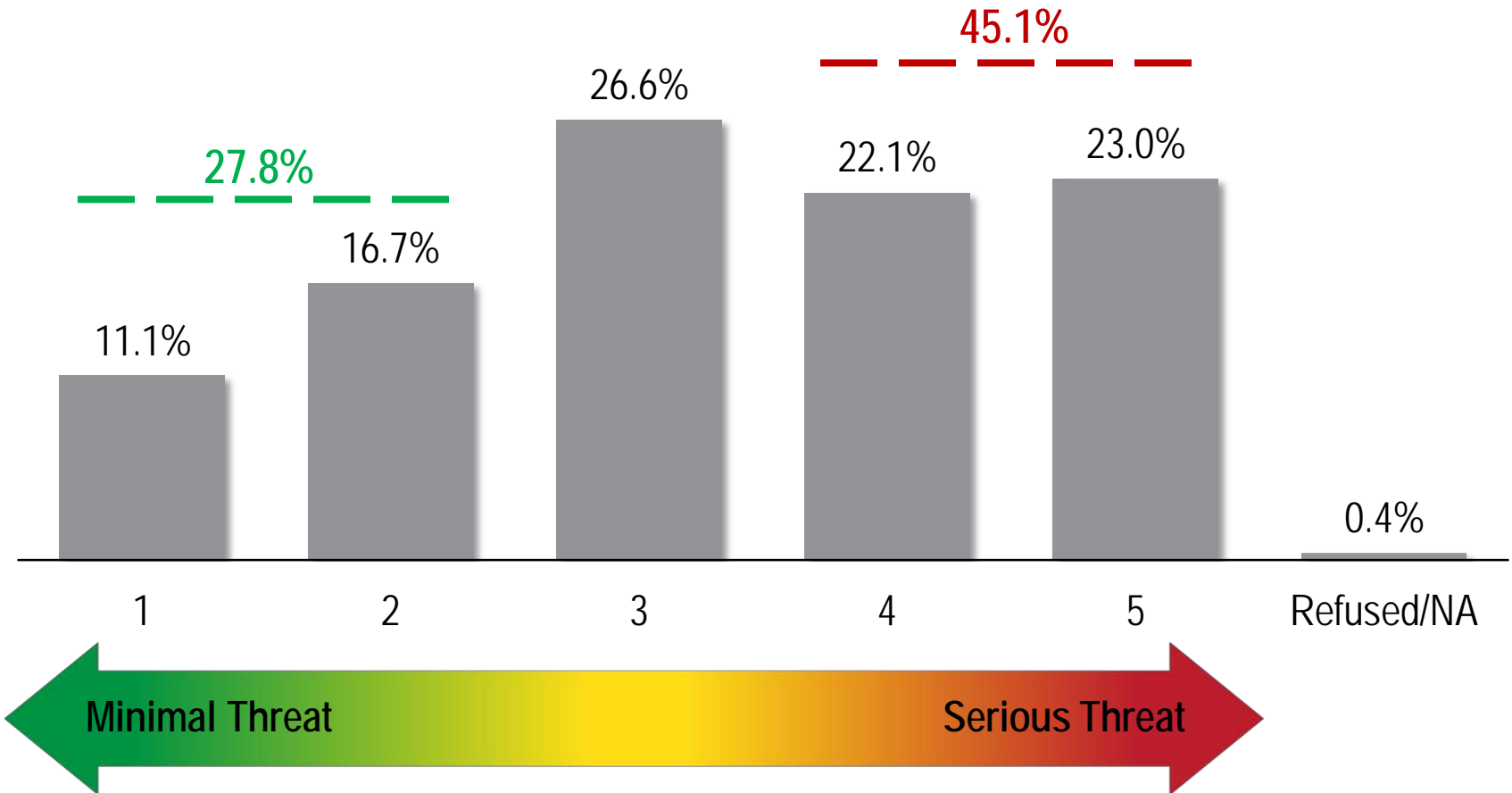
Dust Storms/High Winds



N=700

Q3_C: Please rank each weather related danger in terms of the threat to the local community.

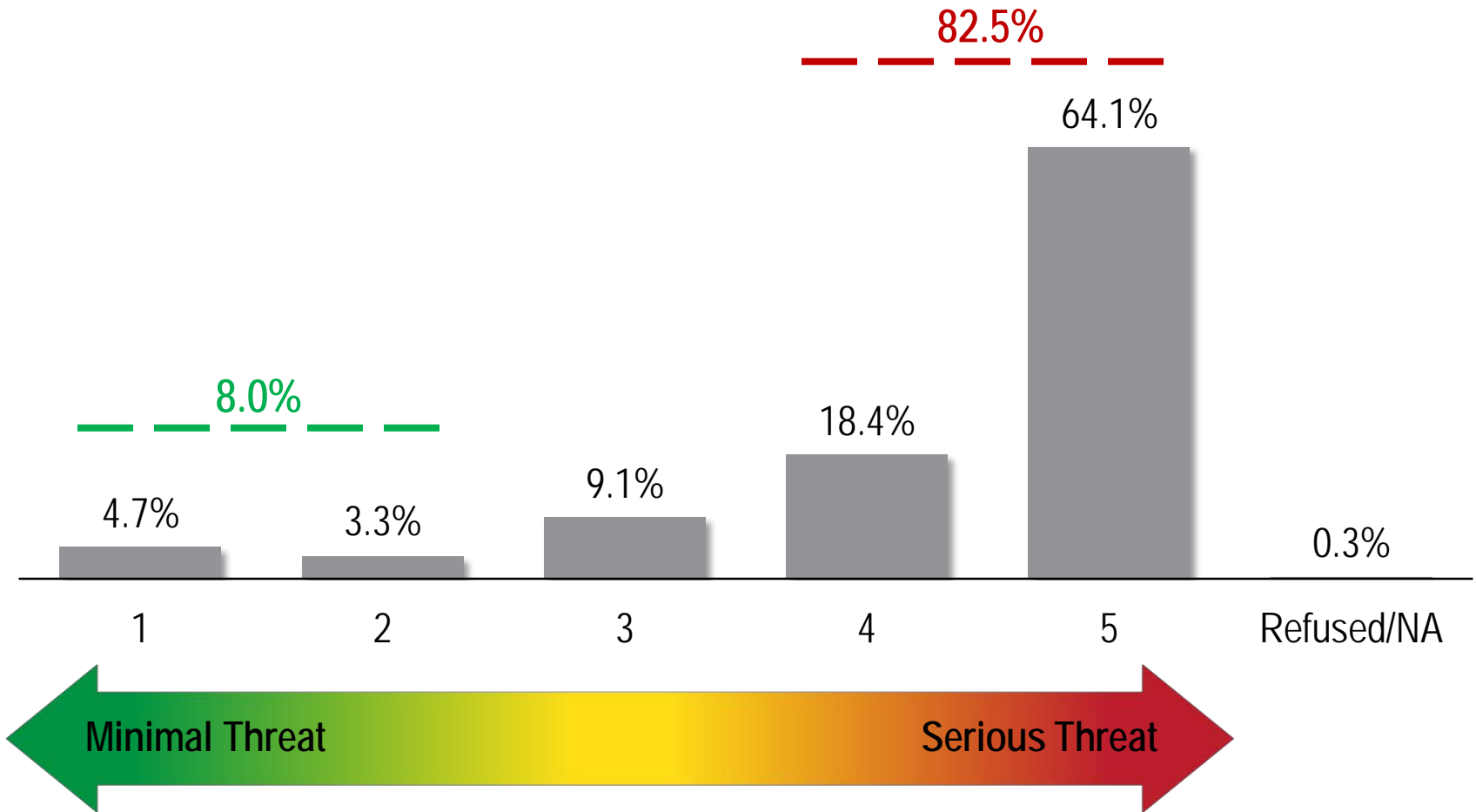
Heavy Rain/Thunderstorms



N=700

Q3_D: Please rank each weather related danger in terms of the threat to the local community.

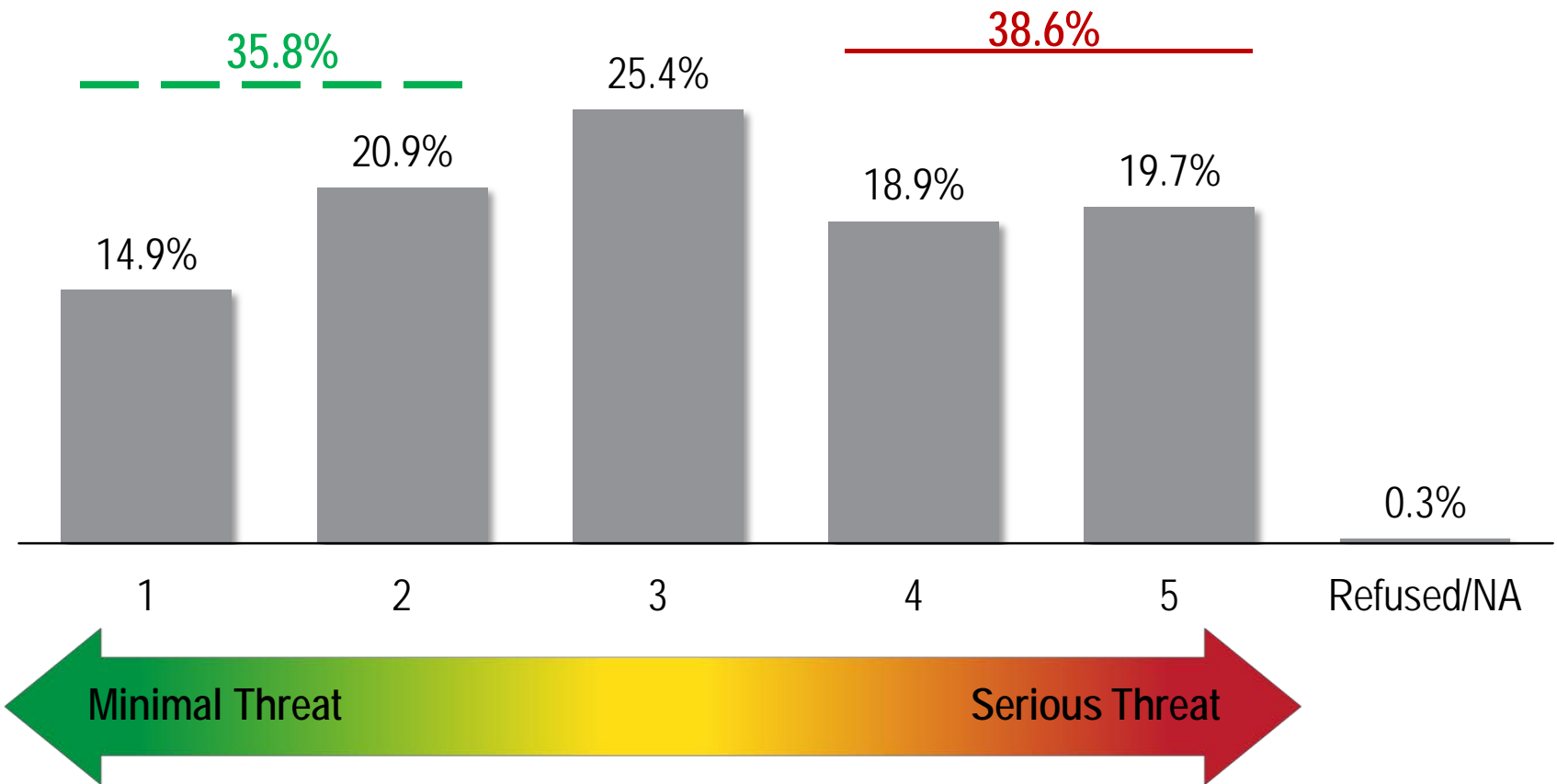
Extreme Heat



N=700

Q3_E: Please rank each weather related danger in terms of the threat to the local community.

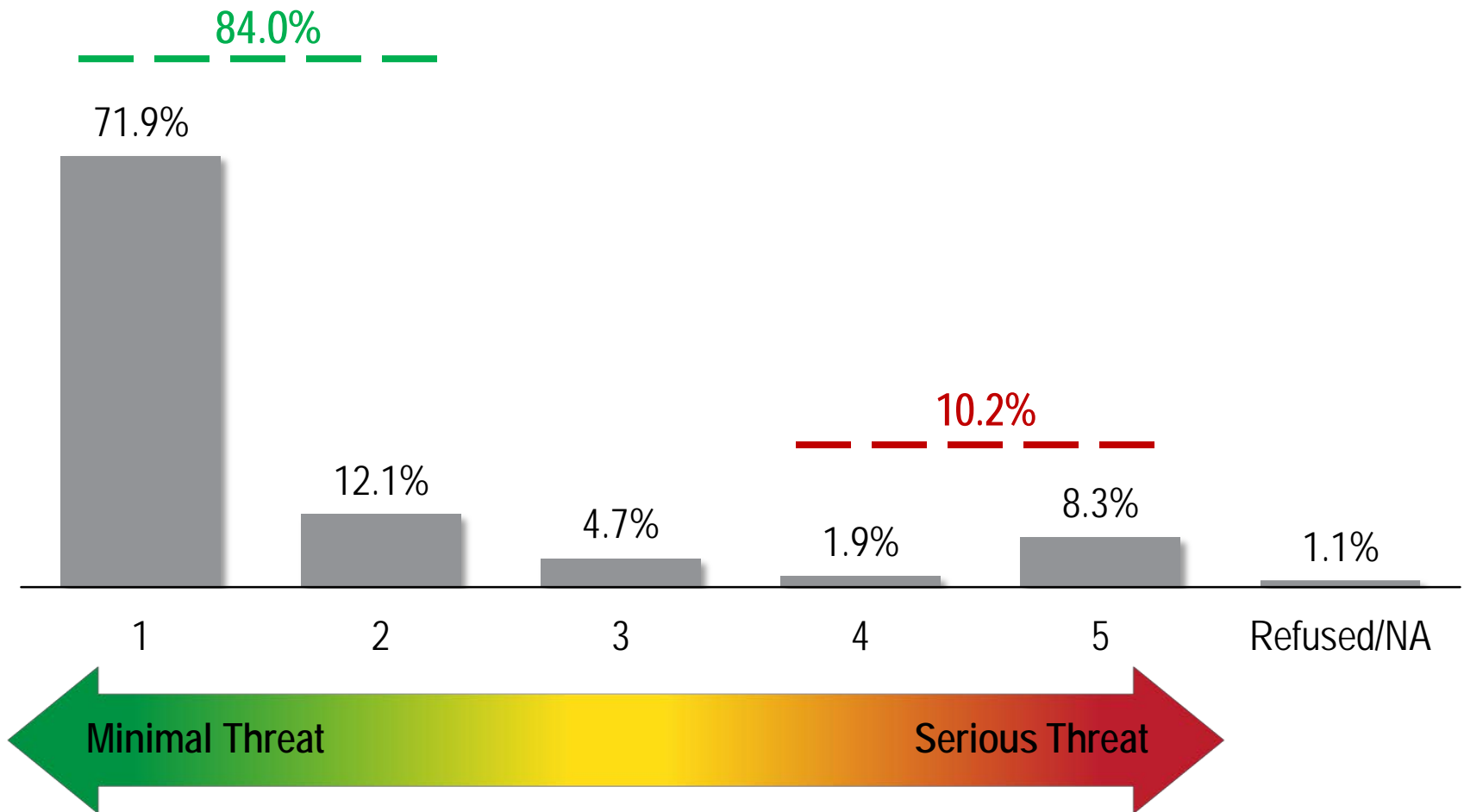
Fire/Lightning



N=700

Q3_F: Please rank each weather related danger in terms of the threat to the local community.

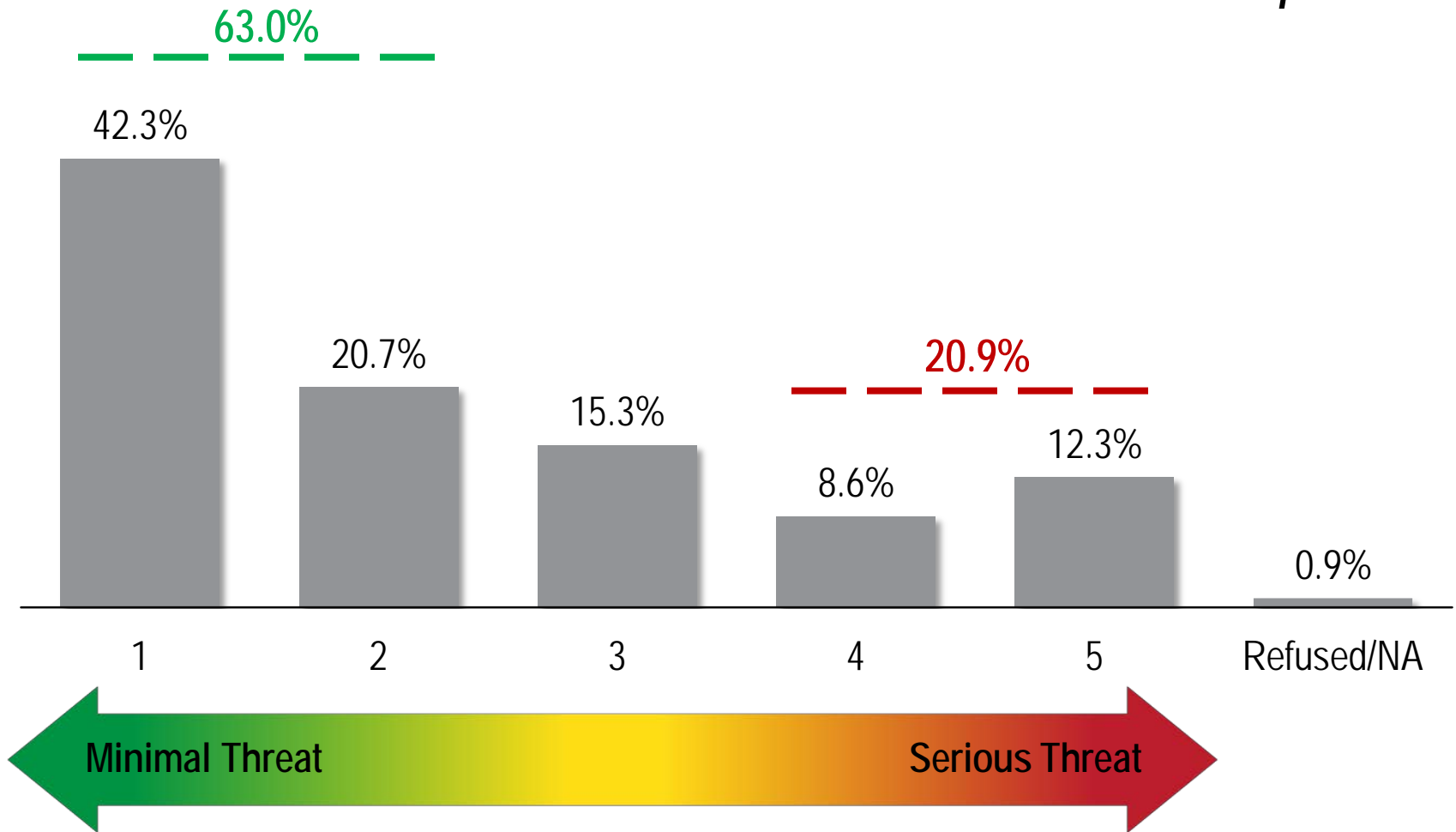
Tornados



N=700

Q3_G: Please rank each weather related danger in terms of the threat to the local community.

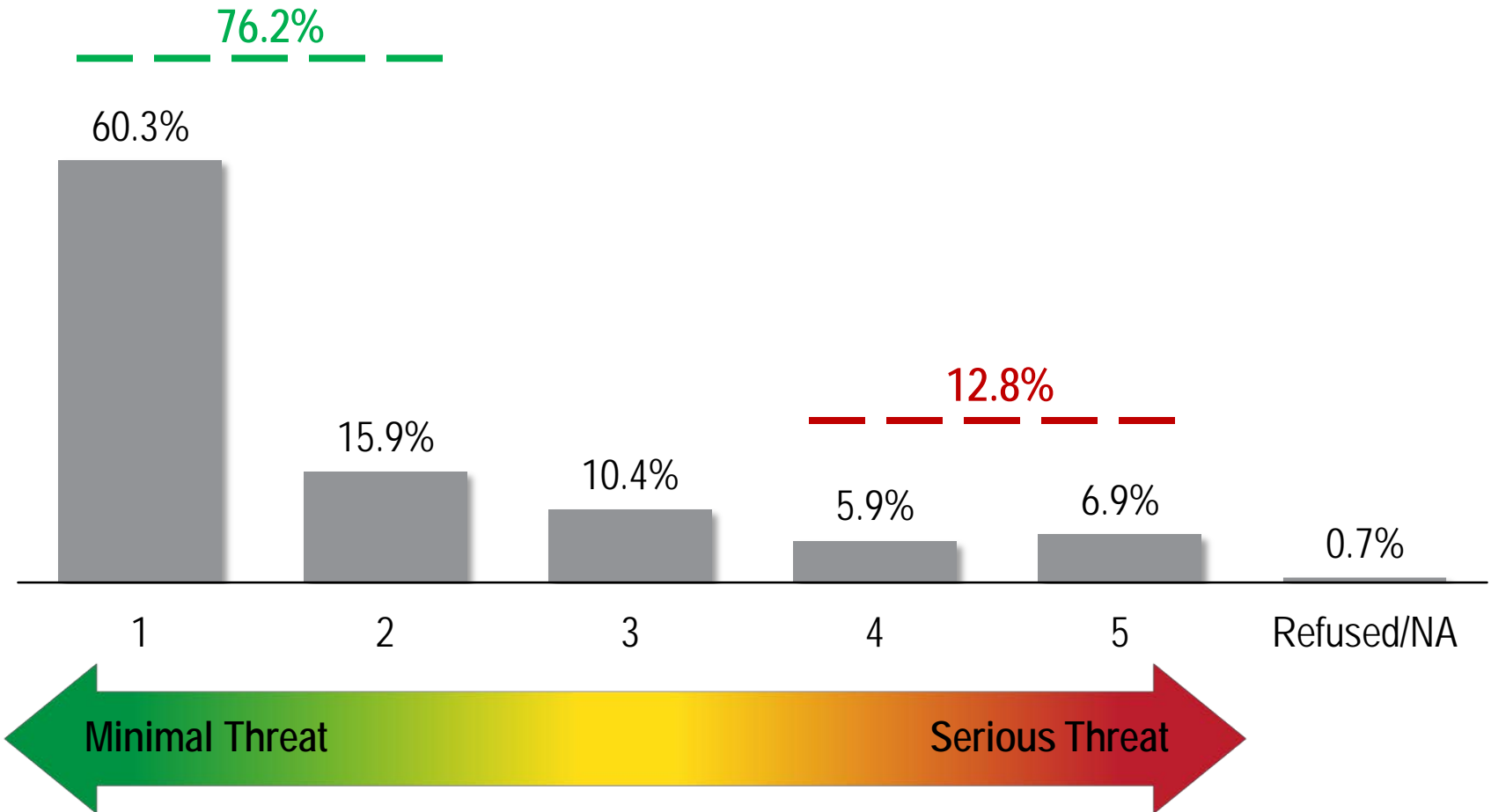
Earthquakes



N=700

Q3_H: Please rank each weather related danger in terms of the threat to the local community.

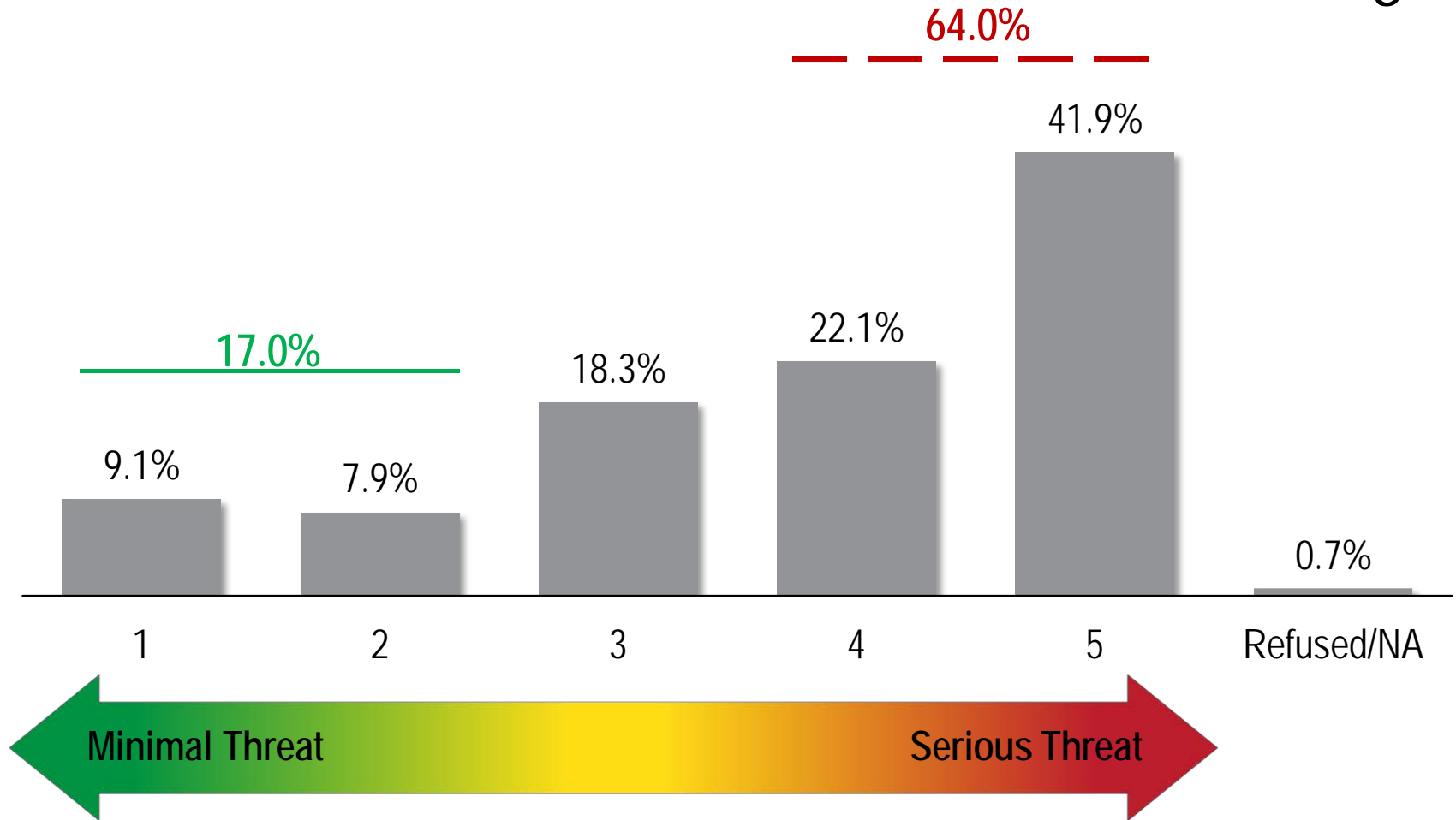
Snow Storms/Freezing Conditions



N=700

Q3_I: Please rank each weather related danger in terms of the threat to the local community.

Drought



N=700

Q3 Series: Comparing Mean & Median Scores (5=Serious Threat, 1=Minimal Threat)

Weather-Related Danger	Mean Score	Median Score
Extreme Heat	4.3	5.0
Floods/Flash Floods	4.1	5.0
Drought	3.8	4.0
Dust Storms/High Winds	3.5	4.0
Heavy Rain/Thunderstorms	3.3	3.0
Fire/Lightning	3.1	3.0
Earthquakes	2.3	2.0
Snow Storms/Freezing Conditions	1.8	1.0
Tornados	1.6	1.0

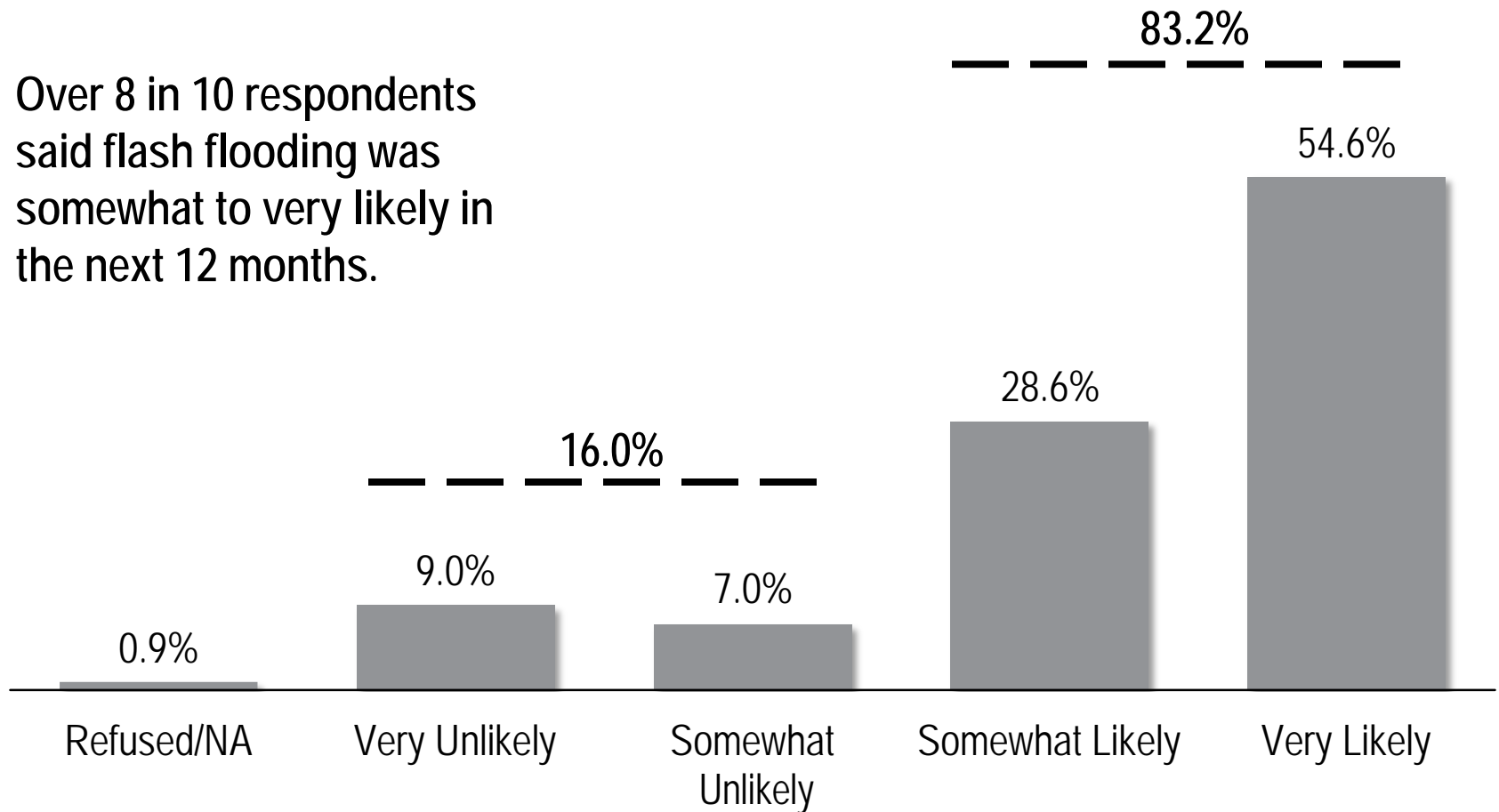
Note: Scores exclude respondents who refused to answer.

Q4: What is the first word that comes to mind when you hear "flash flooding"?



Q5: How likely is it that flash flooding will occur in Clark County during the next 12 months?

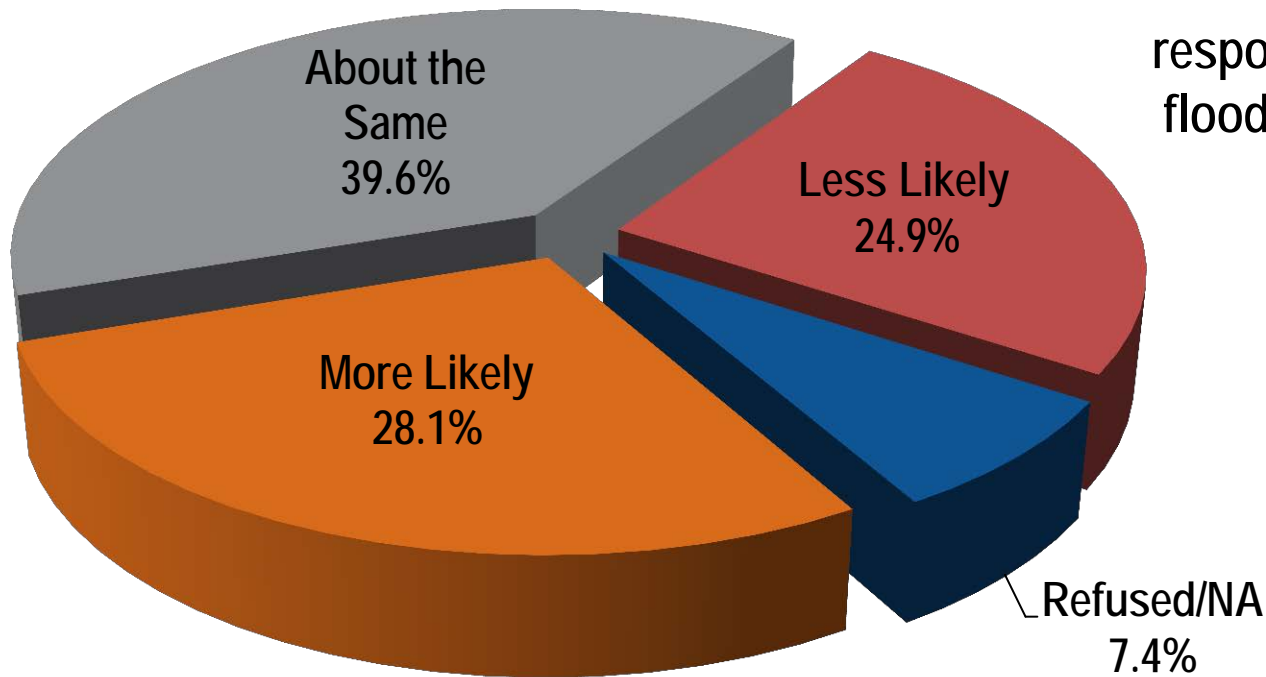
Over 8 in 10 respondents said flash flooding was somewhat to very likely in the next 12 months.



N=700

Q6: How likely is flash flooding in Clark County compared to 10 years ago?

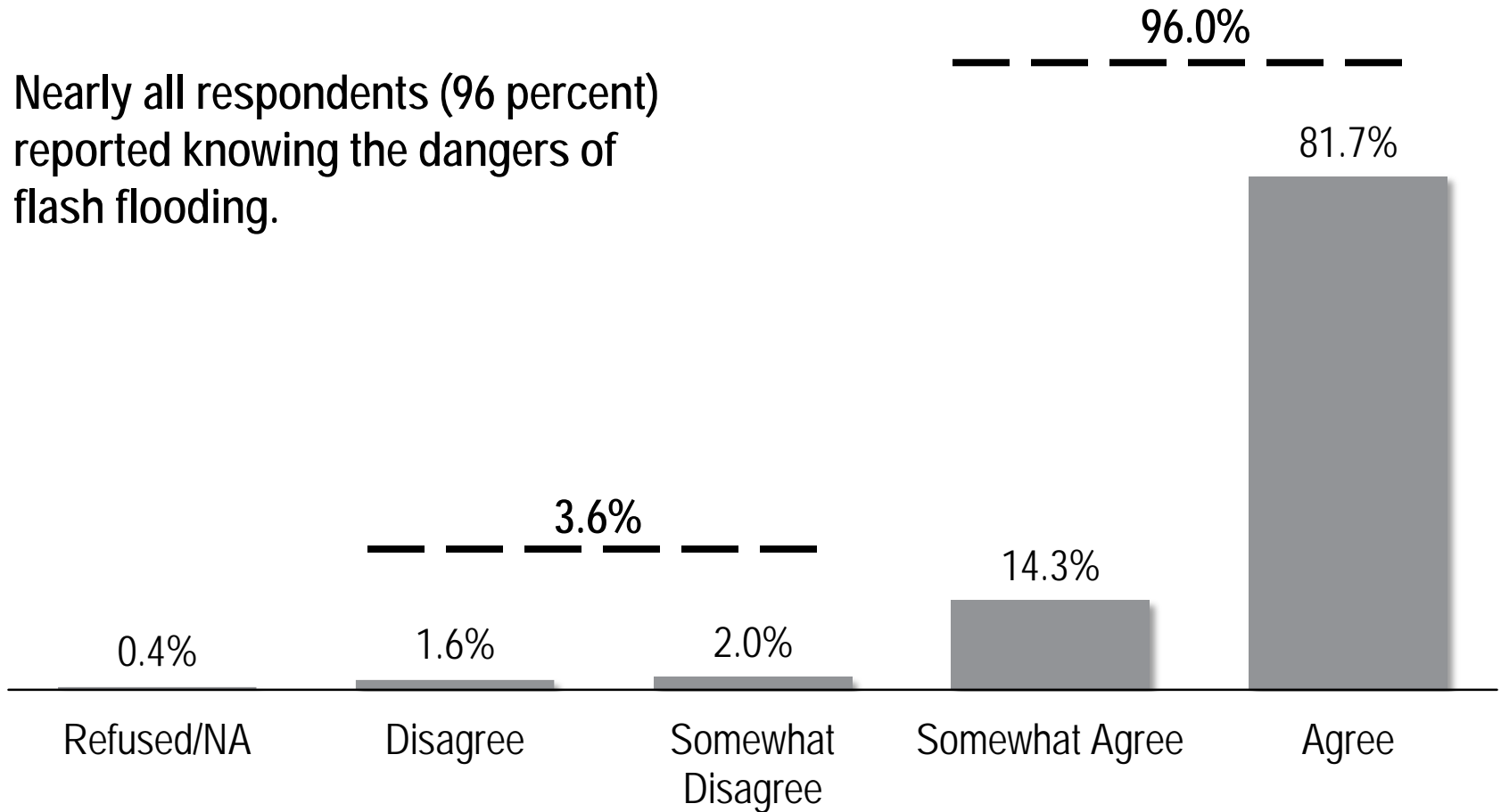
About 40 percent of respondents believed flash flooding is just as likely as it was 10 years ago.



N=700

Q8_1: Agree or Disagree? *I know about the dangers of flash flooding.*

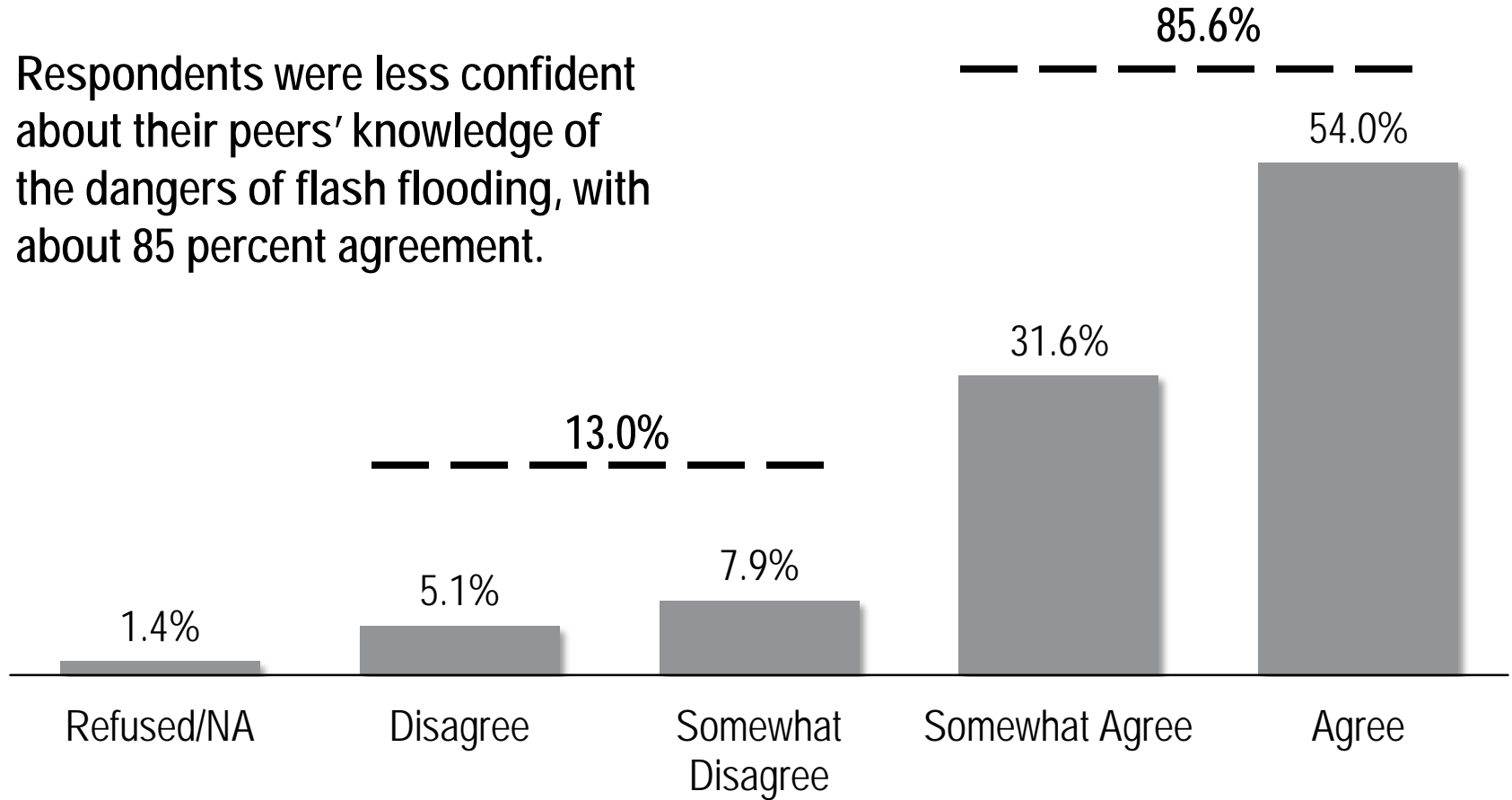
Nearly all respondents (96 percent) reported knowing the dangers of flash flooding.



N=700

Q8_2: Agree or Disagree? *I believe the people in my community, my friends and my neighbors know about the dangers of flash flooding.*

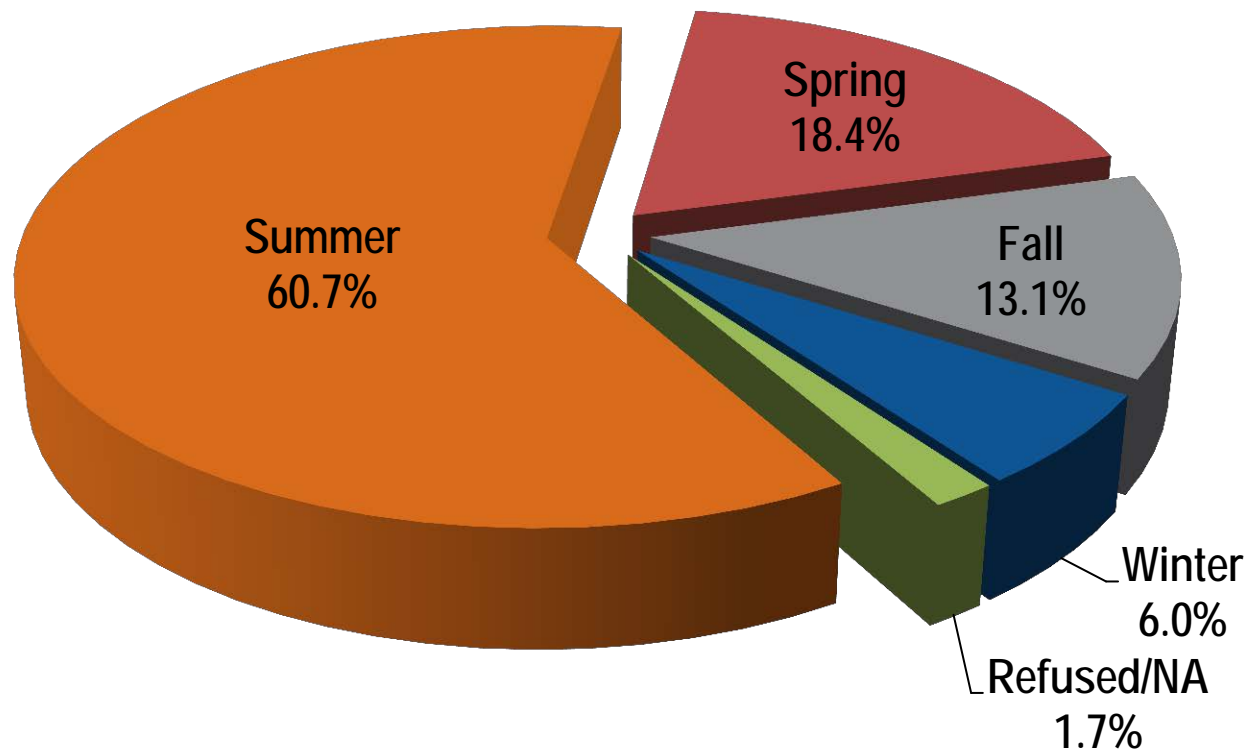
Respondents were less confident about their peers' knowledge of the dangers of flash flooding, with about 85 percent agreement.



N=700

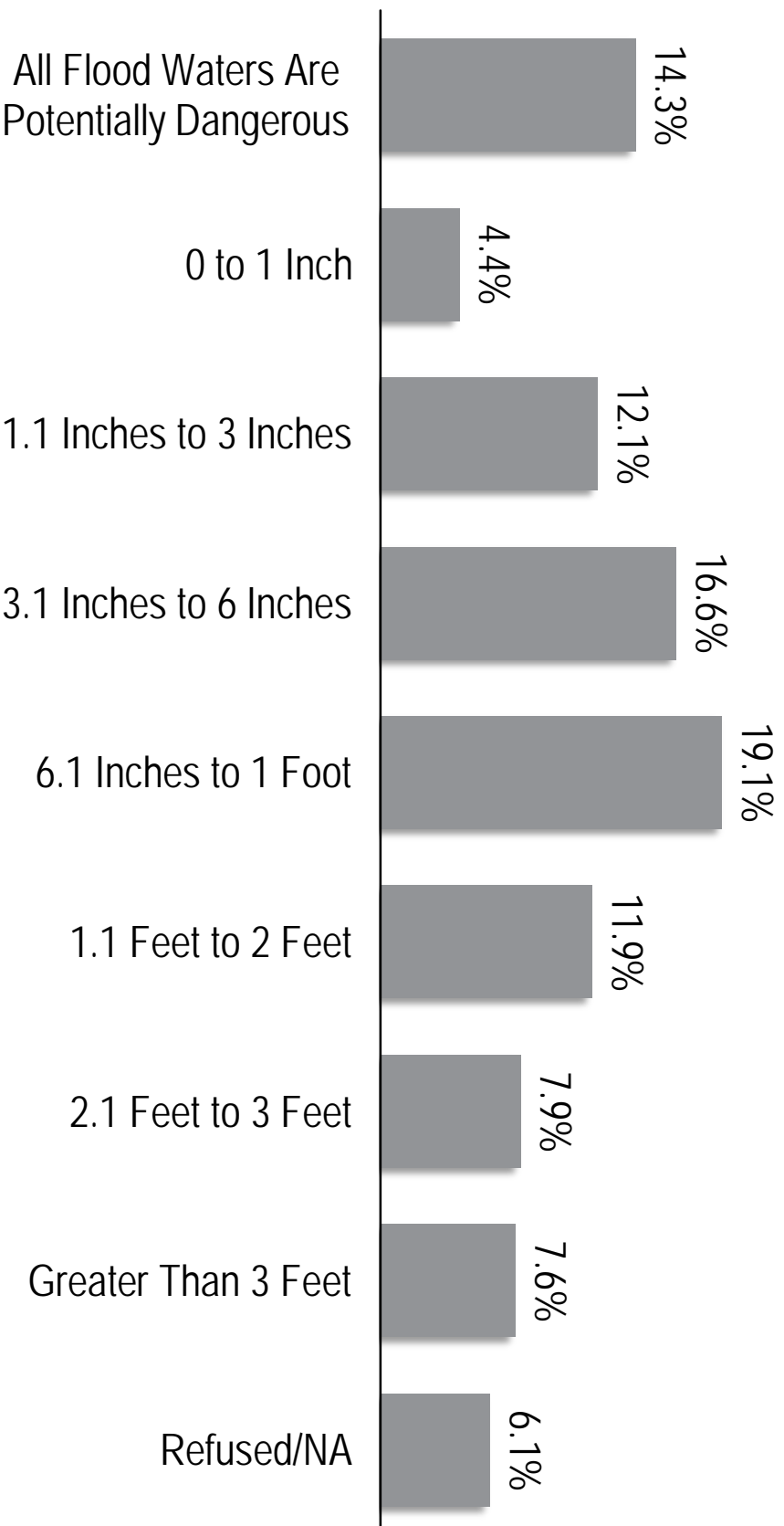
Q9: In what season is flash flooding most likely to occur?

A majority of respondents (60 percent) believed flash flooding was most likely to occur in the summer, followed by spring, fall, and winter.



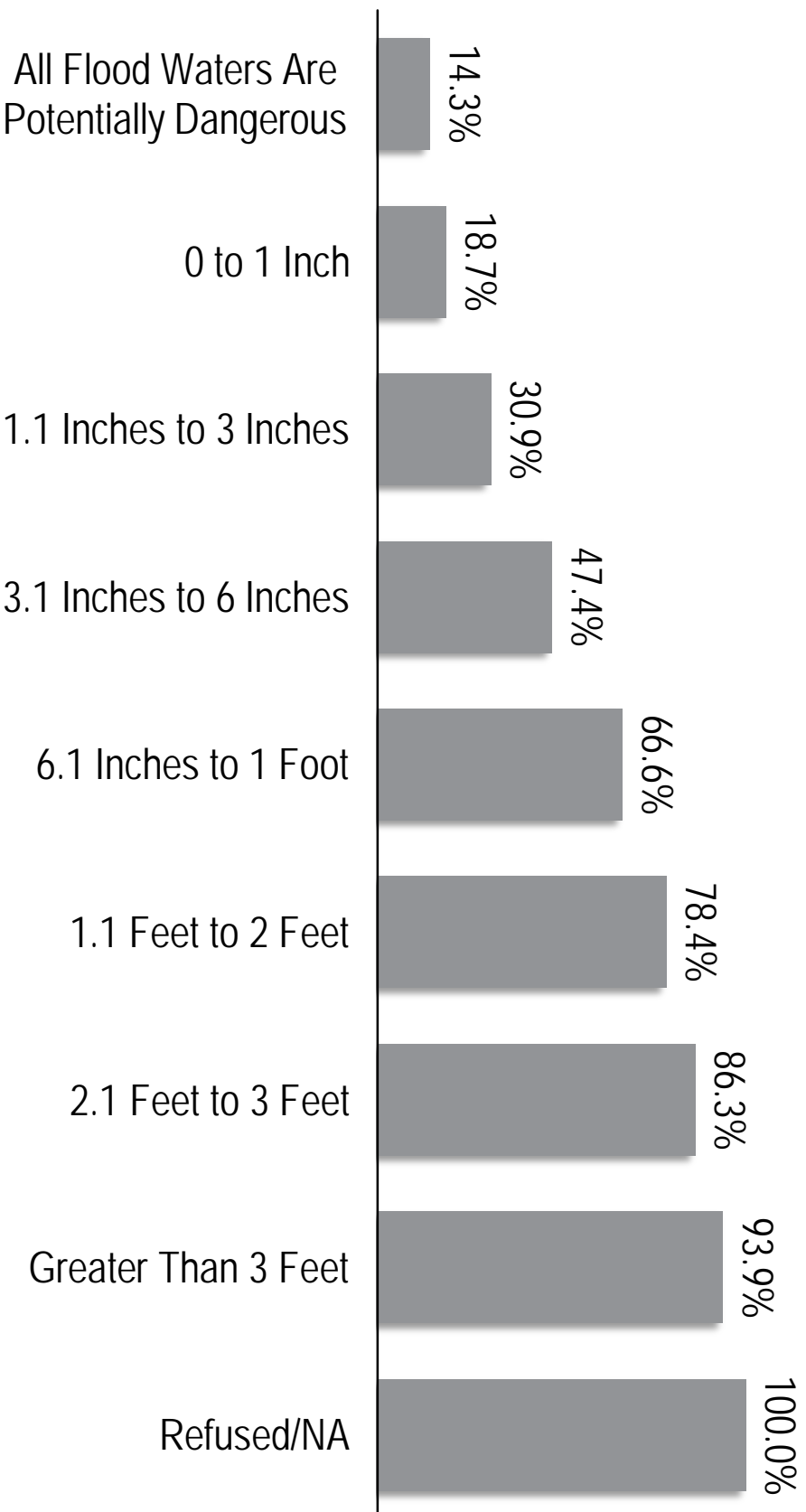
N=700

Q10: About how deep do flood waters need to be to become dangerous?



N=700

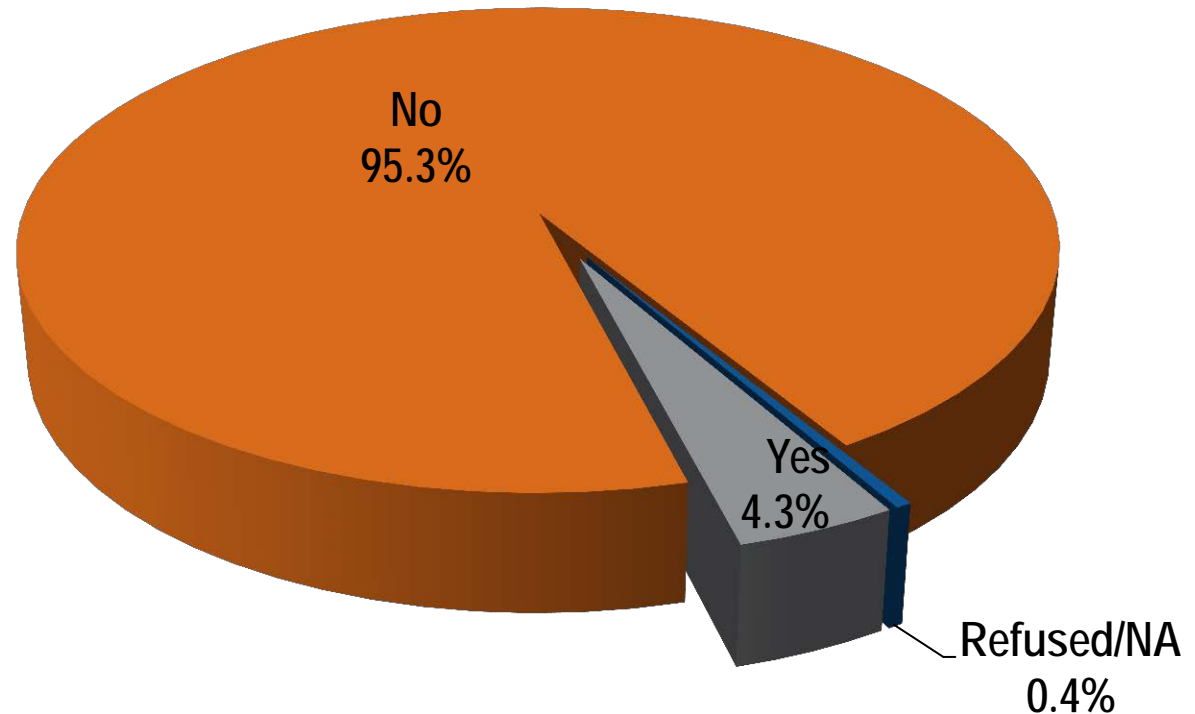
Q10: About how deep do flood waters need to be to become dangerous? *Cumulative Percentages*



N=700

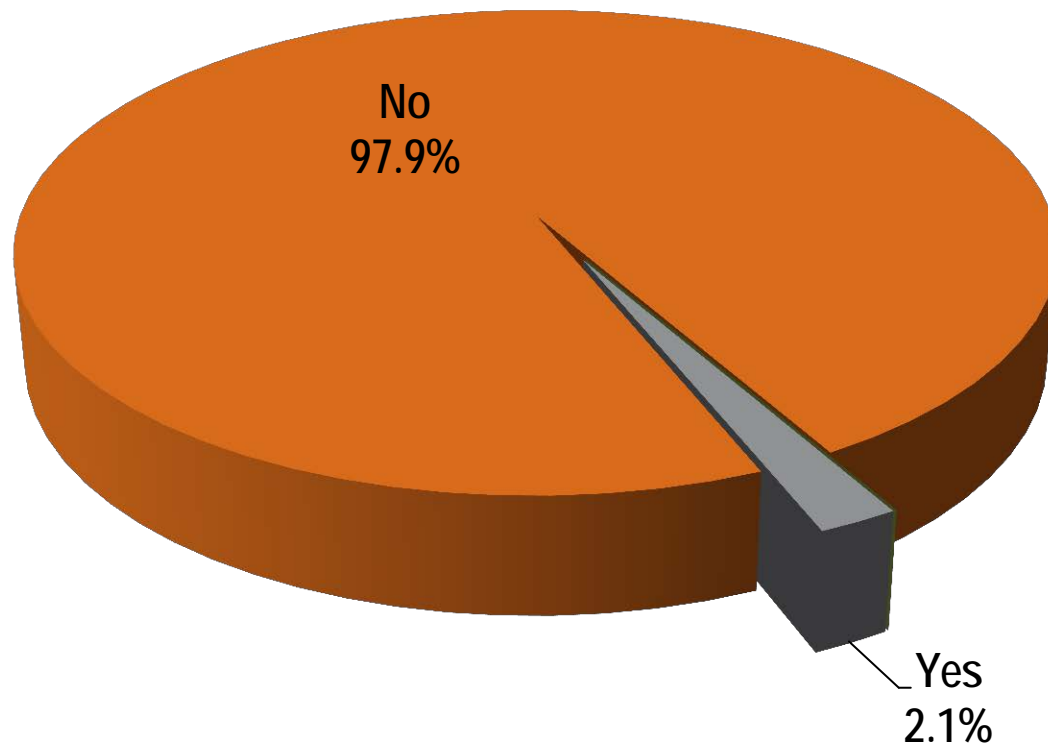
Q10_1: Is it safe for children to play in flood channels when it is not raining?

About 95 percent of respondents said it was unsafe for children to play in flood channels even when it is not raining.



N=700

Q10_2: Is it safe for children to play in flood channels when it is raining only lightly?

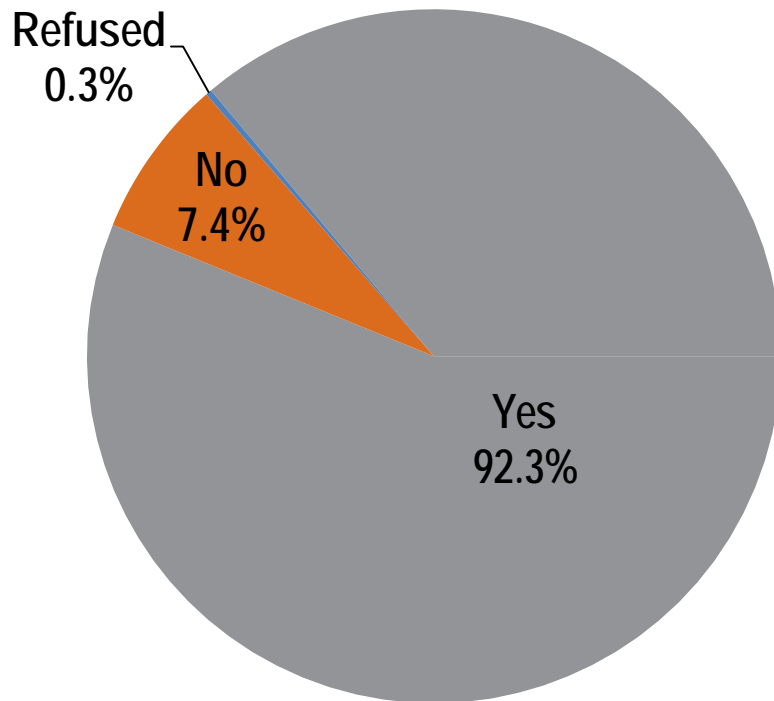


An even larger share of respondents (97.9 percent) said it was unsafe for children to play in flood channels when it is raining only lightly.

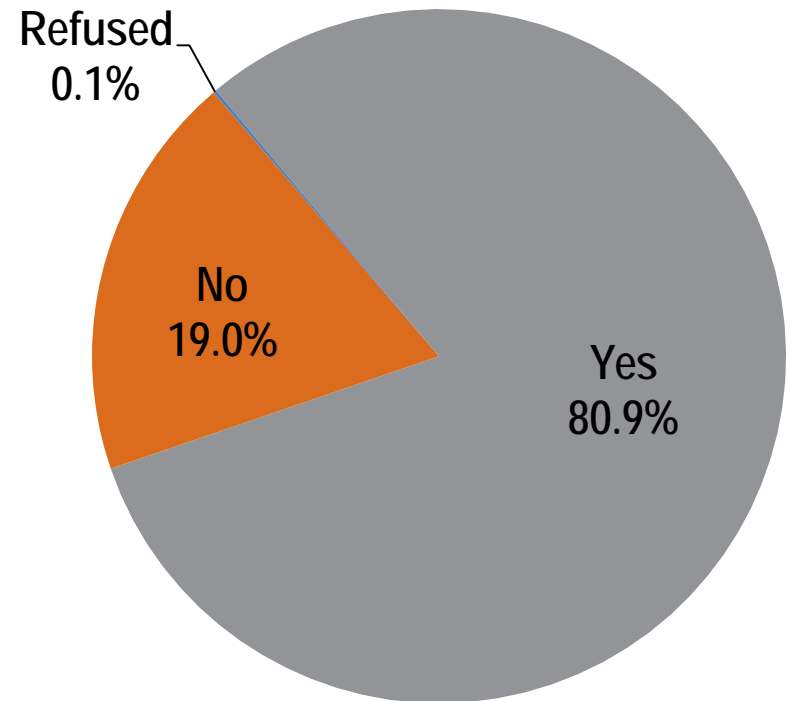
N=700

Q11: Do you recall learning about the dangers of flash flooding from the following sources?

A. Television



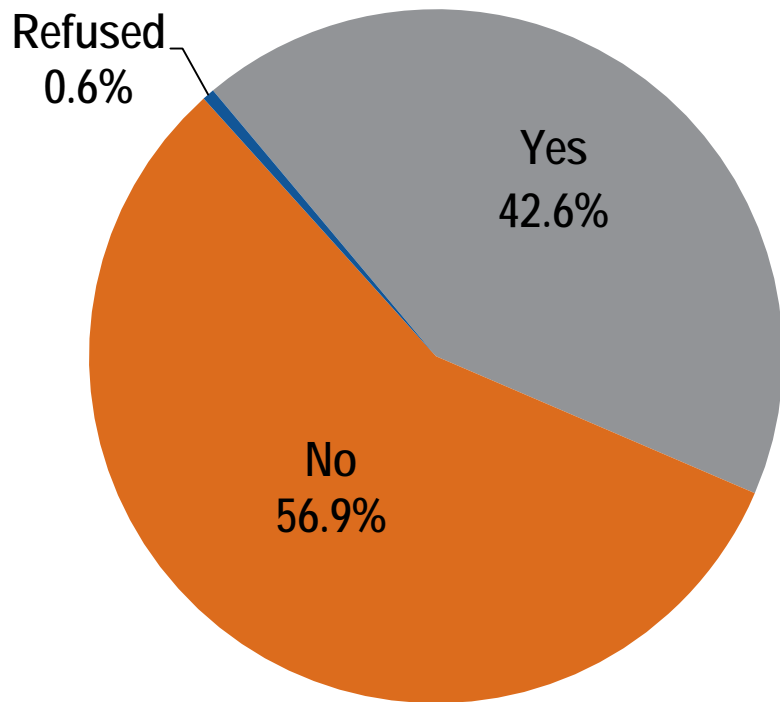
B. Radio



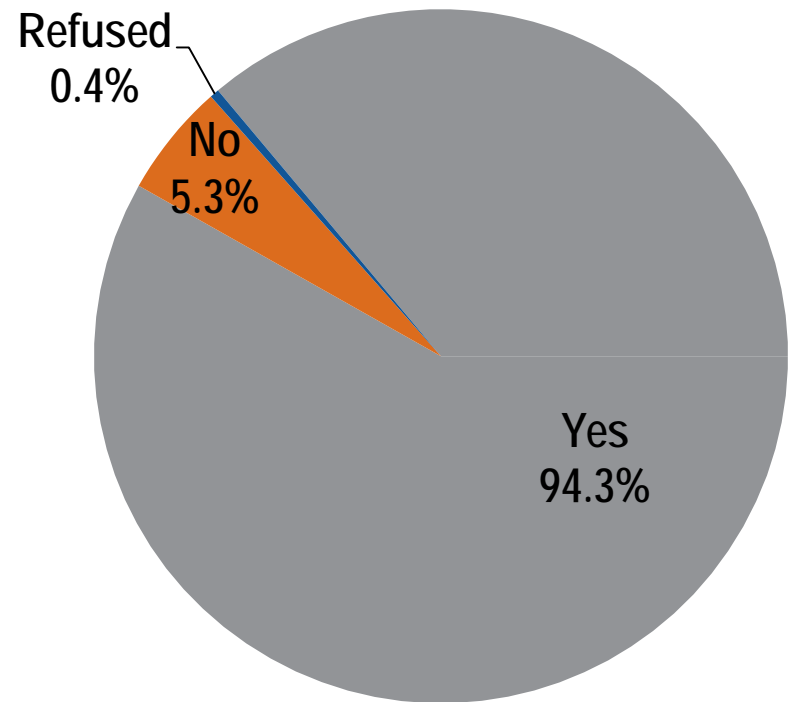
N=700

Q11: Do you recall learning about the dangers of flash flooding from the following sources?

C. Magazine/Newspaper Ads



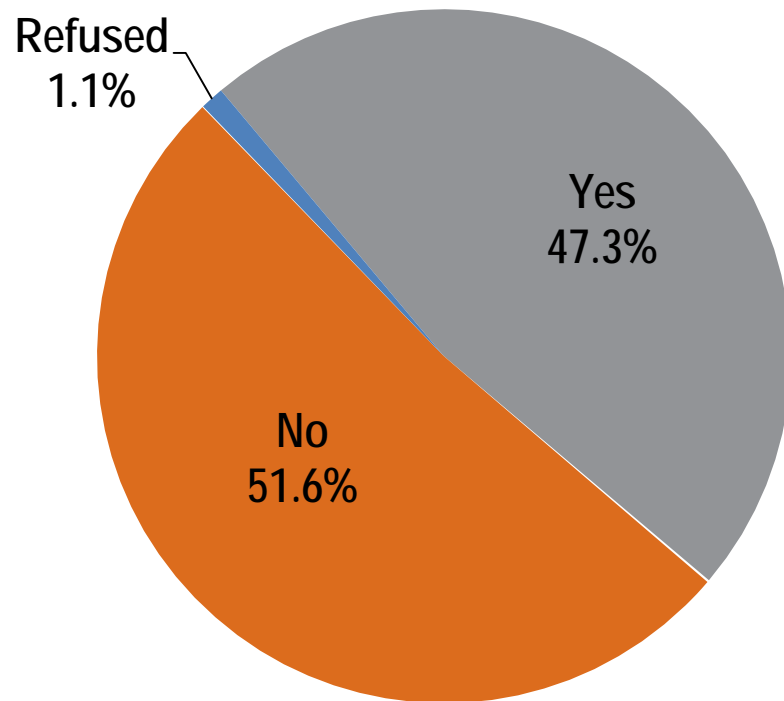
D. News Reports



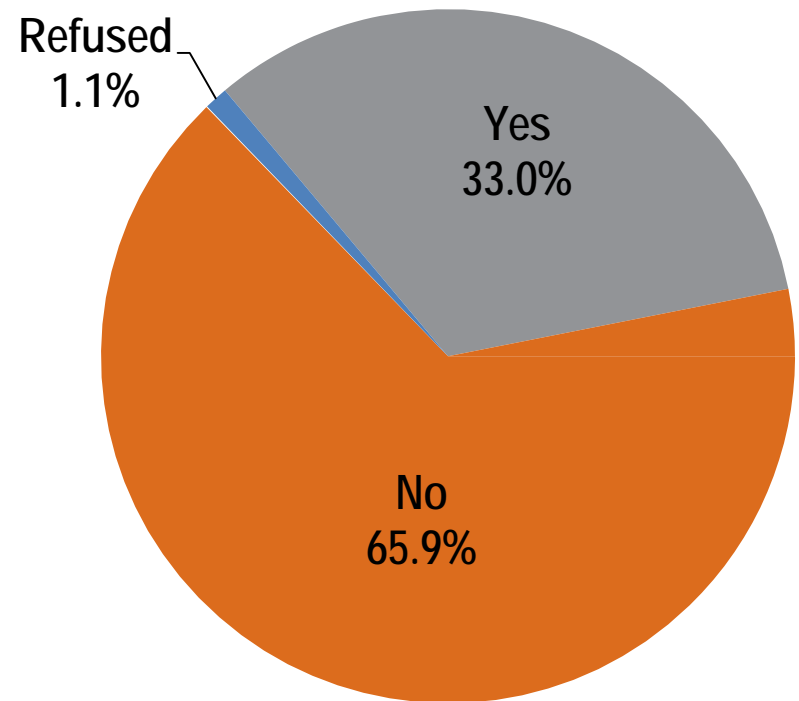
N=700

Q11: Do you recall learning about the dangers of flash flooding from the following sources?

E. Internet/Flood Dist. Website



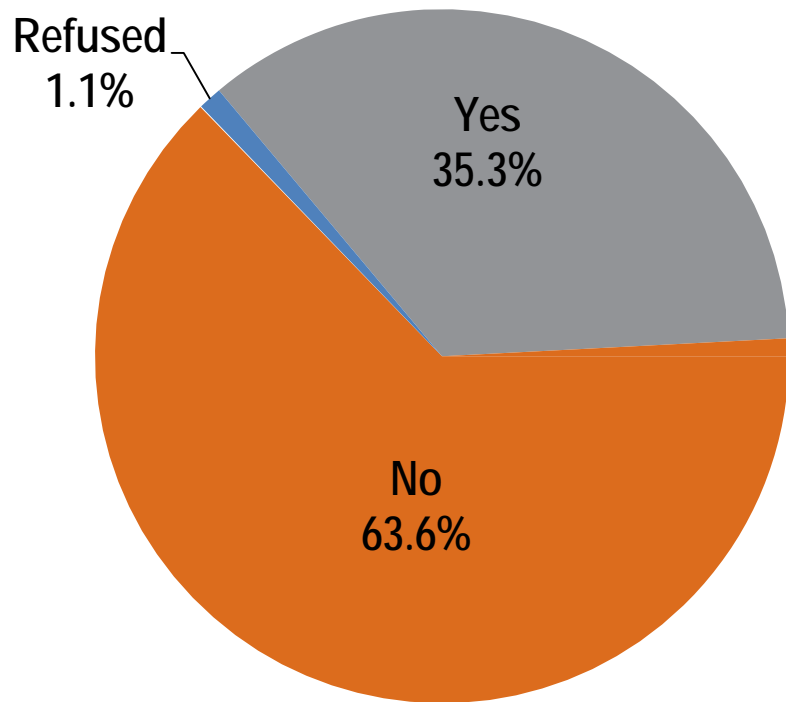
F. Social Media Outlets



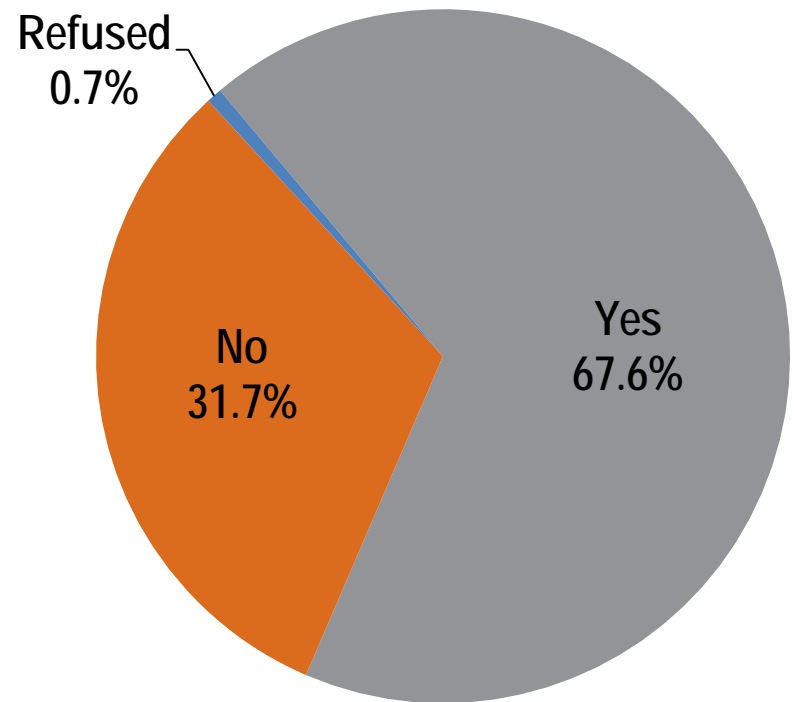
N=700

Q11: Do you recall learning about the dangers of flash flooding from the following sources?

G. Flood District Web App



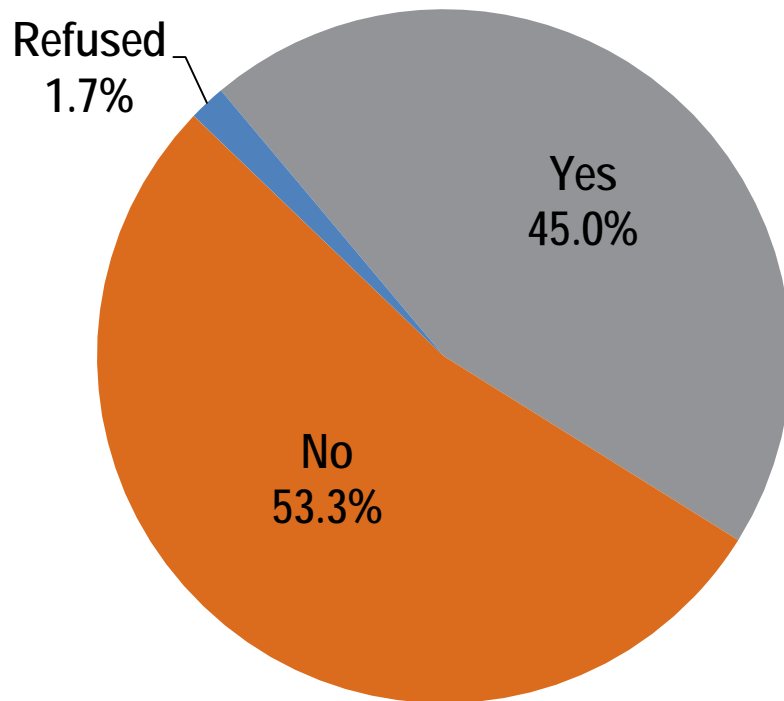
H. Billboards



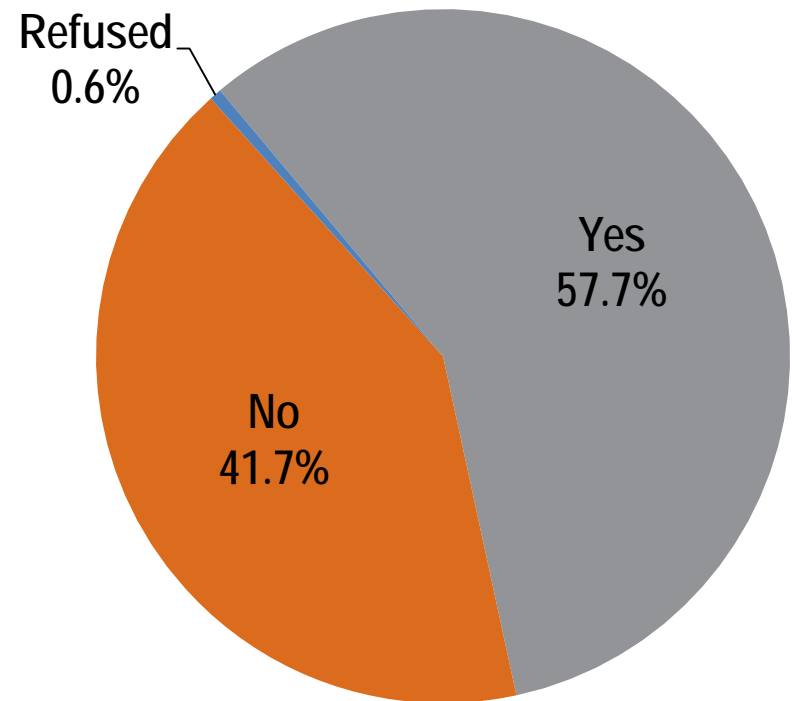
N=700

Q11: Do you recall learning about the dangers of flash flooding from the following sources?

I. School



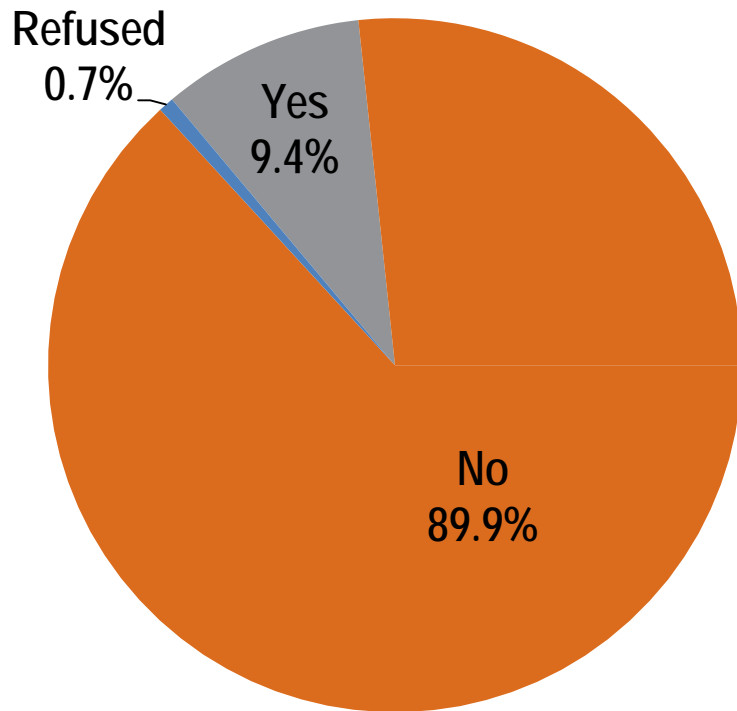
J. Friends/Relatives



N=700

Q11: Do you recall learning about the dangers of flash flooding from the following source?

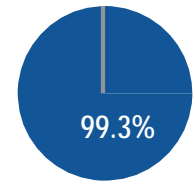
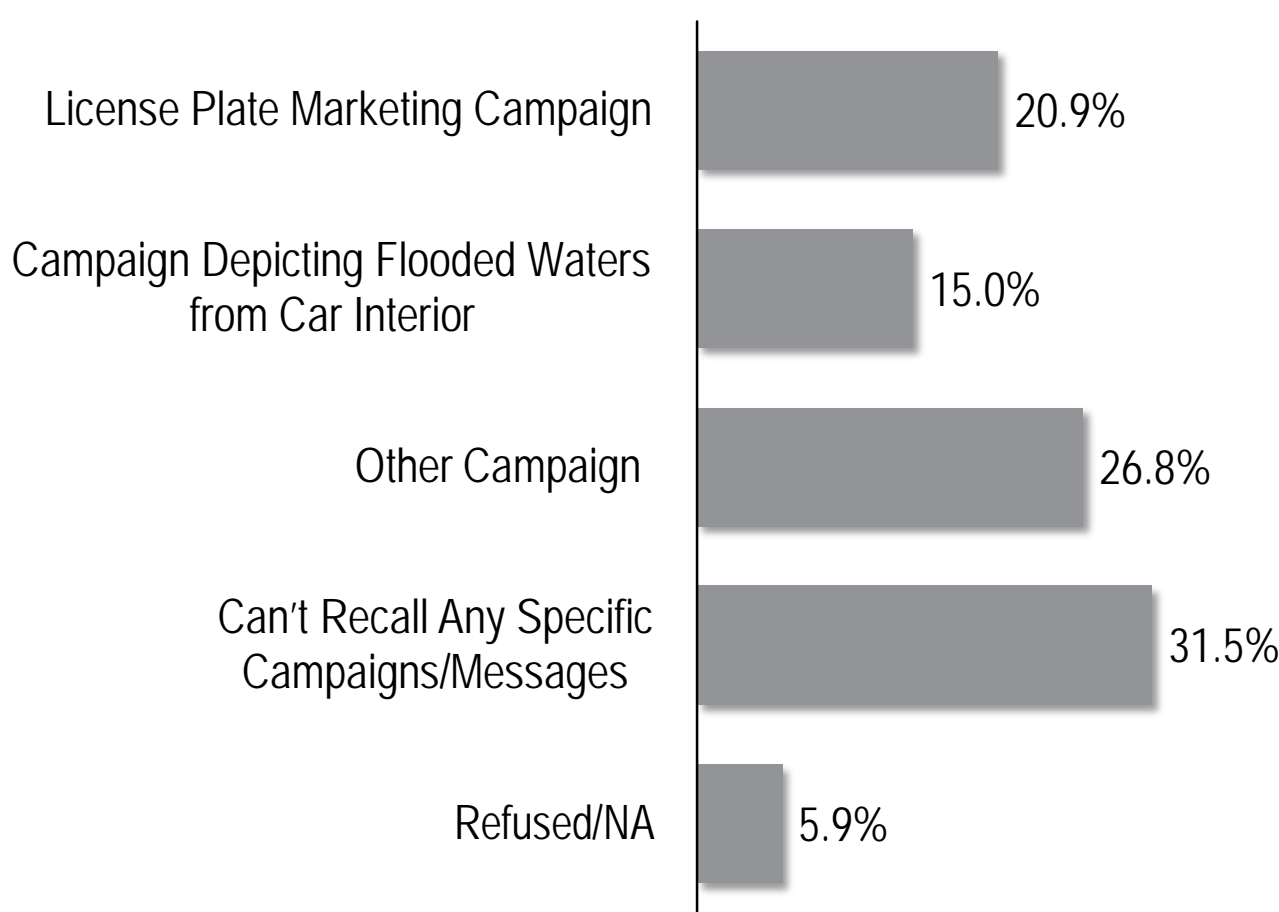
K. Other



Those who recalled learning about the dangers of flash flooding from other sources noted things like: personal experience, work, mobile text alerts, the Springs Preserve, and more.

N=700

Q12_1: Which message from the flood district do you recall the most? do you recall the most?



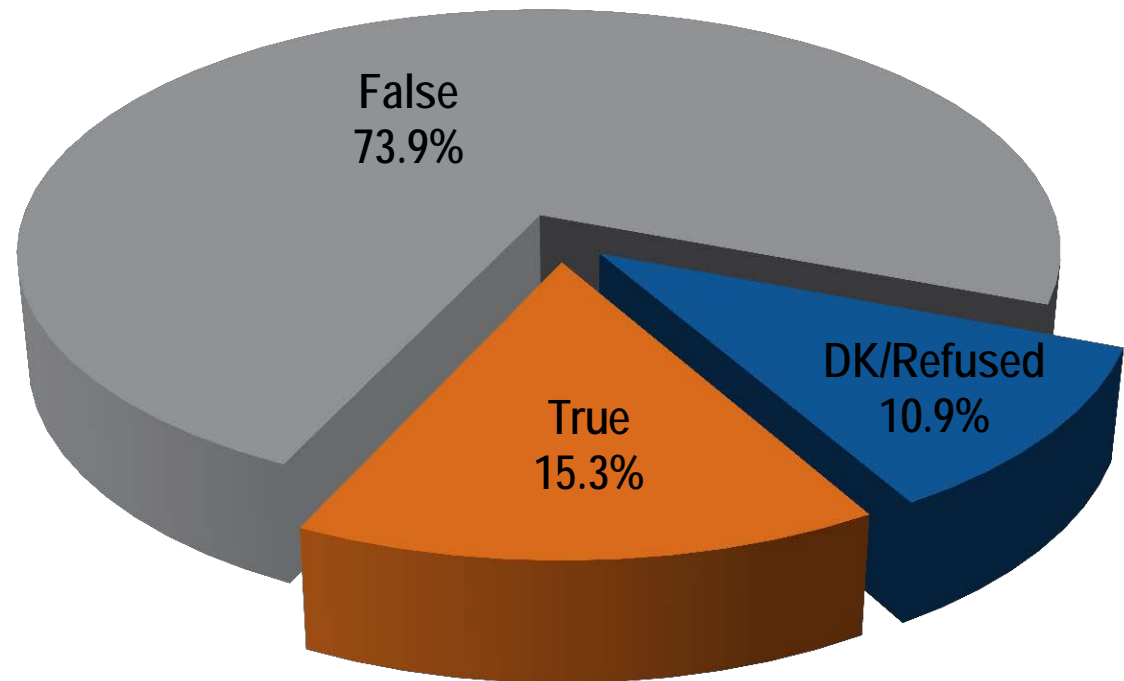
"yes" to any source in Q11

About 3 in 10 respondents could not recall any specific messages from the flood district.

N=695

Q13_1: True or False? *Homeowners insurance generally covers homeowners from storm-related flood damage.*

Over 7 in 10 respondents did not believe homeowners insurance generally covers homeowners from flood damage resulting from a storm.



N=700

Q13_1: Homeowners insurance generally covers homeowners from storm-related flood damage.

Responses by Age

Age Category	Sample Size	True	False	DK/Refused
18 to 20	N=16	37.5%	56.3%	6.3%
21 to 24	N=21	19.0%	57.1%	23.8%
25 to 34	N=149	18.1%	65.8%	16.1%
35 to 49	N=207	14.5%	76.8%	8.7%
50 to 54	N=52	15.4%	76.9%	7.7%
55 to 64	N=122	9.0%	81.1%	9.8%
65 or Older	N=133	15.8%	75.2%	9.0%

N=700

Q13_1: Homeowners insurance generally covers homeowners from storm-related flood damage.

Responses by Length of Residency

Length of Residency	Sample Size	True	False	DK/Refused
Less Than 1 Year	N=19	5.3%	73.7%	21.1%
1 to 3 Years	N=66	27.3%	50.0%	22.7%
4 to 10 Years	N=166	17.5%	73.5%	9.0%
10 to 20 Years	N=237	13.9%	75.5%	10.5%
More Than 20 Years	N=207	12.1%	79.7%	8.2%
Refused/No Answer	N=5	20.0%	80.0%	0.0%

N=700

Q13_1: Homeowners insurance generally covers homeowners from storm-related flood damage.

Responses by Ethnicity

Ethnicity	Sample Size	True	False	DK/Refused
White/Caucasian	N=404	11.6%	78.2%	10.1%
Black/African American	N=44	36.4%	47.7%	15.9%
Hispanic/Latino	N=184	19.6%	69.0%	11.4%
Asian	N=23	4.3%	73.9%	21.7%
Pacific Islander	N=8	12.5%	87.5%	0.0%
Native American	N=2	0.0%	100.0%	0.0%
Of Mixed Race/Ethnicity	N=17	29.4%	64.7%	5.9%
Other	N=10	10.0%	80.0%	10.0%
Refused/No Answer	N=8	0.0%	100.0%	0.0%

N=700

Q13_1: Homeowners insurance generally covers homeowners from storm-related flood damage.

Responses by Educational Attainment

Educational Attainment	Sample Size	True	False	DK/Refused
Less Than High School	N=47	34.0%	61.7%	4.3%
High School Graduate	N=133	20.3%	66.2%	13.5%
Some College, No Degree	N=188	12.8%	76.6%	10.6%
Two-Year College Degree	N=58	15.5%	75.9%	8.6%
Four-Year College Degree	N=132	13.6%	77.3%	9.1%
Some Post-Graduate Work	N=19	5.3%	89.5%	5.3%
Graduate/Professional Degree	N=105	9.5%	76.2%	14.3%
Other	N=8	12.5%	87.5%	0.0%
Refused/No Answer	N=10	10.0%	60.0%	30.0%

N=700

Q13_1: Homeowners insurance generally covers homeowners from storm-related flood damage.

Responses by Gender

Gender	Sample Size	True	False	DK/Refused
Male	N=282	14.5%	77.3%	8.2%
Female	N=418	15.8%	71.5%	12.7%

N=700

Q13_1: Homeowners insurance generally covers homeowners from storm-related flood damage.

Responses by Employment Status

Employment Status	Sample Size	True	False	DK/Refused
Employed Full-Time	N=290	14.1%	74.8%	11.0%
Employed Part-Time	N=57	19.3%	70.2%	10.5%
Self-Employed	N=38	10.5%	73.7%	15.8%
Student	N=16	12.5%	56.3%	31.3%
Unemployed & Looking for Work	N=46	17.4%	71.7%	10.9%
Unemployed & Not Looking for Work	N=9	11.1%	88.9%	0.0%
Full-Time Parent or Homemaker	N=60	25.0%	71.7%	3.3%
Retired	N=145	11.7%	77.9%	10.3%
Disabled	N=29	17.2%	75.9%	6.9%
Other	N=2	0.0%	100.0%	0.0%
Refused/No Answer	N=8	37.5%	25.0%	37.5%

N=700

Q13_1: Homeowners insurance generally covers homeowners from storm-related flood damage.

Responses by Owners/Renters

Ownership Status	Sample Size	True	False	DK/Refused
Owner	N=448	12.9%	79.5%	7.6%
Renter	N=247	19.4%	63.6%	17.0%
Other	N=5	20.0%	80.0%	0.0%

N=700

Q13_1: Homeowners insurance generally covers homeowners from storm-related flood damage.

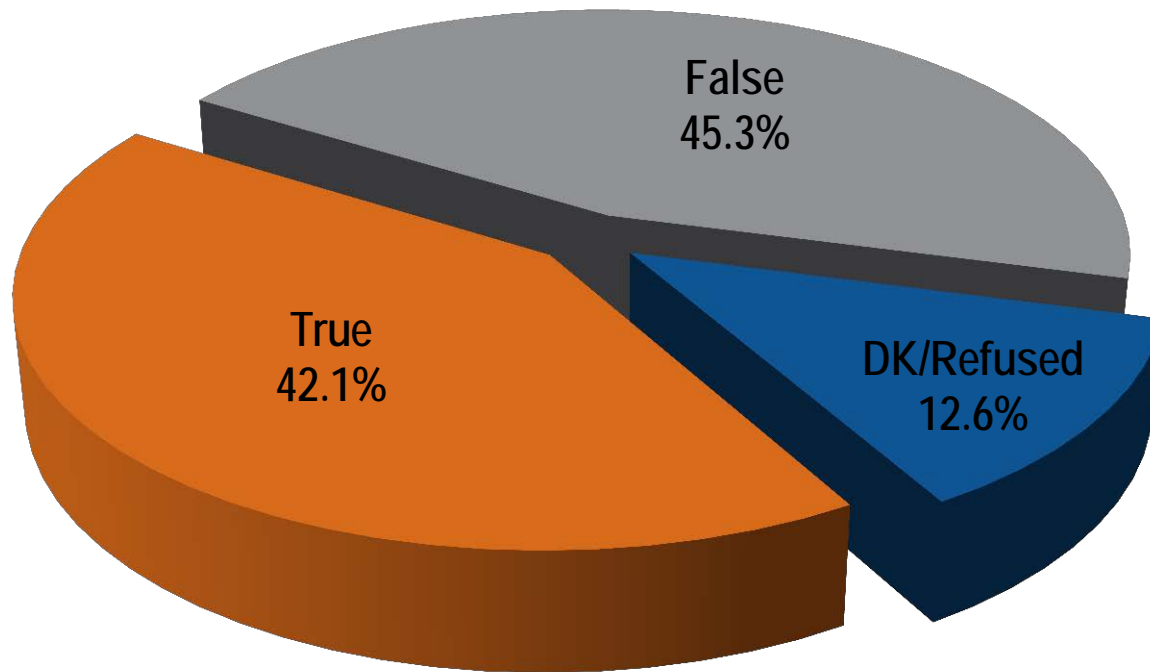
Responses by Flood Channel TV Viewers

Have you ever watched "The Flood Channel Television Program" on Cox Digital Cable channels 2 or 4?	Sample Size	True	False	DK/Refused
Yes	N=90	15.6%	74.4%	10.0%
No	N=215	17.7%	68.8%	13.5%
Refused/NA	N=1	0.0%	100.0%	0.0%

N=306

Q13_2: True or False? *Only people living in a high-risk flood zone are required to have flood insurance coverage.*

Respondents were generally divided; those answering "true" or "false" were roughly the same at 45 percent.



N=700

Q13_2: Only people living in a high-risk flood zone are required to have flood insurance coverage.

Responses by Age

Age Category	Sample Size	True	False	DK/Refused
18 to 20	N=16	43.8%	50.0%	6.3%
21 to 24	N=21	23.8%	61.9%	14.3%
25 to 34	N=149	40.9%	36.2%	22.8%
35 to 49	N=207	46.9%	44.0%	9.2%
50 to 54	N=52	40.4%	55.8%	3.8%
55 to 64	N=122	45.1%	45.1%	9.8%
65 or Older	N=133	36.8%	50.4%	12.8%

N=700

Q13_2: Only people living in a high-risk flood zone are required to have flood insurance coverage.

Responses by Length of Residency

Length of Residency	Sample Size	True	False	DK/Refused
Less Than 1 Year	N=19	15.8%	52.6%	31.6%
1 to 3 Years	N=66	34.8%	43.9%	21.2%
4 to 10 Years	N=166	45.2%	45.2%	9.6%
10 to 20 Years	N=237	46.4%	43.0%	10.5%
More Than 20 Years	N=207	38.6%	48.3%	13.0%
Refused/No Answer	N=5	80.0%	20.0%	0.0%

N=700

Q13_2: Only people living in a high-risk flood zone are required to have flood insurance coverage.

Responses by Ethnicity

Ethnicity	Sample Size	True	False	DK/Refused
White/Caucasian	N=404	42.6%	41.3%	16.1%
Black/African American	N=44	27.3%	63.6%	9.1%
Hispanic/Latino	N=184	42.4%	50.0%	7.6%
Asian	N=23	39.1%	47.8%	13.0%
Pacific Islander	N=8	62.5%	37.5%	0.0%
Native American	N=2	50.0%	50.0%	0.0%
Of Mixed Race/Ethnicity	N=17	47.1%	41.2%	11.8%
Other	N=10	40.0%	60.0%	0.0%
Refused/No Answer	N=8	75.0%	25.0%	0.0%

N=700

Q13_2: Only people living in a high-risk flood zone are required to have flood insurance coverage.

Responses by Educational Attainment

Educational Attainment	Sample Size	True	False	DK/Refused
Less Than High School	N=47	53.2%	42.6%	4.3%
High School Graduate	N=133	35.3%	51.9%	12.8%
Some College, No Degree	N=188	47.9%	40.4%	11.7%
Two-Year College Degree	N=58	43.1%	50.0%	6.9%
Four-Year College Degree	N=132	39.4%	43.9%	16.7%
Some Post-Graduate Work	N=19	31.6%	57.9%	10.5%
Graduate/Professional Degree	N=105	40.0%	43.8%	16.2%
Other	N=8	50.0%	37.5%	12.5%
Refused/No Answer	N=10	40.0%	50.0%	10.0%

N=700

Q13_2: Only people living in a high-risk flood zone are required to have flood insurance coverage.

Responses by Gender

Gender	Sample Size	True	False	DK/Refused
Male	N=282	39.4%	50.7%	9.9%
Female	N=418	44.0%	41.6%	14.4%

N=700

Q13_2: Only people living in a high-risk flood zone are required to have flood insurance coverage.

Responses by Employment Status

Employment Status	Sample Size	True	False	DK/Refused
Employed Full-Time	N=290	45.9%	41.0%	13.1%
Employed Part-Time	N=57	49.1%	40.4%	10.5%
Self-Employed	N=38	36.8%	52.6%	10.5%
Student	N=16	25.0%	31.3%	43.8%
Unemployed & Looking for Work	N=46	28.3%	54.3%	17.4%
Unemployed & Not Looking for Work	N=9	33.3%	44.4%	22.2%
Full-Time Parent or Homemaker	N=60	51.7%	43.3%	5.0%
Retired	N=145	39.3%	48.3%	12.4%
Disabled	N=29	24.1%	72.4%	3.4%
Other	N=2	0.0%	100.0%	0.0%
Refused/No Answer	N=8	62.5%	25.0%	12.5%

N=700

Q13_2: Only people living in a high-risk flood zone are required to have flood insurance coverage.

Responses by Owners/Renters

Ownership Status	Sample Size	True	False	DK/Refused
Owner	N=448	46.2%	43.5%	10.3%
Renter	N=247	34.8%	48.6%	16.6%
Other	N=5	40.0%	40.0%	20.0%

N=700

Q13_2: Only people living in a high-risk flood zone are required to have flood insurance coverage.

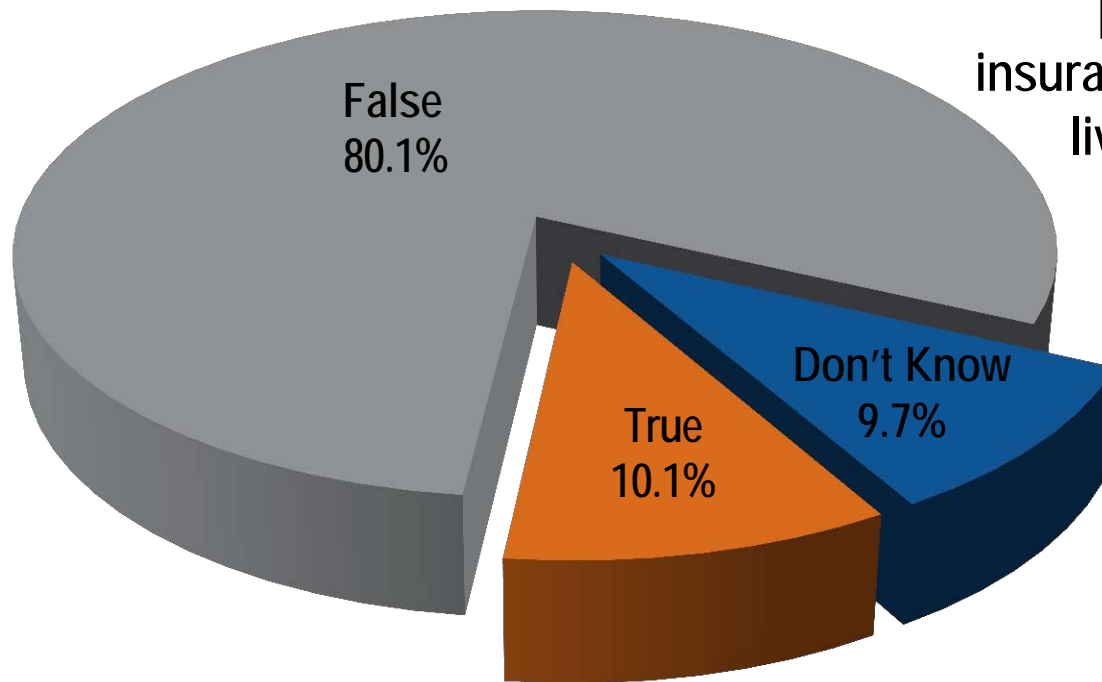
Responses by Flood Channel TV Viewers

Have you ever watched "The Flood Channel Television Program" on Cox Digital Cable channels 2 or 4?	Sample Size	True	False	DK/Refused
Yes	N=90	40.0%	50.0%	10.0%
No	N=215	38.6%	45.1%	16.3%
Refused/NA	N=1	0.0%	100.0%	0.0%

N=306

Q13_3: True or False? *Flood insurance is only available to those who live in a high-risk flood zone.*

A majority of respondents (80 percent) did not believe flood insurance is only available to those living in a high-risk flood zone.



N=700

Q13_3: Flood insurance is only available to those who live in a high-risk flood zone.

Responses by Age

Age Category	Sample Size	True	False	Don't Know
18 to 20	N=16	18.8%	75.0%	6.3%
21 to 24	N=21	4.8%	81.0%	14.3%
25 to 34	N=149	6.7%	77.9%	15.4%
35 to 49	N=207	11.1%	81.2%	7.7%
50 to 54	N=52	11.5%	86.5%	1.9%
55 to 64	N=122	9.0%	83.6%	7.4%
65 or Older	N=133	12.8%	75.9%	11.3%

N=700

Q13_3: Flood insurance is only available to those who live in a high-risk flood zone.

Responses by Length of Residency

Length of Residency	Sample Size	True	False	Don't Know
Less Than 1 Year	N=19	5.3%	68.4%	26.3%
1 to 3 Years	N=66	9.1%	68.2%	22.7%
4 to 10 Years	N=166	9.6%	81.9%	8.4%
10 to 20 Years	N=237	11.4%	81.0%	7.6%
More Than 20 Years	N=207	9.7%	82.6%	7.7%
Refused/No Answer	N=5	20.0%	80.0%	0.0%

N=700

Q13_3: Flood insurance is only available to those who live in a high-risk flood zone.

Responses by Ethnicity

Ethnicity	Sample Size	True	False	Don't Know
White/Caucasian	N=404	6.2%	82.4%	11.4%
Black/African American	N=44	11.4%	84.1%	4.5%
Hispanic/Latino	N=184	17.4%	75.5%	7.1%
Asian	N=23	17.4%	60.9%	21.7%
Pacific Islander	N=8	25.0%	75.0%	0.0%
Native American	N=2	0.0%	100.0%	0.0%
Of Mixed Race/Ethnicity	N=17	5.9%	82.4%	11.8%
Other	N=10	10.0%	90.0%	0.0%
Refused/No Answer	N=8	12.5%	87.5%	0.0%

N=700

Q13_3: Flood insurance is only available to those who live in a high-risk flood zone.

Responses by Educational Attainment

Educational Attainment	Sample Size	True	False	Don't Know
Less Than High School	N=47	21.3%	70.2%	8.5%
High School Graduate	N=133	17.3%	74.4%	8.3%
Some College, No Degree	N=188	8.0%	79.3%	12.8%
Two-Year College Degree	N=58	8.6%	82.8%	8.6%
Four-Year College Degree	N=132	6.1%	83.3%	10.6%
Some Post-Graduate Work	N=19	0.0%	94.7%	5.3%
Graduate/Professional Degree	N=105	6.7%	85.7%	7.6%
Other	N=8	25.0%	75.0%	0.0%
Refused/No Answer	N=10	10.0%	80.0%	10.0%

N=700

Q13_3: Flood insurance is only available to those who live in a high-risk flood zone.

Responses by Gender

Gender	Sample Size	True	False	Don't Know
Male	N=282	7.4%	85.1%	7.4%
Female	N=418	12.0%	76.8%	11.2%

N=700

Q13_3: Flood insurance is only available to those who live in a high-risk flood zone.

Responses by Employment Status

Employment Status	Sample Size	True	False	Don't Know
Employed Full-Time	N=290	9.0%	80.7%	10.3%
Employed Part-Time	N=57	10.5%	80.7%	8.8%
Self-Employed	N=38	13.2%	81.6%	5.3%
Student	N=16	0.0%	68.8%	31.3%
Unemployed & Looking for Work	N=46	6.5%	84.8%	8.7%
Unemployed & Not Looking for Work	N=9	11.1%	77.8%	11.1%
Full-Time Parent or Homemaker	N=60	10.0%	85.0%	5.0%
Retired	N=145	11.7%	77.9%	10.3%
Disabled	N=29	13.8%	79.3%	6.9%
Other	N=2	0.0%	100.0%	0.0%
Refused/No Answer	N=8	37.5%	50.0%	12.5%

N=700

Q13_3: Flood insurance is only available to those who live in a high-risk flood zone.

Responses by Owners/Renters

Ownership Status	Sample Size	True	False	Don't Know
Owner	N=448	8.9%	83.9%	7.1%
Renter	N=247	12.6%	72.9%	14.6%
Other	N=5	0.0%	100.0%	0.0%

N=700

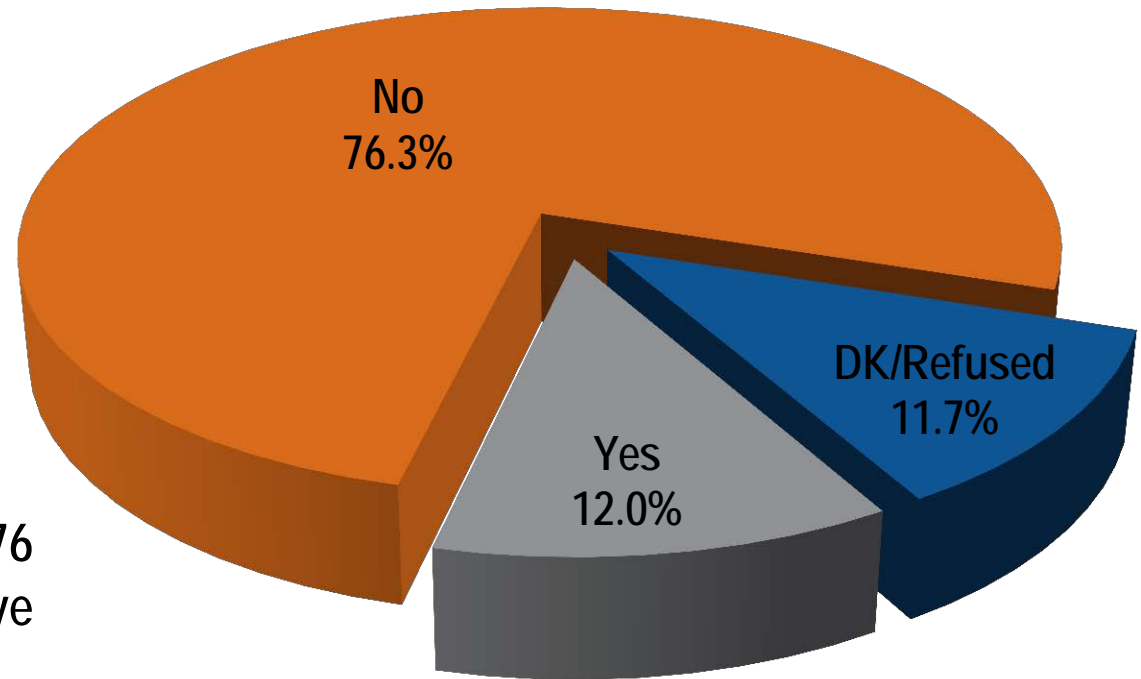
Q13_3: Flood insurance is only available to those who live in a high-risk flood zone.

Responses by Flood Channel TV Viewers

Have you ever watched "The Flood Channel Television Program" on Cox Digital Cable channels 2 or 4?	Sample Size	True	False	Don't Know
Yes	N=90	12.2%	82.2%	5.6%
No	N=215	7.9%	80.9%	11.2%
Refused/NA	N=1	0.0%	100.0%	0.0%

N=306

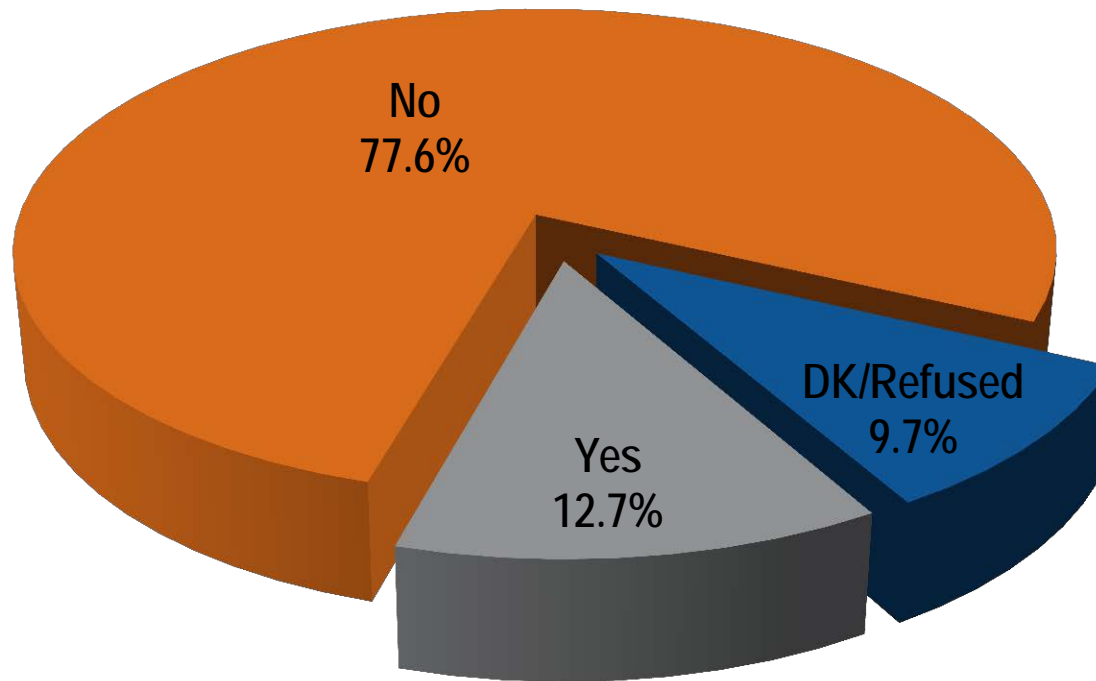
Q14: Do you live in a high-risk flood zone?



A majority of respondents (76 percent) said they did not live in a high-risk flood zone.

N=700

Q15: Do you currently carry flood insurance beyond what is or is not provided in your standard homeowner's or renter's policy?



Most respondents (about 8 in 10) did not have flood insurance beyond their existing policies.

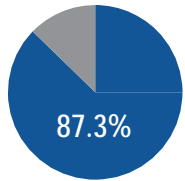
N=700

Q16: Why don't you have flood insurance?

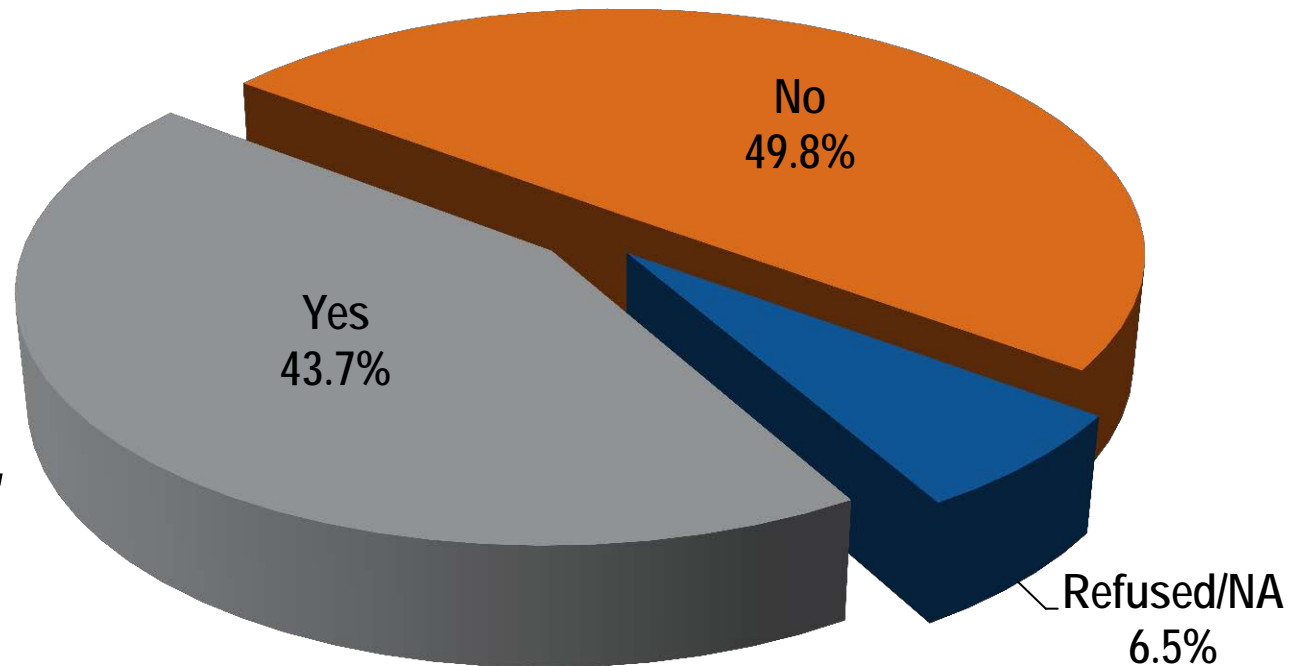
- "Cost."
- "Don't feel the need to."
- "Never flooded in 5 years. We are on an incline, uphill."
- "I don't believe I'm in a high-risk area."
- "I'm not in a flood area."
- "Not in a flood zone."
- "I can't afford it."
- "I don't feel I need it."
- "Because I don't live in a high-risk flood zone."

Note: These comments reflect common themes present among all responses.

Q17: Would you consider buying flood insurance if it would cost you less than \$1 dollar per day?



Those who did not respond "yes" to Q15



Respondents were divided, with a slightly higher share noting they would not consider buying flood insurance at less than \$1 dollar per day.

N=611

Q17: Would you consider buying flood insurance if it would cost you less than \$1 dollar per day?

Responses by Age

Respondents ages 55 and older were the least likely to consider buying flood insurance for less than \$1 dollar per day.

Age Category	Sample Size	Yes	No	Refused/NA
18 to 20	N=15	66.7%	26.7%	6.7%
21 to 24	N=19	63.2%	31.6%	5.3%
25 to 34	N=129	51.9%	42.6%	5.4%
35 to 49	N=179	53.6%	37.4%	8.9%
50 to 54	N=41	43.9%	46.3%	9.8%
55 to 64	N=108	33.3%	61.1%	5.6%
65 or Older	N=120	23.3%	72.5%	4.2%

N=611

Q17: Would you consider buying flood insurance if it would cost you less than \$1 dollar per day?

Responses by Length of Residency

Overall variance among the different lengths of residency was no more than about 15 percent.

Length of Residency	Sample Size	Yes	No	Refused/NA
Less Than 1 Year	N=15	40.0%	33.3%	26.7%
1 to 3 Years	N=60	55.0%	38.3%	6.7%
4 to 10 Years	N=148	41.2%	55.4%	3.4%
10 to 20 Years	N=206	44.2%	49.0%	6.8%
More Than 20 Years	N=178	41.6%	51.1%	7.3%
Refused/No Answer	N=4	50.0%	50.0%	0.0%

N=611

Q17: Would you consider buying flood insurance if it would cost you less than \$1 dollar per day?

Responses by Ethnicity

Hispanics/Latinos were more than 1.5 times more likely than Whites/Caucasians to consider buying flood insurance.

Ethnicity	Sample Size	Yes	No	Refused/NA
White/Caucasian	N=357	35.6%	57.7%	6.7%
Black/African American	N=34	55.9%	41.2%	2.9%
Hispanic/Latino	N=159	59.1%	34.0%	6.9%
Asian	N=22	31.8%	59.1%	9.1%
Pacific Islander	N=6	33.3%	66.7%	0.0%
Native American	N=1	0.0%	100.0%	0.0%
Of Mixed Race/Ethnicity	N=17	47.1%	41.2%	11.8%
Other	N=8	50.0%	50.0%	0.0%
Refused/No Answer	N=7	85.7%	14.3%	0.0%

N=611

Q17: Would you consider buying flood insurance if it would cost you less than \$1 dollar per day?

Responses by Educational Attainment

Those with some college or a college degree were less likely to consider buying flood insurance.

Educational Attainment	Sample Size	Yes	No	Refused/NA
Less Than High School	N=39	53.8%	46.2%	0.0%
High School Graduate	N=120	53.3%	38.3%	8.3%
Some College, No Degree	N=175	43.4%	51.4%	5.1%
Two-Year College Degree	N=47	38.3%	57.4%	4.3%
Four-Year College Degree	N=112	33.0%	57.1%	9.8%
Some Post-Graduate Work	N=13	53.8%	46.2%	0.0%
Graduate/Professional Degree	N=89	39.3%	55.1%	5.6%
Other	N=7	57.1%	14.3%	28.6%
Refused/No Answer	N=9	55.6%	33.3%	11.1%

N=611

Q17: Would you consider buying flood insurance if it would cost you less than \$1 dollar per day?

Responses by Gender

Nearly the same share of males and females would consider buying flood insurance at less than \$1 dollar per day.

Gender	Sample Size	Yes	No	Refused/NA
Male	N=251	40.6%	55.4%	4.0%
Female	N=360	45.8%	45.8%	8.3%

N=611

Q17: Would you consider buying flood insurance if it would cost you less than \$1 dollar per day?

Responses by Employment Status

Employment Status	Sample Size	Yes	No	Refused/NA
Employed Full-Time	N=249	47.8%	45.0%	7.2%
Employed Part-Time	N=53	43.4%	45.3%	11.3%
Self-Employed	N=28	42.9%	57.1%	0.0%
Student	N=15	66.7%	20.0%	13.3%
Unemployed & Looking for Work	N=42	42.9%	54.8%	2.4%
Unemployed & Not Looking for Work	N=8	87.5%	12.5%	0.0%
Full-Time Parent or Homemaker	N=51	56.9%	33.3%	9.8%
Retired	N=131	25.2%	70.2%	4.6%
Disabled	N=27	55.6%	40.7%	3.7%
Other	N=2	0.0%	100.0%	0.0%
Refused/No Answer	N=5	20.0%	60.0%	20.0%

N=611

Q17: Would you consider buying flood insurance if it would cost you less than \$1 dollar per day?

Responses by Owners/Renters

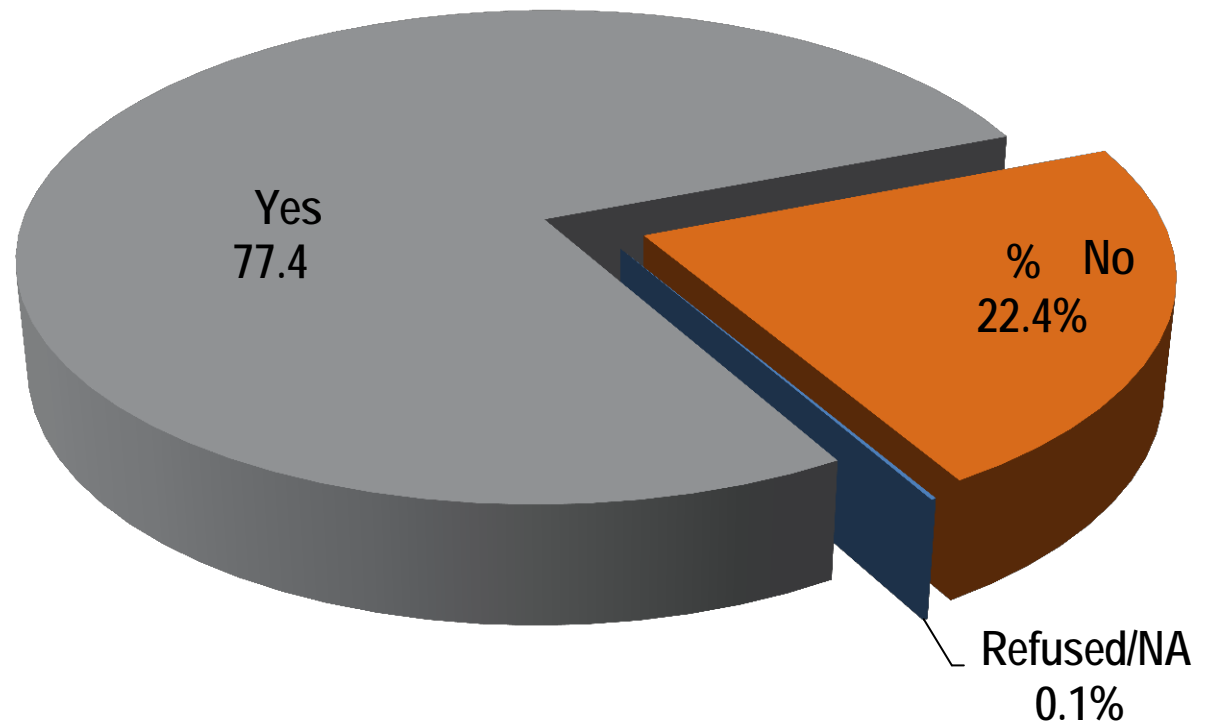
More than half of renters would consider buying flood insurance, compared to less than 40 percent of owners.

Ownership Status	Sample Size	Yes	No	Refused/NA
Owner	N=379	36.9%	55.1%	7.9%
Renter	N=227	54.6%	41.0%	4.4%
Other	N=5	60.0%	40.0%	0.0%

N=611

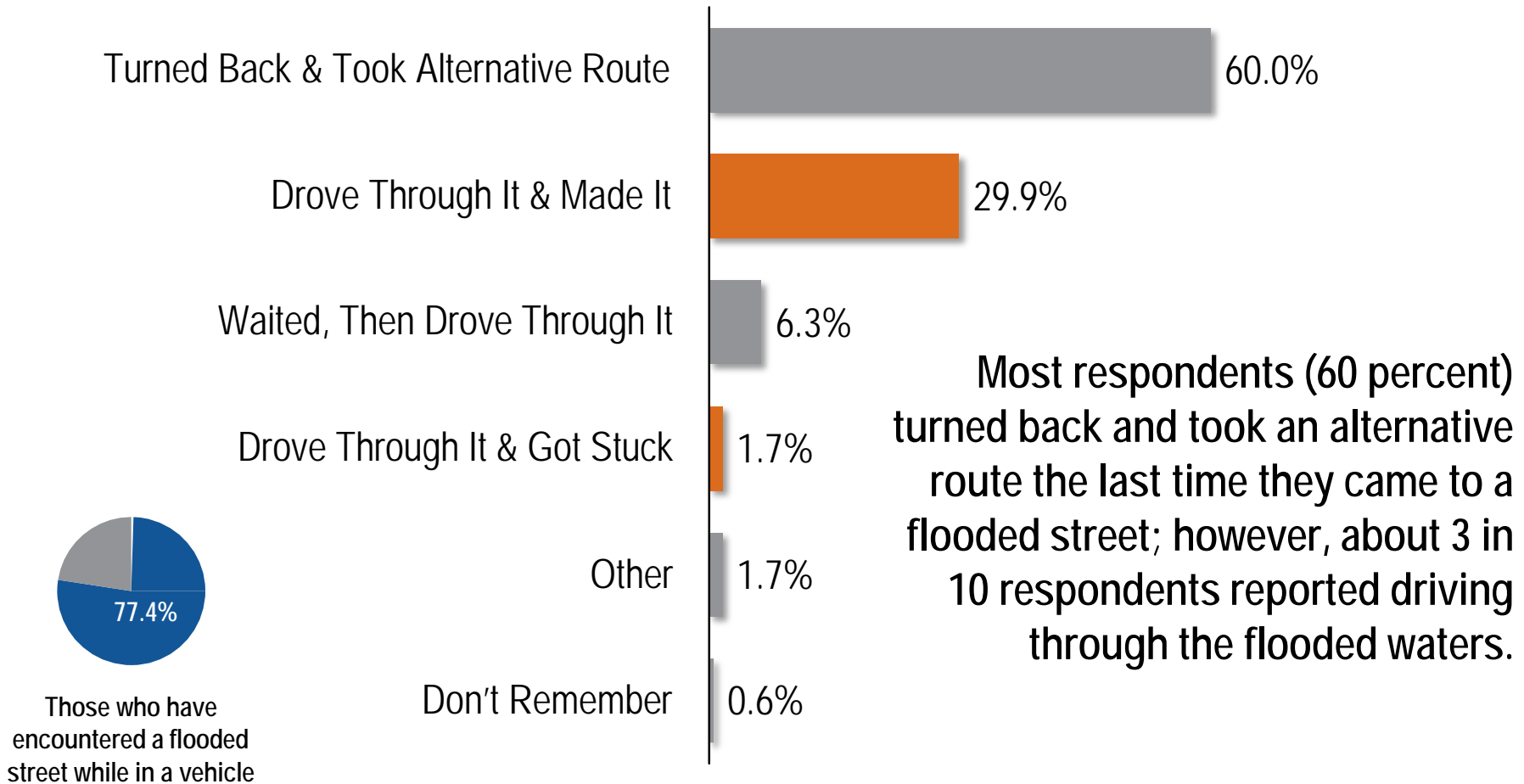
Q18: Have you ever encountered a flooded street while in a vehicle?

Almost 8 in 10 respondents have encountered a flooded street while in a vehicle.



N=700

Q19: What best describes what you or the driver did when you came to a flooded street?



N=542

Q19: What best describes what you or the driver did when you came to a flooded street?

Responses by Q10

Action	Sample Size	All Flood Waters Are Potentially Dangerous	0 to 1 Inch	1.1 to 3 Inches	3.1 to 6 Inches	6.1 Inches to 1 Foot	1.1 to 2 Feet	2.1 to 3 Feet	Greater Than 3 Feet	Refused /NA
Turned Back & Took Alternative Route	N=325	14.2%	5.5%	12.3%	16.3%	20.3%	12.9%	6.5%	6.2%	5.8%
Waited for Waters To Go Down, Then Drove Through It	N=34	2.9%	0.0%	20.6%	8.8%	26.5%	17.6%	8.8%	8.8%	5.9%
Drove Through It & Made It	N=162	15.4%	3.7%	11.7%	19.8%	18.5%	11.7%	8.6%	6.2%	4.3%
Drove Through It & Got Stuck	N=9	11.1%	0.0%	0.0%	22.2%	11.1%	11.1%	22.2%	11.1%	11.1%
Other	N=9	22.2%	0.0%	11.1%	11.1%	22.2%	11.1%	11.1%	11.1%	0.0%
Don't Remember	N=3	33.3%	0.0%	0.0%	0.0%	33.3%	0.0%	0.0%	0.0%	33.3%

N=542

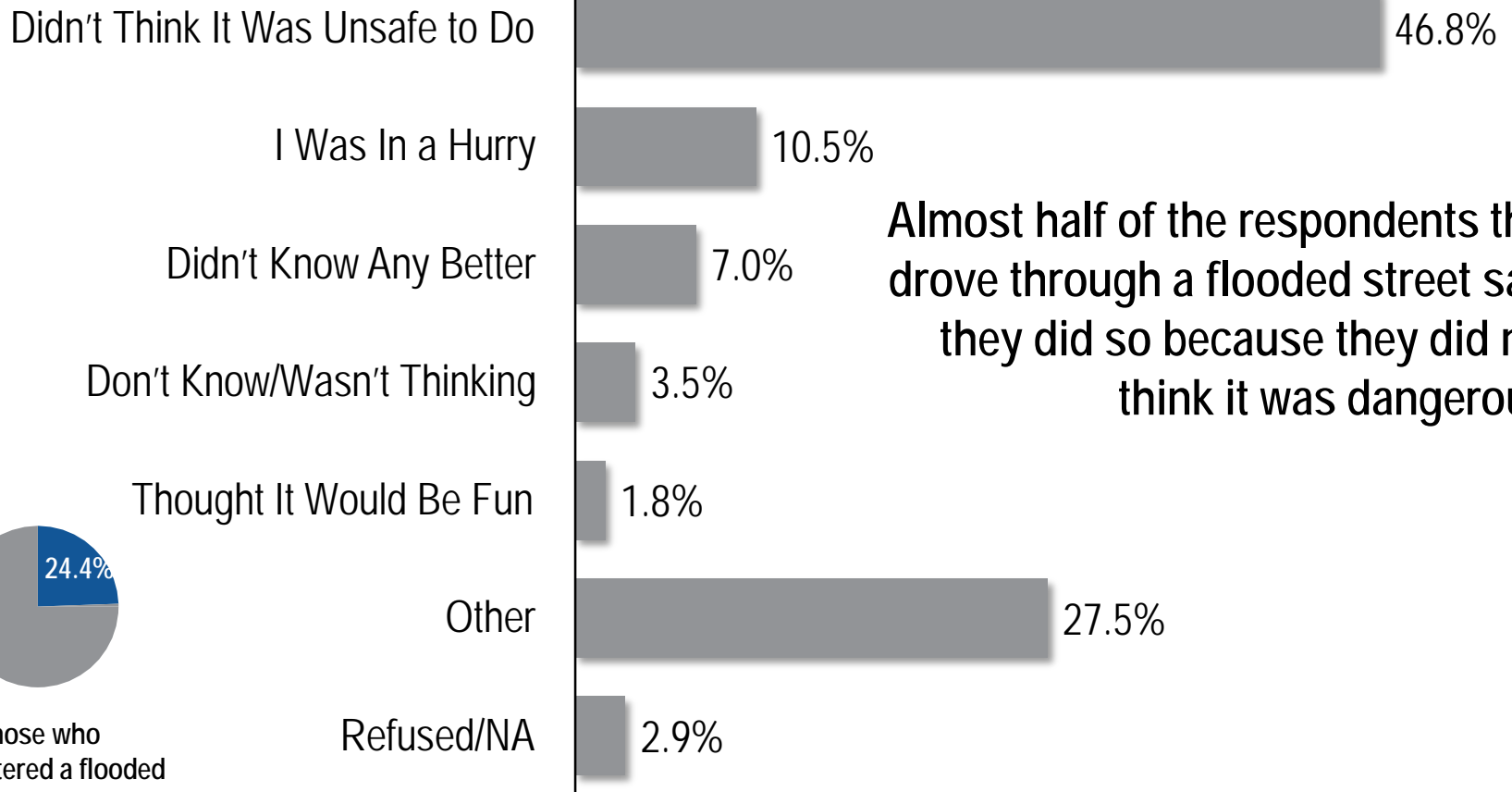
Q19: What best describes what you or the driver did when you came to a flooded street?

Responses by Q10 (Cumulative)

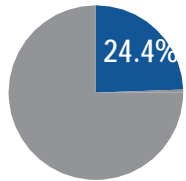
Action	Sample Size	All Flood Waters Are Potentially Dangerous	0 to 1 Inch	1.1 to 3 Inches	3.1 to 6 Inches	6.1 Inches to 1 Foot	1.1 to 2 Feet	2.1 to 3 Feet	Greater Than 3 Feet	Refused /NA
Turned Back & Took Alternative Route	N=325	14.2%	19.7%	32.0%	48.3%	68.6%	81.5%	88.0%	94.2%	100.0%
Waited for Waters To Go Down, Then Drove Through It	N=34	2.9%	2.9%	23.5%	32.4%	58.8%	76.5%	85.3%	94.1%	100.0%
Drove Through It & Made It	N=162	15.4%	19.1%	30.9%	50.6%	69.1%	80.9%	89.5%	95.7%	100.0%
Drove Through It & Got Stuck	N=9	11.1%	11.1%	11.1%	33.3%	44.4%	55.6%	77.8%	88.9%	100.0%
Other	N=9	22.2%	22.2%	33.3%	44.4%	66.7%	77.8%	88.9%	100.0%	100.0%
Don't Remember	N=3	33.3%	33.3%	33.3%	33.3%	66.7%	66.7%	66.7%	66.7%	100.0%

N=542

Q20: Why did you drive through the flooded street?



Almost half of the respondents that drove through a flooded street said they did so because they did not think it was dangerous.



Those who encountered a flooded street while in a vehicle and drove through it

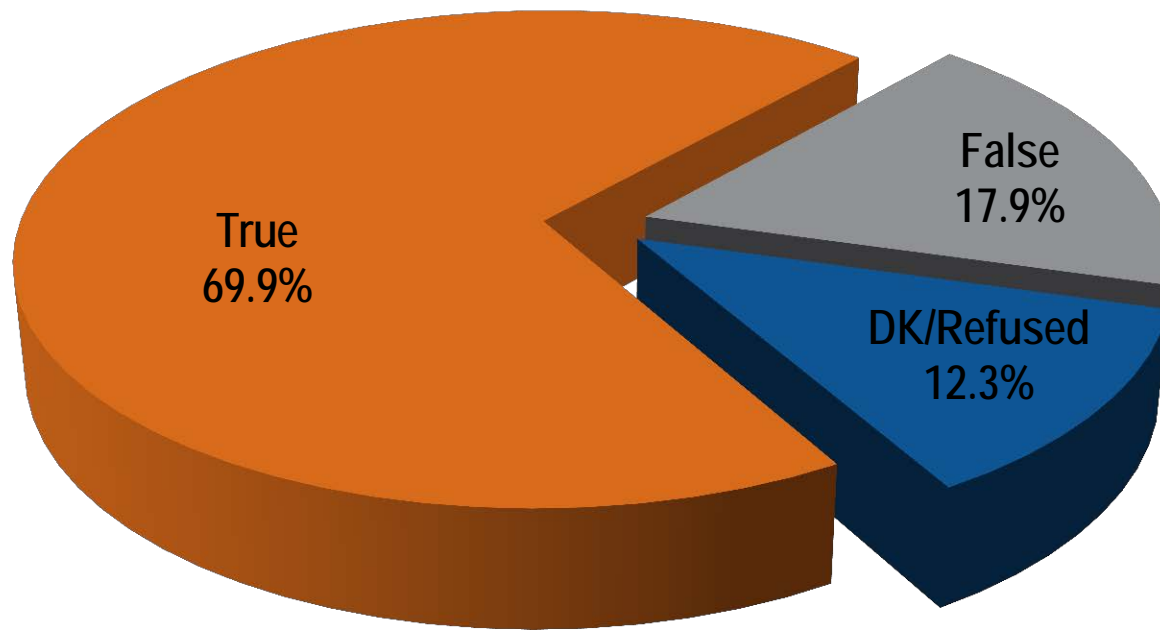
N=171

Q20: Other Responses

- “I was stuck in traffic and couldn’t turn around.”
- “No other way through.”
- “No way to get around it, no choice.”
- “I had no alternative.”
- “Because I have a high vehicle.”
- “It was not my choice.”
- “Other cars made it, so I did too.”
- “Fear of it getting worse.”

Note: These comments reflect common themes present among all responses.

Q21_1: True or False? *Streets are a part of the flood control system.*



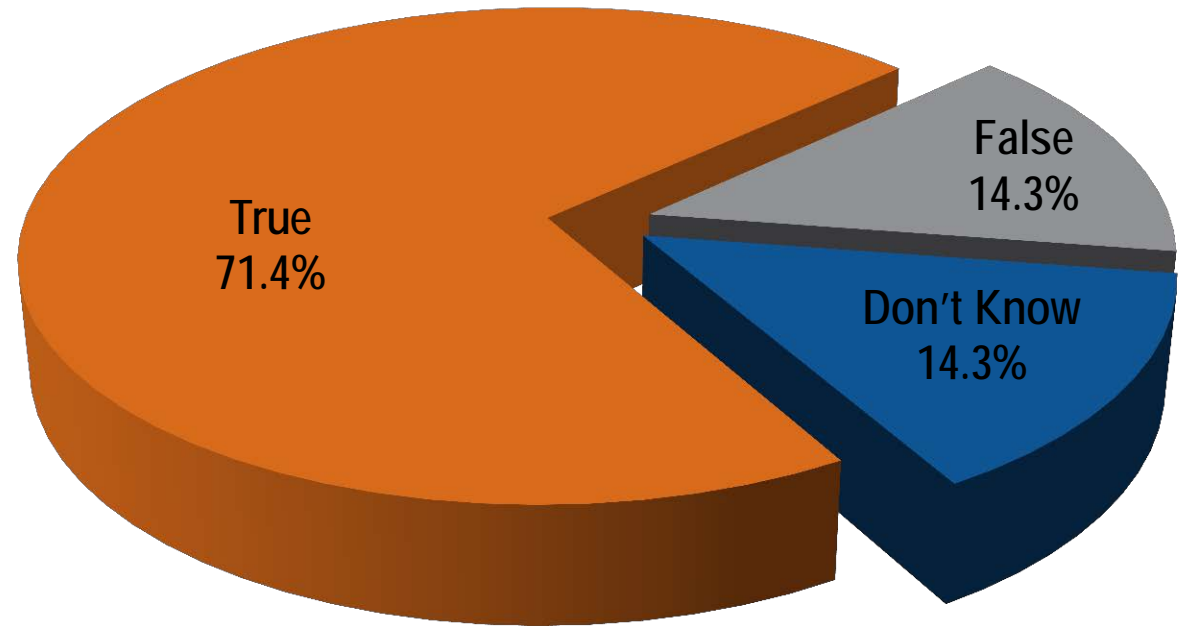
Most respondents (70 percent) believed streets are part of the flood control system.

N=700

Urban runoff is generally defined as the runoff of rainwater, irrigation or commercial water—like a car wash—off of manmade surfaces like roads, parking lots and sidewalks. Understanding that...

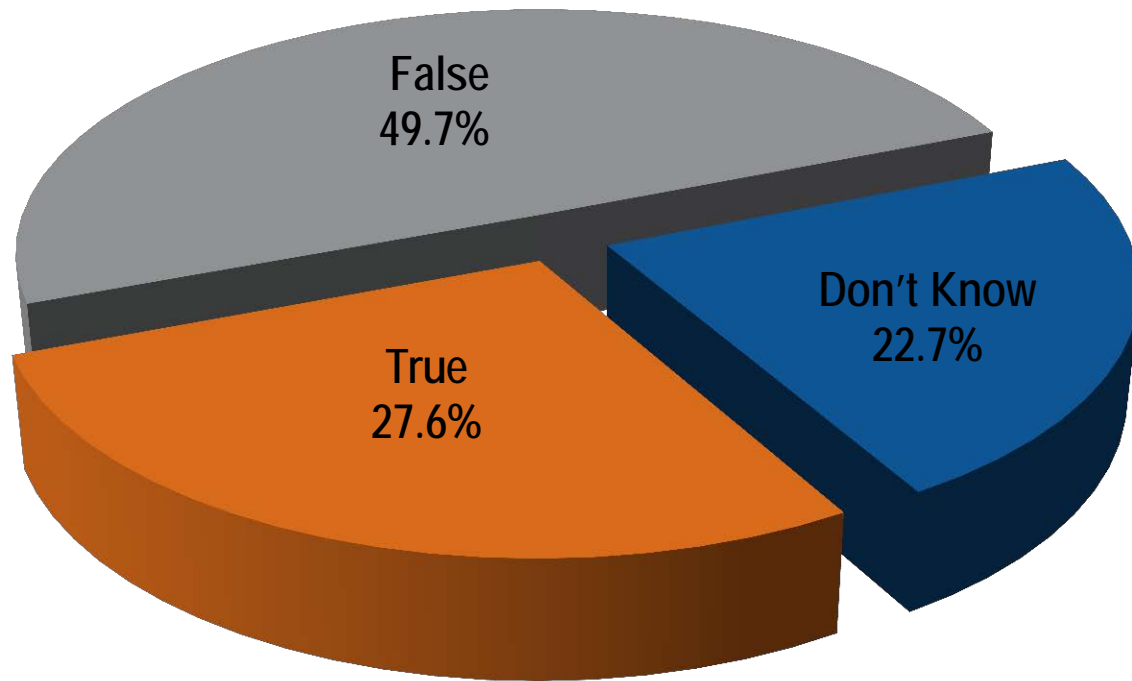
Q21_2: True or False? *Urban runoff travels through the flood control system and ultimately drains into Lake Mead.*

Just over 7 in 10 respondents believed urban runoff travels through the flood control system and eventually drains into Lake Mead.



N=700

Q21_3: True or False? *The storm water that travels through flood control channels and storm drains is treated/cleaned before it reaches Lake Mead.*

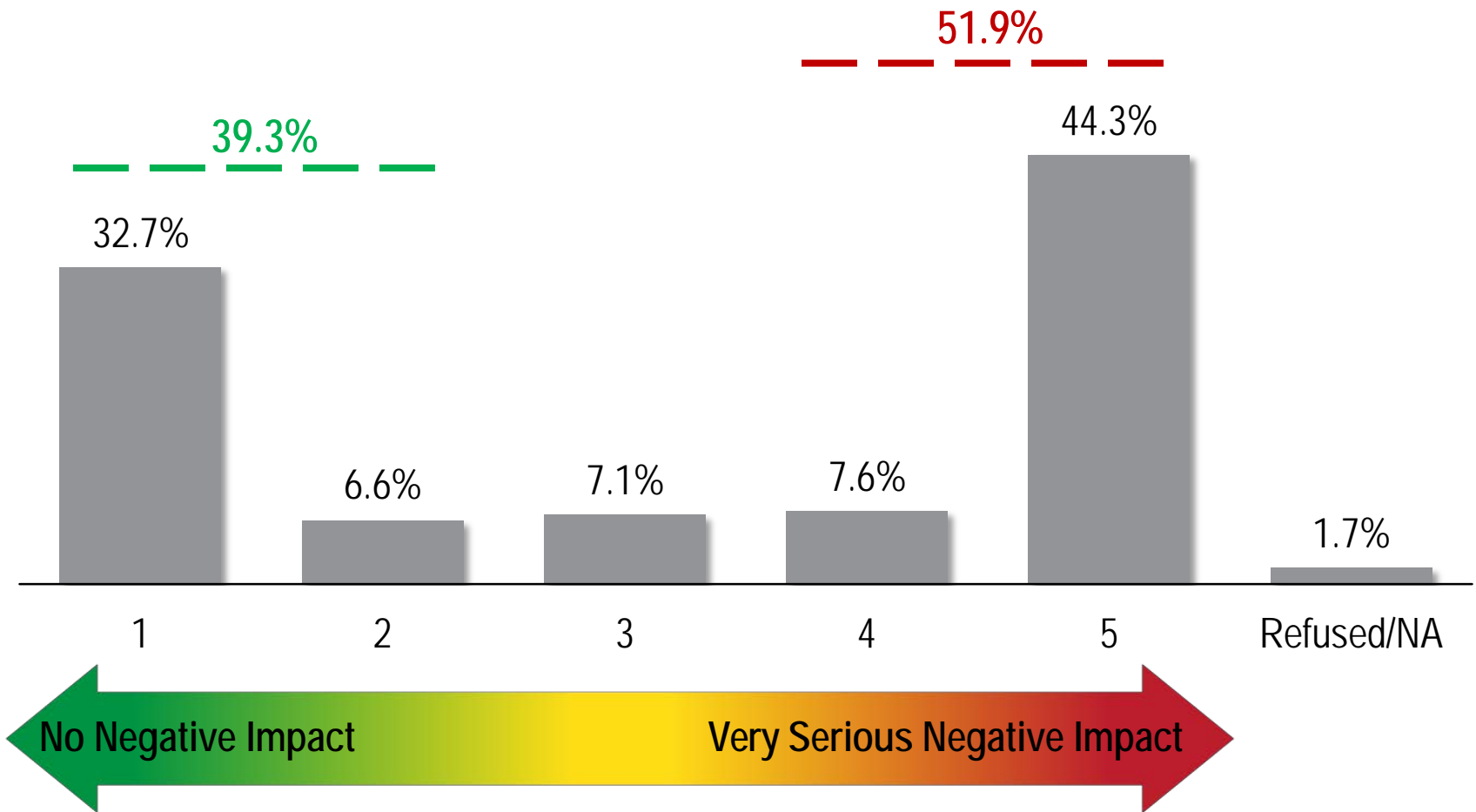


About half of the respondents thought storm water that travels through flood control channels and storm drains is not treated or cleaned before reaching Lake Mead.

N=700

Q22_A: Please rank each activity in terms of the impact on Lake Mead.

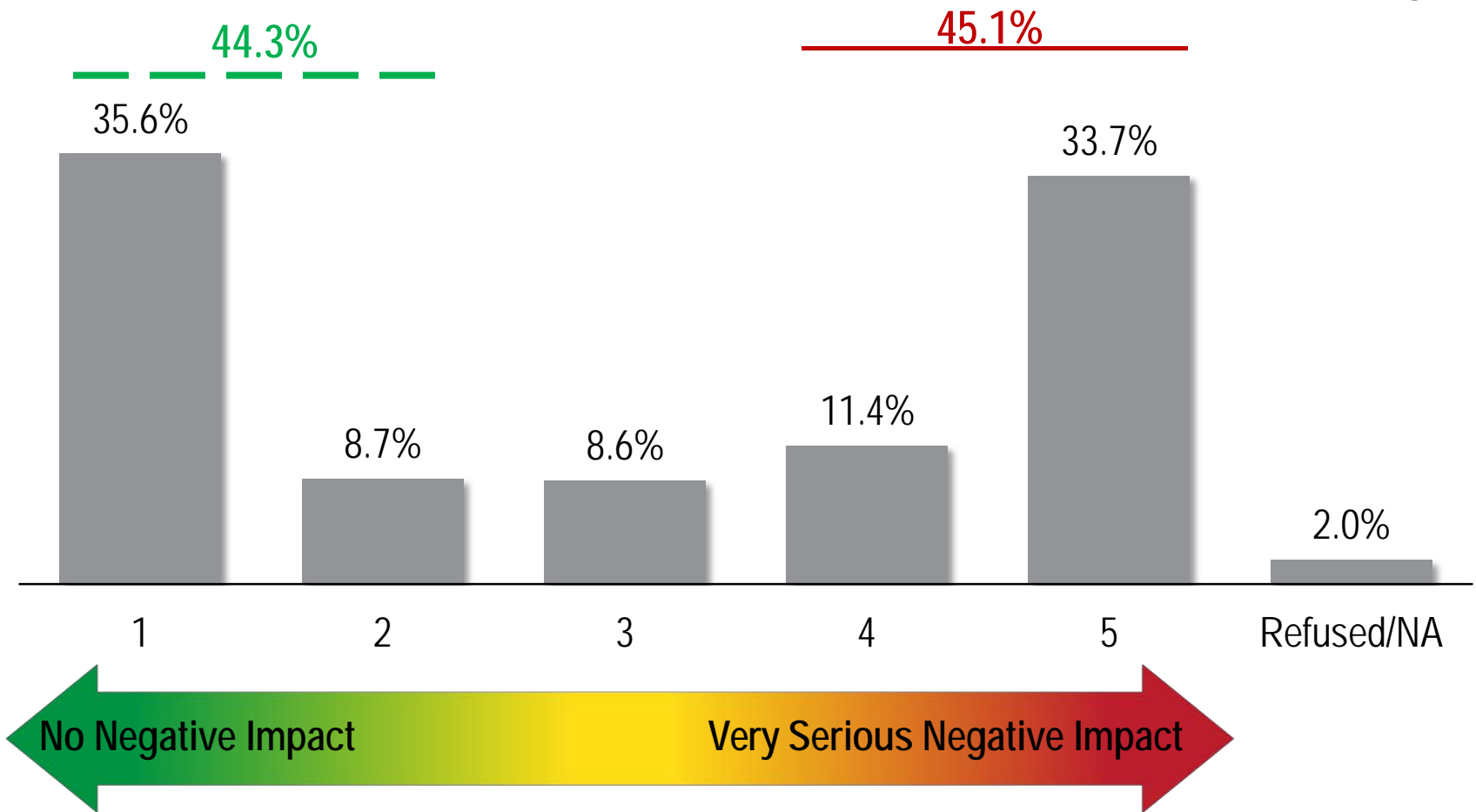
Proper Disposal of Chemicals



N=700

Q22_B: Please rank each activity in terms of the impact on Lake Mead.

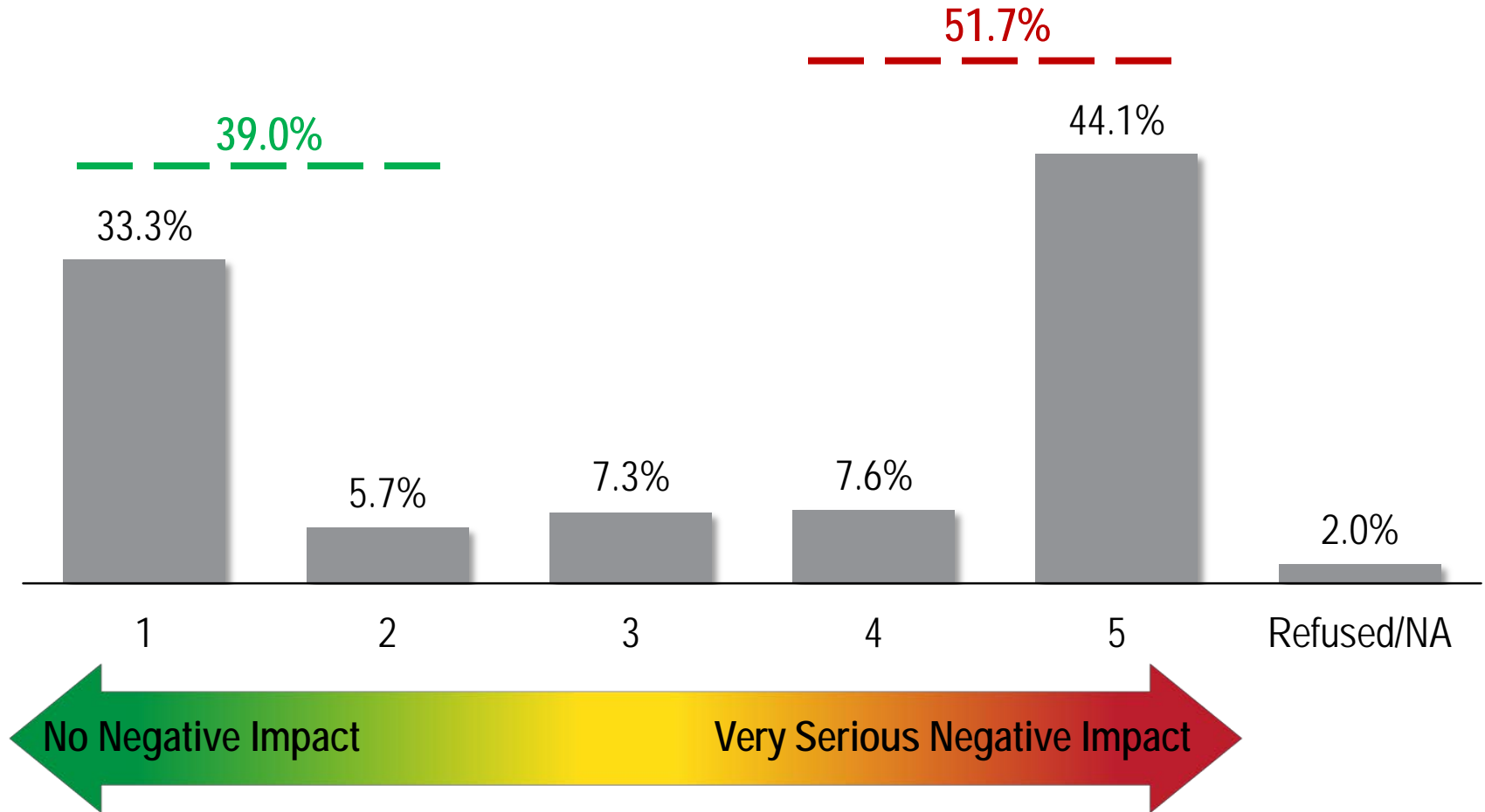
Proper Disposal of Garbage



N=700

Q22_C: Please rank each activity in terms of the impact on Lake Mead.

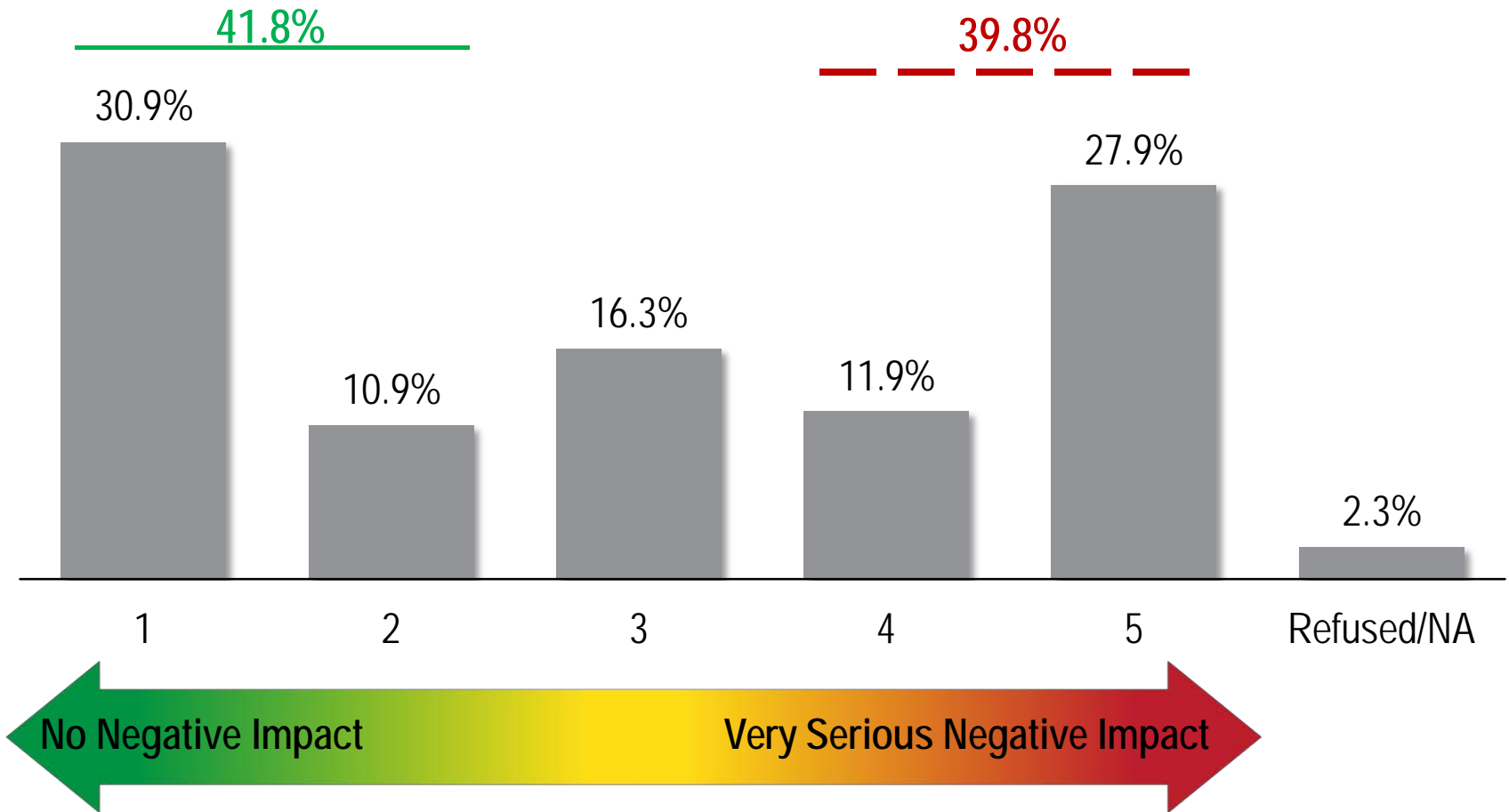
Proper Disposal of Oil



N=700

Q22_D: Please rank each activity in terms of the impact on Lake Mead.

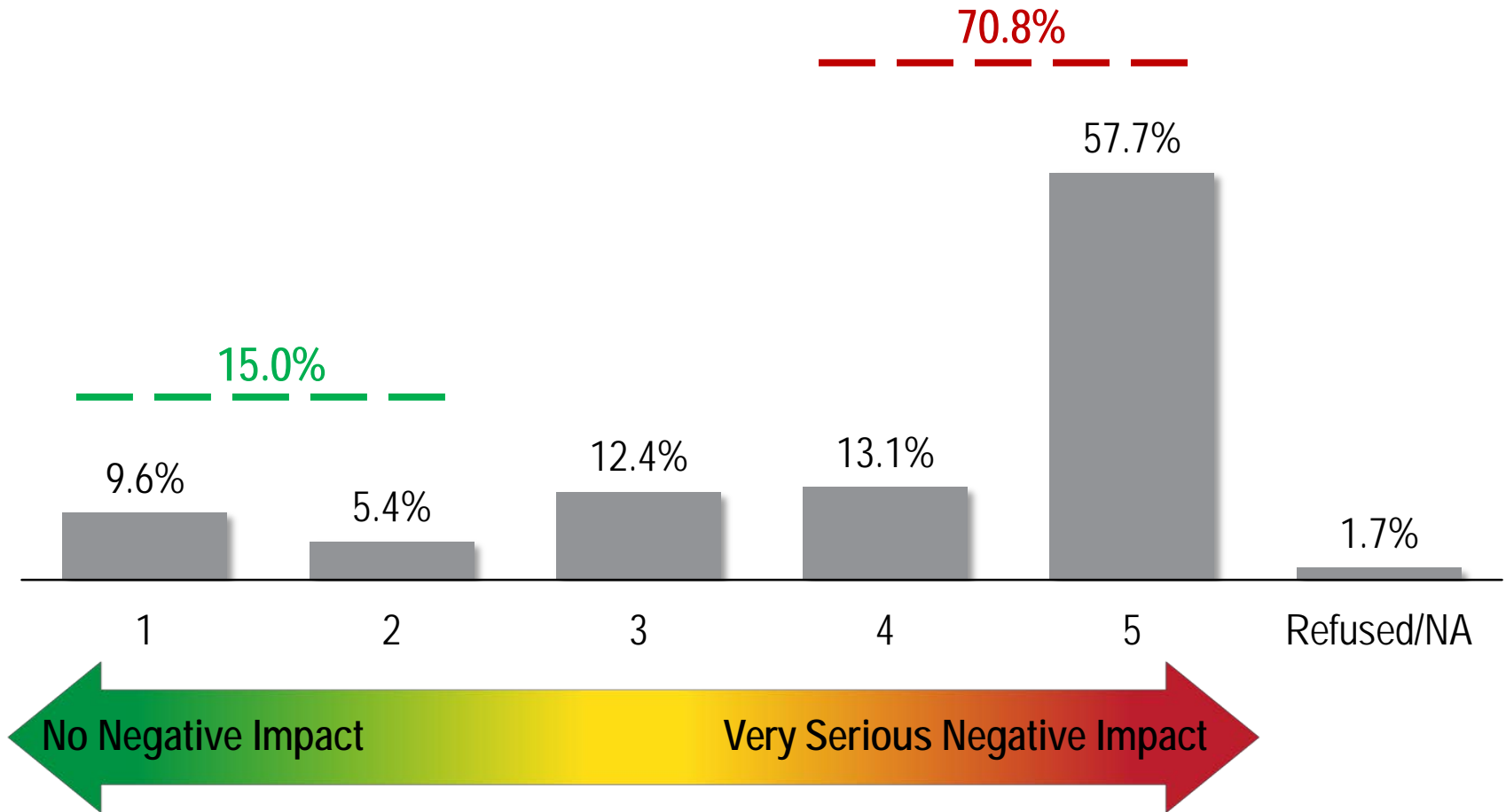
Proper Disposal/Clean Up of Pet Waste



N=700

Q22_E: Please rank each activity in terms of the impact on Lake Mead.

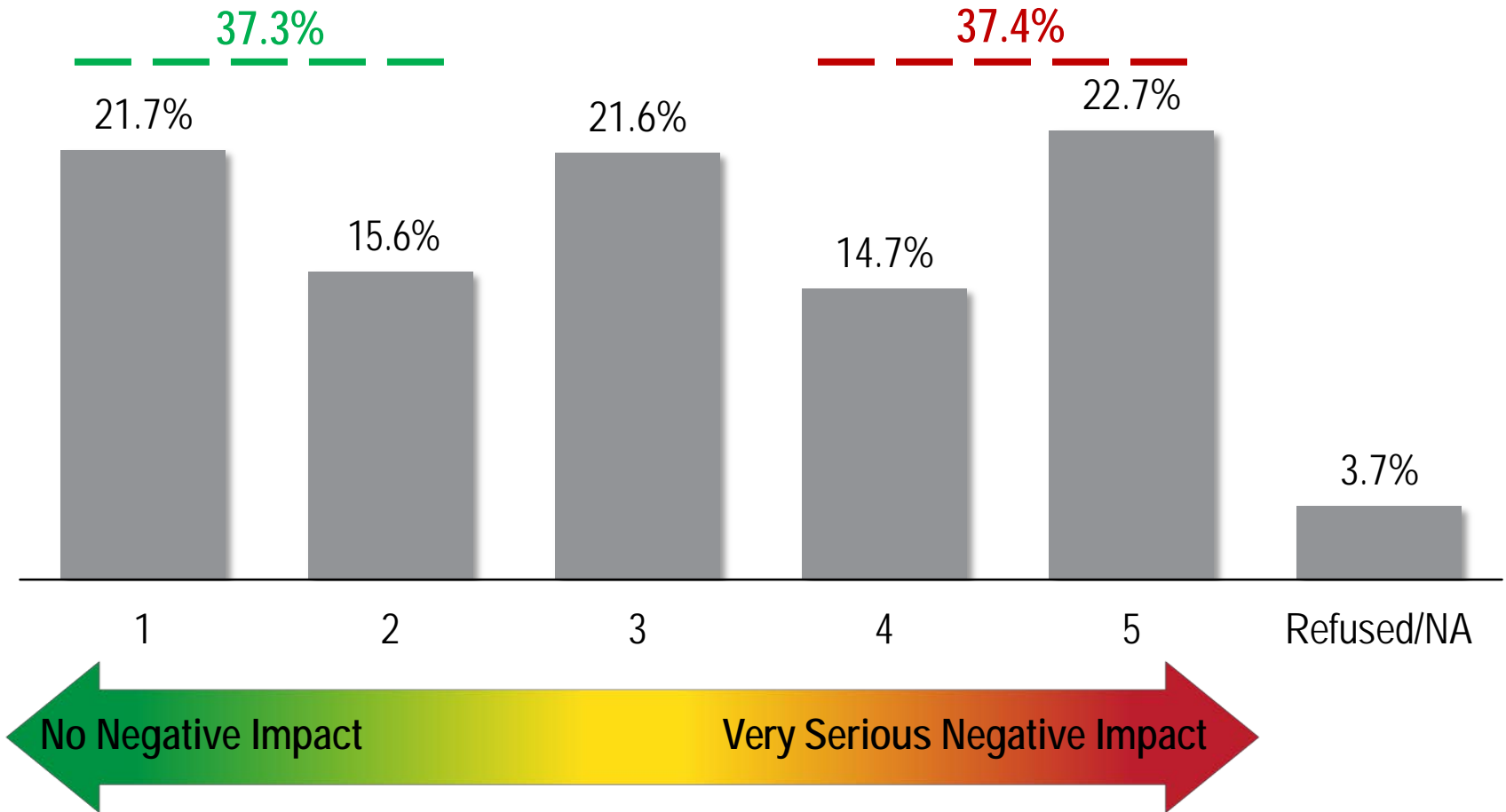
Littering



N=700

Q22_F: Please rank each activity in terms of the impact on Lake Mead.

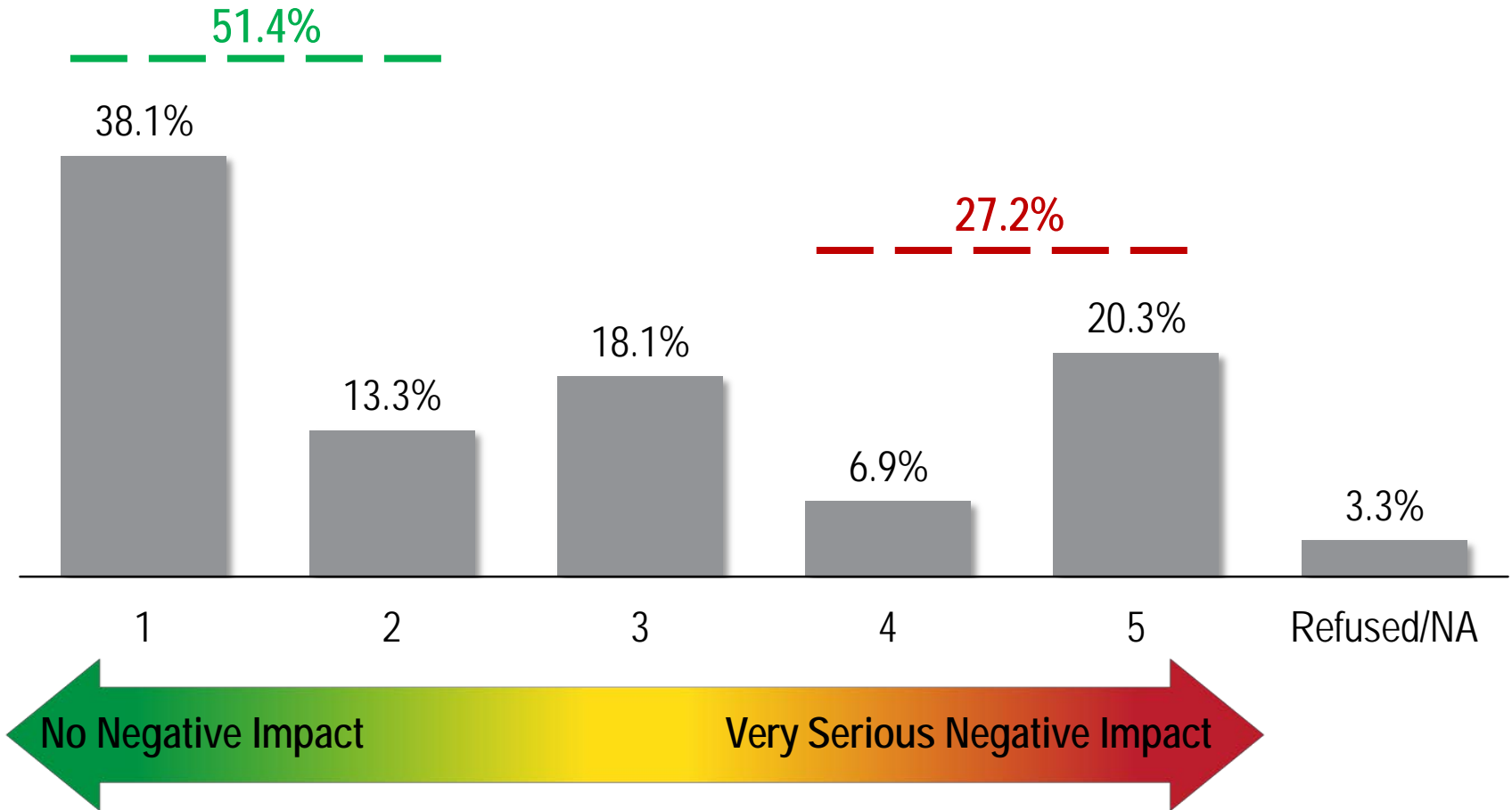
Use of Commercial Car Washes



N=700

Q22_G: Please rank each activity in terms of the impact on Lake Mead.

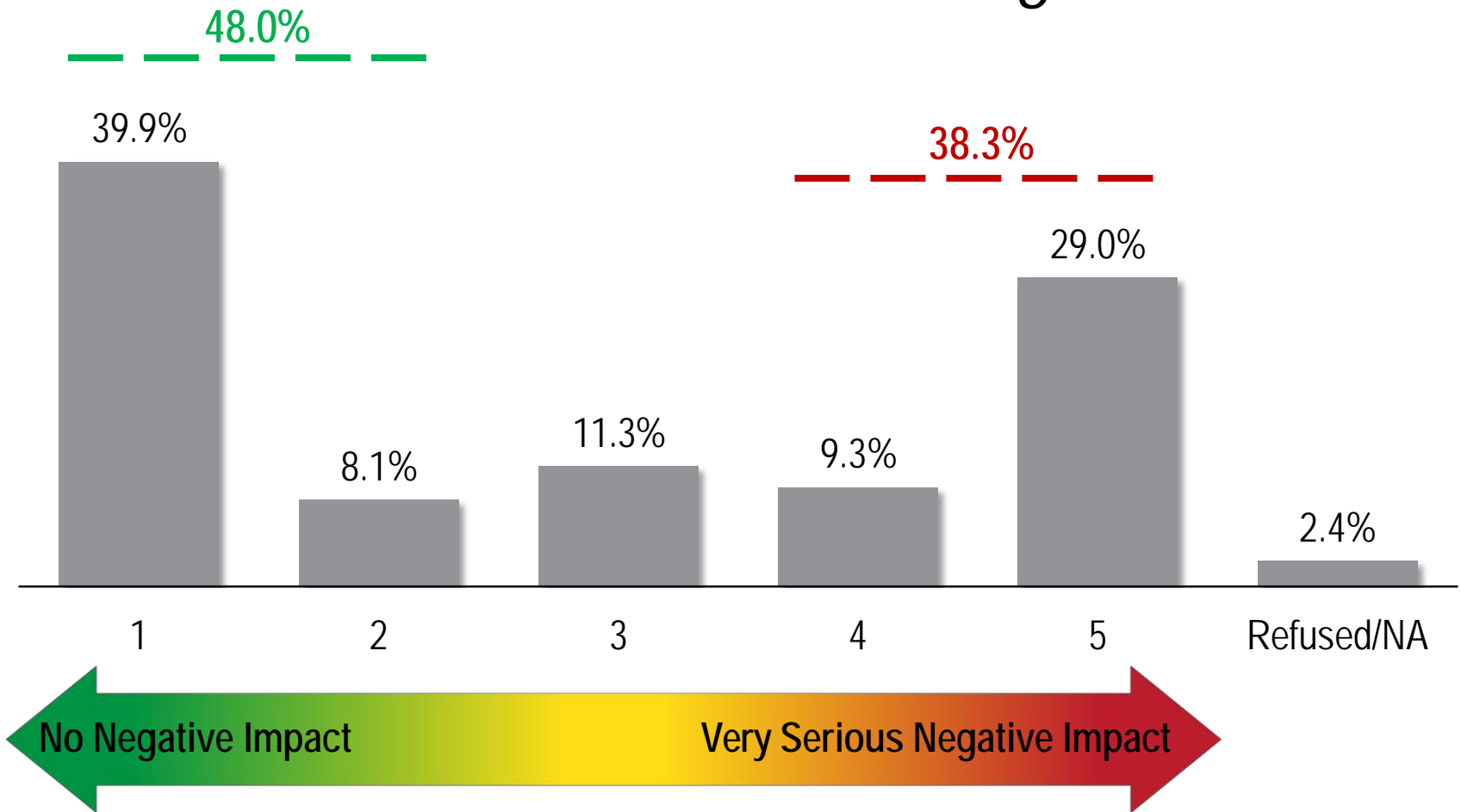
Getting Smog Checks



N=700

Q22_H: Please rank each activity in terms of the impact on Lake Mead.

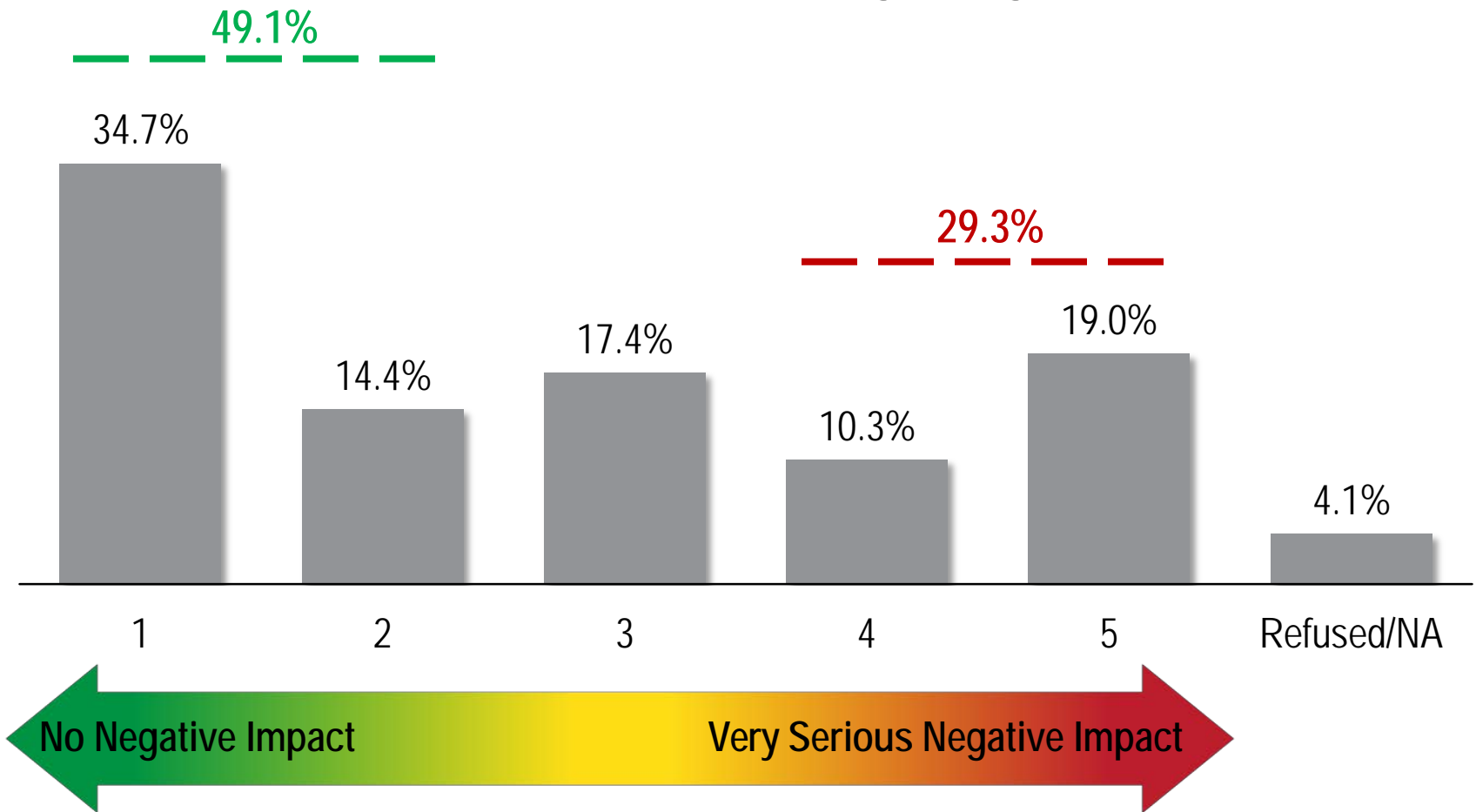
Reducing Use of Water



N=700

Q22_I: Please rank each activity in terms of the impact on Lake Mead.

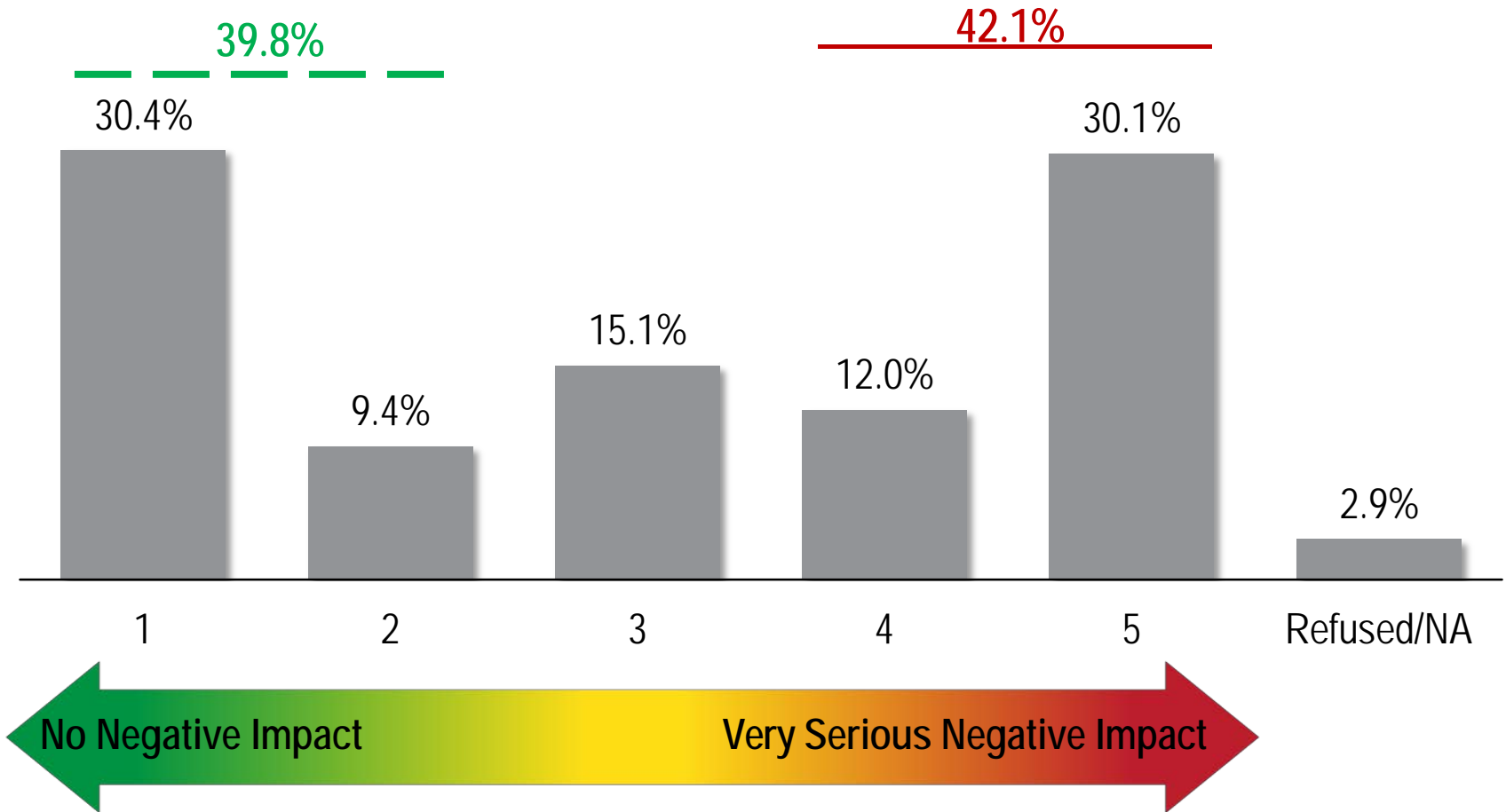
Using Organic Fertilizers



N=700

Q22_J: Please rank each activity in terms of the impact on Lake Mead.

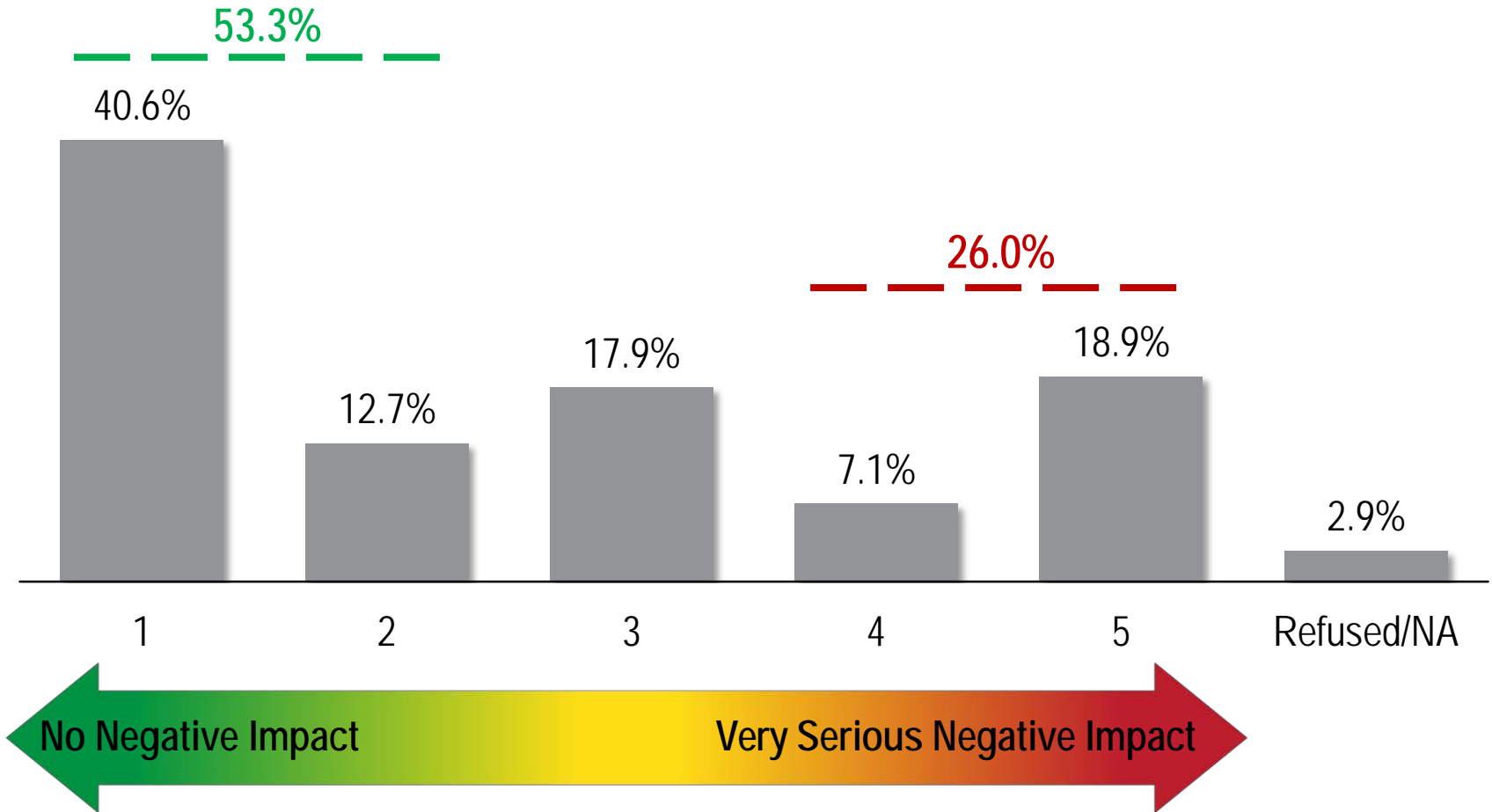
Reporting of Clogged Storm Drains



N=700

Q22_K: Please rank each activity in terms of the impact on Lake Mead.

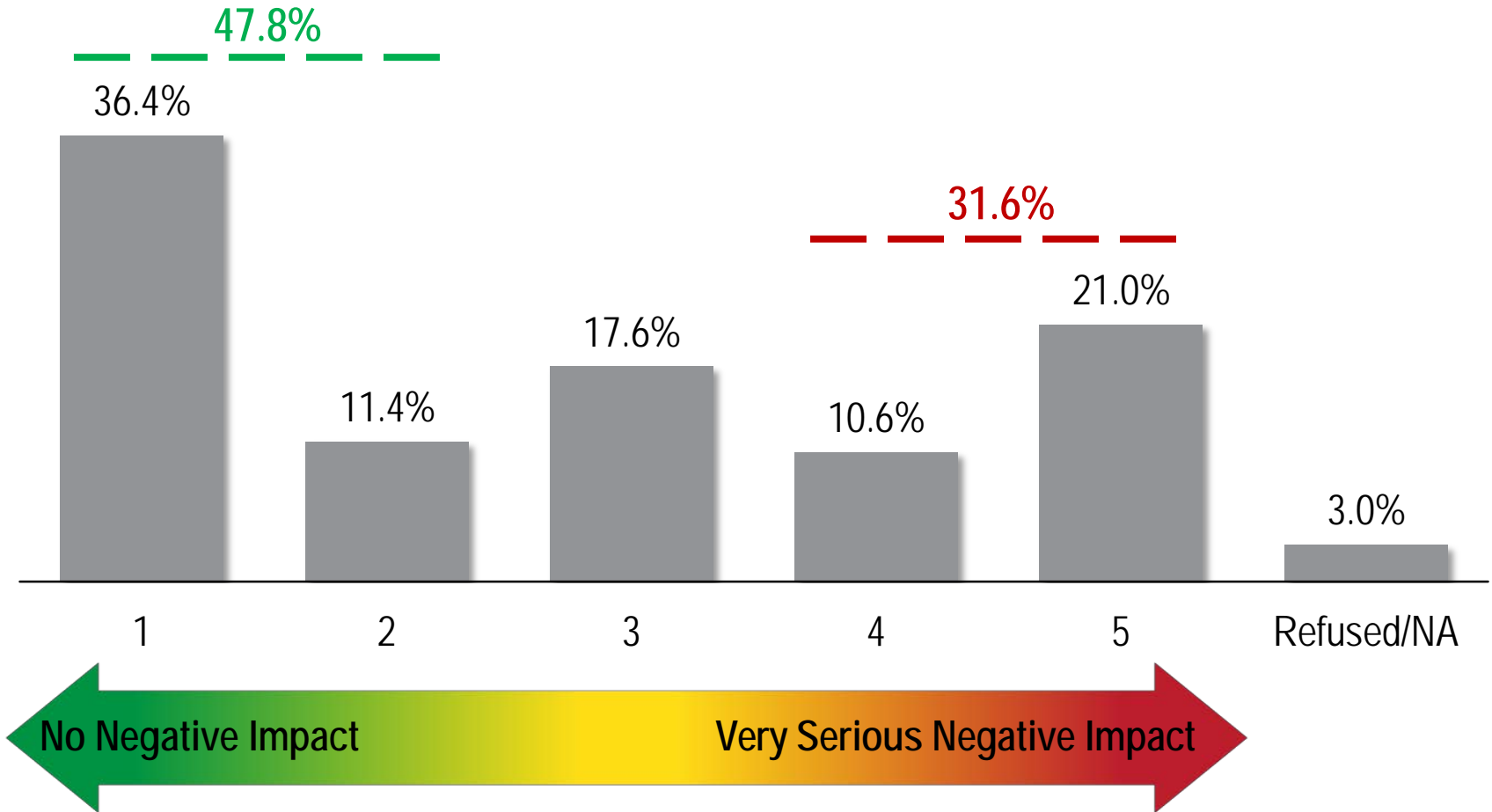
Using Green Products



N=700

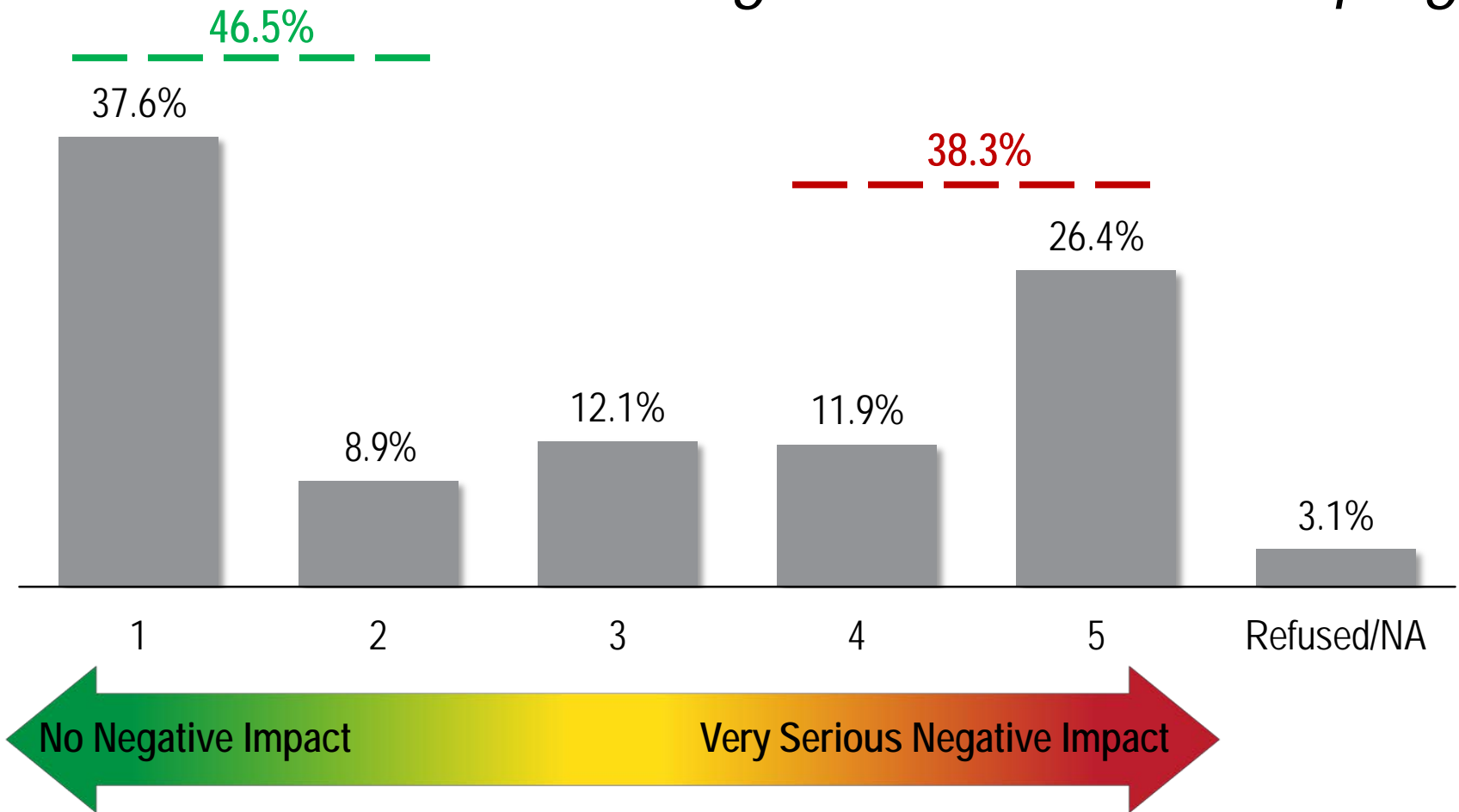
Q22_L: Please rank each activity in terms of the impact on Lake Mead.

Limiting the Use of Grass in Homes/Businesses



N=700

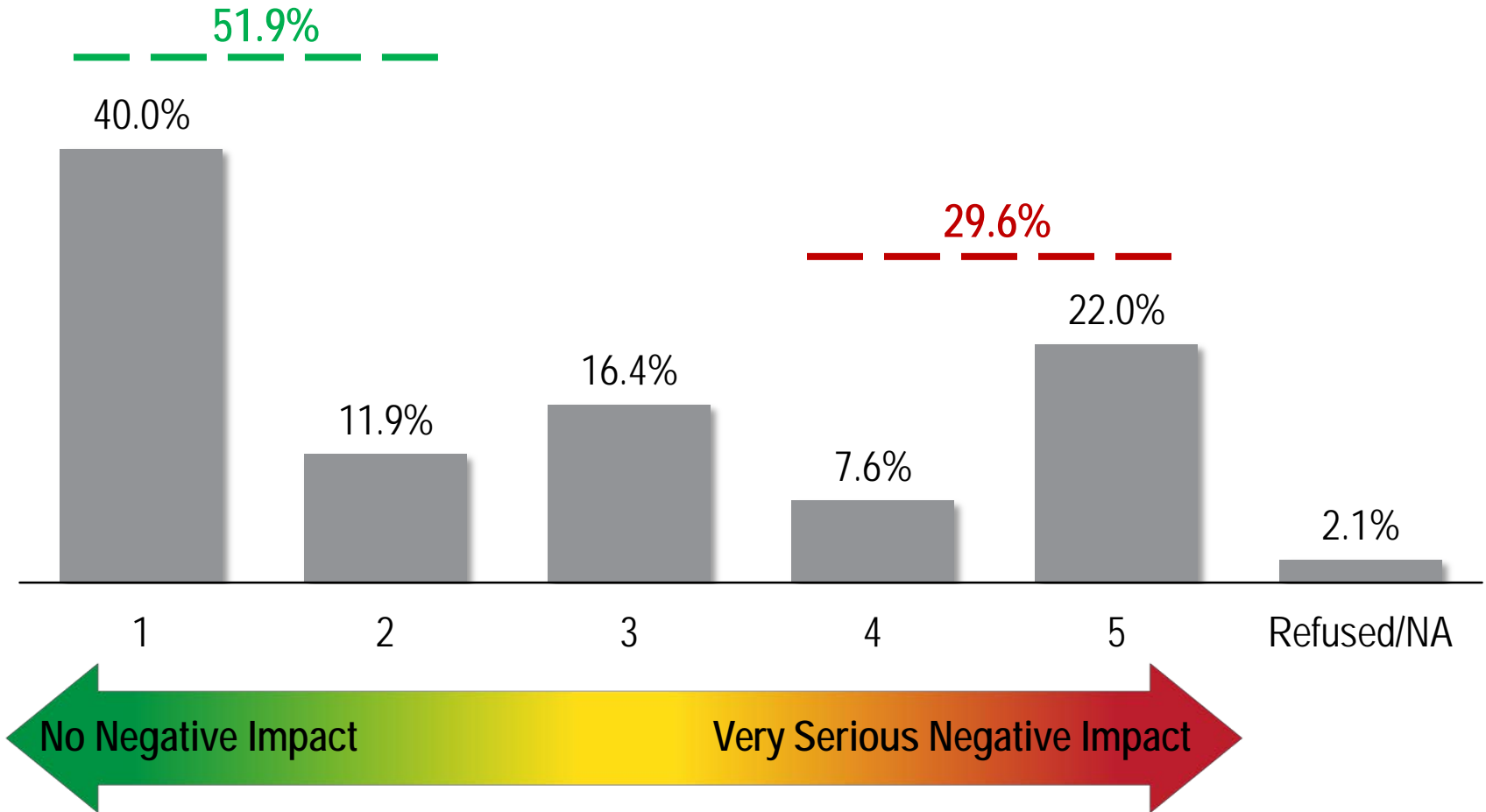
Q22_M: Please rank each activity in terms of the impact on Lake Mead. *Converting to Desert Landscaping*



N=700

Q22_N: Please rank each activity in terms of the impact on Lake Mead.

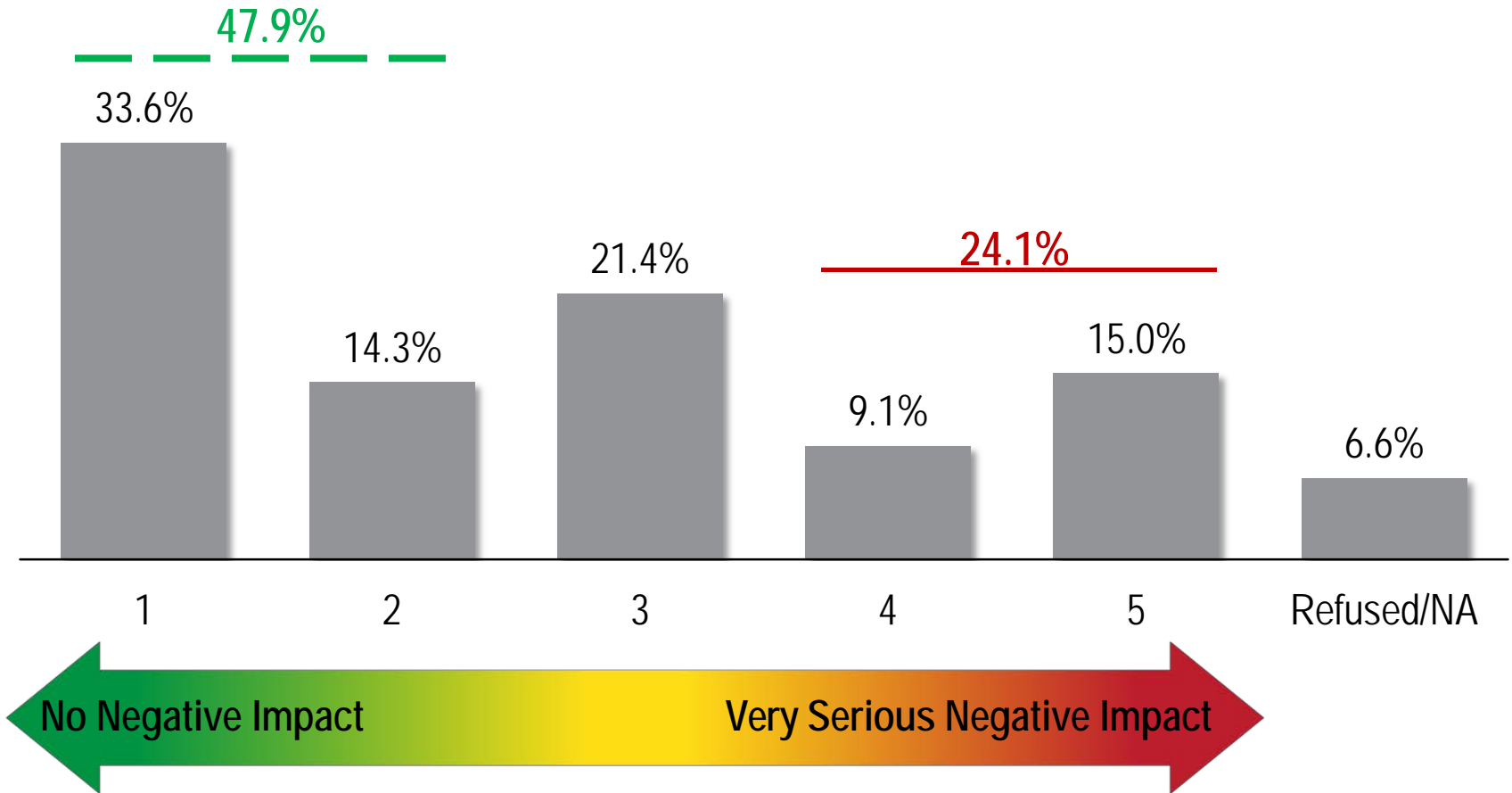
Using Reusable Bags



N=700

Q22_0: Please rank each activity in terms of the impact on Lake Mead.

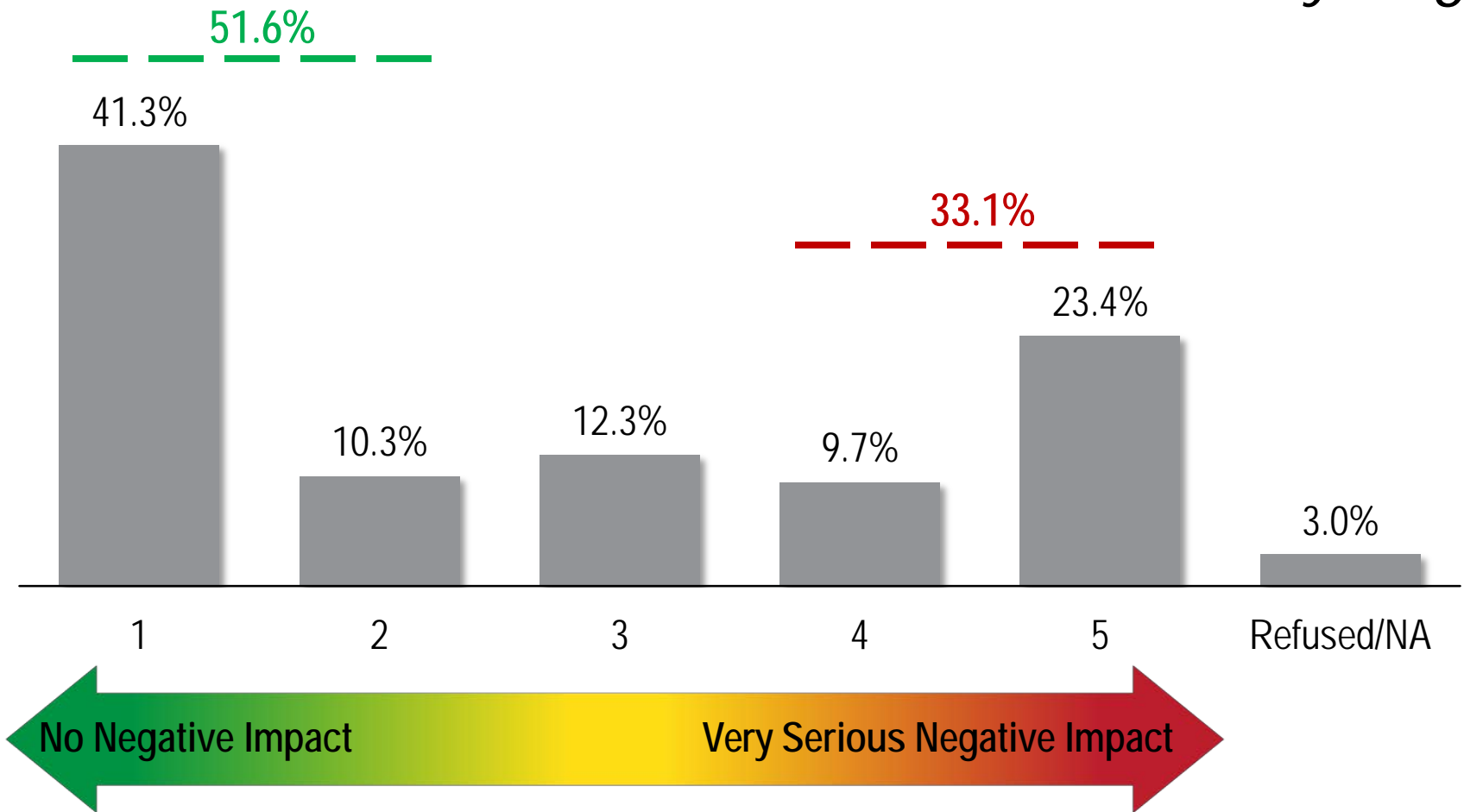
Composting



N=700

Q22_P: Please rank each activity in terms of the impact on Lake Mead.

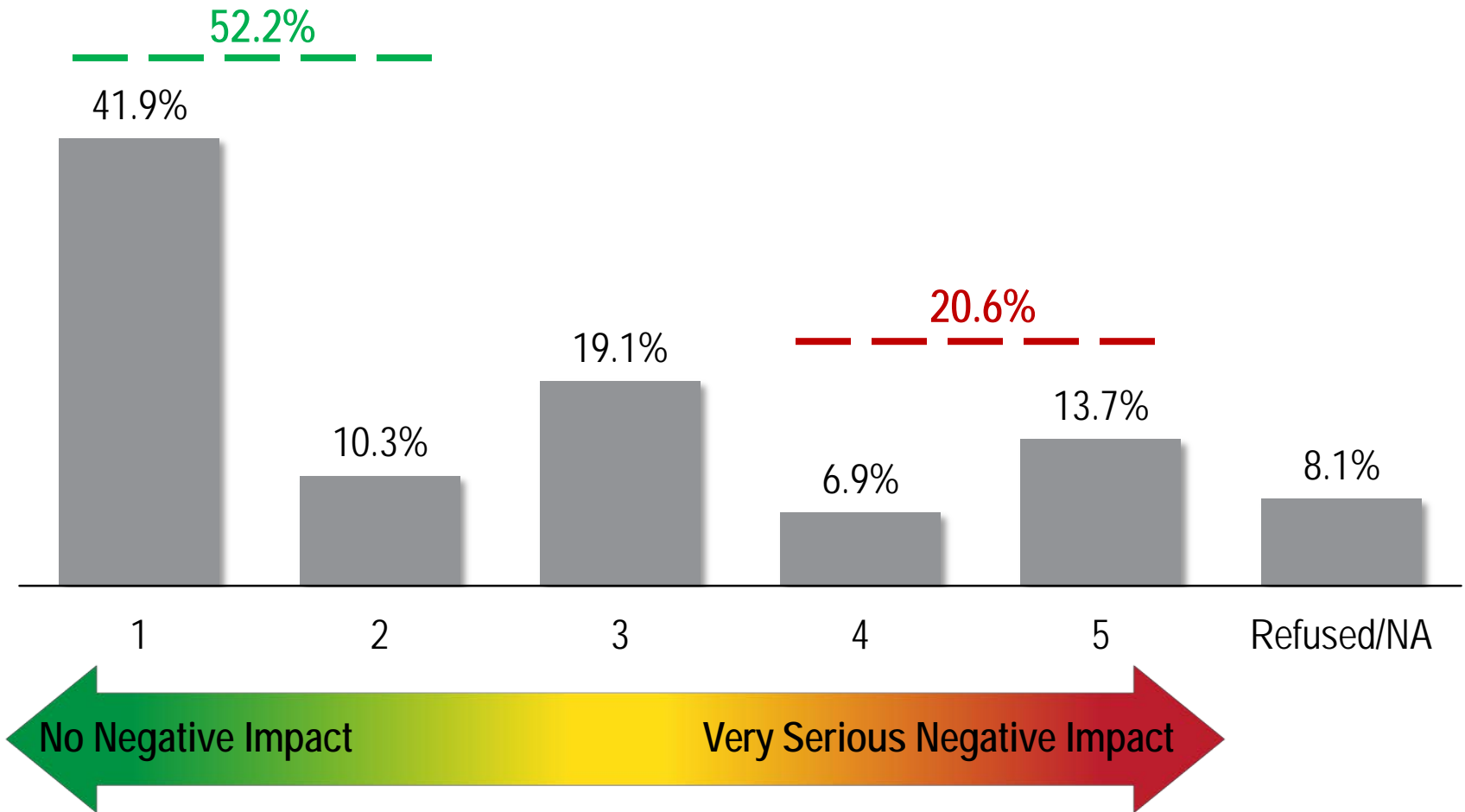
Recycling



N=700

Q22_Q: Please rank each activity in terms of the impact on Lake Mead.

Use of Solar Cells



N=700

Q22 Series: Comparing Mean & Median Scores (5=Very Negative Impact, 1=No Negative Impact)

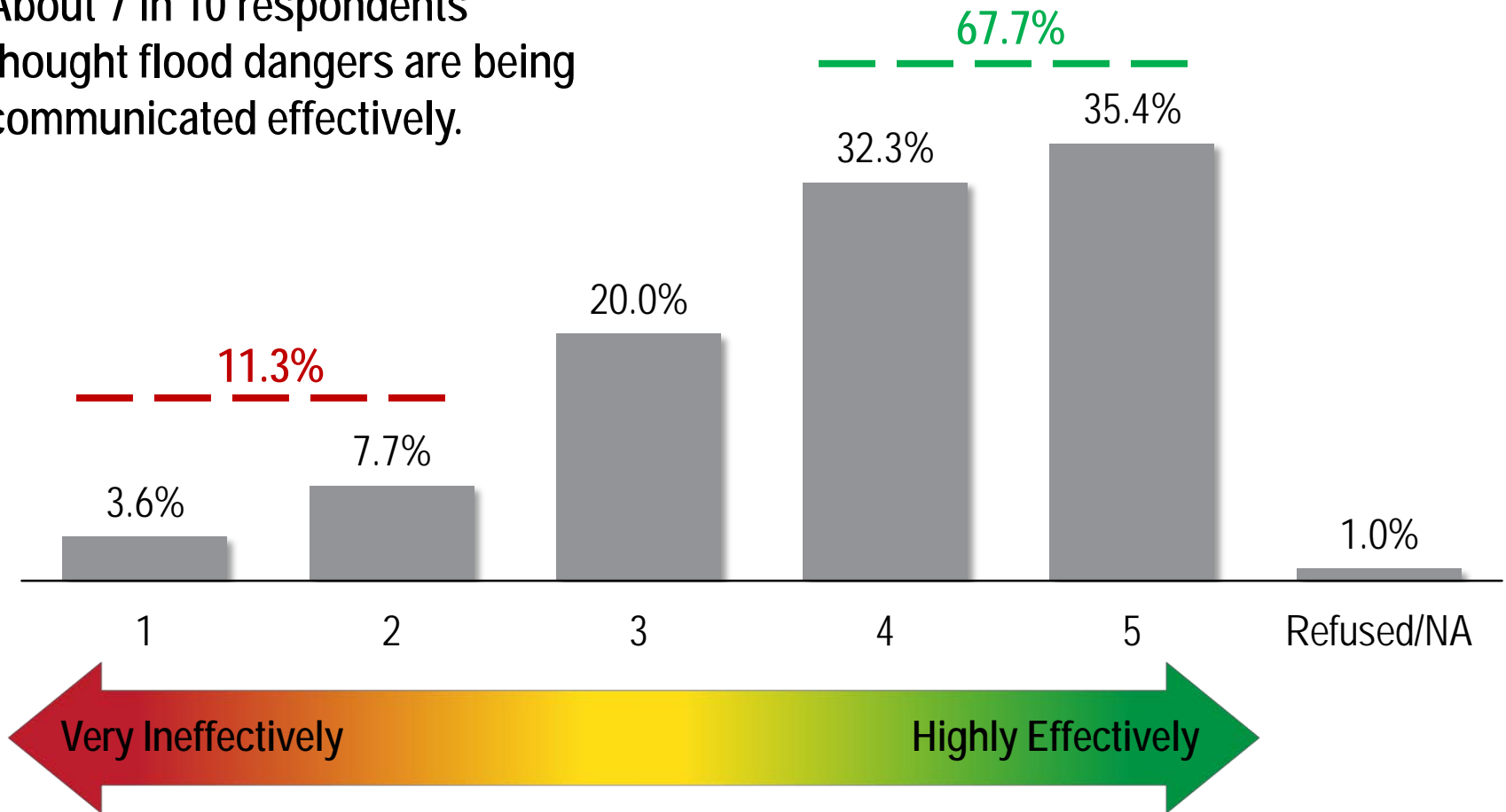
Activity	Mean Score	Median Score
Littering	4.1	5.0
Proper Disposal of Chemicals	3.2	4.0
Proper Disposal of Oil	3.2	4.0
Reporting of Clogged Storm Drains	3.0	3.0
Use of Commercial Car Washes	3.0	3.0
Proper Disposal of Garbage	3.0	3.0
Proper Disposal/Clean Up of Pet Waste	2.9	3.0
Converting to Desert Landscaping	2.8	3.0
Reducing Use of Water	2.8	3.0
Limiting the Use of Grass in Homes & Businesses	2.7	3.0

Q22 Series: Comparing Mean & Median Scores *(continued)*

Activity	Mean Score	Median Score
Using Organic Fertilizers	2.6	2.0
Recycling	2.6	2.0
Using Reusable Bags	2.6	2.0
Getting Smog Checks	2.6	2.0
Composting	2.5	2.0
Using Green Products	2.5	2.0
Use of Solar Cells	2.3	2.0

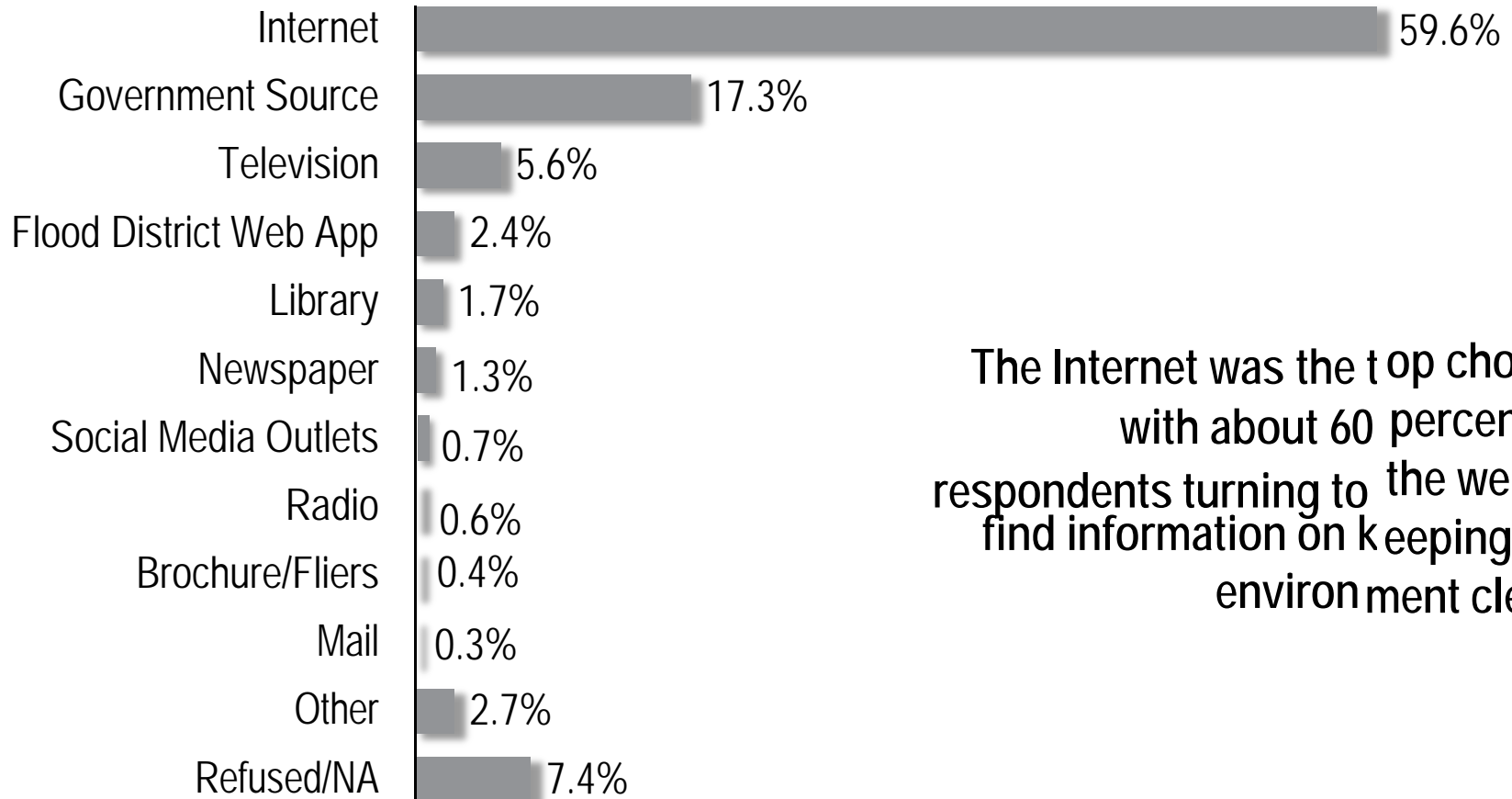
Q23: How well are the dangers of flooding being communicated to the community?

About 7 in 10 respondents thought flood dangers are being communicated effectively.



N=700

Q24: If you wanted to get information about how to keep the environment clean, where might you go?

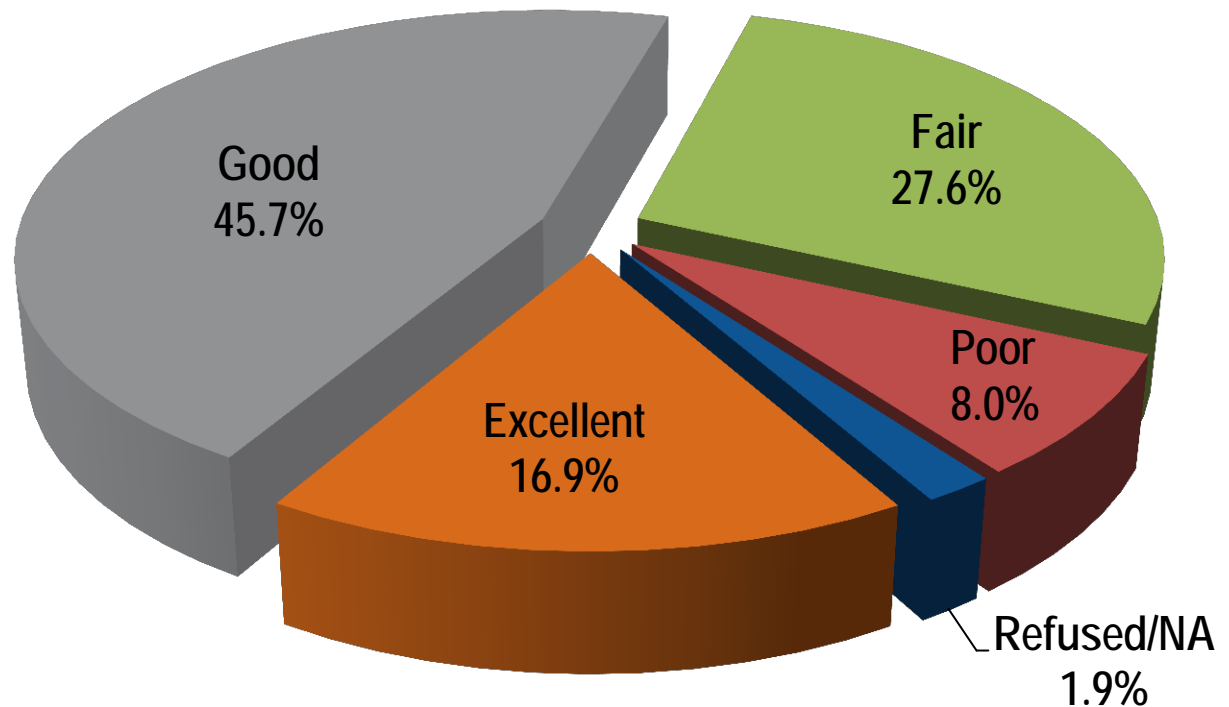


The Internet was the top choice, with about 60 percent of respondents turning to the web to find information on keeping the environment clean.

N=700

Q25: Overall, how would you rate the way flood control is being handled in southern Nevada?

Over 60 percent of respondents thought flood control in southern Nevada is being handled in a good or excellent manner.



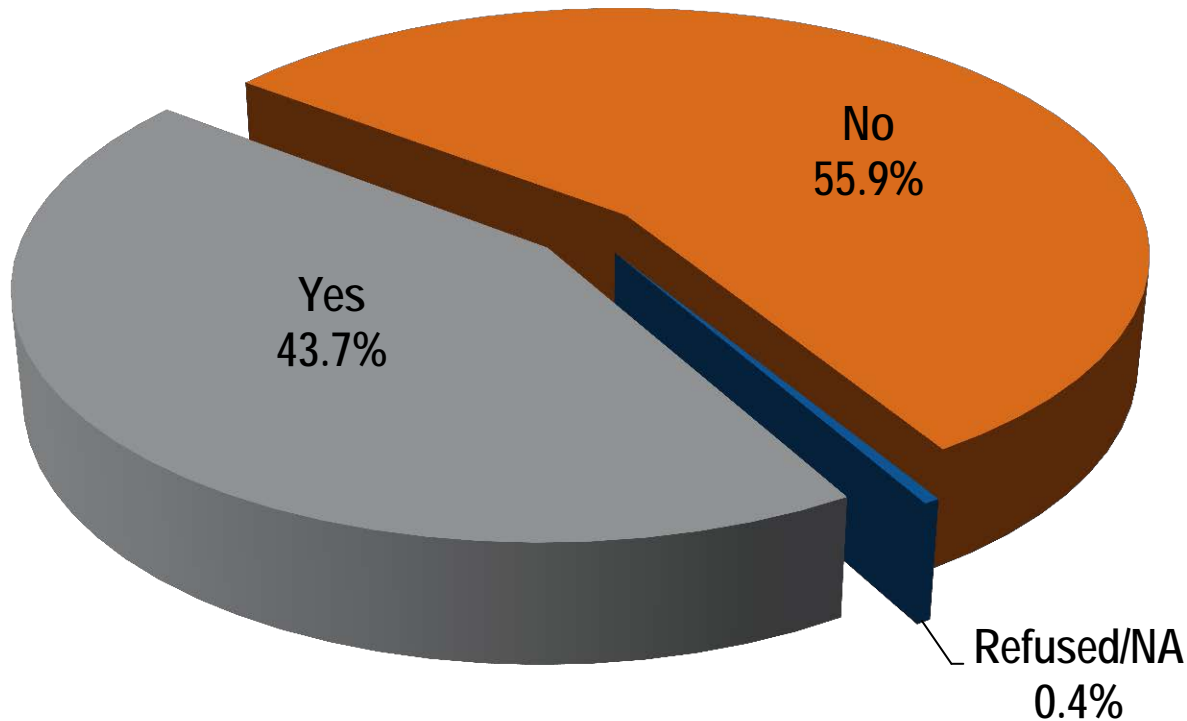
N=700

Q26: Why do you think flood control is being handled in a *[response from Q25]* manner?

Common Themes

- Less flooding vs. more flooding
- Issues with drainage
- Information is being communicated well
- Too much growth is preventing flood improvements
- Flood Control District is doing the best it can
- Certain areas are flooding more than others

Q27: Do you have Cox Digital Cable television?



A small majority of respondents noted that they do not have Cox Digital Cable television.

N=700

Q27: Do you have Cox Digital Cable television?

Responses by Age

Those with Cox Digital Cable television were found mostly in the youngest and oldest age groups.

Age Category	Sample Size	Yes	No	Refused/NA
18 to 20	N=16	43.8%	56.3%	0.0%
21 to 24	N=21	47.6%	52.4%	0.0%
25 to 34	N=149	35.6%	64.4%	0.0%
35 to 49	N=207	39.6%	59.9%	0.5%
50 to 54	N=52	34.6%	63.5%	1.9%
55 to 64	N=122	50.8%	48.4%	0.8%
65 or Older	N=133	55.6%	44.4%	0.0%

N=700

Q27: Do you have Cox Digital Cable television?

Responses by Length of Residency

All groups had roughly the same percentage of respondents with Cox Digital Cable television.

Length of Residency	Sample Size	Yes	No	Refused/NA
Less Than 1 Year	N=19	52.6%	47.4%	0.0%
1 to 3 Years	N=66	45.5%	54.5%	0.0%
4 to 10 Years	N=166	41.0%	58.4%	0.6%
10 to 20 Years	N=237	45.6%	54.4%	0.0%
More Than 20 Years	N=207	43.5%	56.5%	0.0%
Refused/No Answer	N=5	0.0%	60.0%	40.0%

N=700

Q27: Do you have Cox Digital Cable television?

Responses by Ethnicity

Nearly 50 percent of Whites/Caucasians had Cox Digital Cable television, compared to less than 40 percent of Hispanics.

Ethnicity	Sample Size	Yes	No	Refused/NA
White/Caucasian	N=404	46.8%	52.7%	0.5%
Black/African American	N=44	36.4%	63.6%	0.0%
Hispanic/Latino	N=184	38.0%	62.0%	0.0%
Asian	N=23	39.1%	56.5%	4.3%
Pacific Islander	N=8	37.5%	62.5%	0.0%
Native American	N=2	50.0%	50.0%	0.0%
Of Mixed Race/Ethnicity	N=17	64.7%	35.3%	0.0%
Other	N=10	50.0%	50.0%	0.0%
Refused/No Answer	N=8	25.0%	75.0%	0.0%

N=700

Q27: Do you have Cox Digital Cable television?

Responses by Educational Attainment

Respecting the small sample size, only about 30 percent of those with less than a high school education had Cox Digital Cable television.

Educational Attainment	Sample Size	Yes	No	Refused/NA
Less Than High School	N=47	31.9%	68.1%	0.0%
High School Graduate	N=133	48.1%	51.9%	0.0%
Some College, No Degree	N=188	44.1%	55.9%	0.0%
Two-Year College Degree	N=58	46.6%	53.4%	0.0%
Four-Year College Degree	N=132	34.8%	64.4%	0.8%
Some Post-Graduate Work	N=19	36.8%	63.2%	0.0%
Graduate/Professional Degree	N=105	53.3%	46.7%	0.0%
Other	N=8	50.0%	50.0%	0.0%
Refused/No Answer	N=10	40.0%	40.0%	20.0%

N=700

Q27: Do you have Cox Digital Cable television?

Responses by Gender

A similar percentage of males and females had Cox Digital Cable television.

Gender	Sample Size	Yes	No	Refused/NA
Male	N=282	41.8%	57.4%	0.7%
Female	N=418	45.0%	54.8%	0.2%

N=700

Q27: Do you have Cox Digital Cable television?

Responses by Employment Status

Employment Status	Sample Size	Yes	No	Refused/NA
Employed Full-Time	N=290	38.3%	61.4%	0.3%
Employed Part-Time	N=57	43.9%	56.1%	0.0%
Self-Employed	N=38	39.5%	60.5%	0.0%
Student	N=16	50.0%	50.0%	0.0%
Unemployed & Looking for Work	N=46	50.0%	50.0%	0.0%
Unemployed & Not Looking for Work	N=9	33.3%	66.7%	0.0%
Full-Time Parent or Homemaker	N=60	35.0%	65.0%	0.0%
Retired	N=145	51.7%	48.3%	0.0%
Disabled	N=29	69.0%	31.0%	0.0%
Other	N=2	100.0%	0.0%	0.0%
Refused/No Answer	N=8	37.5%	37.5%	25.0%

N=700

Q27: Do you have Cox Digital Cable television?

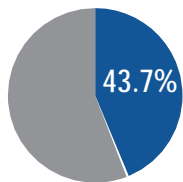
Responses by Owners/Renters

A similar percentage of owners and renters had Cox Digital Cable television.

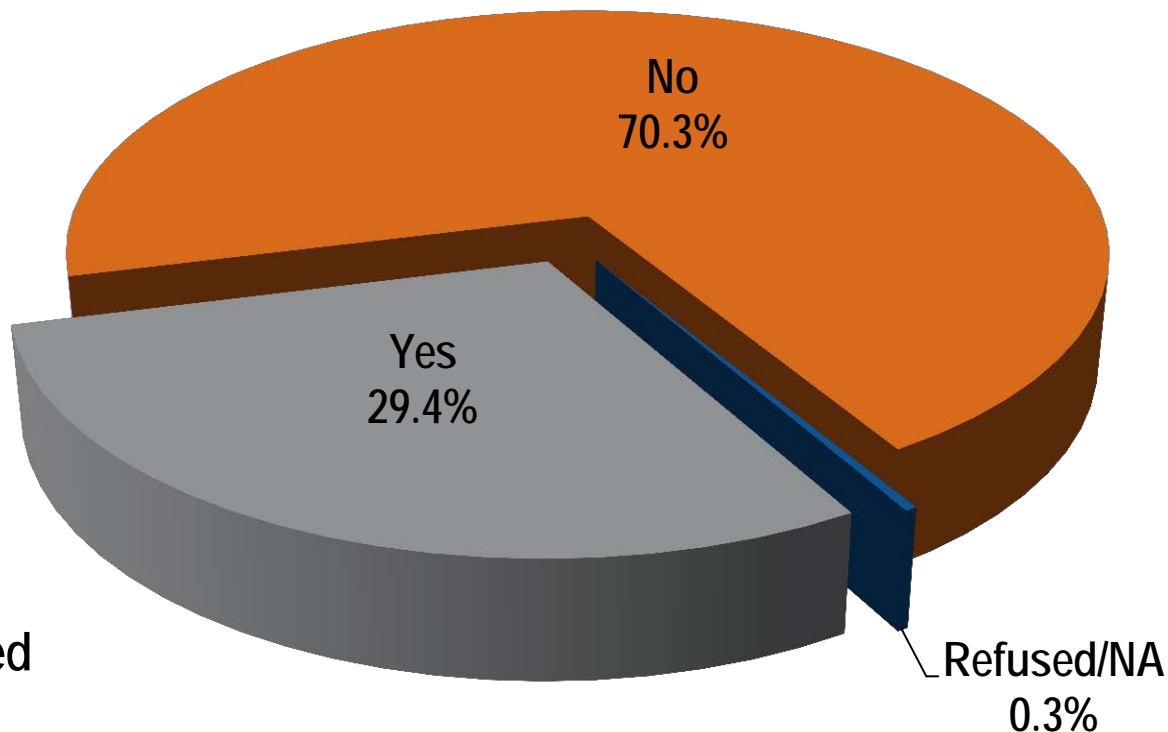
Ownership Status	Sample Size	Yes	No	Refused/NA
Owner	N=448	45.1%	54.2%	0.7%
Renter	N=247	41.3%	58.7%	0.0%
Other	N=5	40.0%	60.0%	0.0%

N=700

Q28: Have you ever watched "The Flood Channel TV Program" on Cox Digital Cable channels 2 or 4?



Those who have Cox Digital Cable television



Of those with Cox Digital cable television, 70 percent said they have never watched "The Flood Channel Television Program".

N=306

Q28: Have you ever watched "The Flood Channel" on Cox Digital Cable channels 2 or 4?

Responses by Age

While overall viewership was low, it was lowest among respondents under 50.

Age Category	Sample Size	Yes	No	Refused/NA
18 to 20	N=7	14.3%	85.7%	0.0%
21 to 24	N=10	0.0%	100.0%	0.0%
25 to 34	N=53	20.8%	79.2%	0.0%
35 to 49	N=82	29.3%	70.7%	0.0%
50 to 54	N=18	50.0%	50.0%	0.0%
55 to 64	N=62	30.6%	67.7%	1.6%
65 or Older	N=74	35.1%	64.9%	0.0%

N=306

Q28: Have you ever watched "The Flood Channel" on Cox Digital Cable channels 2 or 4?

Responses by Length of Residency

Respecting small sample sizes, as length of residency in southern Nevada increased, so did viewership; overall viewership, however, remained low.

Length of Residency	Sample Size	Yes	No	Refused/NA
Less Than 1 Year	N=10	10.0%	90.0%	0.0%
1 to 3 Years	N=30	10.0%	90.0%	0.0%
4 to 10 Years	N=68	25.0%	73.5%	1.5%
10 to 20 Years	N=108	28.7%	71.3%	0.0%
More Than 20 Years	N=90	42.2%	57.8%	0.0%

N=306

Q28: Have you ever watched "The Flood Channel" on Cox Digital Cable channels 2 or 4?

Responses by Ethnicity

Ethnicity	Sample Size	Yes	No	Refused/NA
White/Caucasian	N=189	29.1%	70.4%	0.5%
Black/African American	N=16	37.5%	62.5%	0.0%
Hispanic/Latino	N=70	31.4%	68.6%	0.0%
Asian	N=9	11.1%	88.9%	0.0%
Pacific Islander	N=3	66.7%	33.3%	0.0%
Native American	N=1	0.0%	100.0%	0.0%
Of Mixed Race/Ethnicity	N=11	9.1%	90.9%	0.0%
Other	N=5	40.0%	60.0%	0.0%
Refused/No Answer	N=2	50.0%	50.0%	0.0%

N=306

Q28: Have you ever watched "The Flood Channel" on Cox Digital Cable channels 2 or 4?

Responses by Educational Attainment

Respecting a small sample size, those with less than a high school degree reported the lowest viewership.

Educational Attainment	Sample Size	Yes	No	Refused/NA
Less Than High School	N=15	13.3%	86.7%	0.0%
High School Graduate	N=64	31.3%	67.2%	1.6%
Some College, No Degree	N=83	34.9%	65.1%	0.0%
Two-Year College Degree	N=27	18.5%	81.5%	0.0%
Four-Year College Degree	N=46	41.3%	58.7%	0.0%
Some Post-Graduate Work	N=7	28.6%	71.4%	0.0%
Graduate/Professional Degree	N=56	17.9%	82.1%	0.0%
Other	N=4	25.0%	75.0%	0.0%
Refused/No Answer	N=4	50.0%	50.0%	0.0%

N=306

Q28: Have you ever watched "The Flood Channel" on Cox Digital Cable channels 2 or 4?

Responses by Gender

Males had slightly higher viewership than females.

Gender	Sample Size	Yes	No	Refused/NA
Male	N=118	33.1%	66.9%	0.0%
Female	N=188	27.1%	72.3%	0.5%

N=306

Q28: Have you ever watched "The Flood Channel" on Cox Digital Cable channels 2 or 4?

Responses by Employment Status

Employment Status	Sample Size	Yes	No	Refused/NA
Employed Full-Time	N=111	29.7%	70.3%	0.0%
Employed Part-Time	N=25	24.0%	76.0%	0.0%
Self-Employed	N=15	20.0%	80.0%	0.0%
Student	N=8	0.0%	100.0%	0.0%
Unemployed & Looking for Work	N=23	34.8%	60.9%	4.3%
Unemployed & Not Looking for Work	N=3	33.3%	66.7%	0.0%
Full-Time Parent or Homemaker	N=21	23.8%	76.2%	0.0%
Retired	N=75	30.7%	69.3%	0.0%
Disabled	N=20	50.0%	50.0%	0.0%
Other	N=2	50.0%	50.0%	0.0%
Refused/No Answer	N=3	0.0%	100.0%	0.0%

N=306

Q28: Have you ever watched "The Flood Channel" on Cox Digital Cable channels 2 or 4?

Responses by Owners/Renters

The same percentage of owners and renters reported watching "The Flood Channel."

Ownership Status	Sample Size	Yes	No	Refused/NA
Owner	N=202	29.2%	70.3%	0.5%
Renter	N=102	29.4%	70.6%	0.0%
Other	N=2	50.0%	50.0%	0.0%

N=306

PROJECT OVERVIEW

FINDINGS IN SUMMARY

SURVEY RESULTS

 **DEMOGRAPHICS**

FLOOD AWARENESS SURVEY

Demographics

Age Category	Percentage
18 to 20	2.3%
21 to 24	3.0%
25 to 34	21.3%
35 to 49	29.6%
50 to 54	7.4%
55 to 64	17.4%
65 or Older	19.0%

Gender	Percentage
Male	40.3%
Female	59.7%

Employment Status	Percentage
Employed Full-Time	41.4%
Employed Part-Time	8.1%
Self-Employed	5.4%
Student	2.3%
Unemployed & Looking for Work	6.6%
Unemployed & Not Looking for Work	1.3%
Full-Time Parent or Homemaker	8.6%
Retired	20.7%
Disabled	4.1%
Other	0.3%
Refused/No Answer	1.1%

Demographics

Industry if Employed (N=385)	Percentage
Farming/Agriculture	1.0%
Mining	0.8%
Manufacturing	2.1%
Construction	6.0%
Retail Trade	8.1%
Utilities	1.3%
Hotels, Casinos & Gaming	20.3%
Business & Professional Services	9.4%
Financial Services	2.3%
Healthcare	13.0%
Education Services	9.1%
Government	7.0%
Other	17.9%
Don't Know/Refuse	1.8%

Length of Residency	Percentage
Less Than 1 Year	2.7%
1 to 3 Years	9.4%
4 to 10 Years	23.7%
10 to 20 Years	33.9%
More Than 20 Years	29.6%
Refused/No Answer	0.7%

Ownership of Residence	Percentage
Owner	64.0%
Renter	35.3%
Other	0.7%

Demographics

Ethnicity	Percentage
White/Caucasian	57.7%
Black/African American	6.3%
Hispanic/Latino	26.3%
Asian	3.3%
Pacific Islander	1.1%
Native American	0.3%
Of Mixed Race/Ethnicity	2.4%
Other	2.6%

Educational Attainment	Percentage
Less Than High School	6.7%
High School Graduate	19.0%
Some College, No Degree	26.9%
Two-Year College Degree	8.3%
Four-Year College Degree	18.9%
Some Post-Graduate Work	2.7%
Graduate/Professional Degree	15.0%
Other	1.1%
Refused/No Answer	1.4%

Demographics

Top 20 Zip Codes	Percentage
89129	4.4%
89121	4.0%
89108	3.7%
89115	3.6%
89110	3.4%
89123	3.4%
89131	3.0%
89012	2.6%
89031	2.4%
89032	2.4%

Top 20 Zip Codes (continued)	Percentage
89149	2.4%
89052	2.3%
89156	2.3%
89015	2.1%
89074	2.1%
89081	2.1%
89117	2.0%
89141	2.0%
89002	1.9%
89030	1.9%
Other	43.4%
Refused	2.4%

CLARK COUNTY FLOOD CONTROL DISTRICT

20
13 **FLOOD AWARENESS**
SURVEY



REGIONAL HOOD
CONTROL DISTRICT



APPLIED
ANALYSIS

