

CLARK COUNTY REGIONAL  
FLOOD CONTROL DISTRICT

2015

# FLOOD AWARENESS SURVEY





# PROJECT OVERVIEW

# Introduction

- Applied Analysis was retained by the Clark County Regional Flood Control District to conduct its biennial survey of southern Nevada residents on topics related to weather, particularly flooding.
- This summary presentation-report highlights the results of 704 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.

# Research Parameters

## **General Approach:**

Clark County residents were surveyed regarding weather-related topics, particularly flooding

## **Survey Parameters:**

### **Timeframe:**

October - November 2015

### **Method:**

Telephonic and web-based survey

### **Respondent Requirements:**

18 and over; non-media; quotas set for age, Hispanic/non-Hispanic descent and homeowners/renters

### **Number of Respondents:**

704; 355 telephonic and 349 web-based

### **Confidence Interval:**

95%

### **Margin of Error:**

±3.7%



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# FINDINGS IN SUMMARY

# Findings in Summary

- **Flooding is More Widely Recognized as a Weather-Related Danger.** At 71 percent, the share of respondents who identified flooding/flash flooding as a weather-related danger in the southern Nevada area without being prompted was at its highest level since 2004. Respondents rated floods a 4.01 out of 5, 5 being a serious threat to the local community.
- **Recollection of Flood Safety Information from Traditional Media Forms Remains High.** The most effective forms of communication from which respondents recalled learning about the dangers of flash flooding were television (92 percent), news reports of all types (92 percent) and the radio (73 percent). The least effective forms of communication were magazine and newspaper advertisements (36 percent), the Flood District web application (39 percent) and social media outlets (43 percent). Generally, respondents were satisfied with the District's public awareness efforts, with 66.5 percent stating the dangers of flooding were being communicated somewhat to highly effectively.
- **Public Safety Awareness of Flood Dangers Still Has Room for Improvement.** About 8 in 10 respondents (79.5 percent) were in agreement with the statement "I know about the dangers of flash flooding." However, when asked the same of their peers' knowledge of flood safety, respondents were less confident, with only about half of respondents (51.7 percent) in agreement. The continued need for flood safety education is particularly evident when examining driving behaviors during flooding occurrences. Of the 70.7 percent of respondents who reported having encountered a flooded street while in a vehicle, about one third reported driving through the flooded street. This share is virtually unchanged since 2013 when the survey was last conducted.

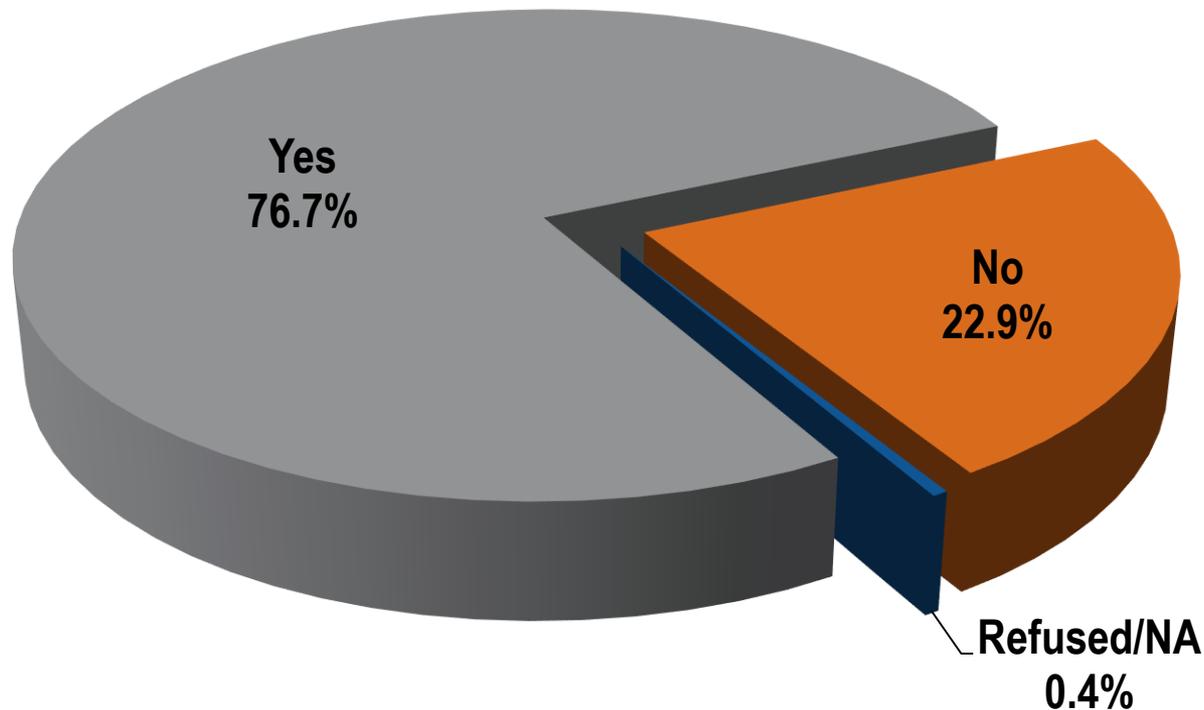
# Findings in Summary *(continued)*

- **Flood Protection is a Low Priority for Residents.** Over 70 percent of respondents do not carry flood insurance above what is or is not provided in their standard homeowners or renters policies. Over half of those respondents who did not report having flood insurance coverage stated they would not be willing to purchase insurance even if it would cost them about a dollar per day. Among the reasons for this are cost and a lack of perceived need for insurance. In fact, 71.6 percent of respondents do not believe they live in a high-risk flood zone.
- **Flooding is Expected to Continue in the Future.** A majority of respondents (83.7 percent) believed it was somewhat to very likely to flood in the next 12 months. Furthermore, half of respondents believed flooding was just as likely as it was 10 years ago, and 26.3 percent believed it was more likely than it was 10 years ago. Respondents think the Flood Control District will generally be well-equipped to handle future flood events, as 64.5 percent say flood control is being handled in a good to excellent manner.
- **Weather Forecasts are Used Frequently and Smart Phone Applications are the Preferred Source.** Over 8 in 10 respondents check their local weather forecast several times per week or more. While television (53.4 percent) was chosen as the most popular way to check the local weather forecast, the combined use of weather apps (48.6 percent) and other apps (10.4 percent) on smart phone devices to obtain weather information makes them the most popular form of up-to-date weather information.



# SURVEY RESULTS

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



Over 3 in 4 respondents said they were aware of weather-related dangers in the southern Nevada area.

N=704

# 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 between the ages of 18 and 20 had the lowest awareness of weather-related dangers in the area; this was followed by those ages 65 and older.

Age Category	Sample Size	Yes	No	Refused/NA
18 to 20	N=25	64.0%	32.0%	4.0%
21 to 24	N=41	78.0%	22.0%	0.0%
25 to 34	N=134	79.9%	20.1%	0.0%
35 to 49	N=210	77.6%	21.9%	0.5%
50 to 54	N=73	76.7%	23.3%	0.0%
55 to 64	N=104	79.8%	20.2%	0.0%
65 or Older	N=117	70.9%	28.2%	0.9%

N=704

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

## *Responses by Length of Residence*

Respecting the small sample size, respondents who have lived in southern Nevada for less than a year reported the lowest awareness at just 58 percent.

Length of Residence in Southern Nevada	Sample Size	Yes	No	Refused/NA
Less Than 1 Year	N=19	57.9%	42.1%	0.0%
1 to 3 Years	N=79	77.2%	22.8%	0.0%
4 to 10 Years	N=126	79.4%	20.6%	0.0%
10 to 20 Years	N=247	76.5%	22.7%	0.8%
More Than 20 Years	N=225	76.4%	23.1%	0.4%
Refused/No Answer	N=8	87.5%	12.5%	0.0%

N=704

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

## *Responses by Race/Ethnicity*

The share of Hispanics/Latinos who said they were aware of weather-related dangers was significantly lower than that of Whites/Caucasians (64 percent vs. 85 percent, respectively).

Race/Ethnicity	Sample Size	Yes	No	Refused/NA
White/Caucasian	N=366	85.0%	15.0%	0.0%
Black/African American	N=46	67.4%	32.6%	0.0%
Hispanic/Latino	N=193	63.7%	34.7%	1.6%
Asian	N=37	73.0%	27.0%	0.0%
Pacific Islander	N=5	60.0%	40.0%	0.0%
Native American	N=10	90.0%	10.0%	0.0%
Of Mixed Race/Ethnicity	N=26	84.6%	15.4%	0.0%
Other	N=12	66.7%	33.3%	0.0%
Refused/No Answer	N=9	66.7%	33.3%	0.0%

N=704

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

## *Responses by Educational Attainment*

Respondents with a high school degree or less were the least aware of weather-related dangers in the area.

Educational Attainment	Sample Size	Yes	No	Refused/NA
Less Than High School	N=35	54.3%	45.7%	0.0%
High School Graduate	N=168	64.9%	33.9%	1.2%
Some College, No Degree	N=169	79.3%	20.1%	0.6%
Two-Year College Degree	N=79	84.8%	15.2%	0.0%
Four-Year College Degree	N=127	85.0%	15.0%	0.0%
Some Post-Graduate Work	N=24	79.2%	20.8%	0.0%
Graduate/Professional Degree	N=86	84.9%	15.1%	0.0%
Other	N=11	72.7%	27.3%	0.0%
Refused/No Answer	N=5	60.0%	40.0%	0.0%

N=704

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

## *Responses by Gender*

Gender	Sample Size	Yes	No	Refused/NA
Male	N=304	78.6%	21.1%	0.3%
Female	N=396	75.3%	24.2%	0.5%
Refused/No Answer	N=4	75.0%	25.0%	0.0%

N=704

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

## *Responses by Employment Status*

Employment Status	Sample Size	Yes	No	Refused/NA
Employed Full-Time	N=315	80.3%	19.4%	0.3%
Employed Part-Time	N=49	75.5%	24.5%	0.0%
Self-Employed	N=50	78.0%	20.0%	2.0%
Student	N=20	85.0%	15.0%	0.0%
Unemployed & Looking for Work	N=37	62.2%	37.8%	0.0%
Unemployed & Not Looking for Work	N=6	66.7%	33.3%	0.0%
Full-Time Parent or Homemaker	N=64	70.3%	28.1%	1.6%
Retired	N=124	75.8%	24.2%	0.0%
Disabled	N=34	73.5%	26.5%	0.0%
Other	N=1	0.0%	100.0%	0.0%
Refused/No Answer	N=4	75.0%	25.0%	0.0%

N=704

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

## *Responses by Owners/Renters*

More homeowners than renters were aware of weather-related dangers in the area (80 percent vs. 72 percent, respectively).

Ownership Status	Sample Size	Yes	No	Refused/NA
Owned by Respondent or Someone in Household	N=402	80.1%	19.4%	0.5%
Renter	N=295	71.9%	27.8%	0.3%
Other	N=7	85.7%	14.3%	0.0%

N=704

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

## *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	Yes	No	Refused/NA
Yes	N=92	71.7%	28.3%	0.0%
No	N=236	76.3%	22.9%	0.8%
Refused/NA	N=3	100.0%	0.0%	0.0%

N=331

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

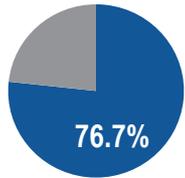
## *Responses by Weather Forecast Usage*

**Respondents who check their local weather forecast several times per week or more were the most aware of weather-related dangers in southern Nevada.**

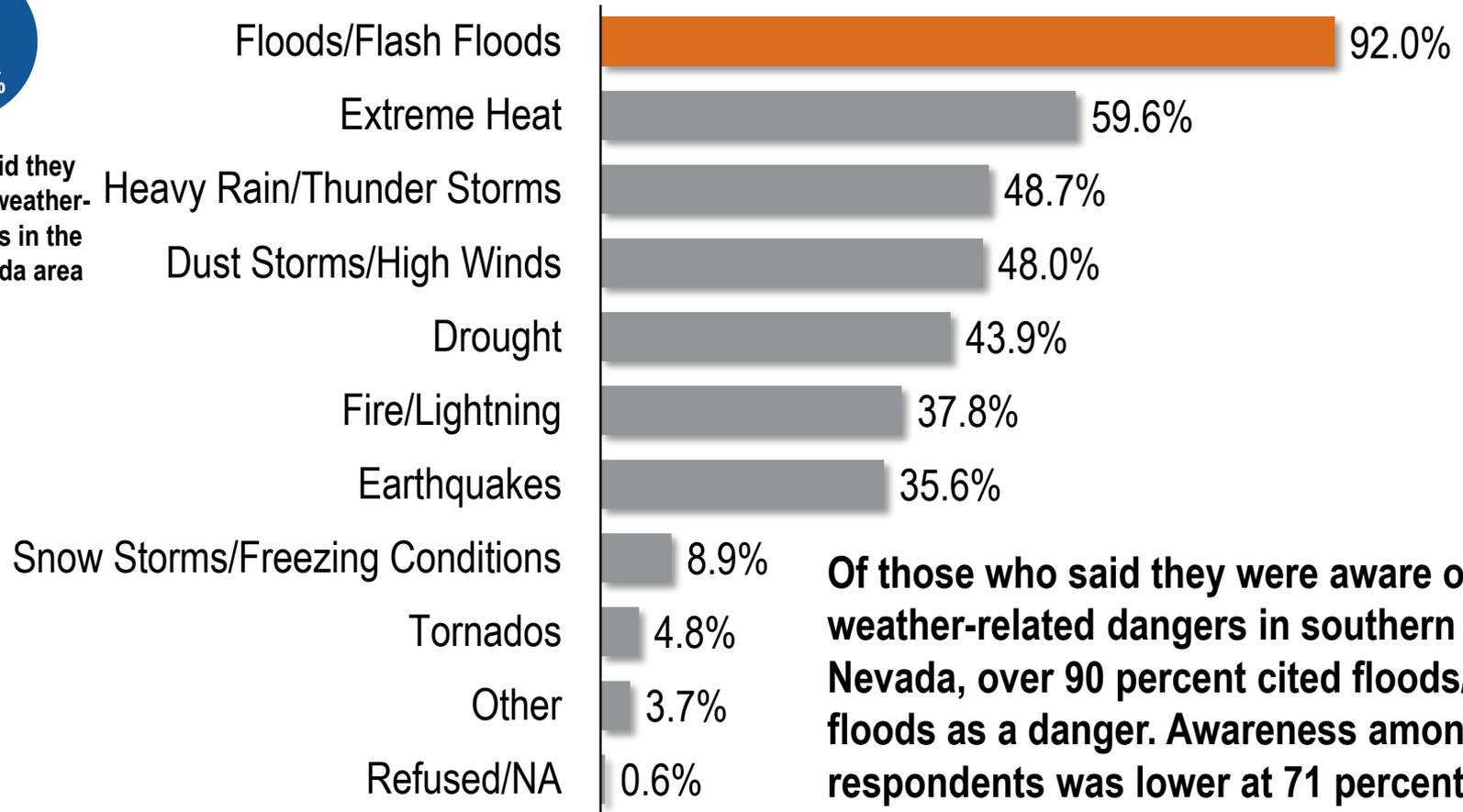
How often would you say you check your local weather forecast?	Sample Size	Yes	No	Refused/NA
More than Once Per Day	N=140	78.6%	21.4%	0.0%
Once Per Day	N=309	75.7%	23.6%	0.6%
Several Times Per Week	N=116	88.8%	11.2%	0.0%
Once Per Week	N=54	64.8%	35.2%	0.0%
Rarely/Only on Occasion	N=66	69.7%	28.8%	1.5%
Never	N=17	64.7%	35.3%	0.0%
Refused/No Answer	N=2	50.0%	50.0%	0.0%

N=704

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



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



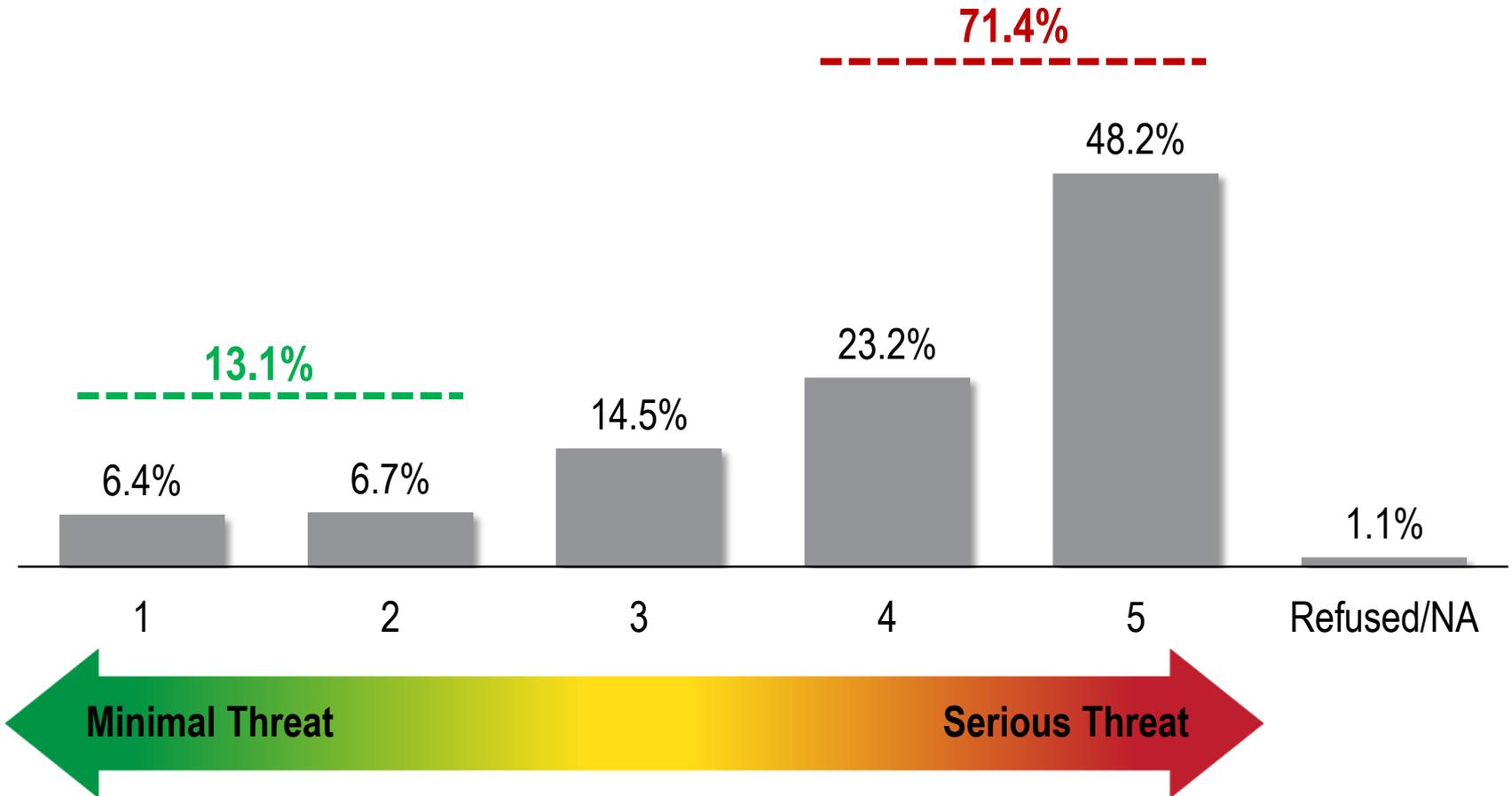
**Of those who said they were aware of weather-related dangers in southern Nevada, over 90 percent cited floods/flash floods as a danger. Awareness among all respondents was lower at 71 percent.**

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

N=540

Q3\_A: Please rank each weather-related danger in terms of the threat to the local community.

*Floods/Flash Floods*



N=704

# Q3\_A: Threat of Floods/Flash Floods

## *Responses by Length of Residence*

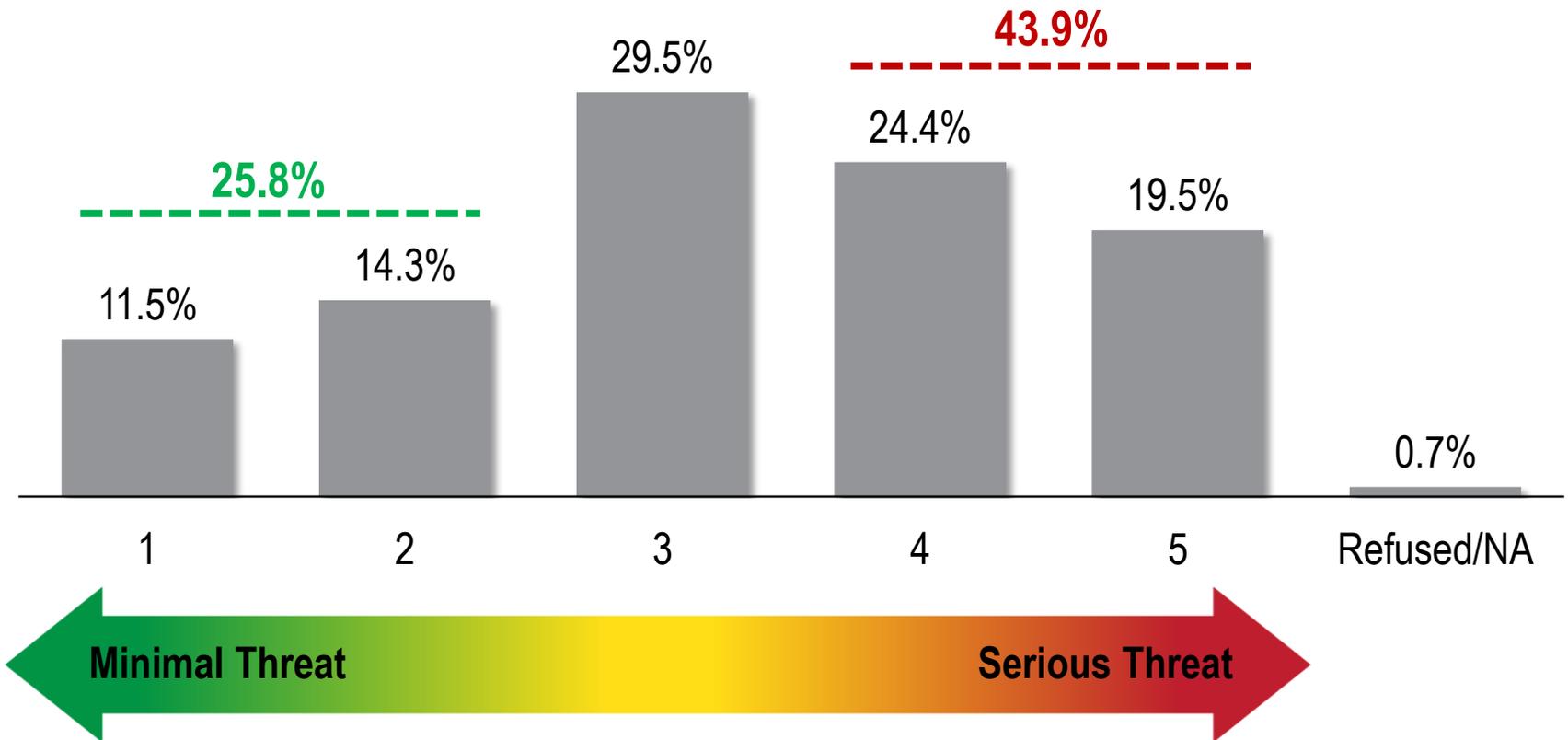
Respecting the small sample size, respondents who have lived in southern Nevada for less than a year had the highest perceived threat of floods/flash floods. Over 8 in 10 gave them a rank of 4 or 5, with 5 being a “serious” threat to the local community.

Length of Residence in Southern Nevada	Sample Size	1 (Minimal Threat)	2	3	4	5 (Serious Threat)	Refused/ NA
Less Than 1 Year	N=19	0.0%	5.3%	10.5%	21.1%	63.2%	0.0%
1 to 3 Years	N=79	5.1%	1.3%	16.5%	26.6%	48.1%	2.5%
4 to 10 Years	N=126	5.6%	9.5%	15.1%	27.0%	42.1%	0.8%
10 to 20 Years	N=247	5.7%	6.5%	17.0%	22.3%	47.8%	0.8%
More Than 20 Years	N=225	8.4%	7.1%	11.6%	20.9%	51.1%	0.9%
Refused/No Answer	N=8	12.5%	12.5%	0.0%	25.0%	37.5%	12.5%

N=704

Q3\_B: Please rank each weather-related danger in terms of the threat to the local community.

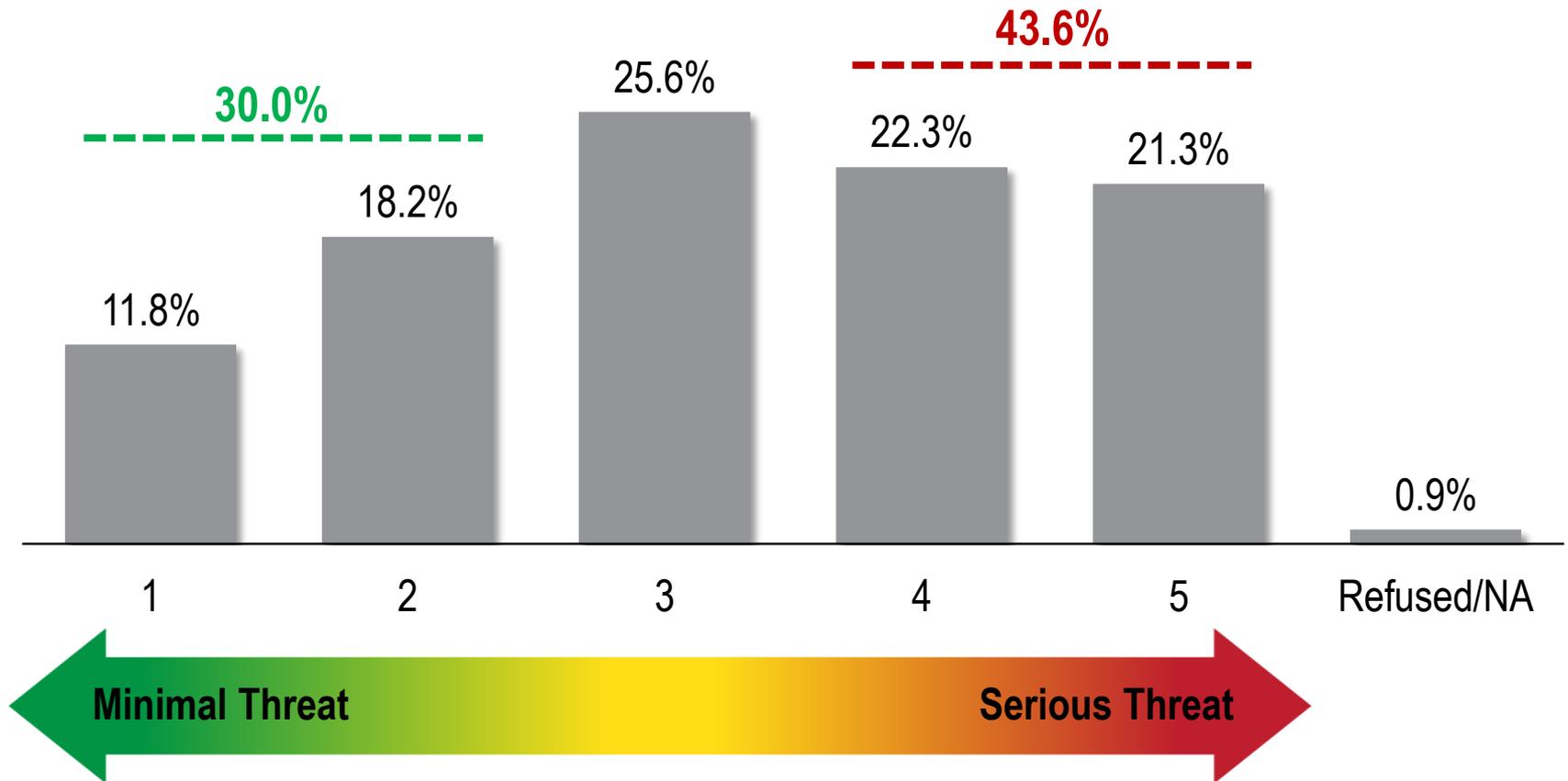
*Dust Storms/High Winds*



N=704

Q3\_C: Please rank each weather-related danger in terms of the threat to the local community.

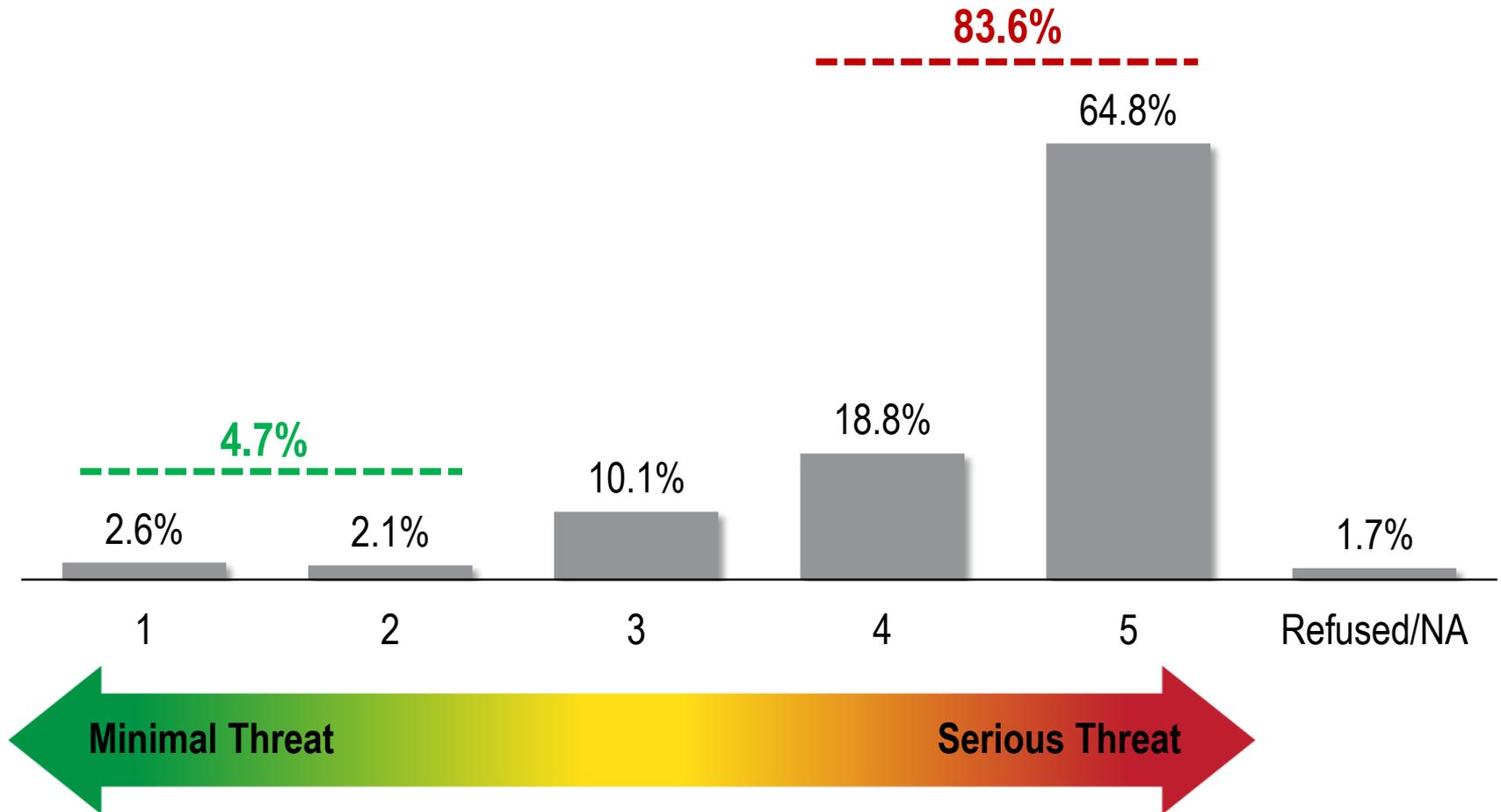
*Heavy Rain/Thunderstorms*



N=704

Q3\_D: Please rank each weather-related danger in terms of the threat to the local community.

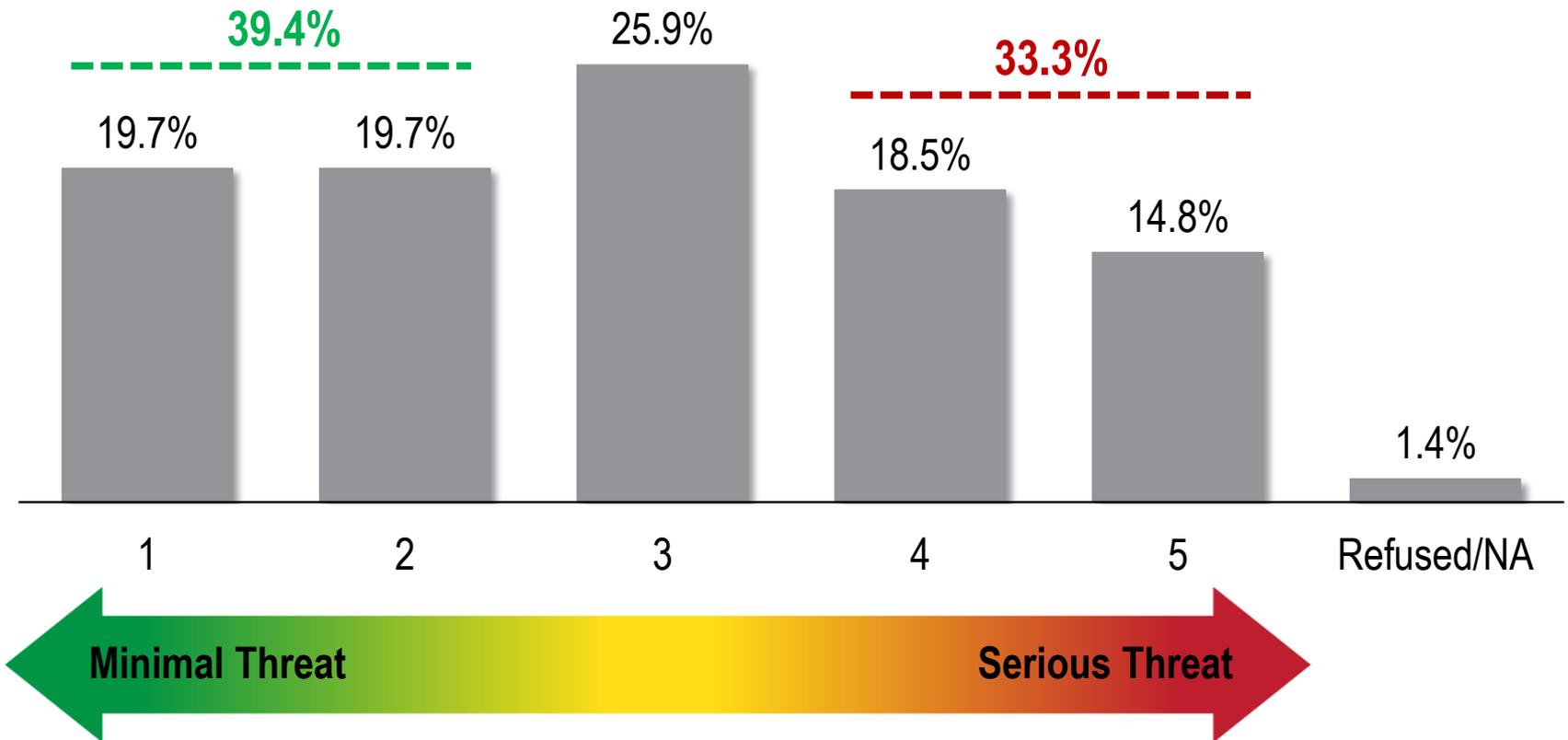
*Extreme Heat*



N=704

Q3\_E: Please rank each weather-related danger in terms of the threat to the local community.

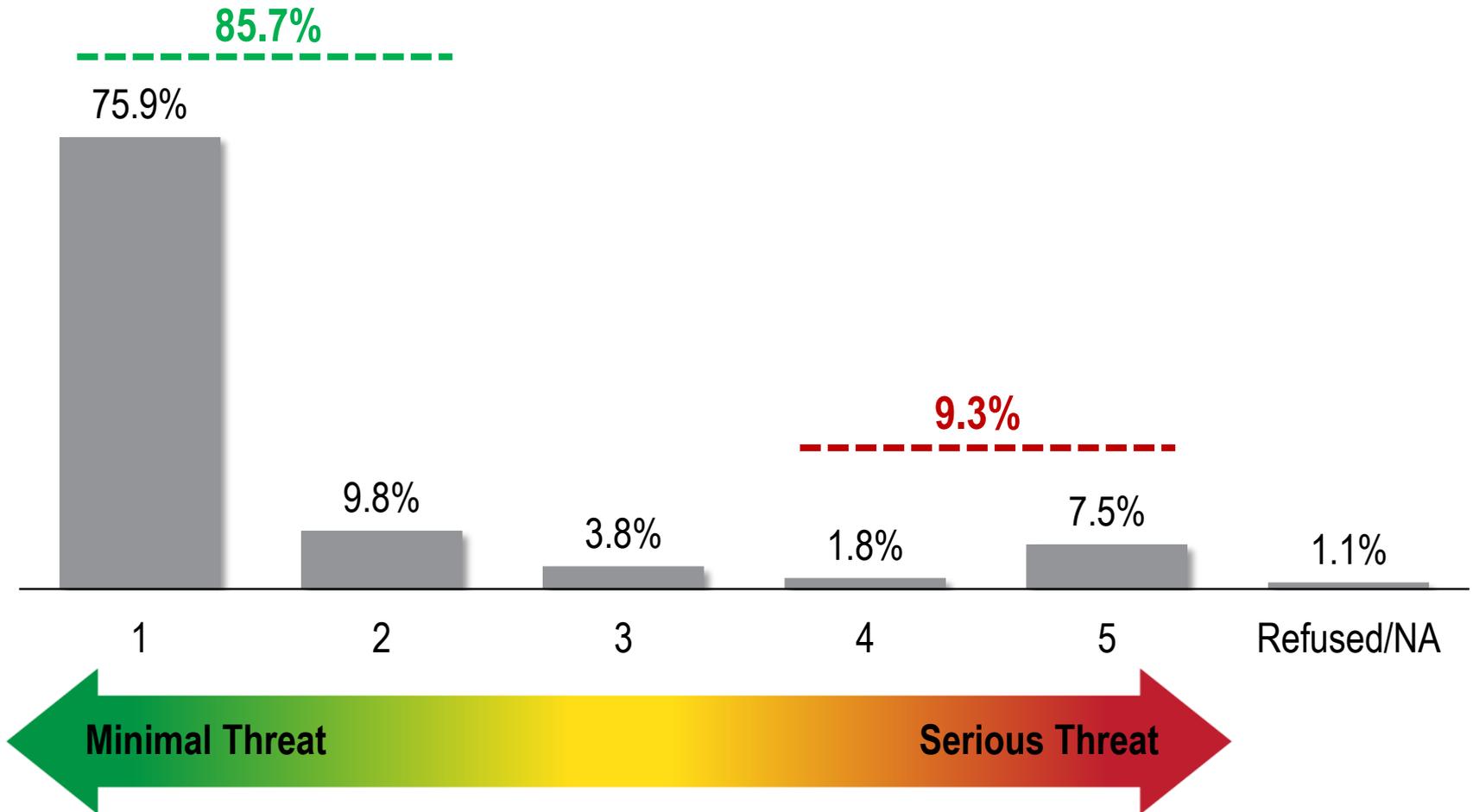
*Fire/Lightning*



N=704

# Q3\_F: Please rank each weather-related danger in terms of the threat to the local community.

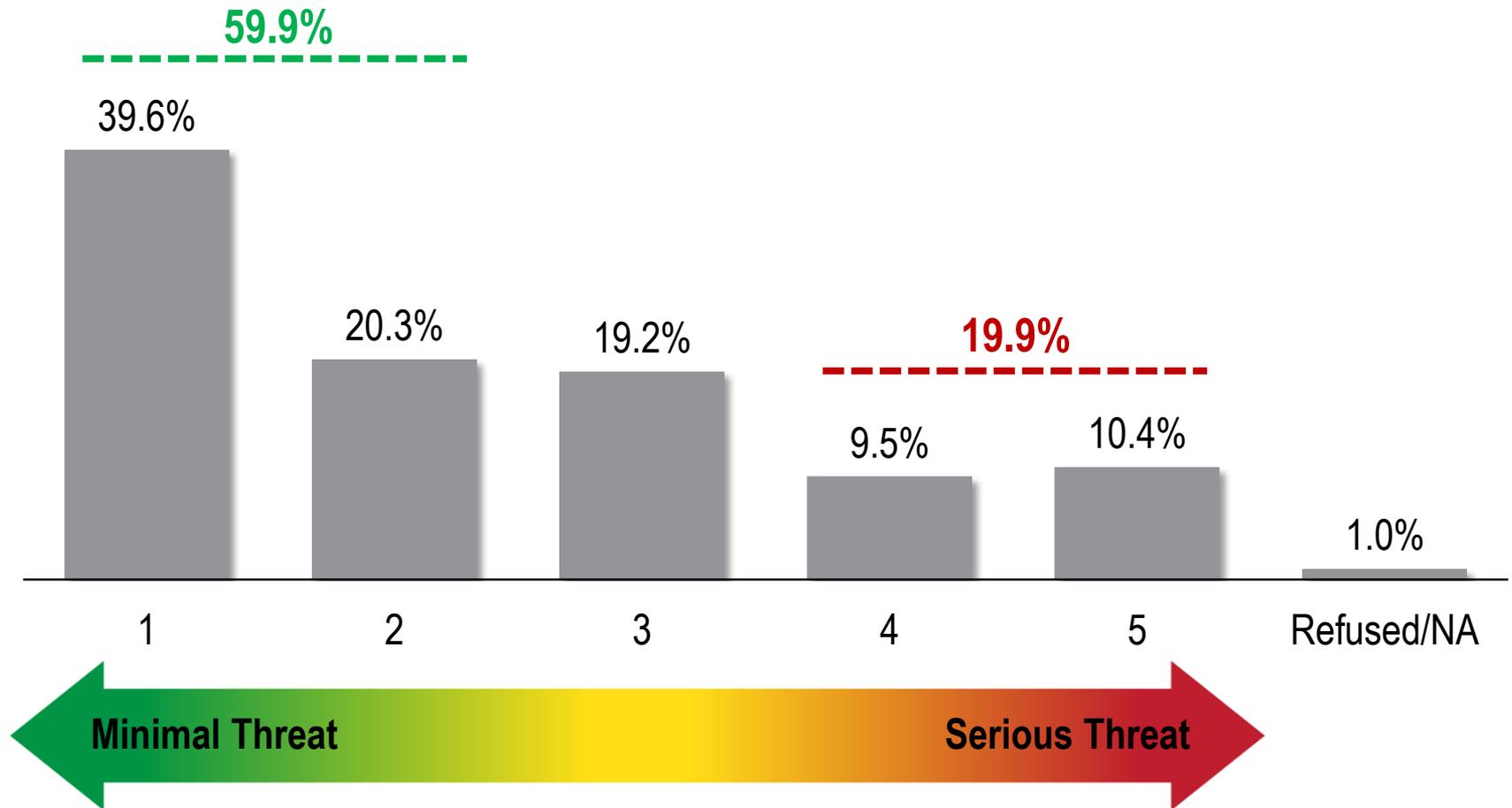
## *Tornados*



N=704

Q3\_G: Please rank each weather-related danger in terms of the threat to the local community.

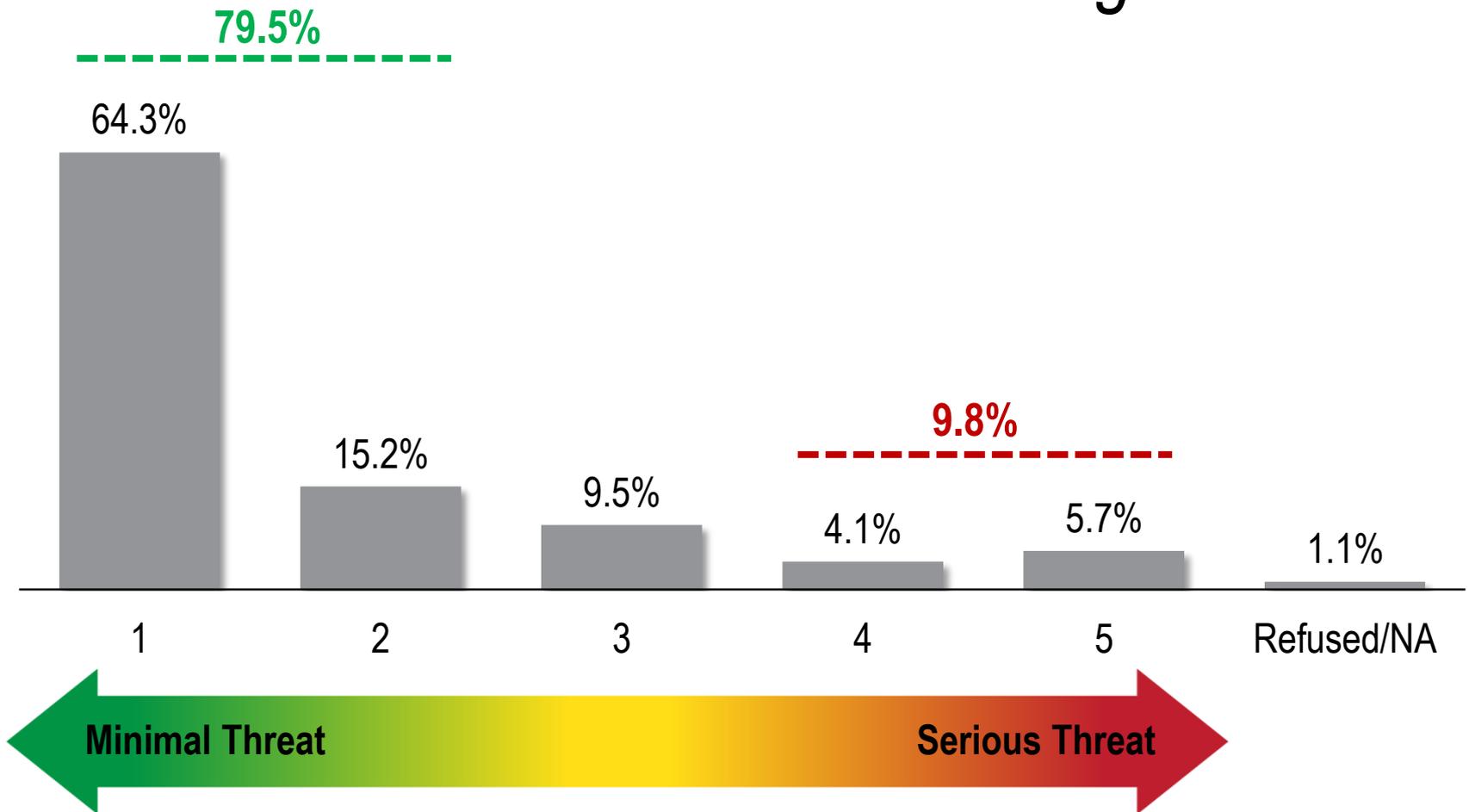
## *Earthquakes*



N=704

# Q3\_H: Please rank each weather-related danger in terms of the threat to the local community.

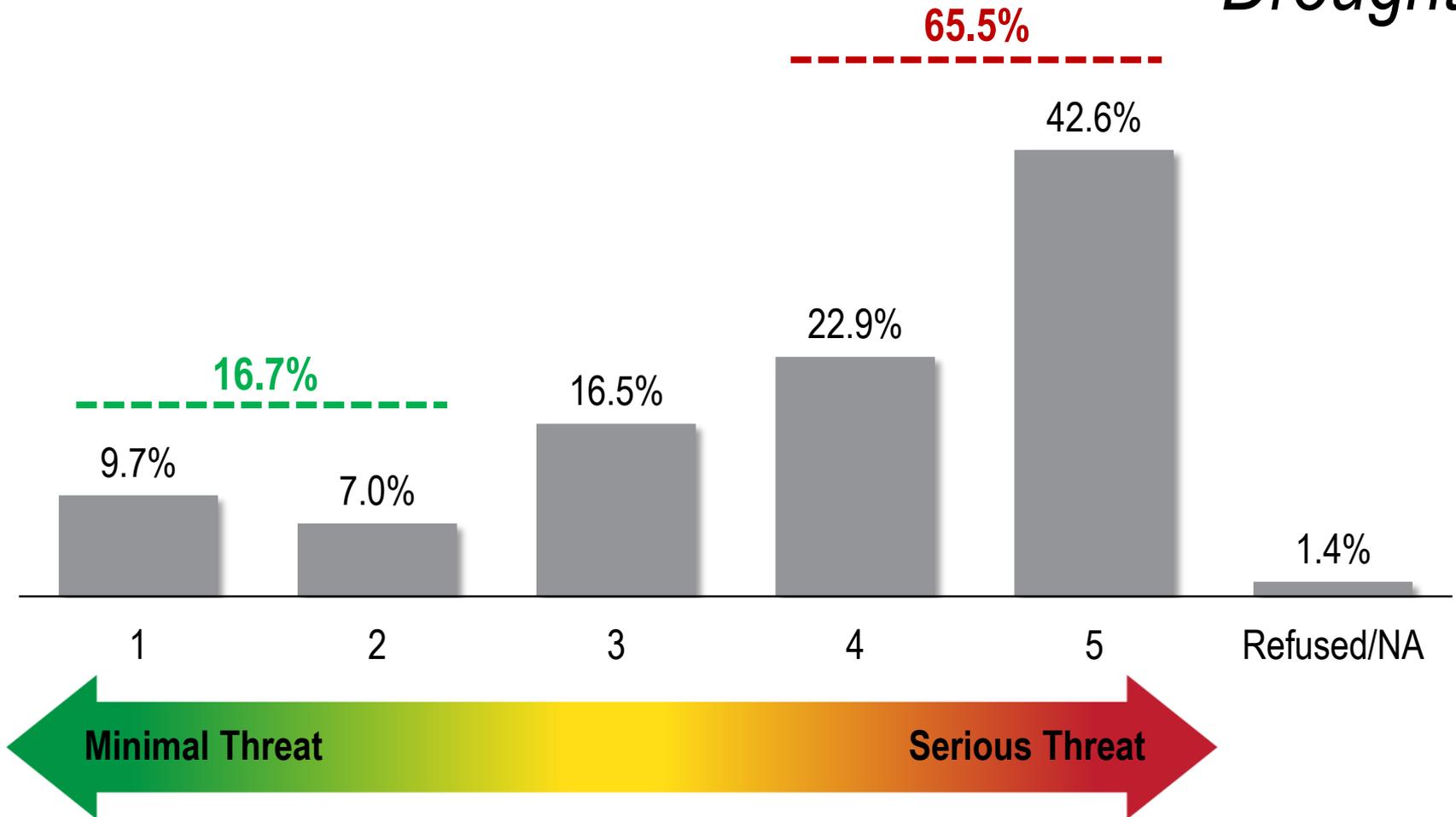
## *Snow Storms/Freezing Conditions*



N=704

# Q3\_I: Please rank each weather-related danger in terms of the threat to the local community.

*Drought*



N=704

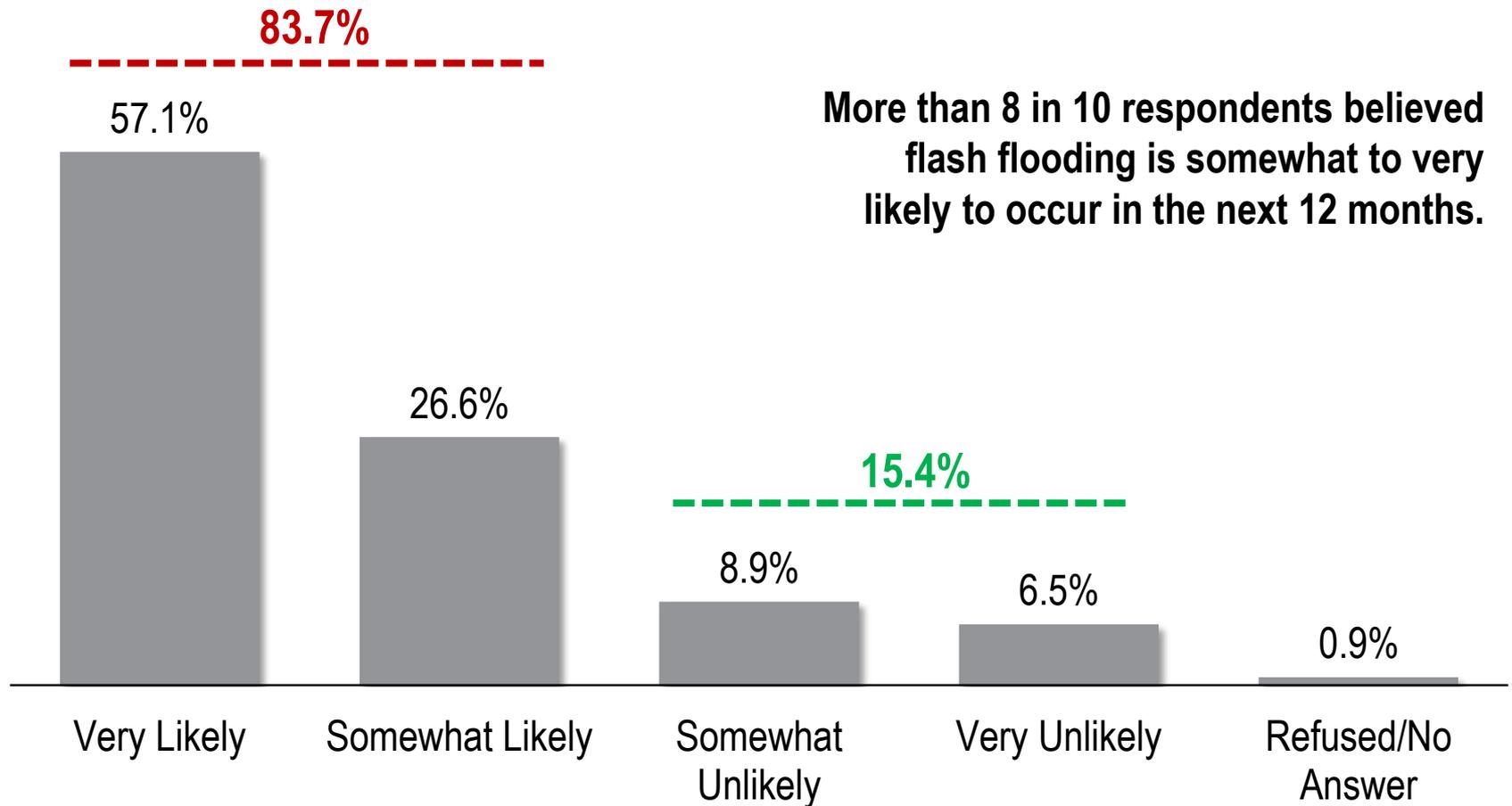
# Q3 Series: Comparing Mean & Median Scores (5=Serious Threat, 1=Minimal Threat)

Weather-Related Danger	Mean Score	Median Score
Extreme Heat	4.43	5.00
<b>Floods/Flash Floods</b>	<b>4.01</b>	<b>4.00</b>
Drought	3.83	4.00
Dust Storms/High Winds	3.26	3.00
Heavy Rain/Thunderstorms	3.23	3.00
Fire/Lightning	2.89	3.00
Earthquakes	2.30	2.00
Snow Storms/Freezing Conditions	1.70	1.00
Tornados	1.54	1.00

Note: Scores exclude respondents who did not answer the question.



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



N=704

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

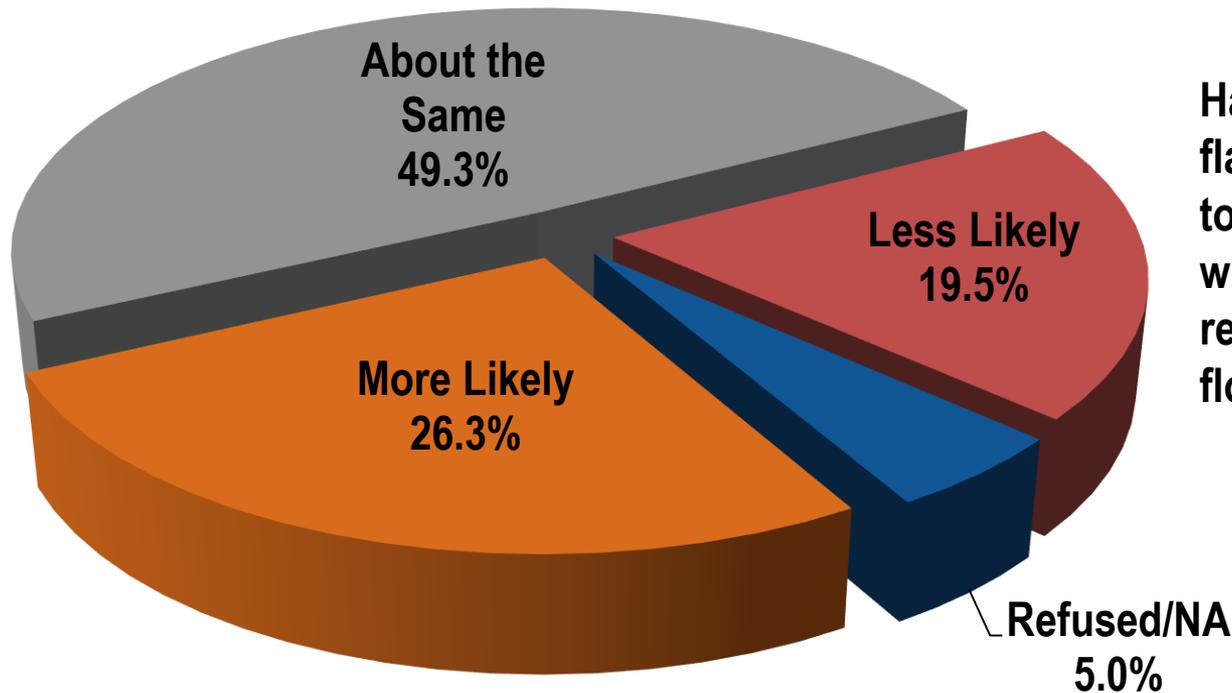
## *Responses by Length of Residence*

Among respondents who have lived in southern Nevada the longest (more than 20 years), approximately 64 percent think flash flooding is “very likely” to occur in the next 12 months, which is the highest share reported by any group.

Length of Residence in Southern Nevada	Sample Size	Very Likely	Somewhat Likely	Somewhat Unlikely	Very Unlikely	Refused/NA
Less Than 1 Year	N=19	36.8%	42.1%	10.5%	5.3%	5.3%
1 to 3 Years	N=79	53.2%	30.4%	8.9%	6.3%	1.3%
4 to 10 Years	N=126	56.3%	30.2%	9.5%	3.2%	0.8%
10 to 20 Years	N=247	54.3%	29.1%	8.9%	7.3%	0.4%
More Than 20 Years	N=225	63.6%	19.1%	8.9%	8.0%	0.4%
Refused/No Answer	N=8	62.5%	25.0%	0.0%	0.0%	12.5%

N=704

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

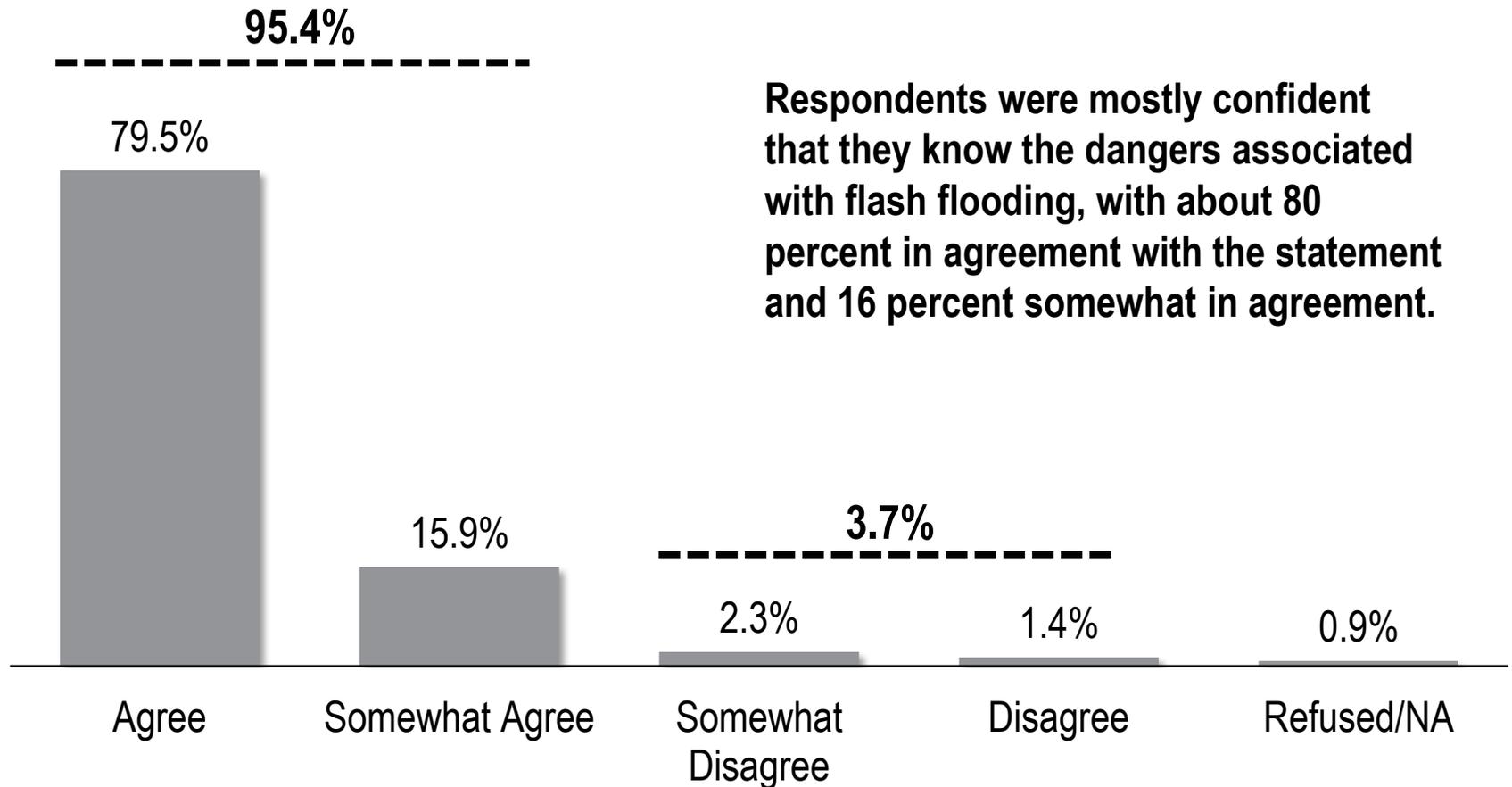


Half of respondents believed flash flooding is just as likely today as it was 10 years ago, while over one-fourth of respondents believed flash flooding is more likely today.

N=704

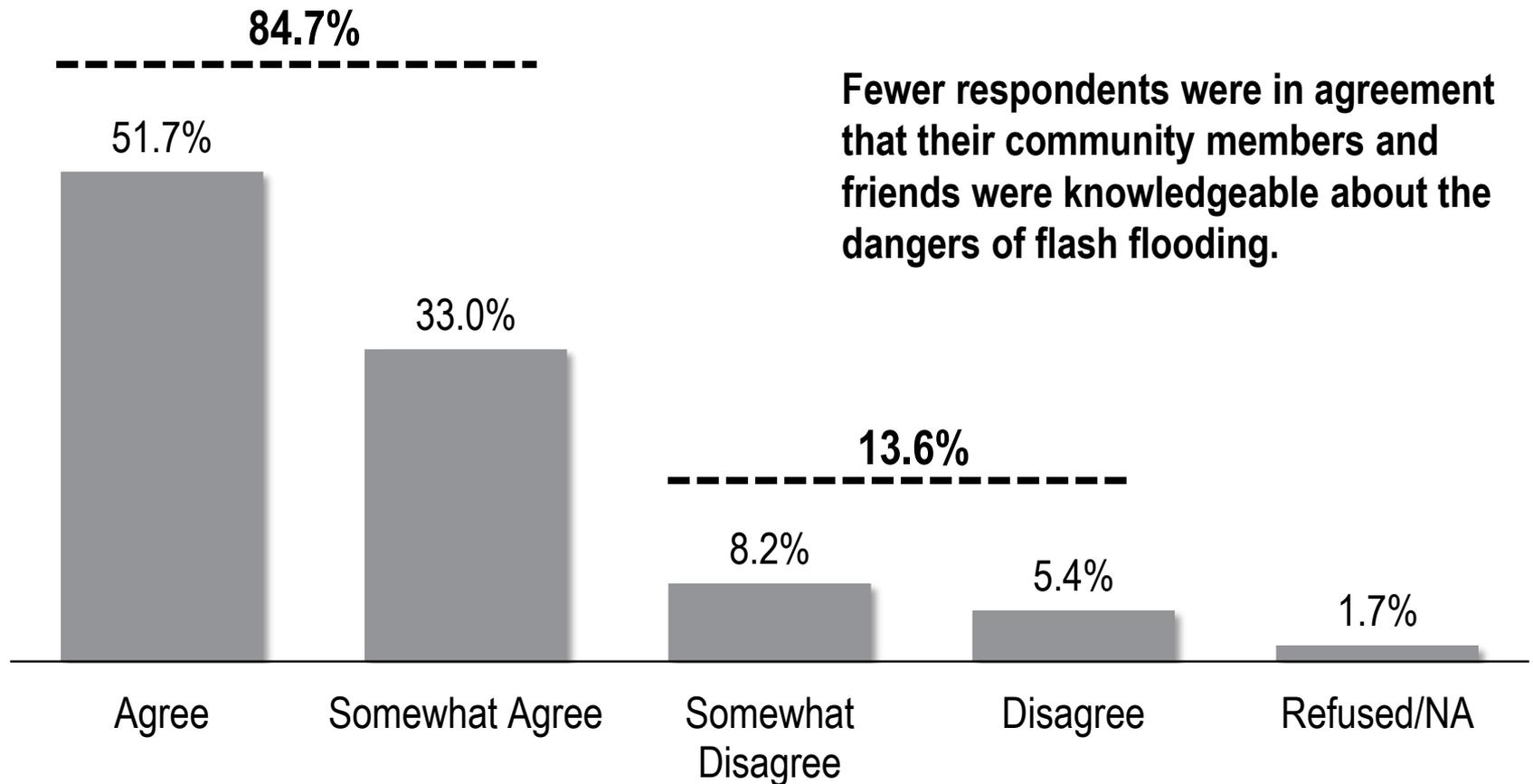


# Q8\_1: Agree or Disagree? *I know about the dangers of flash flooding.*



N=704

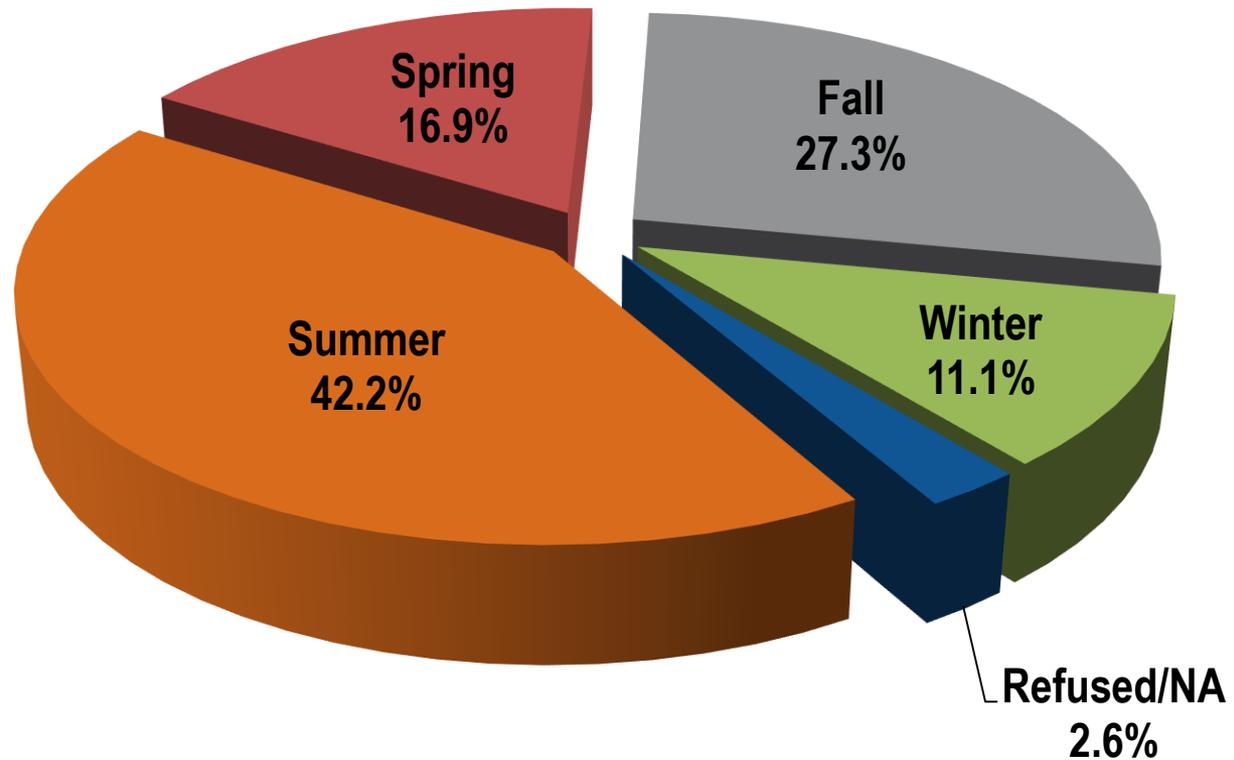
# Q8\_2: Agree or Disagree? *I believe the people in my community, my friends and my neighbors know about the dangers of flash flooding.*



N=704

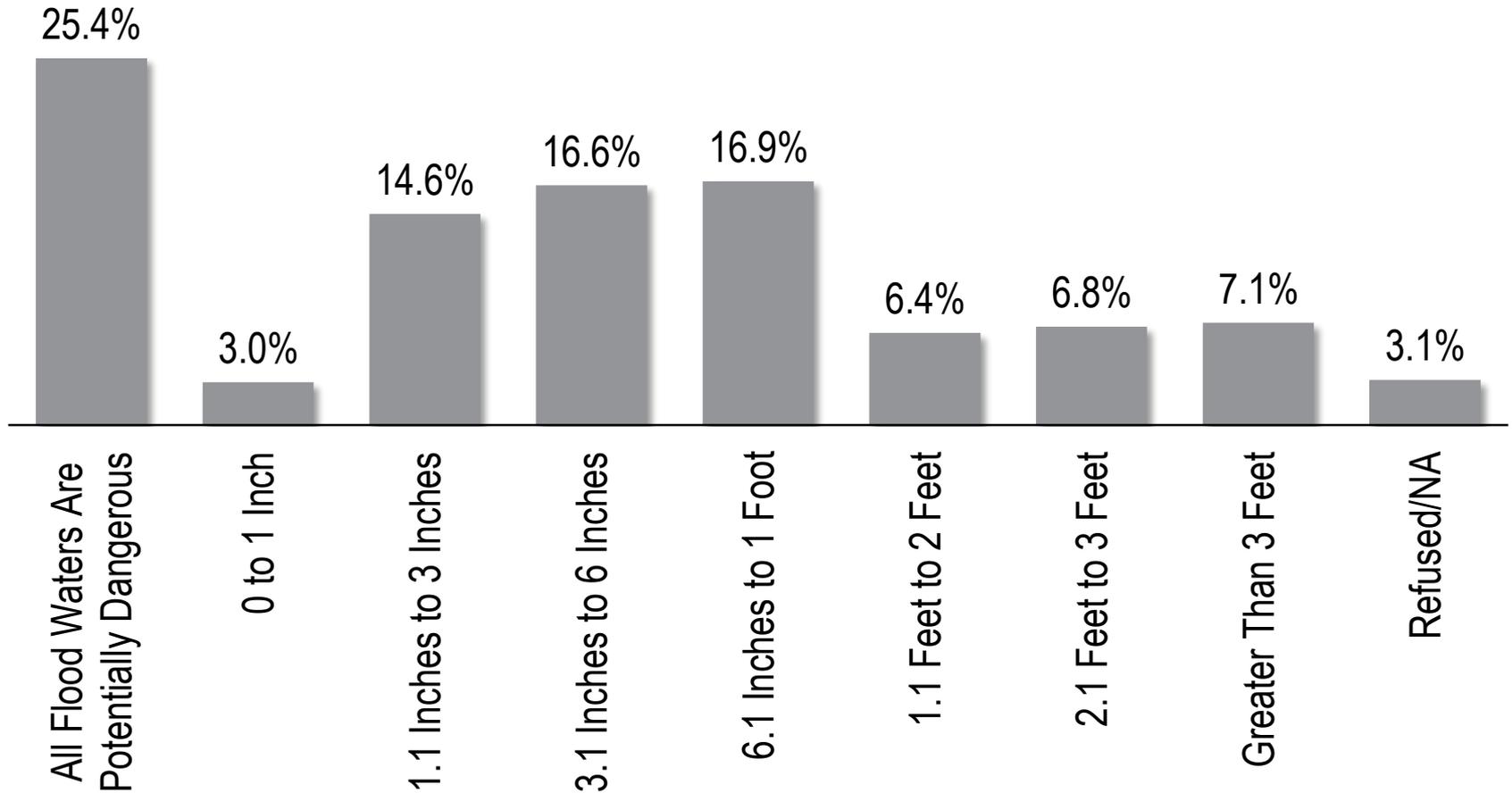
# Q9: In what season is flash flooding most likely to occur?

The largest share of respondents said flash flooding was most likely to occur in the summer season (42 percent), followed by fall (27 percent), spring (17 percent) and winter (11 percent).



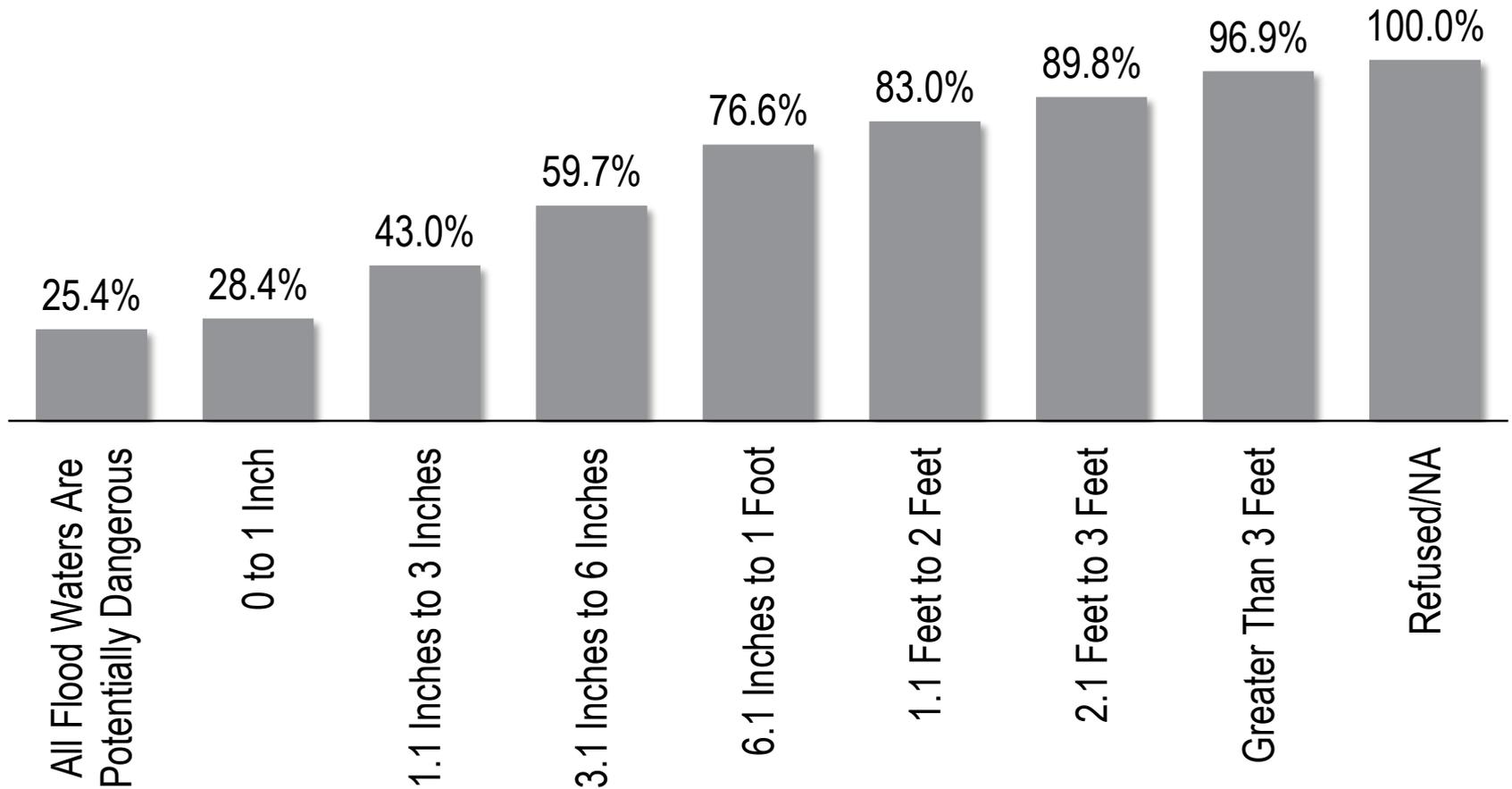
N=704

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



N=704

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



N=704

# Q10: About how deep do flood waters need to be to become dangerous? *Responses by Q18*

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=285	30.2%	4.6%	15.1%	16.5%	17.5%	5.3%	3.5%	4.2%	3.2%
Waited for Waters To Go Down, Then Drove Through It	N=34	23.5%	0.0%	23.5%	8.8%	14.7%	8.8%	11.8%	5.9%	2.9%
Drove Through It & Made It	N=152	19.7%	2.6%	13.8%	19.7%	19.1%	9.2%	11.2%	3.9%	0.7%
Drove Through It & Got Stuck	N=7	14.3%	14.3%	14.3%	0.0%	28.6%	0.0%	14.3%	14.3%	0.0%
Other	N=12	33.3%	8.3%	16.7%	16.7%	0.0%	8.3%	8.3%	8.3%	0.0%
Don't Remember	N=6	16.7%	0.0%	0.0%	33.3%	0.0%	0.0%	0.0%	33.3%	16.7%
Refused/NA	N=2	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%

N=498

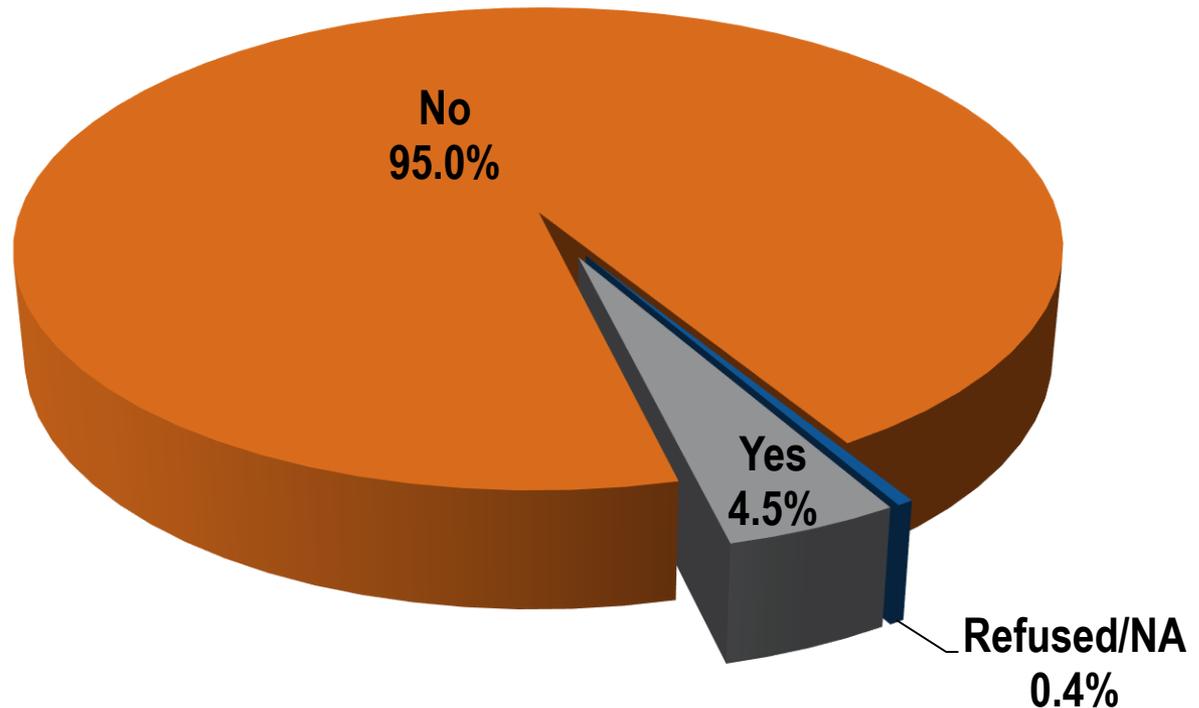
# Q10: About how deep do flood waters need to be to become dangerous? *Responses by Q18 (Cumulative)*

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=285	30.2%	34.7%	49.8%	66.3%	83.9%	89.1%	92.6%	96.8%	100.0%
Waited for Waters To Go Down, Then Drove Through It	N=34	23.5%	23.5%	47.1%	55.9%	70.6%	79.4%	91.2%	97.1%	100.0%
Drove Through It & Made It	N=152	19.7%	22.4%	36.2%	55.9%	75.0%	84.2%	95.4%	99.3%	100.0%
Drove Through It & Got Stuck	N=7	14.3%	28.6%	42.9%	42.9%	71.4%	71.4%	85.7%	100.0%	100.0%
Other	N=12	33.3%	41.7%	58.3%	75.0%	75.0%	83.3%	91.7%	100.0%	100.0%
Don't Remember	N=6	16.7%	16.7%	16.7%	50.0%	50.0%	50.0%	50.0%	83.3%	100.0%
Refused/NA	N=2	50.0%	50.0%	50.0%	50.0%	50.0%	50.0%	50.0%	100.0%	100.0%

N=498

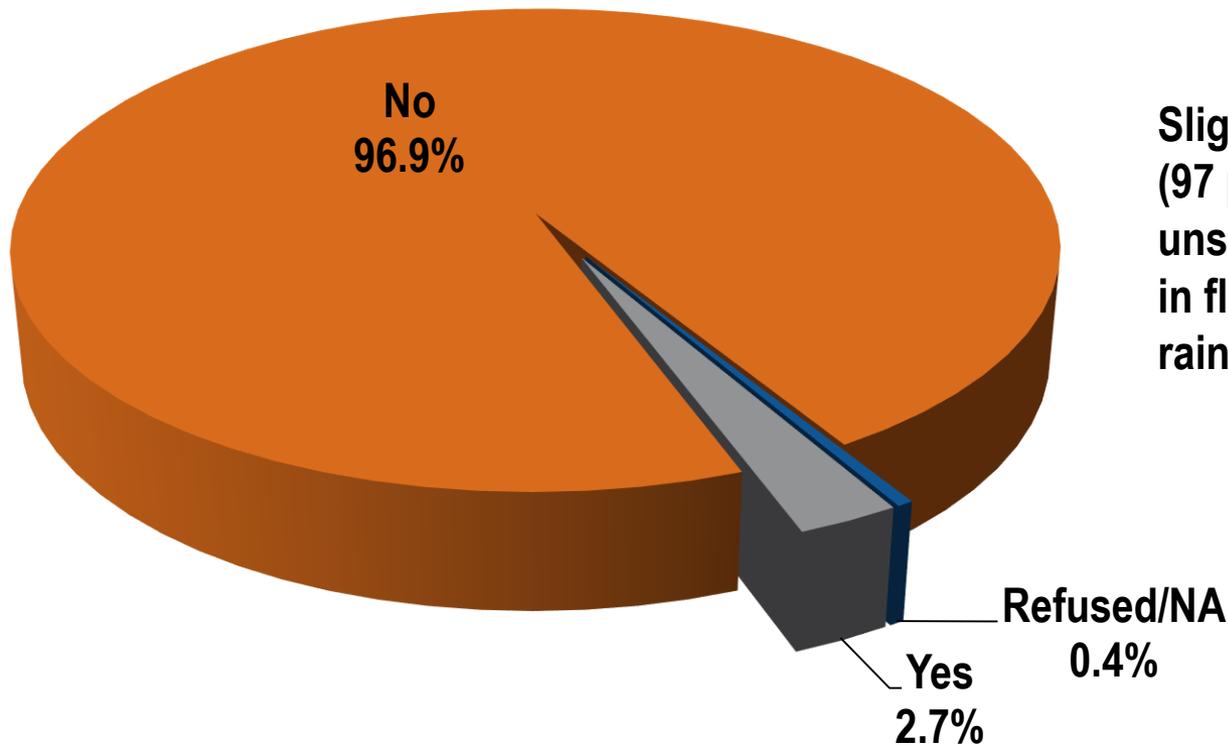
# Q10\_1: Is it safe for children to play in flood channels when it is not raining?

Ninety-five percent of respondents did not think it was safe for children to play in flood channels when it is not raining.



N=704

# Q10\_2: Is it safe for children to play in flood channels when it is raining only lightly?

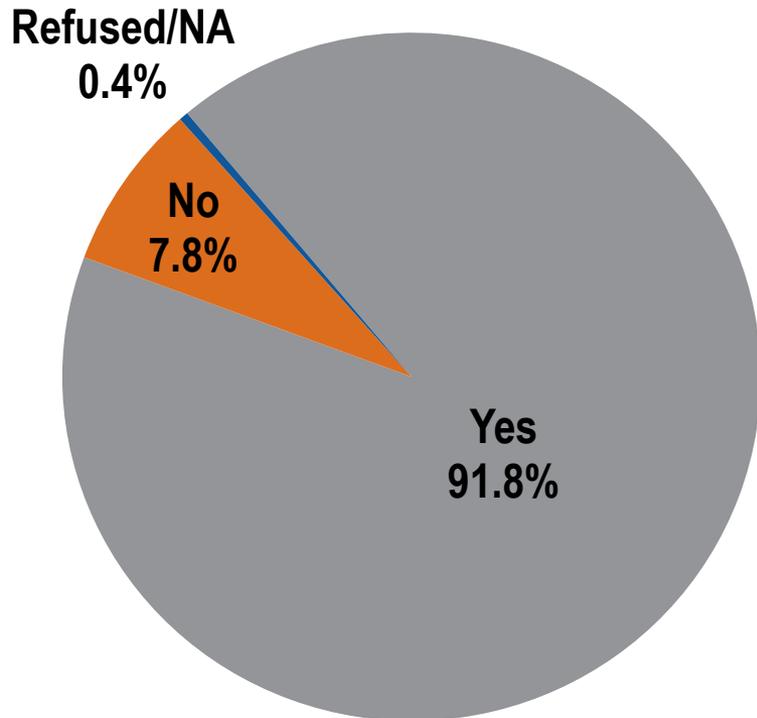


Slightly more respondents (97 percent) believed it was unsafe for children to play in flood channels when it is raining only lightly.

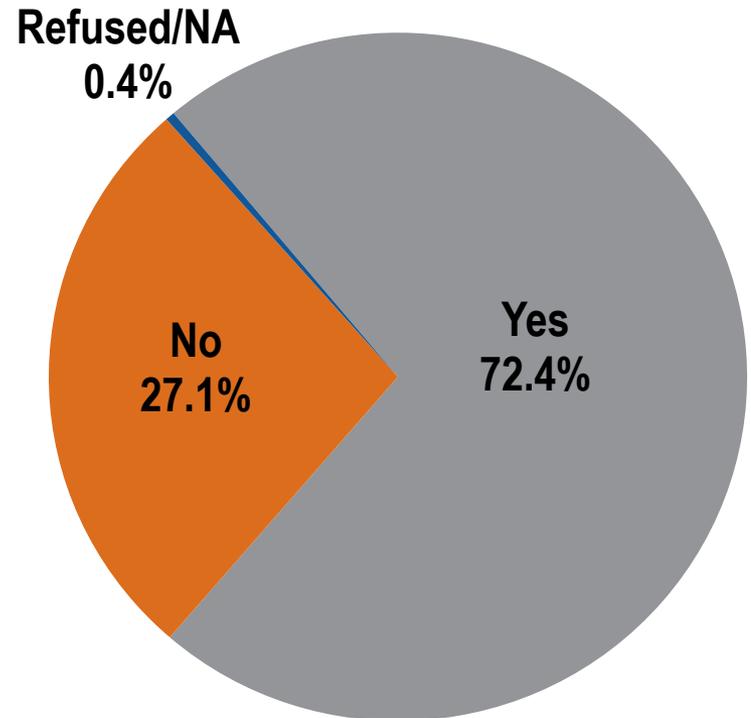
N=704

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

## A. Television



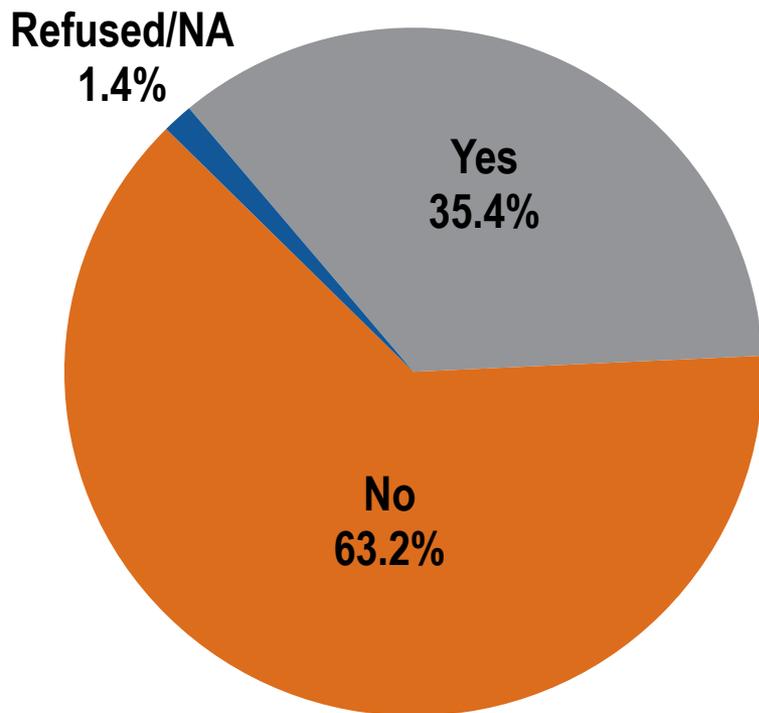
## B. Radio



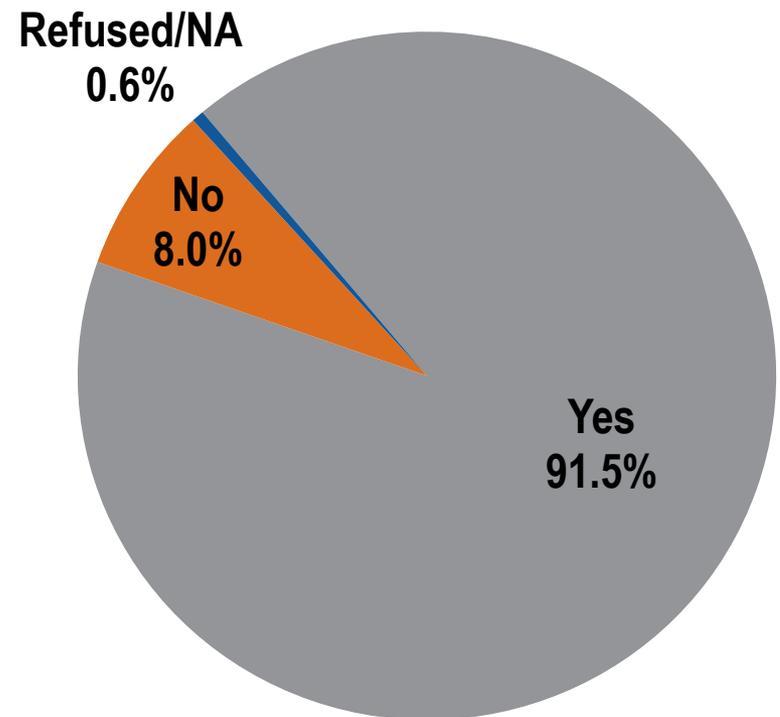
N=704

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

## C. Magazine/Newspaper Ads



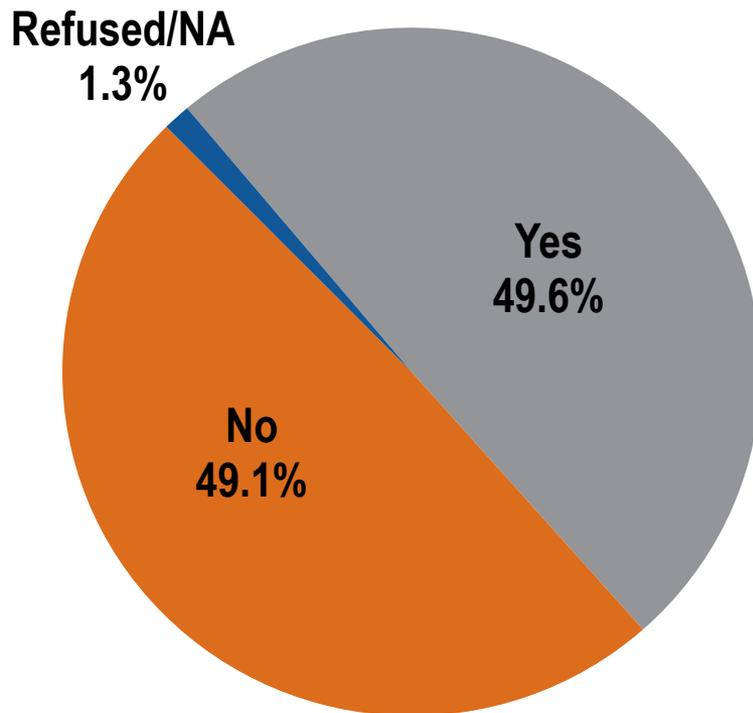
## D. News Reports



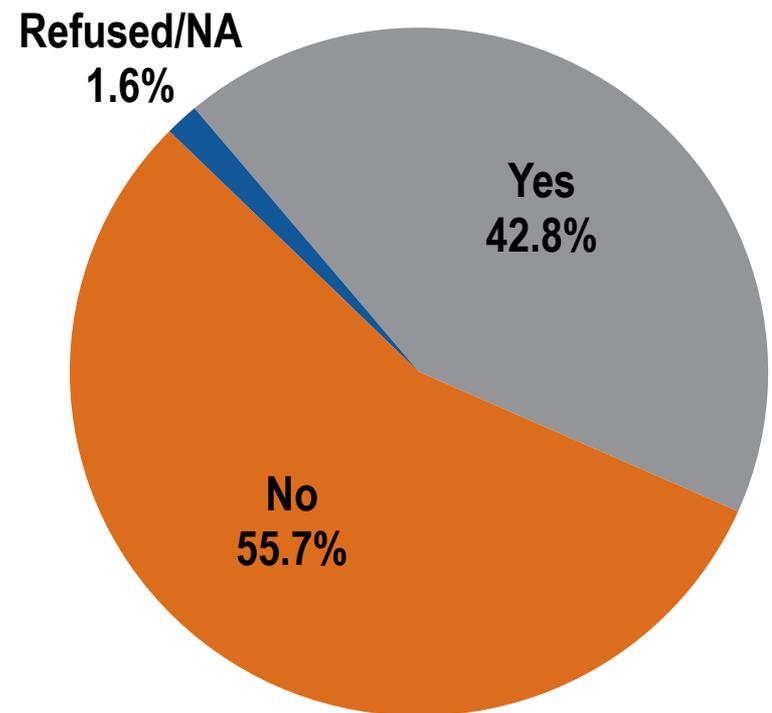
N=704

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

## E. Internet/Flood Dist. Website



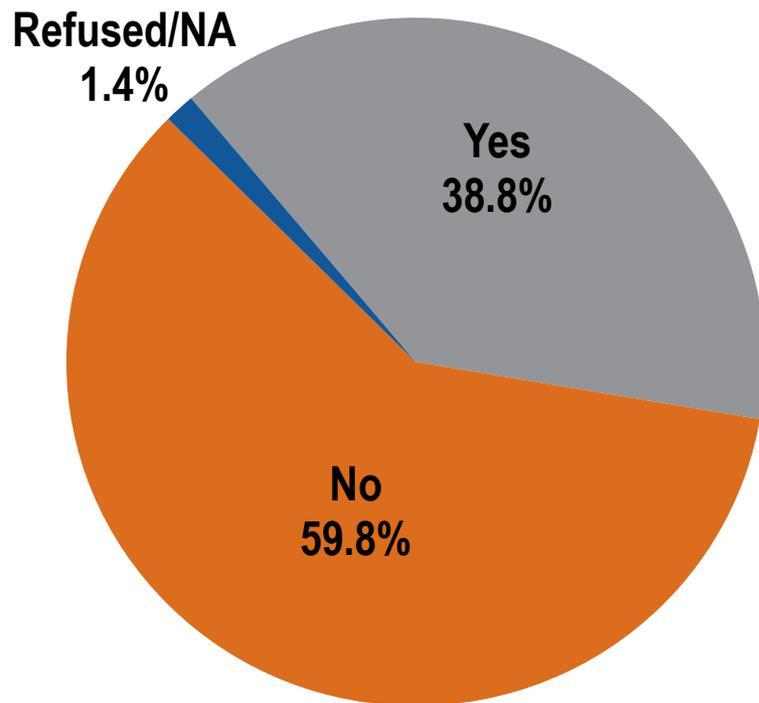
## F. Social Media Outlets



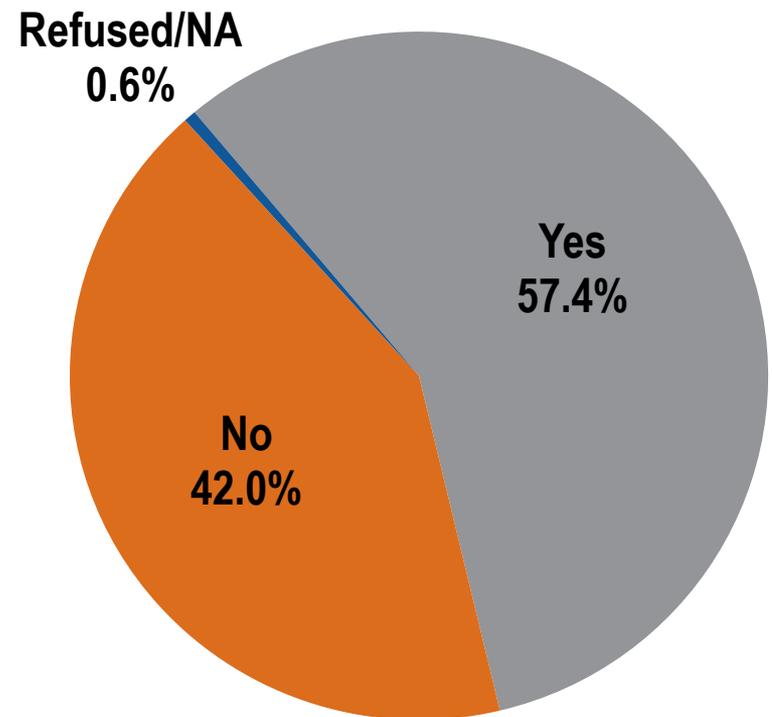
N=704

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

## G. Flood District Web App



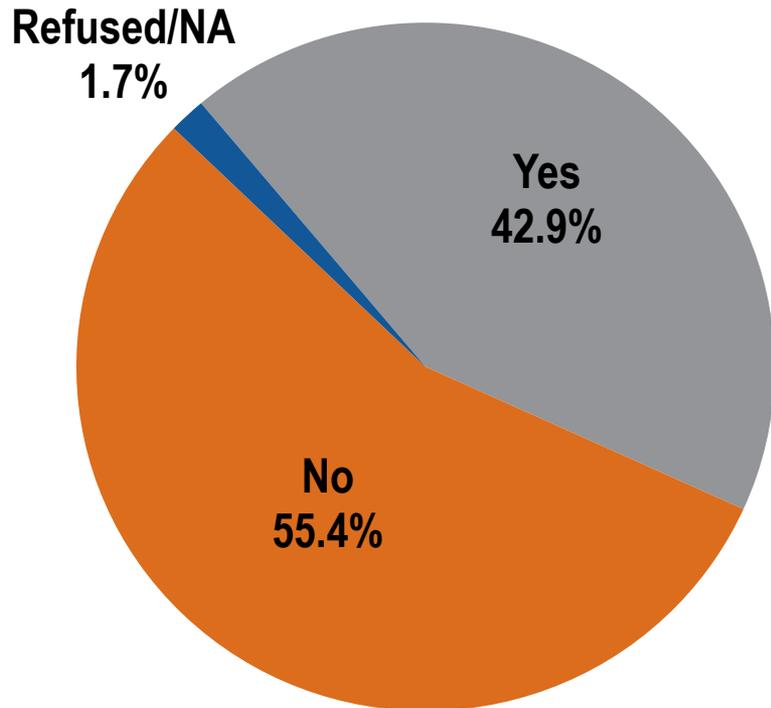
## H. Billboards



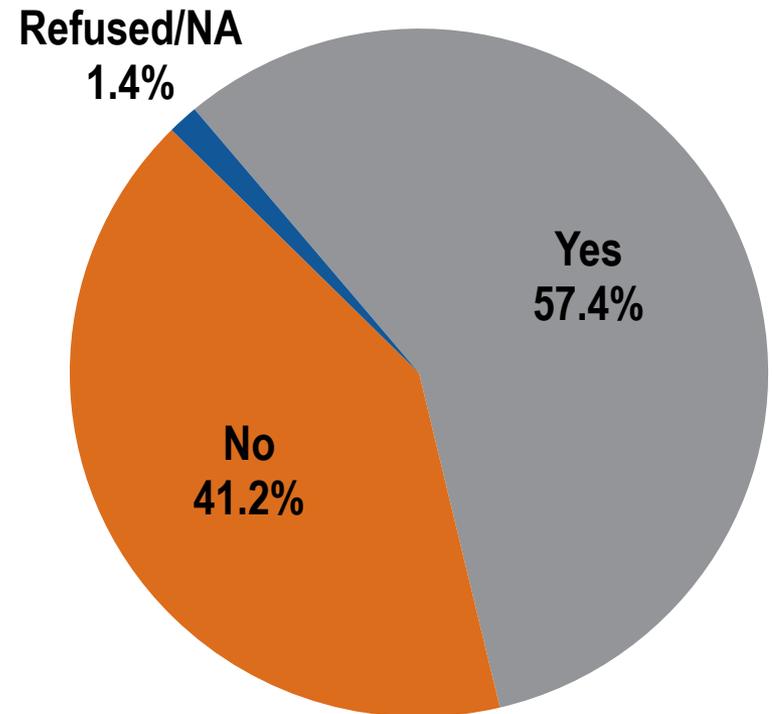
N=704

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

## I. School



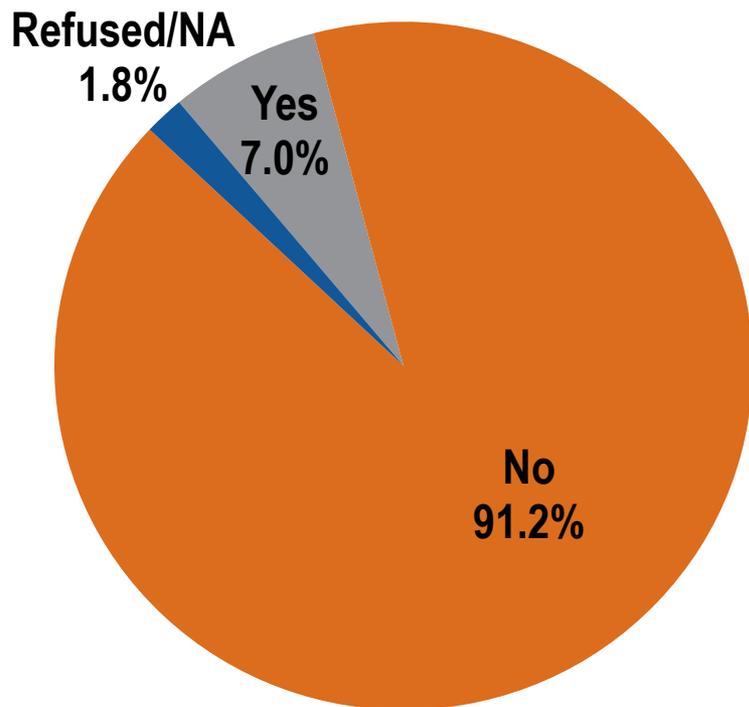
## J. Friends/Relatives



N=704

# Q11: Do you recall learning about the dangers of flash flooding from any other sources?

## K. Other Source



Other sources from which respondents recalled learning about the dangers of flash flooding included the following:

- Personal experience/observation
- Mobile phone alerts/messages/apps
- Springs Preserve exhibit
- Word of mouth
- Work, church, community events
- Sirens, horns, flags, street signs

N=704

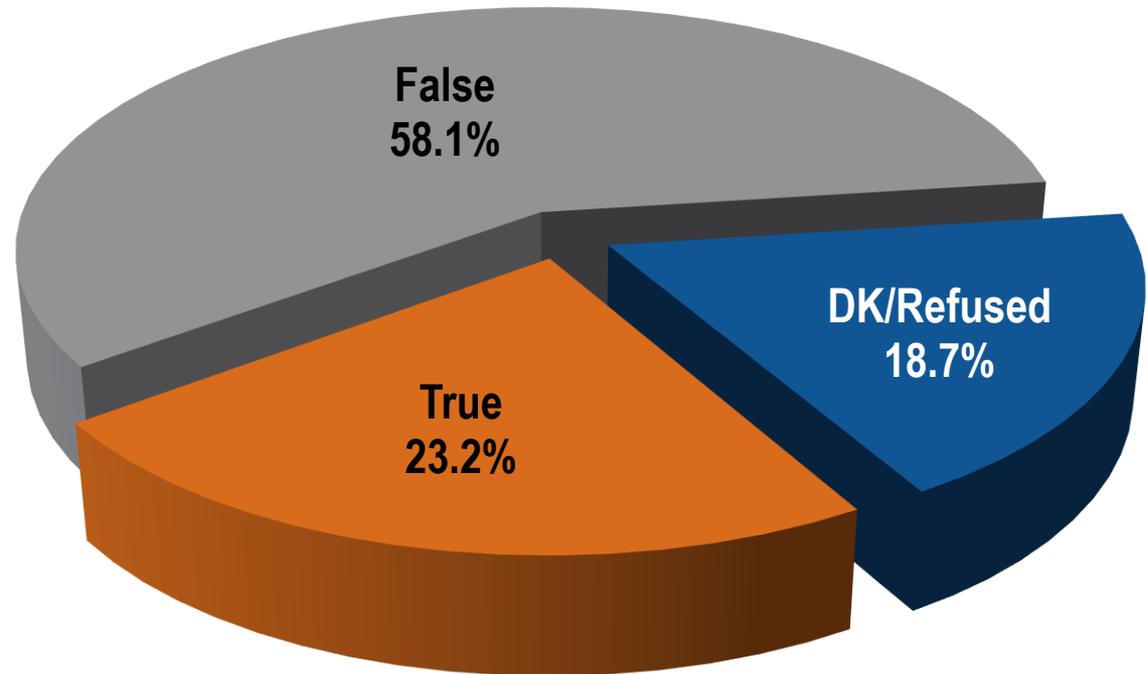
# Q11 Series: Do you recall learning about the dangers of flash flooding from the following sources? *Yes/No Responses*

Source	Yes	No
Television	92.2%	7.8%
News Reports	92.0%	8.0%
Radio	72.8%	27.2%
Friends/Relatives	58.2%	41.8%
Billboards	57.7%	42.3%
Internet/Flood District Website	50.2%	49.8%
School	43.6%	56.4%
Social Media Outlets (e.g., Twitter or Facebook)	43.4%	56.6%
The Flood District Web Application on a Mobile Device	39.3%	60.7%
Magazine/Newspaper Advertisements	35.9%	64.1%
Other	7.1%	92.9%

Note: Scores exclude respondents who did not answer the question.

# Q12\_1: True or False? *Homeowners insurance generally covers homeowners from storm-related flood damage.*

Nearly 60 percent of respondents correctly answered that homeowners insurance does not generally cover storm-related flood damage.



N=704

# Q12\_1: Homeowners insurance generally covers homeowners from storm-related flood damage.

## *Responses by Age*

**A majority of respondents ages 35 and older did not believe that homeowners insurance generally covers storm-related flood damage.**

Age Category	Sample Size	True	False	DK/Refused
18 to 20	N=25	40.0%	28.0%	32.0%
21 to 24	N=41	29.3%	43.9%	26.8%
25 to 34	N=134	31.3%	39.6%	29.1%
35 to 49	N=210	18.1%	65.2%	16.7%
50 to 54	N=73	21.9%	64.4%	13.7%
55 to 64	N=104	22.1%	66.3%	11.5%
65 or Older	N=117	18.8%	66.7%	14.5%

N=704

# Q12\_1: Homeowners insurance generally covers homeowners from storm-related flood damage.

## *Responses by Length of Residence*

The longer respondents have lived in southern Nevada, the less they believe storm-related flood damage is covered by homeowners insurance.

Length of Residence in Southern Nevada	Sample Size	True	False	DK/Refused
Less Than 1 Year	N=19	47.4%	26.3%	26.3%
1 to 3 Years	N=79	25.3%	51.9%	22.8%
4 to 10 Years	N=126	27.0%	54.8%	18.3%
10 to 20 Years	N=247	25.1%	57.5%	17.4%
More Than 20 Years	N=225	16.9%	65.8%	17.3%
Refused/No Answer	N=8	0.0%	50.0%	50.0%

N=704

# Q12\_1: Homeowners insurance generally covers homeowners from storm-related flood damage.

## *Responses by Race/Ethnicity*

About twice the share of Hispanics/Latinos as Whites/Caucasians believed homeowners insurance generally covers storm-related flood damage (32 percent vs. 16 percent, respectively).

Race/Ethnicity	Sample Size	True	False	DK/Refused
White/Caucasian	N=366	16.1%	66.7%	17.2%
Black/African American	N=46	41.3%	45.7%	13.0%
Hispanic/Latino	N=193	32.1%	42.5%	25.4%
Asian	N=37	27.0%	62.2%	10.8%
Pacific Islander	N=5	20.0%	80.0%	0.0%
Native American	N=10	20.0%	60.0%	20.0%
Of Mixed Race/Ethnicity	N=26	19.2%	65.4%	15.4%
Other	N=12	16.7%	58.3%	25.0%
Refused/No Answer	N=9	33.3%	55.6%	11.1%

N=704

# Q12\_1: Homeowners insurance generally covers homeowners from storm-related flood damage.

## *Responses by Educational Attainment*

Generally, respondents with greater educational attainment were less likely to believe storm-related flood damage is covered by homeowners insurance.

Educational Attainment	Sample Size	True	False	DK/Refused
Less Than High School	N=35	45.7%	28.6%	25.7%
High School Graduate	N=168	31.5%	48.8%	19.6%
Some College, No Degree	N=169	22.5%	56.8%	20.7%
Two-Year College Degree	N=79	20.3%	65.8%	13.9%
Four-Year College Degree	N=127	15.0%	63.0%	22.0%
Some Post-Graduate Work	N=24	16.7%	83.3%	0.0%
Graduate/Professional Degree	N=86	15.1%	74.4%	10.5%
Other	N=11	36.4%	27.3%	36.4%
Refused/No Answer	N=5	0.0%	40.0%	60.0%

N=704

# Q12\_1: Homeowners insurance generally covers homeowners from storm-related flood damage.

## *Responses by Gender*

Gender	Sample Size	True	False	DK/Refused
Male	N=304	24.0%	59.2%	16.8%
Female	N=396	22.2%	57.3%	20.5%
Refused/No Answer	N=4	50.0%	50.0%	0.0%

N=704

# Q12\_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=315	22.5%	58.1%	19.4%
Employed Part-Time	N=49	24.5%	55.1%	20.4%
Self-Employed	N=50	20.0%	64.0%	16.0%
Student	N=20	30.0%	35.0%	35.0%
Unemployed & Looking for Work	N=37	24.3%	54.1%	21.6%
Unemployed & Not Looking for Work	N=6	50.0%	33.3%	16.7%
Full-Time Parent or Homemaker	N=64	26.6%	51.6%	21.9%
Retired	N=124	24.2%	62.1%	13.7%
Disabled	N=34	11.8%	73.5%	14.7%
Other	N=1	0.0%	100.0%	0.0%
Refused/No Answer	N=4	25.0%	50.0%	25.0%

N=704

# Q12\_1: Homeowners insurance generally covers homeowners from storm-related flood damage.

## *Responses by Owners/Renters*

Homeowners were more aware of insurance limitations, with 63 percent responding “false” compared to just 52 percent of renters.

Ownership Status	Sample Size	True	False	DK/Refused
Owned by Respondent or Someone in Household	N=402	20.4%	62.9%	16.7%
Renter	N=295	26.8%	52.2%	21.0%
Other	N=7	28.6%	28.6%	42.9%

N=704

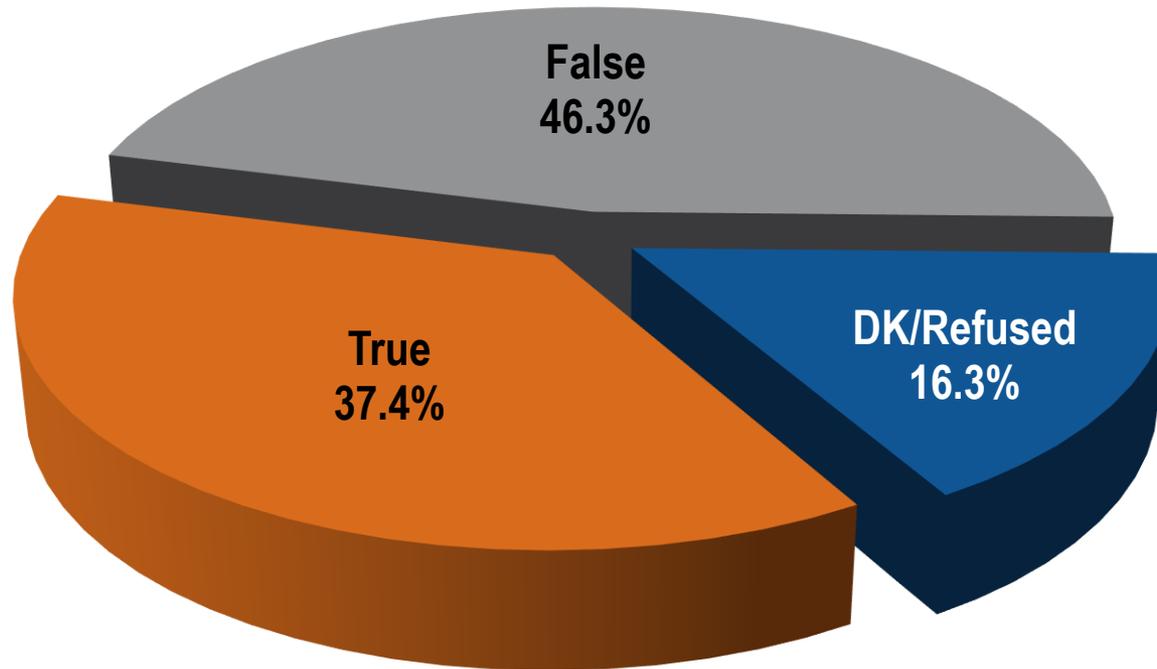
# Q12\_1: Homeowners insurance generally covers homeowners from storm-related flood damage.

## *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=92	25.0%	60.9%	14.1%
No	N=236	21.2%	62.3%	16.5%
Refused/NA	N=3	33.3%	33.3%	33.3%

N=331

Q12\_2: True or False? *Only people living in a high-risk flood zone are required to have flood insurance coverage.*



Nearly half of respondents do not believe only people in a high-risk flood zone are required to carry flood insurance coverage.

N=704

# Q12\_2: Only people living in a high-risk flood zone are required to have flood insurance coverage.

## *Responses by Age*

Respecting the small sample size, nearly 70 percent of respondents ages 18 to 20 said the statement was false, which was the highest among all age categories.

Age Category	Sample Size	True	False	DK/Refused
18 to 20	N=25	20.0%	68.0%	12.0%
21 to 24	N=41	31.7%	43.9%	24.4%
25 to 34	N=134	28.4%	48.5%	23.1%
35 to 49	N=210	41.0%	43.3%	15.7%
50 to 54	N=73	42.5%	41.1%	16.4%
55 to 64	N=104	43.3%	46.2%	10.6%
65 or Older	N=117	38.5%	48.7%	12.8%

N=704

# Q12\_2: Only people living in a high-risk flood zone are required to have flood insurance coverage.

## *Responses by Length of Residence*

The share of those who said the statement was true increased the longer respondents have lived in southern Nevada.

Length of Residence in Southern Nevada	Sample Size	True	False	DK/Refused
Less Than 1 Year	N=19	21.1%	68.4%	10.5%
1 to 3 Years	N=79	29.1%	48.1%	22.8%
4 to 10 Years	N=126	37.3%	43.7%	19.0%
10 to 20 Years	N=247	38.5%	47.4%	14.2%
More Than 20 Years	N=225	41.3%	44.0%	14.7%
Refused/No Answer	N=8	12.5%	50.0%	37.5%

N=704

# Q12\_2: Only people living in a high-risk flood zone are required to have flood insurance coverage.

## *Responses by Race/Ethnicity*

A higher share of Hispanics/Latinos than Whites/Caucasians believed this statement was true (44 percent vs. 37 percent, respectively).

Race/Ethnicity	Sample Size	True	False	DK/Refused
White/Caucasian	N=366	36.6%	44.0%	19.4%
Black/African American	N=46	28.3%	69.6%	2.2%
Hispanic/Latino	N=193	44.0%	43.5%	12.4%
Asian	N=37	43.2%	35.1%	21.6%
Pacific Islander	N=5	40.0%	60.0%	0.0%
Native American	N=10	10.0%	60.0%	30.0%
Of Mixed Race/Ethnicity	N=26	19.2%	65.4%	15.4%
Other	N=12	25.0%	50.0%	25.0%
Refused/No Answer	N=9	44.4%	44.4%	11.1%

N=704

# Q12\_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=35	42.9%	45.7%	11.4%
High School Graduate	N=168	39.9%	46.4%	13.7%
Some College, No Degree	N=169	30.8%	52.1%	17.2%
Two-Year College Degree	N=79	27.8%	53.2%	19.0%
Four-Year College Degree	N=127	39.4%	37.8%	22.8%
Some Post-Graduate Work	N=24	45.8%	50.0%	4.2%
Graduate/Professional Degree	N=86	45.3%	43.0%	11.6%
Other	N=11	54.5%	36.4%	9.1%
Refused/No Answer	N=5	20.0%	20.0%	60.0%

N=704

# Q12\_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=304	38.8%	49.0%	12.2%
Female	N=396	36.1%	44.2%	19.7%
Refused/No Answer	N=4	50.0%	50.0%	0.0%

N=704

# Q12\_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=315	39.7%	42.2%	18.1%
Employed Part-Time	N=49	34.7%	40.8%	24.5%
Self-Employed	N=50	38.0%	48.0%	14.0%
Student	N=20	40.0%	40.0%	20.0%
Unemployed & Looking for Work	N=37	35.1%	54.1%	10.8%
Unemployed & Not Looking for Work	N=6	16.7%	83.3%	0.0%
Full-Time Parent or Homemaker	N=64	32.8%	48.4%	18.8%
Retired	N=124	35.5%	52.4%	12.1%
Disabled	N=34	38.2%	55.9%	5.9%
Other	N=1	100.0%	0.0%	0.0%
Refused/No Answer	N=4	25.0%	25.0%	50.0%

N=704

# Q12\_2: Only people living in a high-risk flood zone are required to have flood insurance coverage.

## *Responses by Owners/Renters*

Over half of renters believed this statement was false (53 percent) compared to homeowners (41 percent).

Ownership Status	Sample Size	True	False	DK/Refused
Owned by Respondent or Someone in Household	N=402	44.3%	41.3%	14.4%
Renter	N=295	28.5%	52.9%	18.6%
Other	N=7	14.3%	57.1%	28.6%

N=704

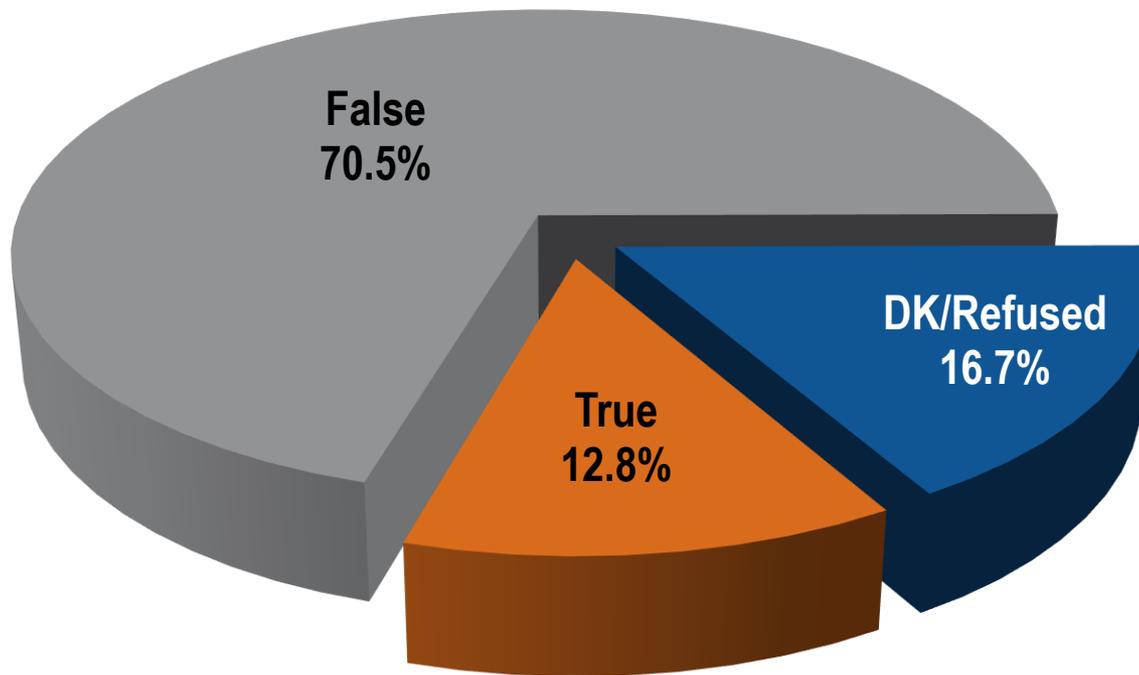
# Q12\_2: Only people living in a high-risk flood zone are required to have flood insurance coverage.

## *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=92	38.0%	52.2%	9.8%
No	N=236	35.6%	45.8%	18.6%
Refused/No Answer	N=3	100.0%	0.0%	0.0%

N=331

# Q12\_3: True or False? *Flood insurance is only available to those who live in a high-risk flood zone.*



**Seventy percent of respondents correctly answered that flood insurance is not only available to those who live in a high-risk flood zone, but also to those outside high-risk flood zones.**

N=704

# Q12\_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	DK/Refused
18 to 20	N=25	16.0%	60.0%	24.0%
21 to 24	N=41	14.6%	68.3%	17.1%
25 to 34	N=134	14.2%	61.9%	23.9%
35 to 49	N=210	10.5%	72.9%	16.7%
50 to 54	N=73	16.4%	68.5%	15.1%
55 to 64	N=104	11.5%	79.8%	8.7%
65 or Older	N=117	12.8%	71.8%	15.4%

N=704

# Q12\_3: Flood insurance is only available to those who live in a high-risk flood zone.

## *Responses by Length of Residence*

For the most part, the longer respondents have lived in southern Nevada, the less likely they are to believe that flood insurance is only available to those who live in a high-risk flood zone.

Length of Residence in Southern Nevada	Sample Size	True	False	DK/Refused
Less Than 1 Year	N=19	21.1%	63.2%	15.8%
1 to 3 Years	N=79	8.9%	63.3%	27.8%
4 to 10 Years	N=126	14.3%	69.8%	15.9%
10 to 20 Years	N=247	13.4%	72.9%	13.8%
More Than 20 Years	N=225	12.4%	71.6%	16.0%
Refused/No Answer	N=8	0.0%	62.5%	37.5%

N=704

# Q12\_3: Flood insurance is only available to those who live in a high-risk flood zone.

## *Responses by Race/Ethnicity*

Nearly 4 times the share of Hispanics/Latinos thought this statement was true compared to Whites/Caucasians (25 percent vs. 7 percent, respectively).

Race/Ethnicity	Sample Size	True	False	DK/Refused
White/Caucasian	N=366	6.6%	75.7%	17.8%
Black/African American	N=46	15.2%	76.1%	8.7%
Hispanic/Latino	N=193	25.4%	58.5%	16.1%
Asian	N=37	5.4%	73.0%	21.6%
Pacific Islander	N=5	40.0%	60.0%	0.0%
Native American	N=10	10.0%	70.0%	20.0%
Of Mixed Race/Ethnicity	N=26	15.4%	73.1%	11.5%
Other	N=12	8.3%	58.3%	33.3%
Refused/No Answer	N=9	0.0%	88.9%	11.1%

N=704

# Q12\_3: Flood insurance is only available to those who live in a high-risk flood zone.

## *Responses by Educational Attainment*

Respecting the small sample size, those with less than a high school education reported the highest share of “true” responses.

Educational Attainment	Sample Size	True	False	DK/Refused
Less Than High School	N=35	34.3%	42.9%	22.9%
High School Graduate	N=168	21.4%	65.5%	13.1%
Some College, No Degree	N=169	11.2%	71.0%	17.8%
Two-Year College Degree	N=79	5.1%	78.5%	16.5%
Four-Year College Degree	N=127	8.7%	69.3%	22.0%
Some Post-Graduate Work	N=24	0.0%	91.7%	8.3%
Graduate/Professional Degree	N=86	5.8%	82.6%	11.6%
Other	N=11	18.2%	63.6%	18.2%
Refused/No Answer	N=5	20.0%	20.0%	60.0%

N=704

# Q12\_3: Flood insurance is only available to those who live in a high-risk flood zone.

## *Responses by Gender*

The share of males who answered “false” was greater than that of females.

Gender	Sample Size	True	False	DK/Refused
Male	N=304	10.9%	76.3%	12.8%
Female	N=396	14.4%	65.7%	19.9%
Refused/No Answer	N=4	0.0%	100.0%	0.0%

N=704

# Q12\_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	DK/Refused
Employed Full-Time	N=315	11.7%	71.4%	16.8%
Employed Part-Time	N=49	10.2%	77.6%	12.2%
Self-Employed	N=50	8.0%	82.0%	10.0%
Student	N=20	20.0%	55.0%	25.0%
Unemployed & Looking for Work	N=37	21.6%	56.8%	21.6%
Unemployed & Not Looking for Work	N=6	16.7%	66.7%	16.7%
Full-Time Parent or Homemaker	N=64	20.3%	54.7%	25.0%
Retired	N=124	9.7%	73.4%	16.9%
Disabled	N=34	14.7%	79.4%	5.9%
Other	N=1	100.0%	0.0%	0.0%
Refused/No Answer	N=4	0.0%	75.0%	25.0%

N=704

# Q12\_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	DK/Refused
Owned by Respondent or Someone in Household	N=402	15.2%	70.4%	14.4%
Renter	N=295	9.5%	71.5%	19.0%
Other	N=7	14.3%	28.6%	57.1%

N=704

# Q12\_3: Flood insurance is only available to those who live in a high-risk flood zone.

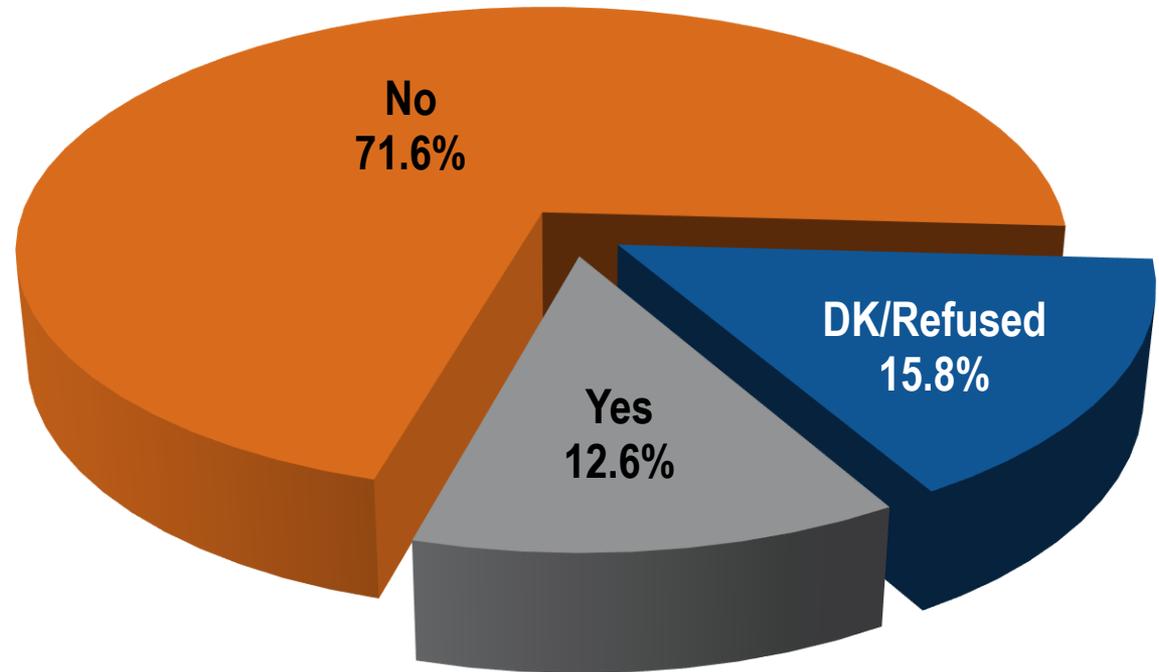
## *Responses by Flood Channel TV Viewers*

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=92	12.0%	77.2%	10.9%
No	N=236	10.6%	72.5%	16.9%
Refused/No Answer	N=3	0.0%	100.0%	0.0%

N=331

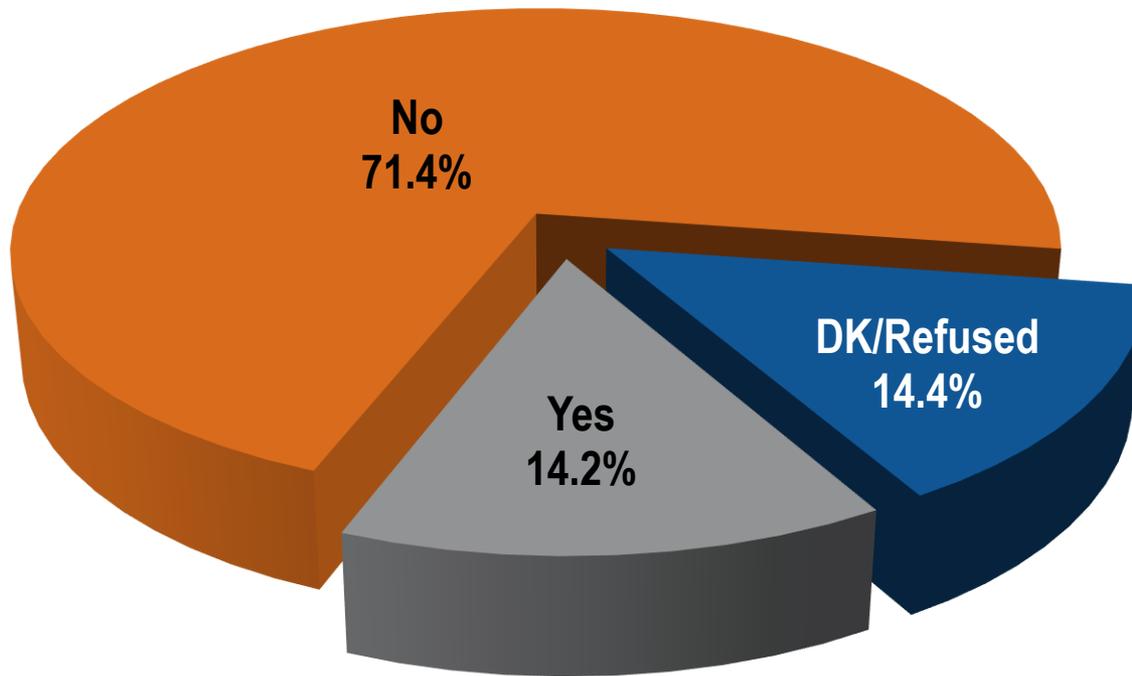
# Q13: Do you live in a high-risk flood zone?

Approximately 7 in 10 respondents do not believe they live in a high-risk flood zone.



N=704

# Q14: Do you currently carry flood insurance beyond what is or is not provided in your standard homeowner's or renter's policy?



About 7 in 10 respondents do not carry flood insurance beyond what is included in their standard policy.

N=704

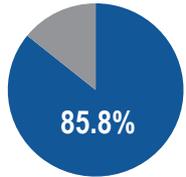
# Q15: Why don't you have flood insurance?

## *Common Responses*

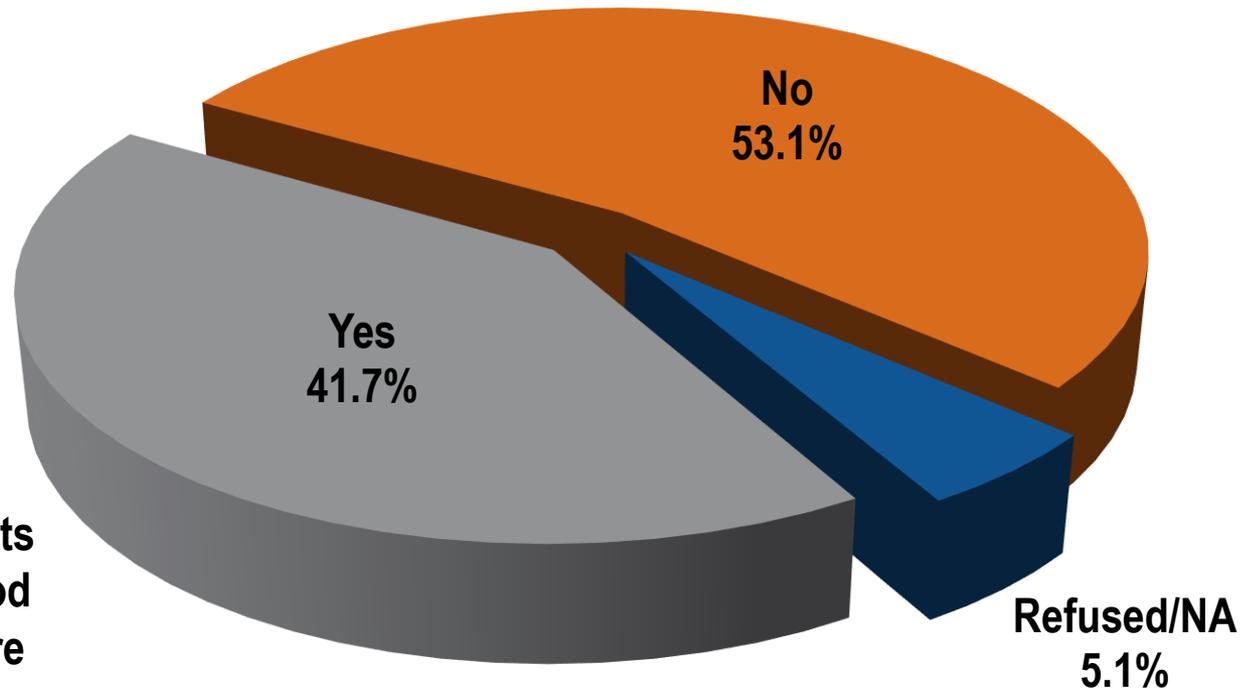
- Too expensive/cannot afford
- Not in a flood zone/area does not flood
- Live on a hill/second floor/high ground
- Don't own residence/renter
- Doesn't rain enough
- Never came up/never thought about it
- Not necessary
- Difficult to get

Note: These comments reflect common responses.

# Q16: Would you consider buying flood insurance if it would cost you about a dollar per day?



Those who did not respond "yes" to Q14



Slightly over half of respondents would not consider buying flood insurance to cover the structure of their property and the contents inside, even if it would cost them about a dollar per day.

N=604

# Q16: Would you consider buying flood insurance if it would cost you about a dollar per day?

## *Responses by Age*

Generally, younger age groups were more likely to consider buying flood insurance if it would cost them about a dollar per day.

Age Category	Sample Size	Yes	No	Refused/NA
18 to 20	N=21	57.1%	38.1%	4.8%
21 to 24	N=34	52.9%	44.1%	2.9%
25 to 34	N=112	42.9%	51.8%	5.4%
35 to 49	N=181	49.7%	46.4%	3.9%
50 to 54	N=61	49.2%	42.6%	8.2%
55 to 64	N=87	31.0%	65.5%	3.4%
65 or Older	N=108	25.0%	67.6%	7.4%

N=604

# Q16: Would you consider buying flood insurance if it would cost you about a dollar per day?

## *Responses by Length of Residence*

Respecting the small sample size, respondents who have lived here less than a year were most likely to consider buying flood insurance if it would cost them about a dollar per day.

Length of Residence in Southern Nevada	Sample Size	Yes	No	Refused/NA
Less Than 1 Year	N=16	50.0%	37.5%	12.5%
1 to 3 Years	N=68	33.8%	60.3%	5.9%
4 to 10 Years	N=109	37.6%	58.7%	3.7%
10 to 20 Years	N=211	43.6%	50.2%	6.2%
More Than 20 Years	N=192	44.3%	52.6%	3.1%
Refused/No Answer	N=8	37.5%	37.5%	25.0%

N=604

# Q16: Would you consider buying flood insurance if it would cost you about a dollar per day?

## *Responses by Race/Ethnicity*

**Hispanics/Latinos were more likely to consider buying flood insurance than Whites/Caucasians (58 percent vs. 33 percent, respectively).**

Race/Ethnicity	Sample Size	Yes	No	Refused/NA
White/Caucasian	N=325	33.2%	61.2%	5.5%
Black/African American	N=32	56.3%	43.8%	0.0%
Hispanic/Latino	N=163	57.7%	37.4%	4.9%
Asian	N=36	38.9%	61.1%	0.0%
Pacific Islander	N=5	60.0%	20.0%	20.0%
Native American	N=7	28.6%	42.9%	28.6%
Of Mixed Race/Ethnicity	N=21	33.3%	61.9%	4.8%
Other	N=8	25.0%	75.0%	0.0%
Refused/No Answer	N=7	57.1%	28.6%	14.3%

N=604

# Q16: Would you consider buying flood insurance if it would cost you about a dollar per day?

## *Responses by Educational Attainment*

Generally, those with higher educational attainment were less likely to consider buying flood insurance if it would cost about a dollar per day.

Educational Attainment	Sample Size	Yes	No	Refused/NA
Less Than High School	N=31	48.4%	41.9%	9.7%
High School Graduate	N=142	51.4%	42.3%	6.3%
Some College, No Degree	N=147	41.5%	53.1%	5.4%
Two-Year College Degree	N=70	44.3%	52.9%	2.9%
Four-Year College Degree	N=107	43.0%	54.2%	2.8%
Some Post-Graduate Work	N=22	40.9%	59.1%	0.0%
Graduate/Professional Degree	N=71	19.7%	76.1%	4.2%
Other	N=9	22.2%	55.6%	22.2%
Refused/No Answer	N=5	20.0%	60.0%	20.0%

N=604

# Q16: Would you consider buying flood insurance if it would cost you about a dollar per day?

## *Responses by Gender*

Gender	Sample Size	Yes	No	Refused/NA
Male	N=263	40.3%	55.9%	3.8%
Female	N=337	42.7%	51.0%	6.2%
Refused/No Answer	N=4	50.0%	50.0%	0.0%

N=604

# Q16: Would you consider buying flood insurance if it would cost you about a dollar per day?

## *Responses by Employment Status*

Employment Status	Sample Size	Yes	No	Refused/NA
Employed Full-Time	N=268	42.9%	52.2%	4.9%
Employed Part-Time	N=44	50.0%	43.2%	6.8%
Self-Employed	N=45	33.3%	64.4%	2.2%
Student	N=17	47.1%	47.1%	5.9%
Unemployed & Looking for Work	N=32	65.6%	34.4%	0.0%
Unemployed & Not Looking for Work	N=5	60.0%	40.0%	0.0%
Full-Time Parent or Homemaker	N=53	49.1%	41.5%	9.4%
Retired	N=108	24.1%	69.4%	6.5%
Disabled	N=27	48.1%	51.9%	0.0%
Other	N=1	100.0%	0.0%	0.0%
Refused/No Answer	N=4	50.0%	25.0%	25.0%

N=604

# Q16: Would you consider buying flood insurance if it would cost you about a dollar per day?

## *Responses by Owners/Renters*

**More renters than owners would consider buying flood insurance (46 percent vs. 38 percent, respectively.)**

Ownership Status	Sample Size	Yes	No	Refused/NA
Owned by Respondent or Someone in Household	N=326	37.7%	57.4%	4.9%
Renter	N=271	46.1%	48.3%	5.5%
Other	N=7	57.1%	42.9%	0.0%

N=604

# Q16: Would you consider buying flood insurance if it would cost you about a dollar per day?

## *Responses by Flood Channel TV Viewers*

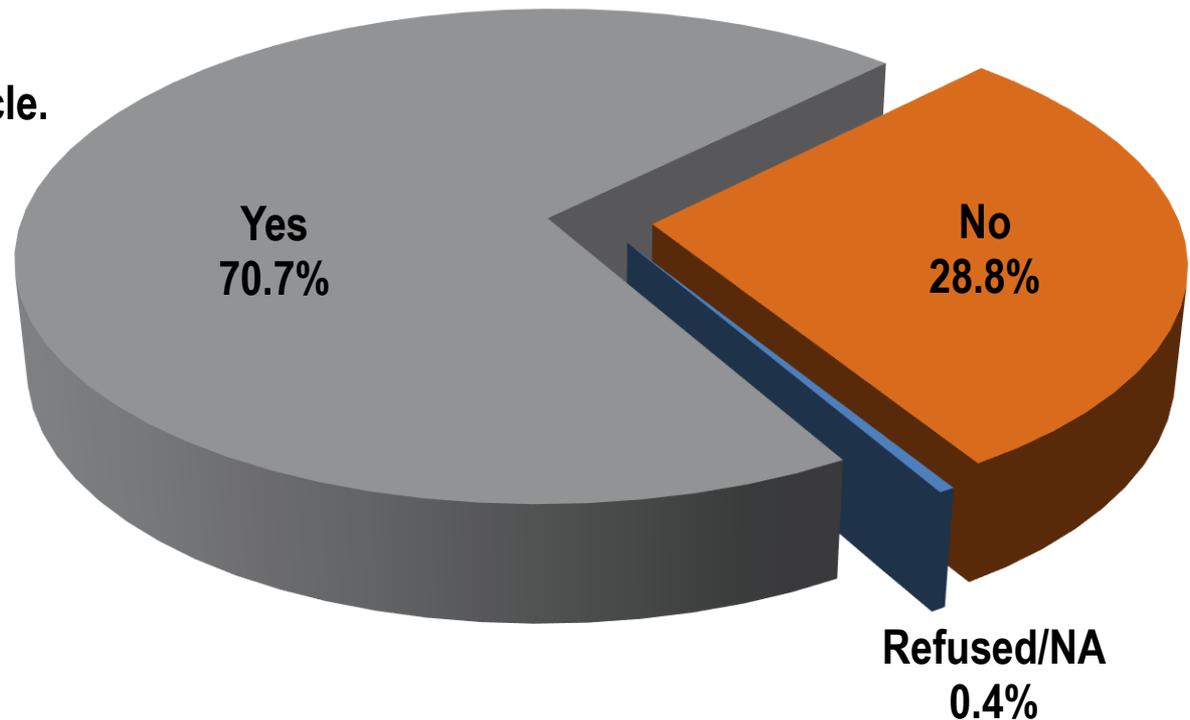
Those who have watched The Flood Channel Television Program are more likely to consider buying flood insurance than those who have not.

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=69	50.7%	42.0%	7.2%
No	N=205	43.4%	51.2%	5.4%
Refused/No Answer	N=3	66.7%	33.3%	0.0%

N=277

# Q17: Have you ever encountered a flooded street while in a vehicle?

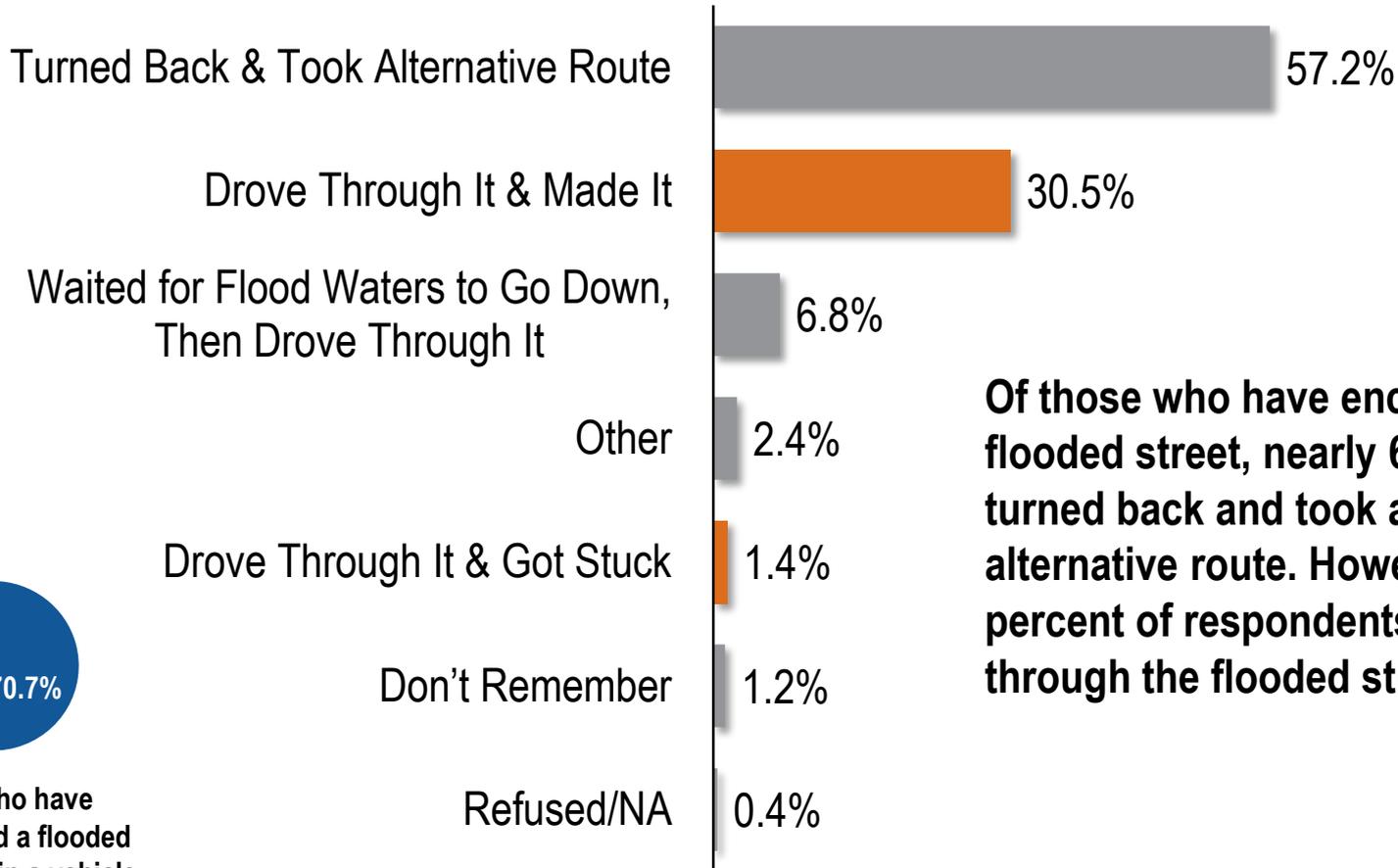
A majority of respondents (71 percent) have encountered a flooded street while in a vehicle.



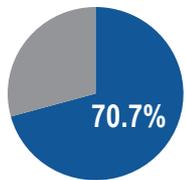
Note: A flooded street has been defined as one where water covers the street from curb to curb and the pavement is not visible.

N=704

# Q18: Thinking back to the last time you came to a flooded street, what best describes what you or the driver did?



**Of those who have encountered a flooded street, nearly 60 percent turned back and took an alternative route. However, 32 percent of respondents drove through the flooded street.**



Those who have encountered a flooded street while in a vehicle

N=498

# Q18: Thinking back to the last time you came to a flooded street, what best describes what you or the driver did? *Responses by Age*

Generally, a larger share of younger respondents reported driving through the flooded street and making it. Most older respondents reported turning back and taking an alternative route.

Age Category	Sample Size	Turned Back, Took Alternative Route	Waited, Then Drove Through It	Drove Through It & Made It	Drove Through It & Got Stuck	Other	Don't Remember	Refused/ NA
18 to 20	N=20	35.0%	5.0%	60.0%	0.0%	0.0%	0.0%	0.0%
21 to 24	N=32	34.4%	6.3%	56.3%	0.0%	3.1%	0.0%	0.0%
25 to 34	N=96	52.1%	4.2%	38.5%	0.0%	4.2%	1.0%	0.0%
35 to 49	N=145	55.9%	9.0%	28.3%	2.8%	2.1%	2.1%	0.0%
50 to 54	N=59	67.8%	6.8%	20.3%	1.7%	3.4%	0.0%	0.0%
55 to 64	N=72	62.5%	9.7%	26.4%	0.0%	0.0%	1.4%	0.0%
65 or Older	N=74	68.9%	4.1%	17.6%	2.7%	2.7%	1.4%	2.7%

N=498

# Q18: Thinking back to the last time you came to a flooded street, what best describes what you or the driver did? *Responses by Length of Residence*

Respecting the small sample size, a higher share of respondents who have lived in southern Nevada for less than a year reported driving through the flooded street and making it.

Length of Residence in Southern Nevada	Sample Size	Turned Back, Took Alternative Route	Waited, Then Drove Through It	Drove Through It & Made It	Drove Through It & Got Stuck	Other	Don't Remember	Refused/ NA
Less Than 1 Year	N=10	30.0%	10.0%	50.0%	10.0%	0.0%	0.0%	0.0%
1 to 3 Years	N=57	64.9%	1.8%	28.1%	0.0%	0.0%	5.3%	0.0%
4 to 10 Years	N=81	58.0%	9.9%	28.4%	0.0%	2.5%	1.2%	0.0%
10 to 20 Years	N=173	50.9%	8.1%	35.3%	1.7%	2.3%	1.2%	0.6%
More Than 20 Years	N=172	62.8%	5.8%	25.6%	1.7%	3.5%	0.0%	0.6%
Refused/No Answer	N=5	40.0%	0.0%	60.0%	0.0%	0.0%	0.0%	0.0%

N=498

# Q18: Thinking back to the last time you came to a flooded street, what best describes what you or the driver did? *Responses by Race/Ethnicity*

Race/Ethnicity	Sample Size	Turned Back, Took Alternative Route	Waited, Then Drove Through It	Drove Through It & Made It	Drove Through It & Got Stuck	Other	Don't Remember	Refused/ NA
White/Caucasian	N=275	63.3%	5.8%	25.5%	1.5%	2.5%	1.5%	0.0%
Black/African American	N=34	64.7%	0.0%	29.4%	5.9%	0.0%	0.0%	0.0%
Hispanic/Latino	N=120	45.8%	13.3%	38.3%	0.0%	1.7%	0.0%	0.8%
Asian	N=25	44.0%	0.0%	40.0%	4.0%	0.0%	8.0%	4.0%
Pacific Islander	N=5	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Native American	N=6	66.7%	0.0%	33.3%	0.0%	0.0%	0.0%	0.0%
Of Mixed Race/Ethnicity	N=22	40.9%	9.1%	45.5%	0.0%	4.5%	0.0%	0.0%
Other	N=5	20.0%	0.0%	40.0%	0.0%	40.0%	0.0%	0.0%
Refused/NA	N=6	66.7%	0.0%	33.3%	0.0%	0.0%	0.0%	0.0%

N=498

# Q18: Thinking back to the last time you came to a flooded street, what best describes what you or the driver did? *Responses by Educational Attainment*

Educational Attainment	Sample Size	Turned Back, Took Alternative Route	Waited, Then Drove Through It	Drove Through It & Made It	Drove Through It & Got Stuck	Other	Don't Remember	Refused/ NA
Less Than High School	N=18	27.8%	27.8%	38.9%	5.6%	0.0%	0.0%	0.0%
High School Graduate	N=113	54.9%	8.8%	31.9%	1.8%	1.8%	0.0%	0.9%
Some College, No Degree	N=119	54.6%	2.5%	34.5%	2.5%	4.2%	1.7%	0.0%
Two-Year College Degree	N=67	56.7%	7.5%	32.8%	0.0%	0.0%	1.5%	1.5%
Four-Year College Degree	N=99	61.6%	6.1%	28.3%	1.0%	2.0%	1.0%	0.0%
Some Post-Graduate Work	N=18	83.3%	0.0%	16.7%	0.0%	0.0%	0.0%	0.0%
Graduate/Professional Degree	N=56	58.9%	8.9%	25.0%	0.0%	3.6%	3.6%	0.0%
Other	N=5	80.0%	0.0%	0.0%	0.0%	20.0%	0.0%	0.0%
Refused/No Answer	N=3	66.7%	0.0%	33.3%	0.0%	0.0%	0.0%	0.0%

N=498

# Q18: Thinking back to the last time you came to a flooded street, what best describes what you or the driver did? *Responses by Gender*

A higher share of males reported driving through the flooded street and making it.

Gender	Sample Size	Turned Back, Took Alternative Route	Waited, Then Drove Through It	Drove Through It & Made It	Drove Through It & Got Stuck	Other	Don't Remember	Refused/NA
Male	N=224	55.4%	5.4%	33.9%	0.9%	3.1%	1.3%	0.0%
Female	N=270	58.5%	8.1%	27.8%	1.9%	1.9%	1.1%	0.7%
Refused/No Answer	N=4	75.0%	0.0%	25.0%	0.0%	0.0%	0.0%	0.0%

N=498

# Q18: Thinking back to the last time you came to a flooded street, what best describes what you or the driver did? *Responses by Employment Status*

Employment Status	Sample Size	Turned Back, Took Alternative Route	Waited, Then Drove Through It	Drove Through It & Made It	Drove Through It & Got Stuck	Other	Don't Remember	Refused/ NA
Employed Full-Time	N=232	56.5%	3.4%	34.9%	1.3%	2.2%	1.7%	0.0%
Employed Part-Time	N=36	52.8%	5.6%	36.1%	2.8%	2.8%	0.0%	0.0%
Self-Employed	N=39	61.5%	5.1%	33.3%	0.0%	0.0%	0.0%	0.0%
Student	N=13	38.5%	23.1%	38.5%	0.0%	0.0%	0.0%	0.0%
Unemployed & Looking for Work	N=27	33.3%	18.5%	44.4%	3.7%	0.0%	0.0%	0.0%
Unemployed & Not Looking for Work	N=5	60.0%	0.0%	20.0%	0.0%	20.0%	0.0%	0.0%
Full-Time Parent or Homemaker	N=38	55.3%	21.1%	18.4%	0.0%	5.3%	0.0%	0.0%
Retired	N=80	71.3%	3.8%	17.5%	2.5%	2.5%	1.3%	1.3%
Disabled	N=25	56.0%	12.0%	24.0%	0.0%	4.0%	4.0%	0.0%
Refused/No Answer	N=3	66.7%	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%

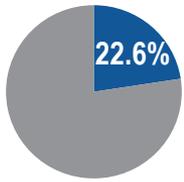
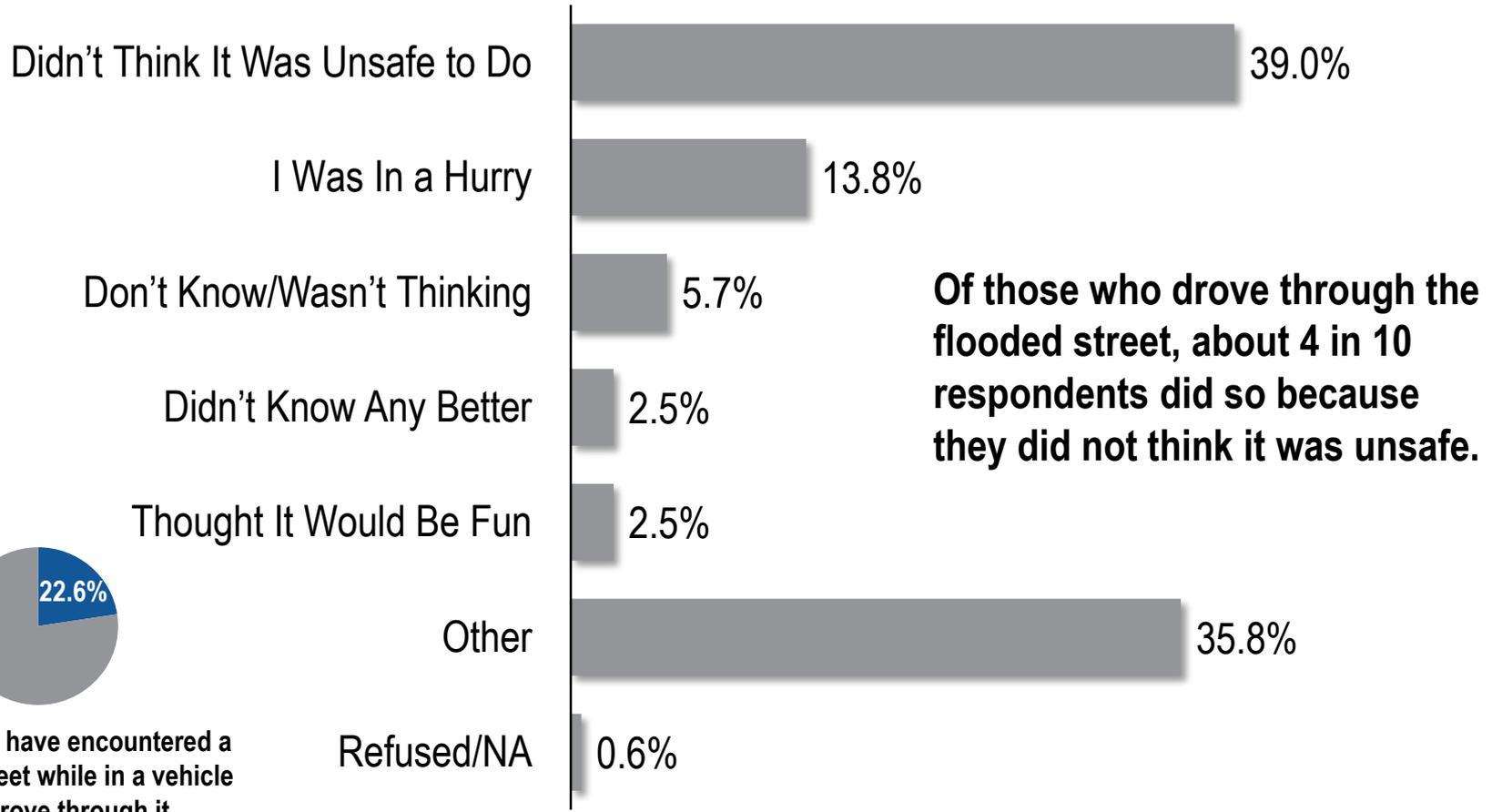
N=498

# Q18: Thinking back to the last time you came to a flooded street, what best describes what you or the driver did? *Responses by Owners/Renters*

Ownership Status	Sample Size	Turned Back, Took Alternative Route	Waited, Then Drove Through It	Drove Through It & Made It	Drove Through It & Got Stuck	Other	Don't Remember	Refused/ NA
Owned by Respondent or Someone in Household	N=287	59.6%	8.0%	27.9%	1.0%	2.1%	1.0%	0.3%
Renter	N=206	54.4%	4.9%	34.0%	1.9%	2.9%	1.5%	0.5%
Other	N=5	40.0%	20.0%	40.0%	0.0%	0.0%	0.0%	0.0%

N=498

# Q19: Why did you drive through the flooded street?



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

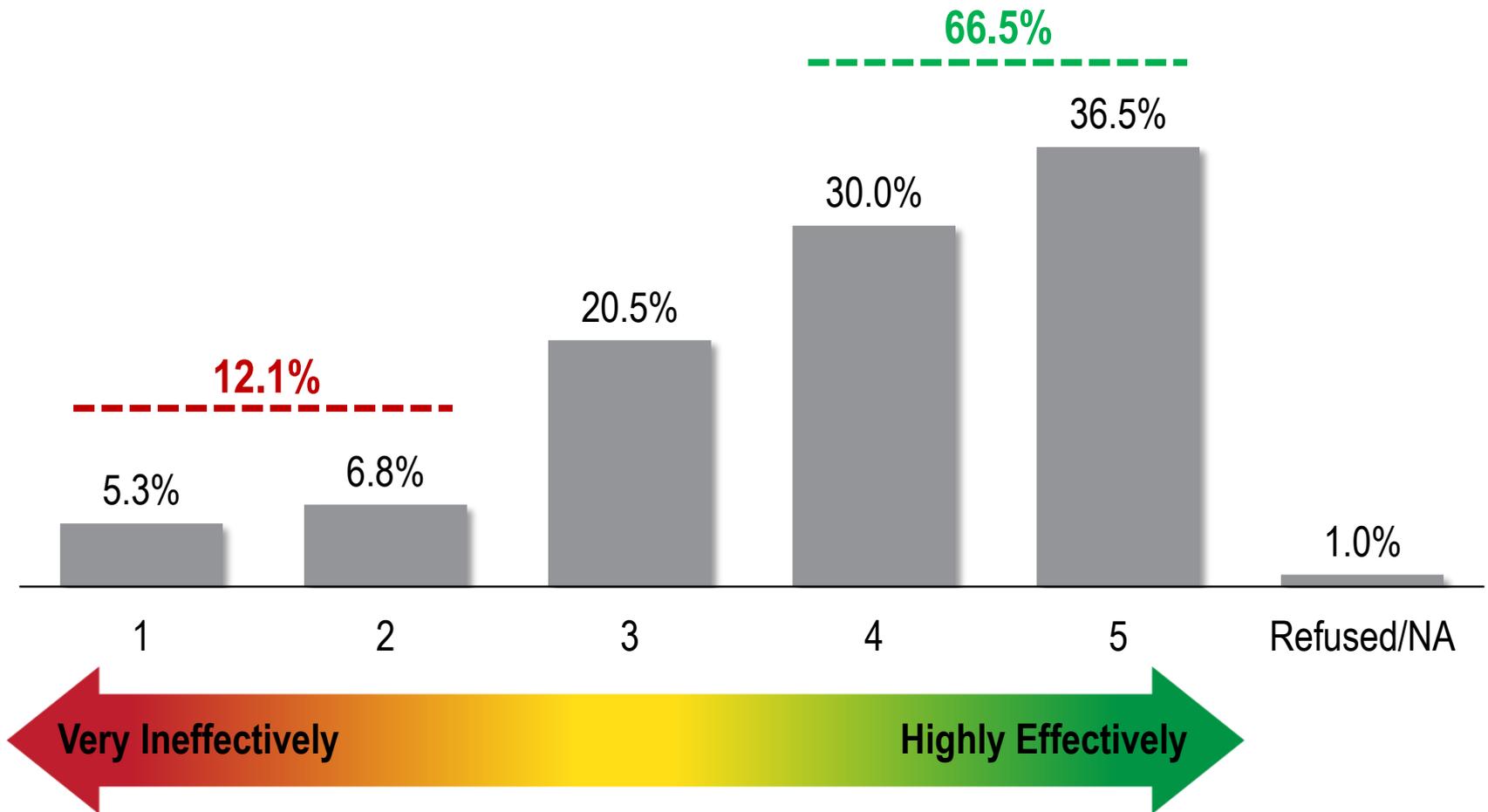
N=159

## Q19: Why did you drive through the flooded street? *Other Responses*

- “Experience, pretty familiar in what to do.”
- “It was all of a sudden.”
- “Because I have a truck and I can.”
- “I had no choice. It was busy traffic.”
- “It was my only way home.”
- “All my alternate options were also flooded.”
- “I was not the driver.”
- “Saw others go through, so I went.”
- “Everyone else was.”

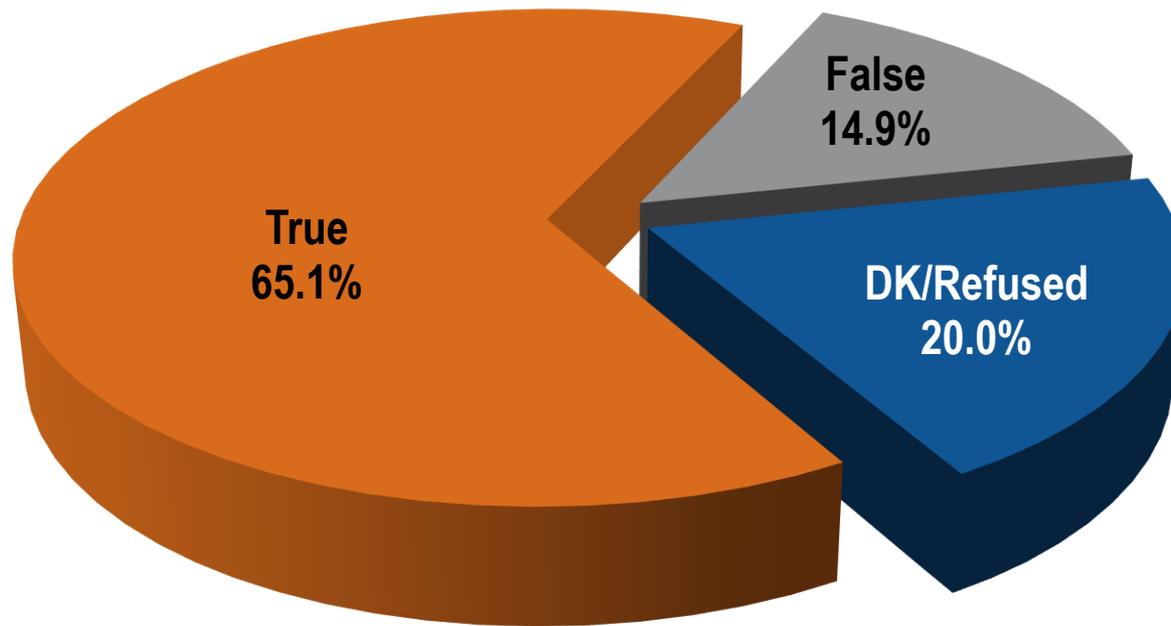
Note: These comments reflect common responses.

# Q20: How well do you think the dangers of flooding are being communicated to the community?



N=704

# Q21\_1: True or False? *Streets are a part of the flood control system.*

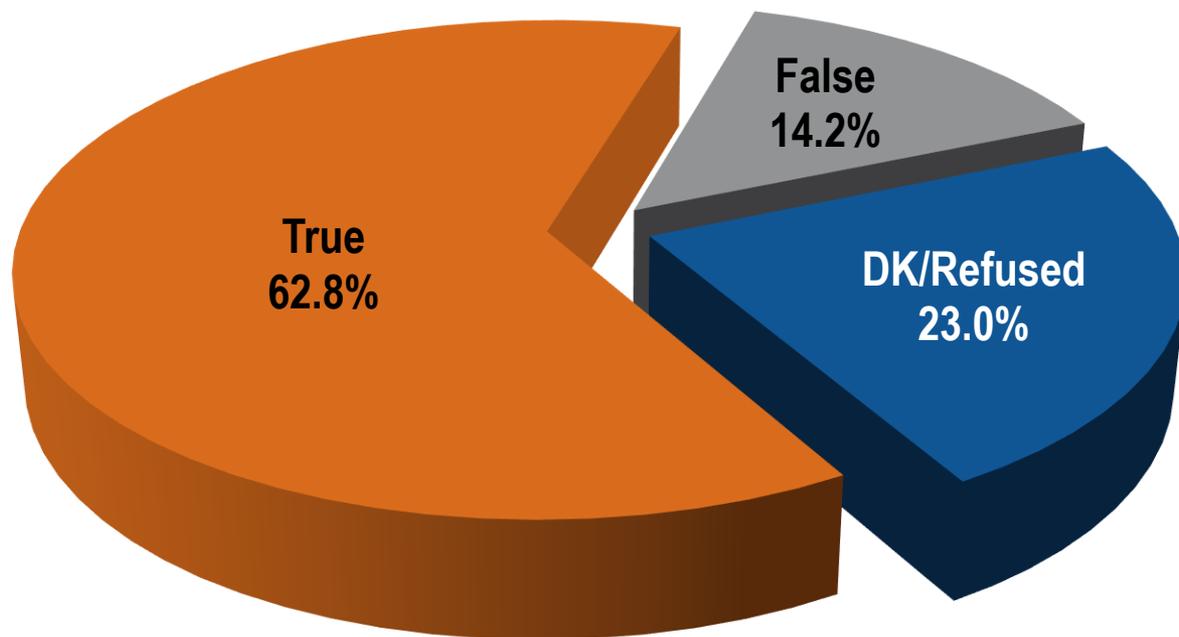


Approximately 65 percent of respondents think streets are a part of the flood control system.

N=704

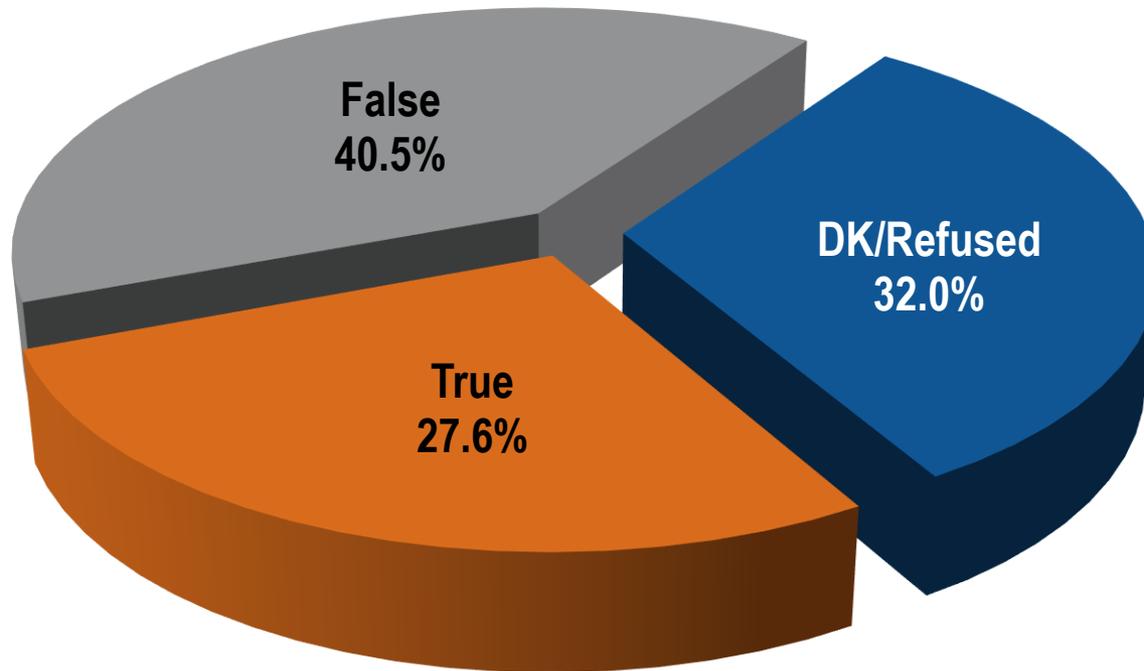
# Q21\_2: True or False? *Urban runoff travels through the flood control system and ultimately drains into Lake Mead.*

Similarly, 63 percent of respondents think urban runoff travels through the flood control system and ultimately drains into Lake Mead.



N=704

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.*

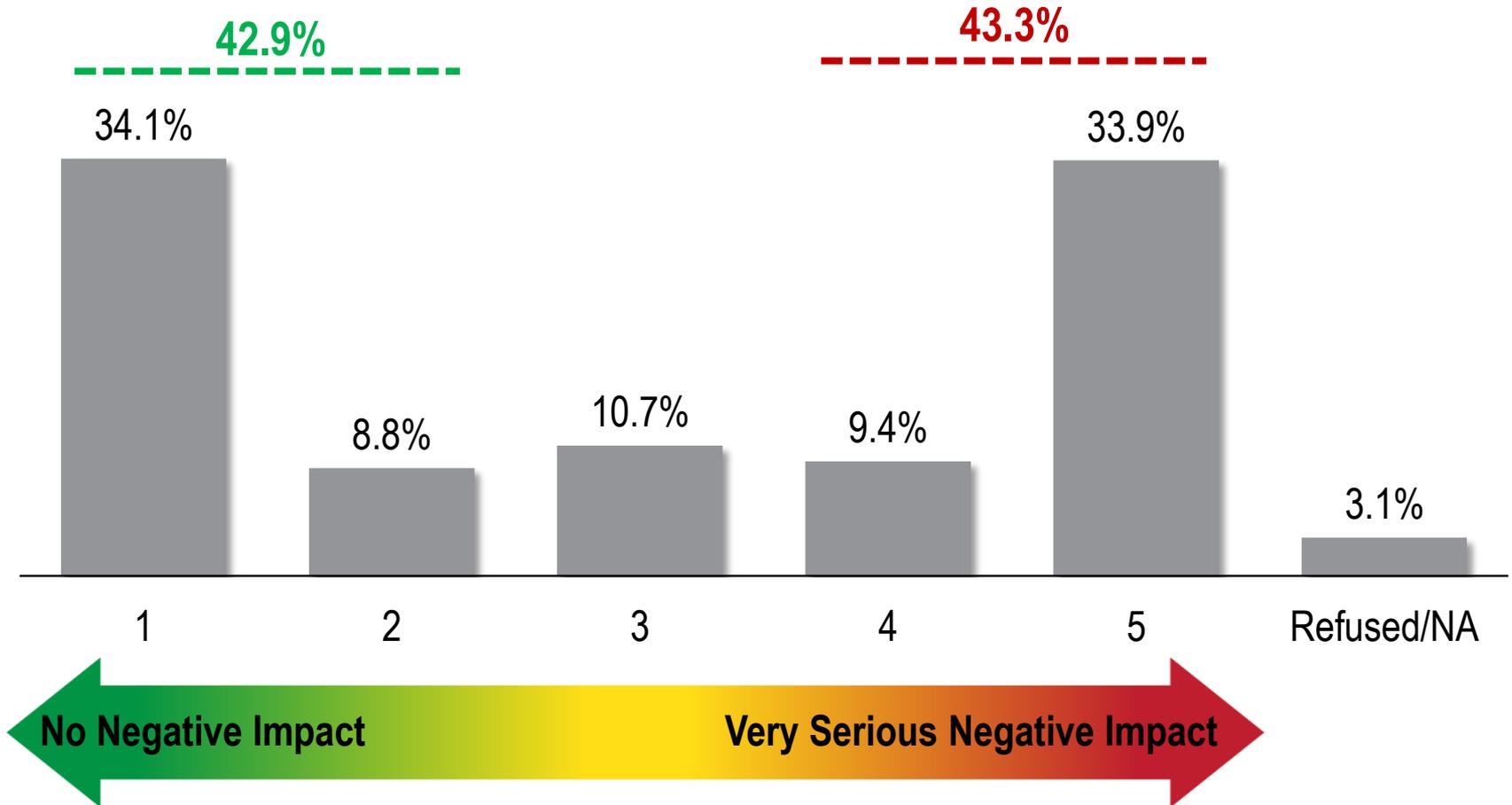


About 41 percent of respondents do not think storm water is treated or cleaned before it reaches Lake Mead.

N=704

# Q22\_A: Please rank each activity in terms of the impact on Lake Mead.

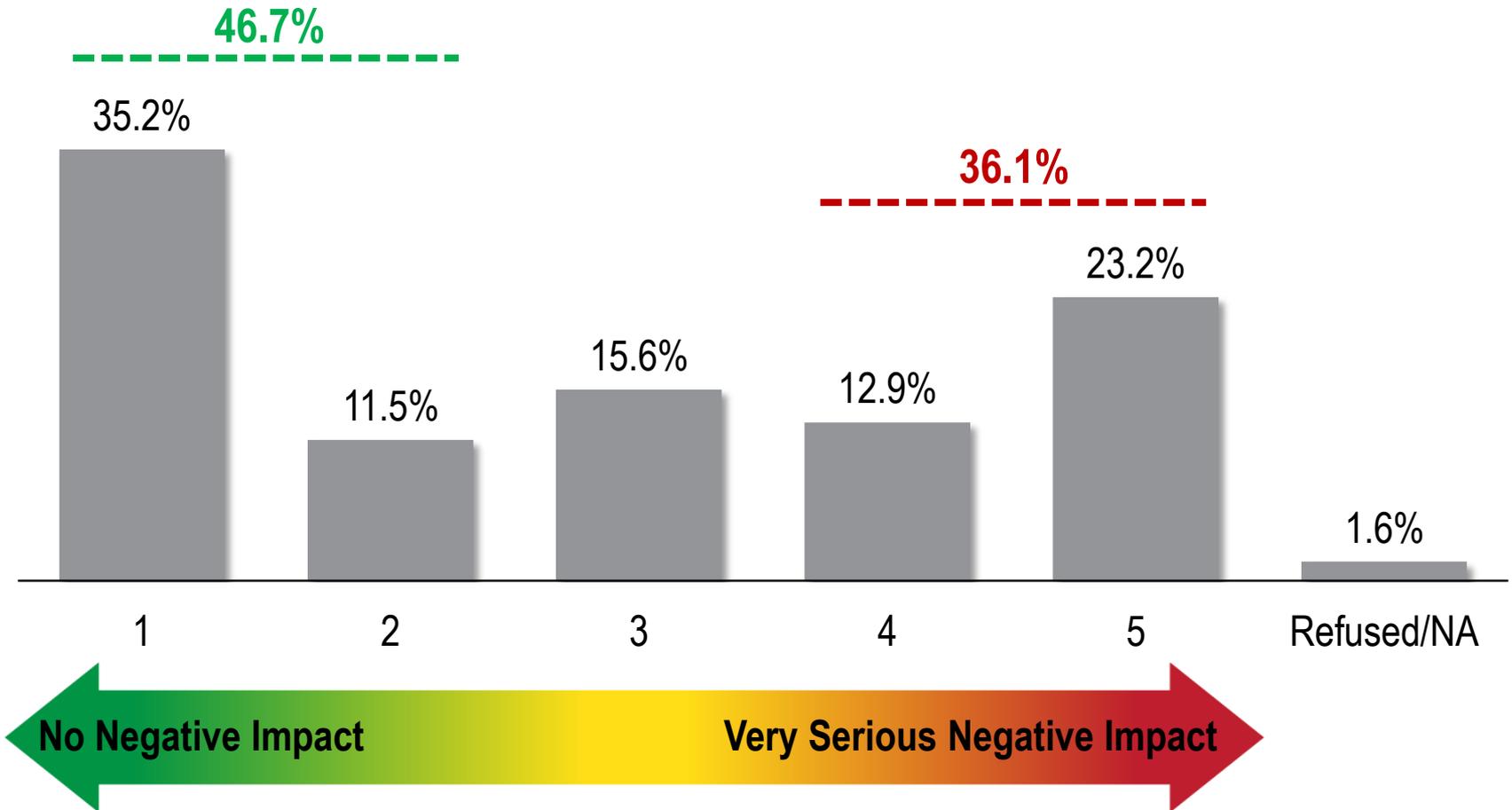
## *Proper Disposal of Chemicals*



N=704

# Q22\_B: Please rank each activity in terms of the impact on Lake Mead.

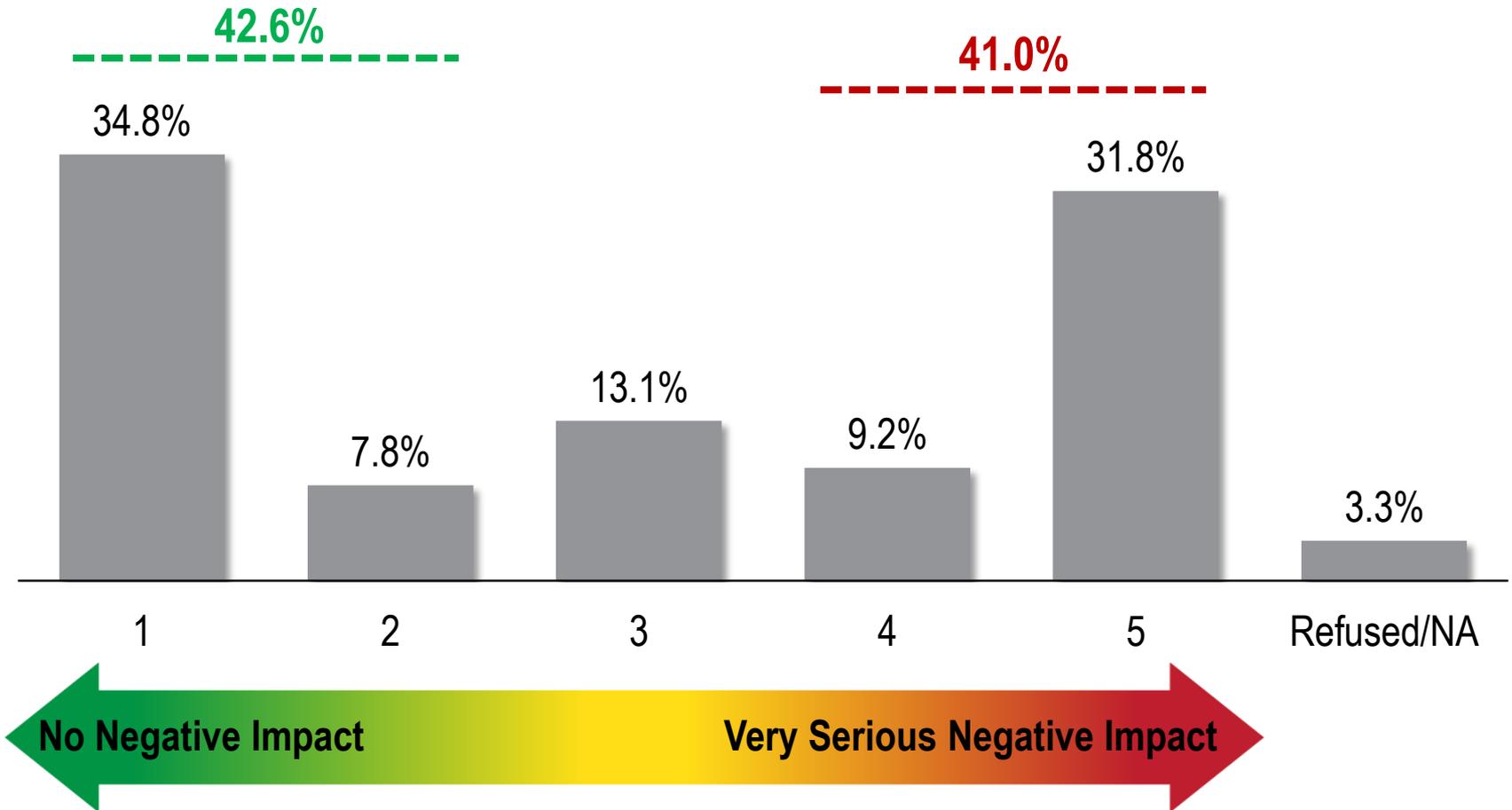
## *Proper Disposal of Garbage*



N=704

# Q22\_C: Please rank each activity in terms of the impact on Lake Mead.

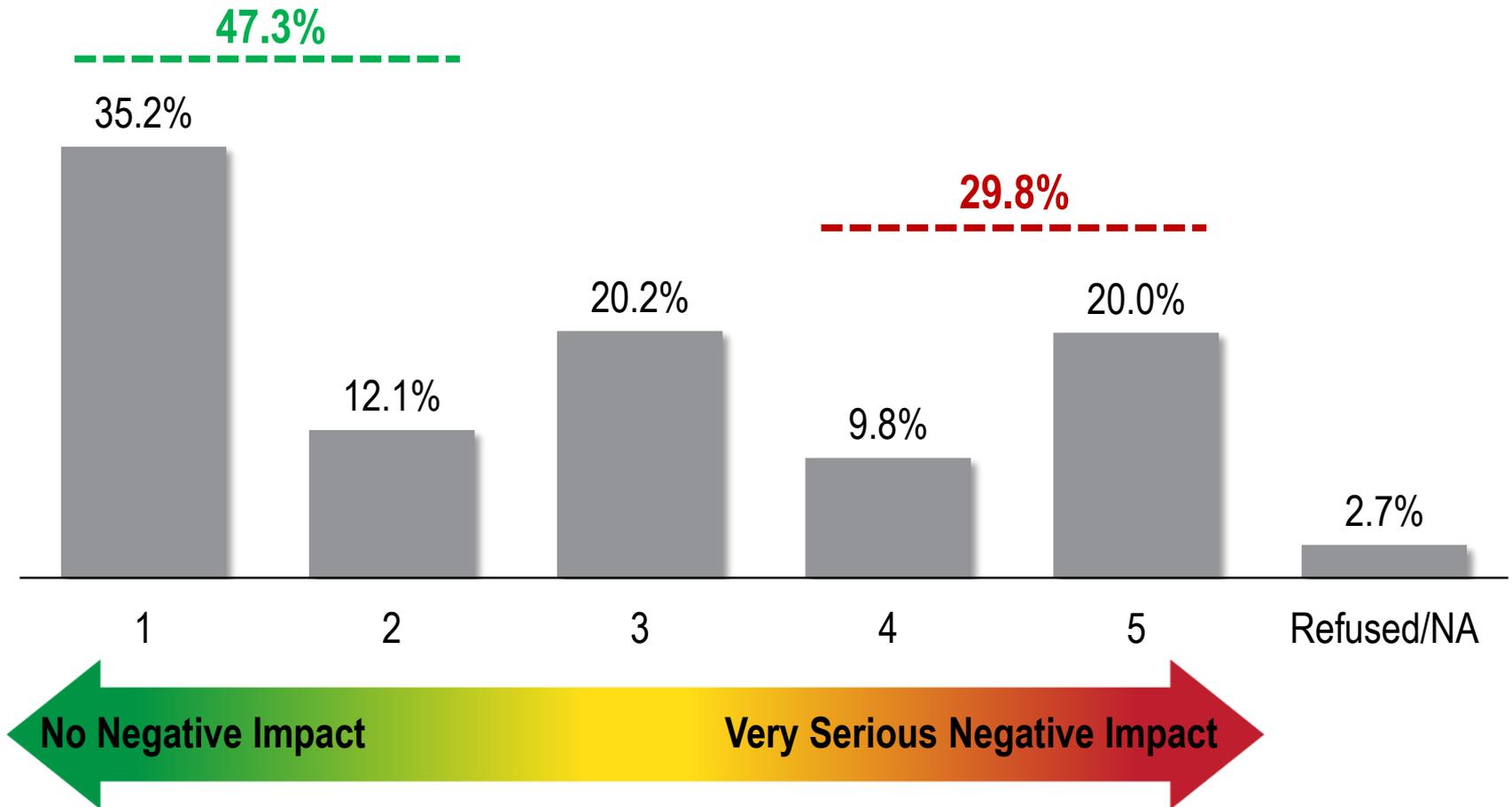
## *Proper Disposal of Oil*



N=704

# Q22\_D: Please rank each activity in terms of the impact on Lake Mead.

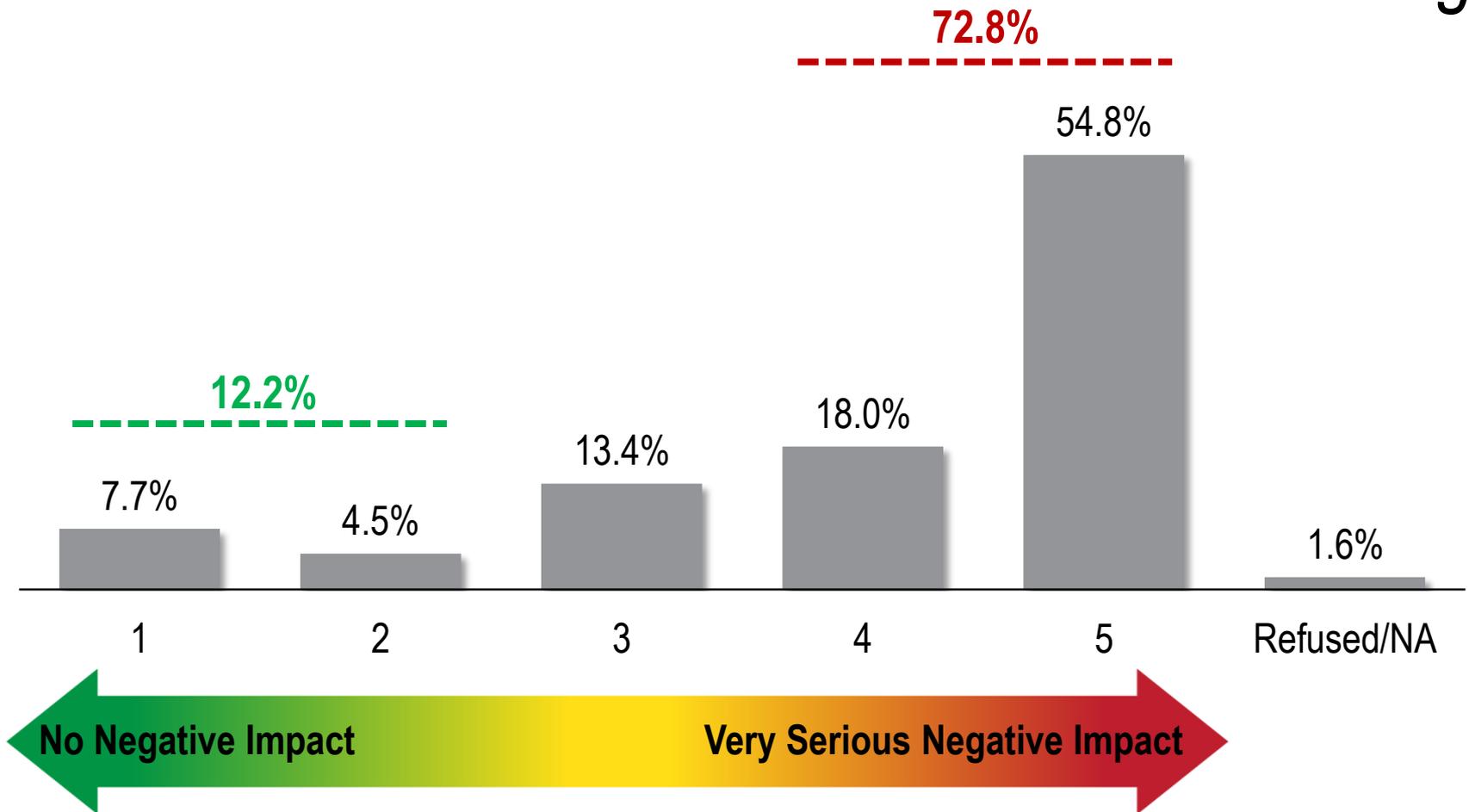
## *Proper Disposal/Clean Up of Pet Waste*



N=704

# Q22\_E: Please rank each activity in terms of the impact on Lake Mead.

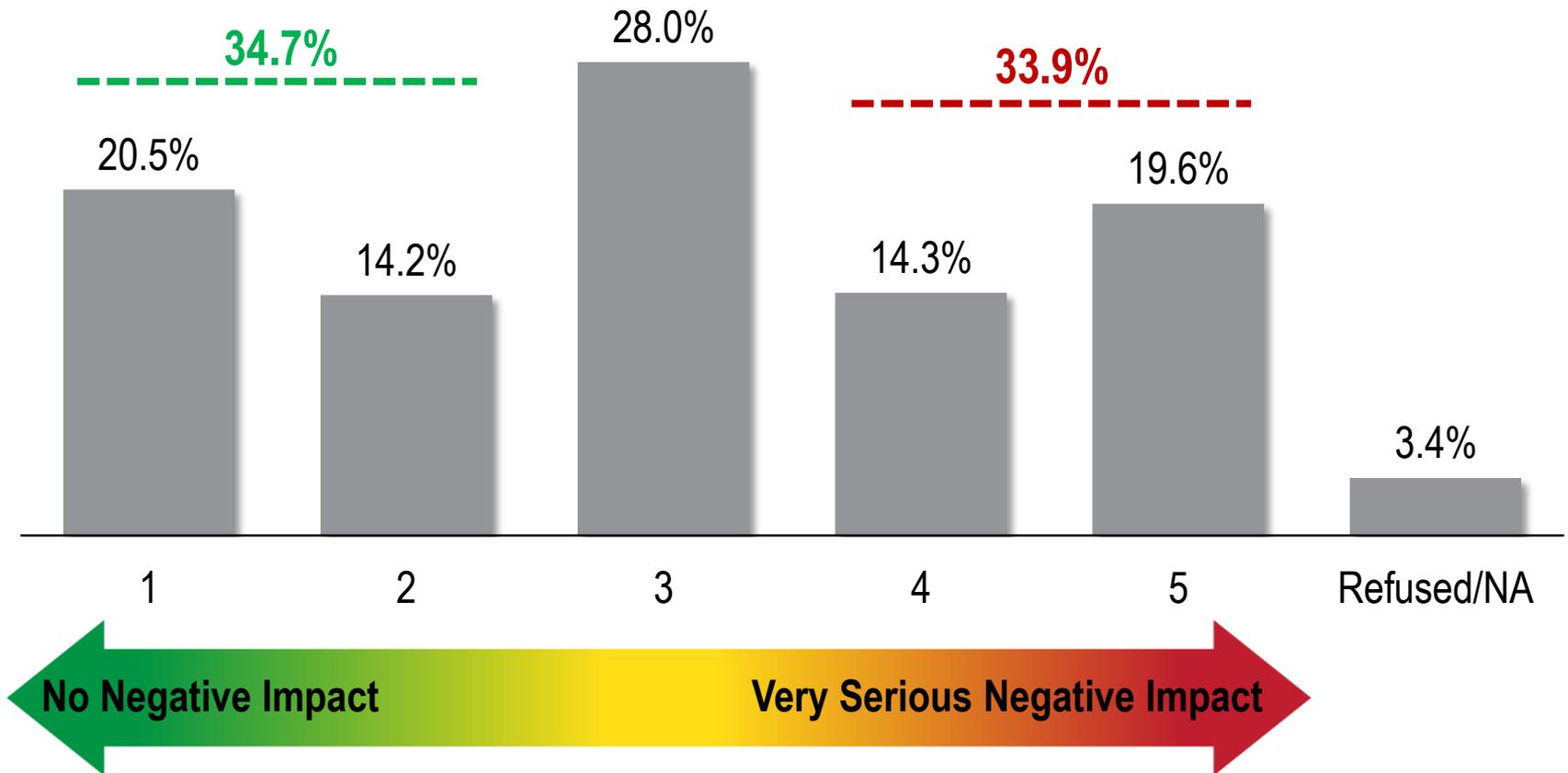
*Littering*



N=704

# Q22\_F: Please rank each activity in terms of the impact on Lake Mead.

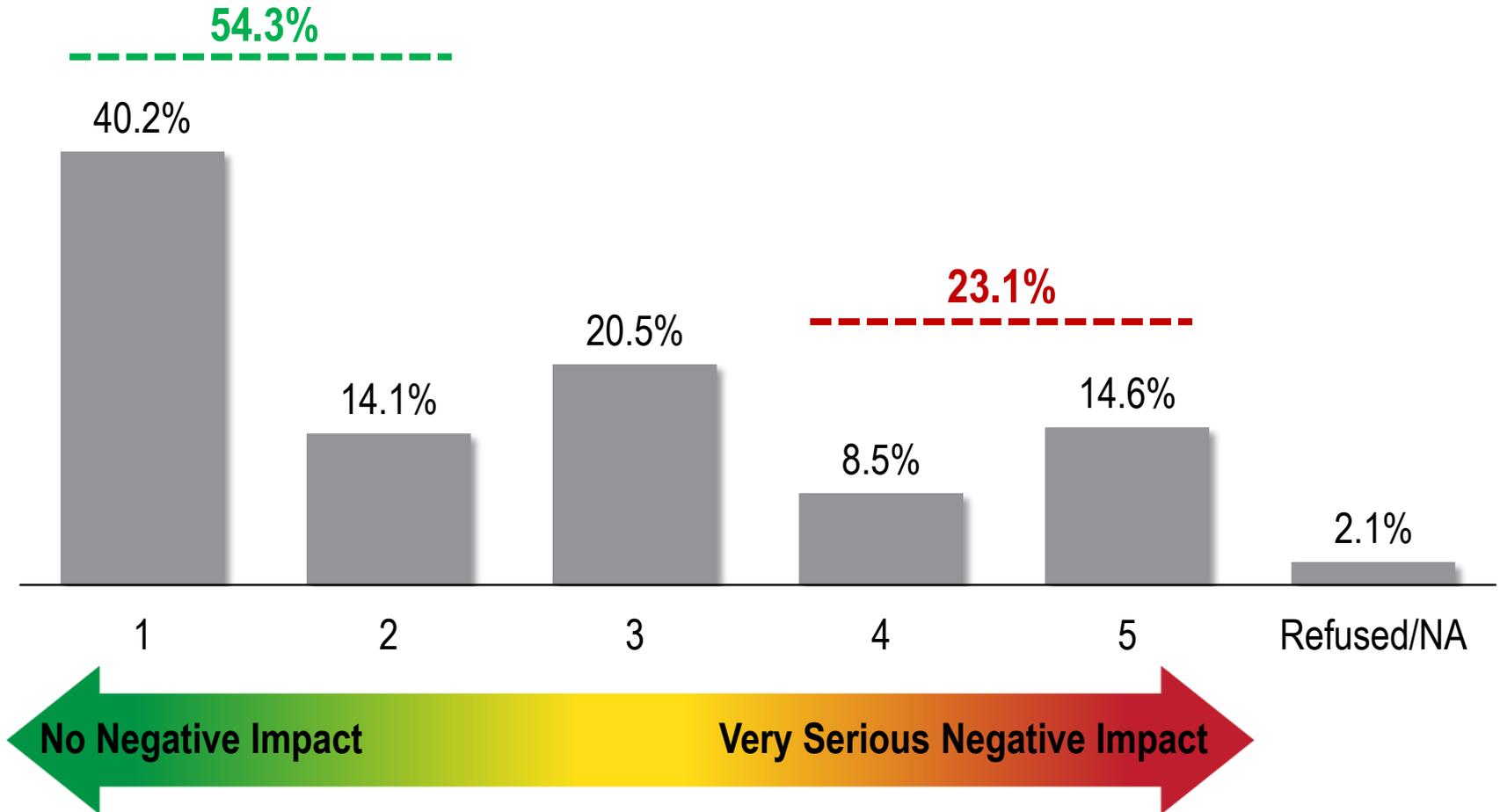
## *Use of Commercial Car Washes*



N=704

# Q22\_G: Please rank each activity in terms of the impact on Lake Mead.

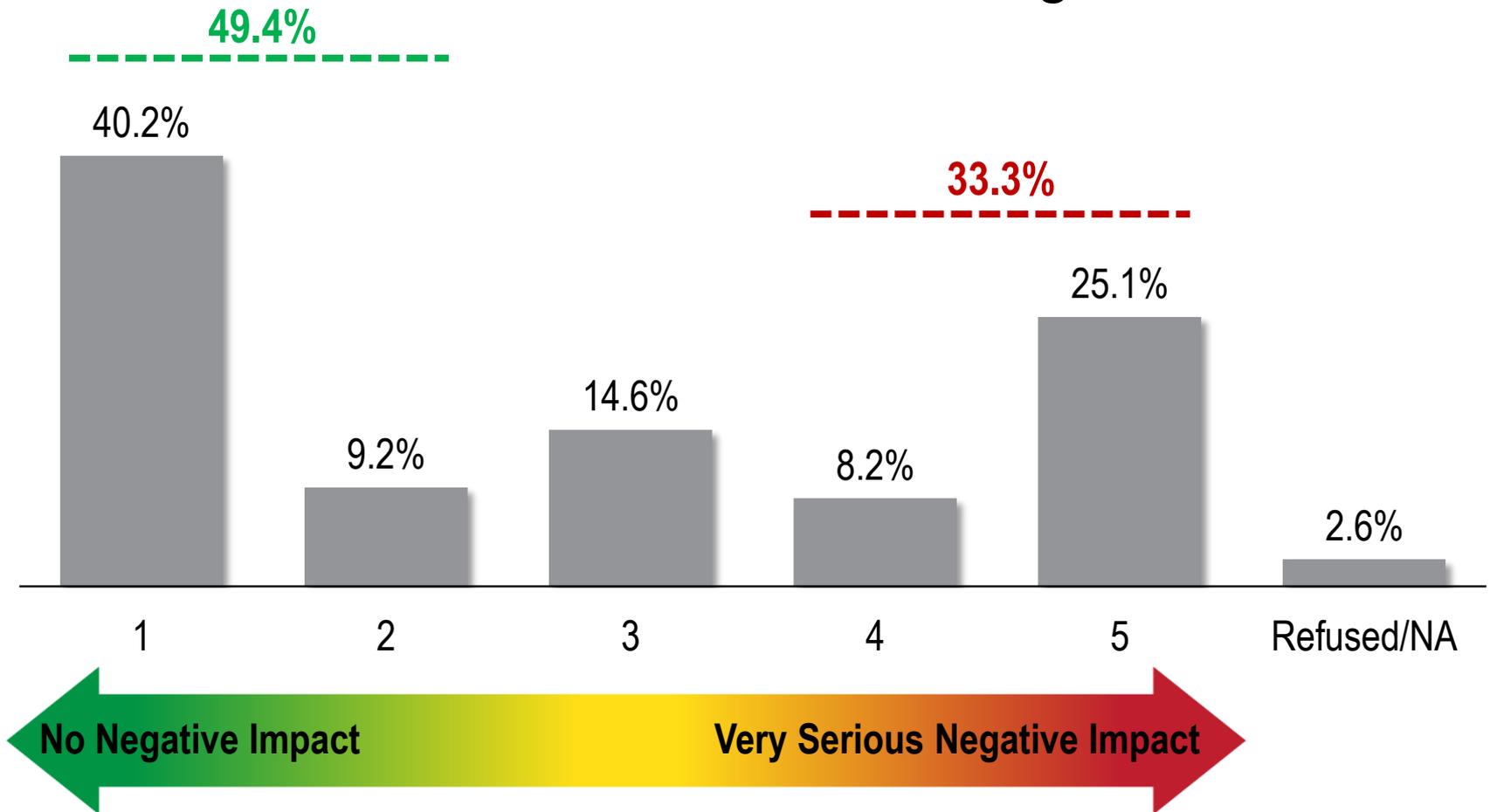
## *Getting Smog Checks*



N=704

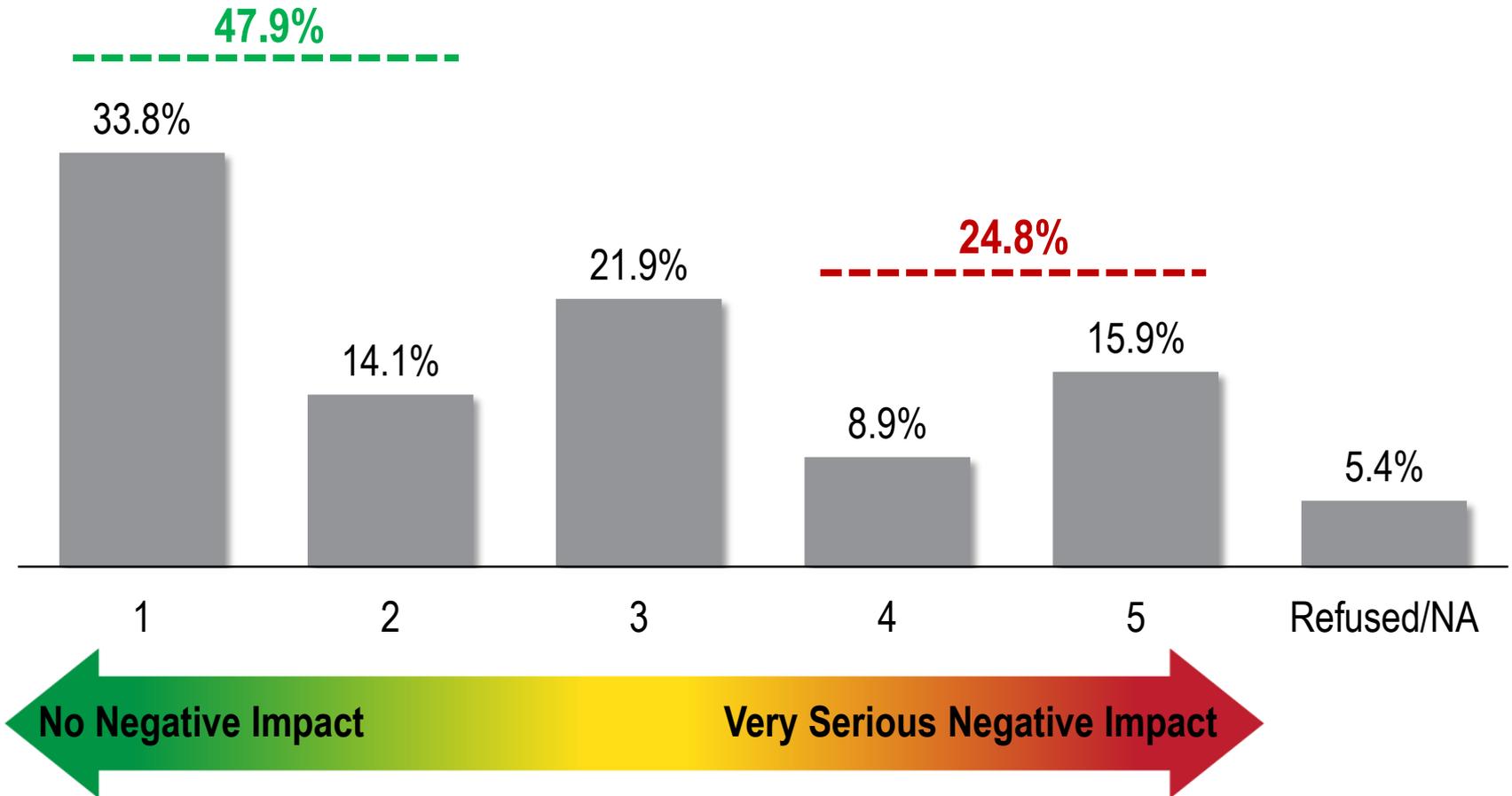
# Q22\_H: Please rank each activity in terms of the impact on Lake Mead.

## *Reducing Use of Water*



N=704

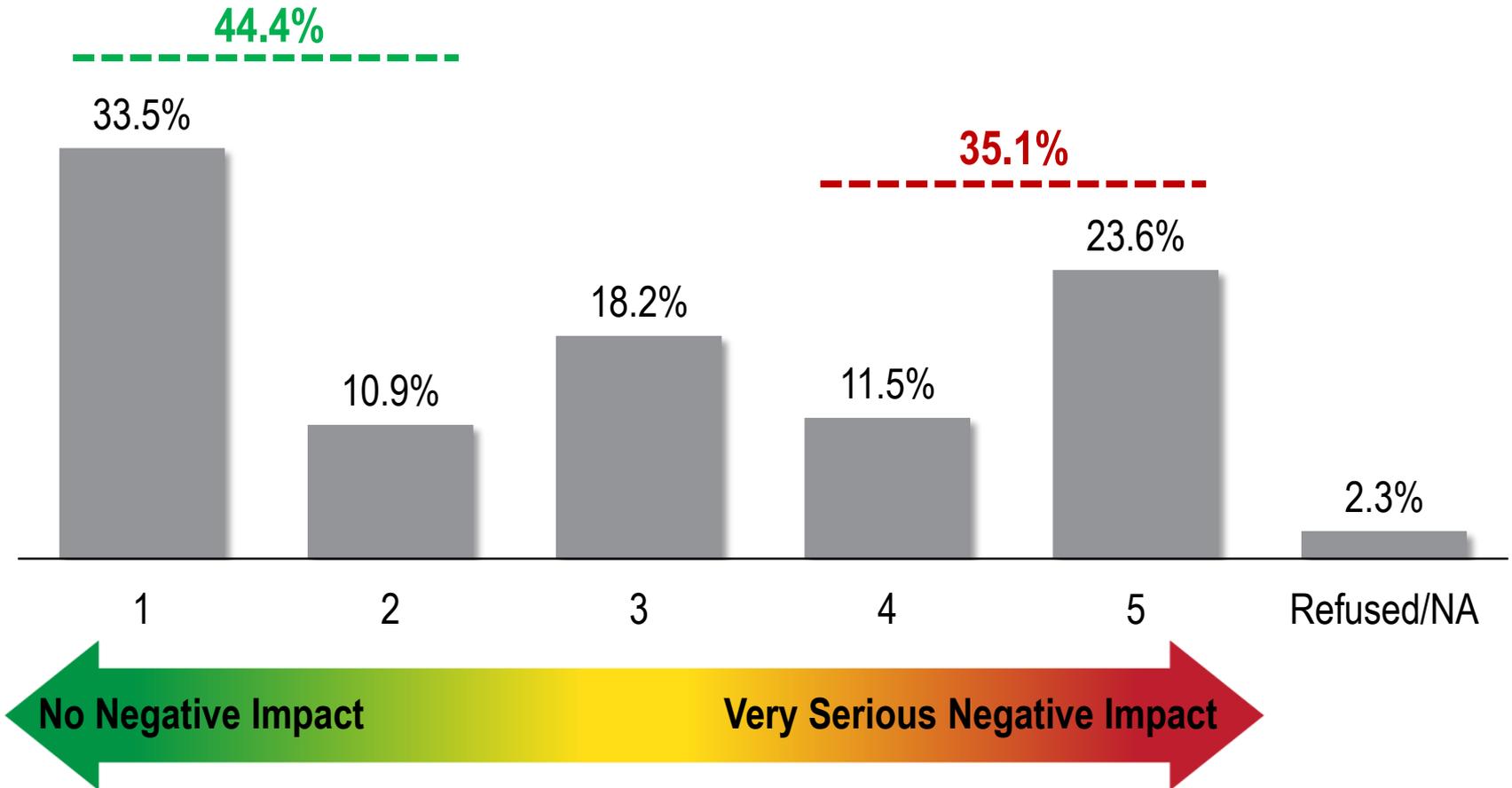
# Q22\_I: Please rank each activity in terms of the impact on Lake Mead. *Using Organic Fertilizers*



N=704

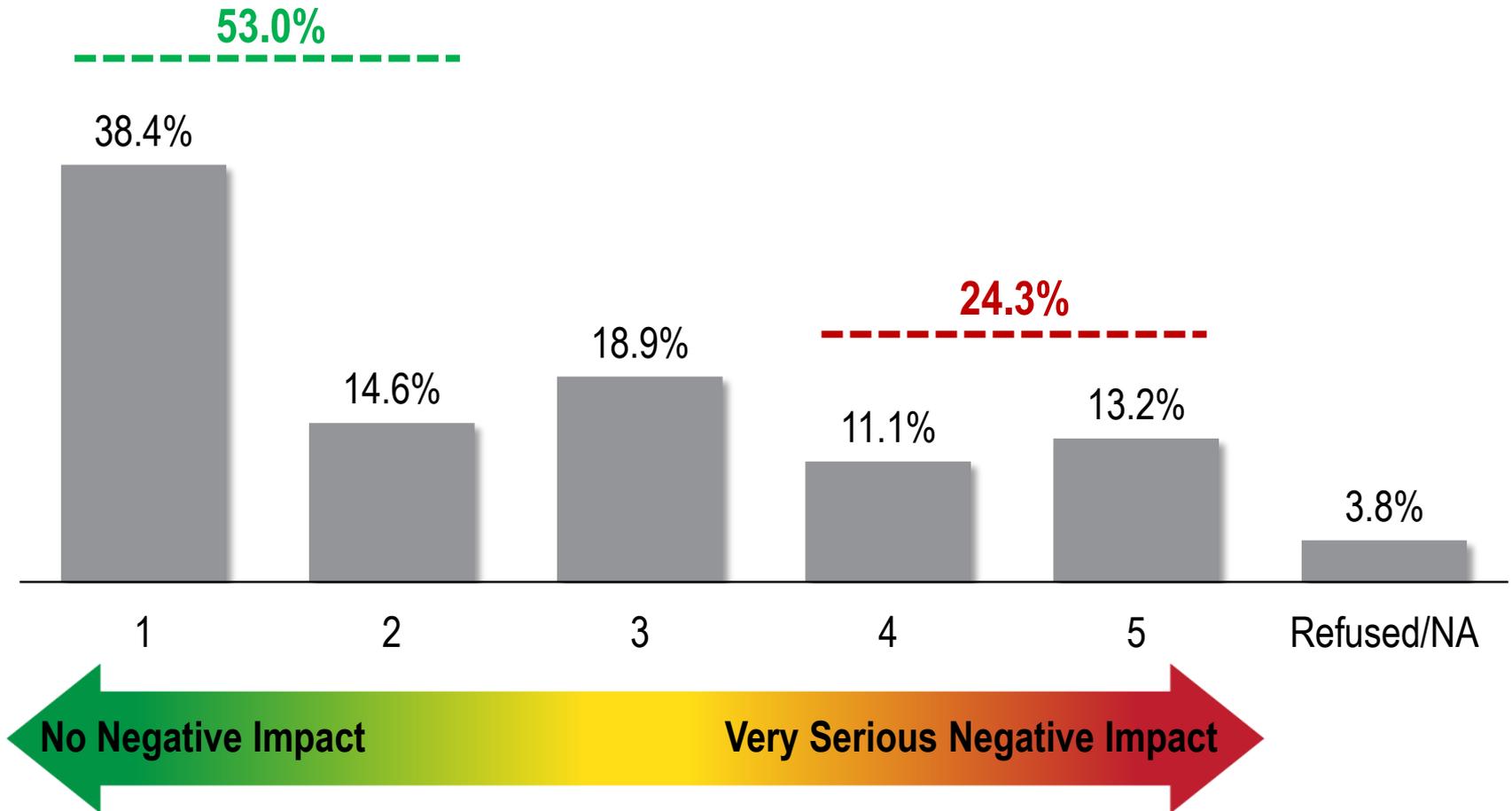
# Q22\_J: Please rank each activity in terms of the impact on Lake Mead.

## *Reporting of Clogged Storm Drains*



N=704

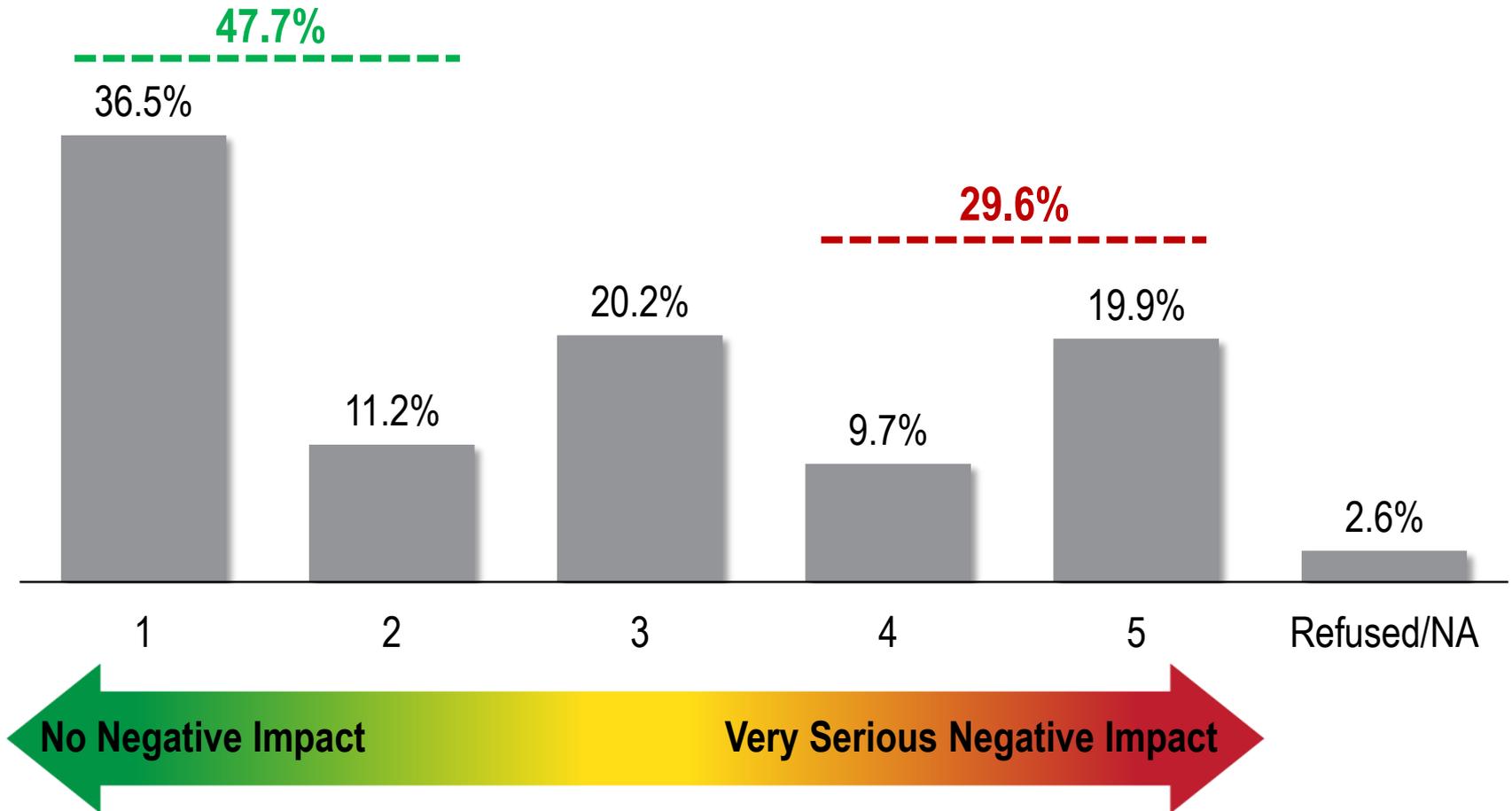
# Q22\_K: Please rank each activity in terms of the impact on Lake Mead. *Using Green Products*



N=704

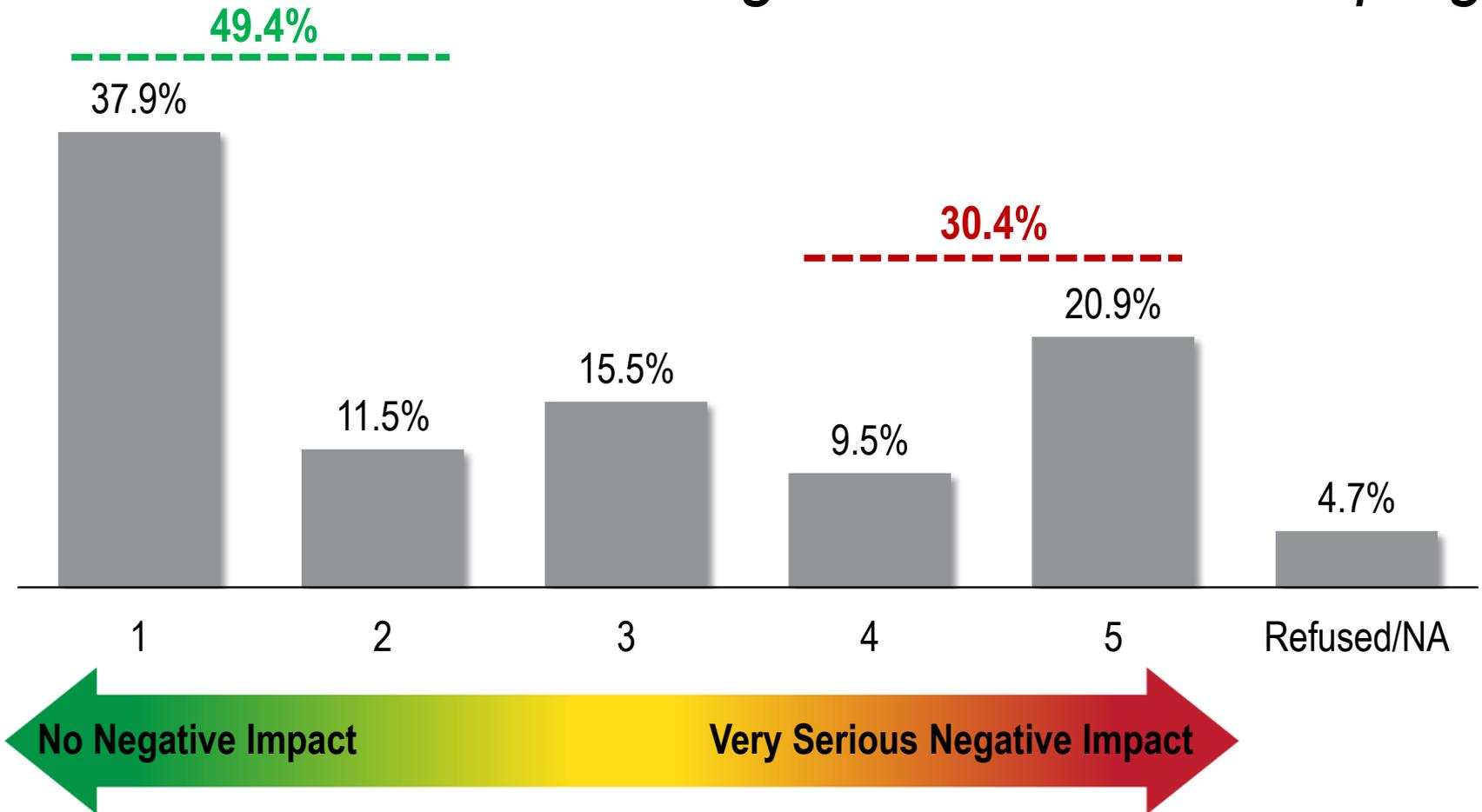
Q22\_L: Please rank each activity in terms of the impact on Lake Mead.

*Limiting the Use of Grass in Homes/Businesses*



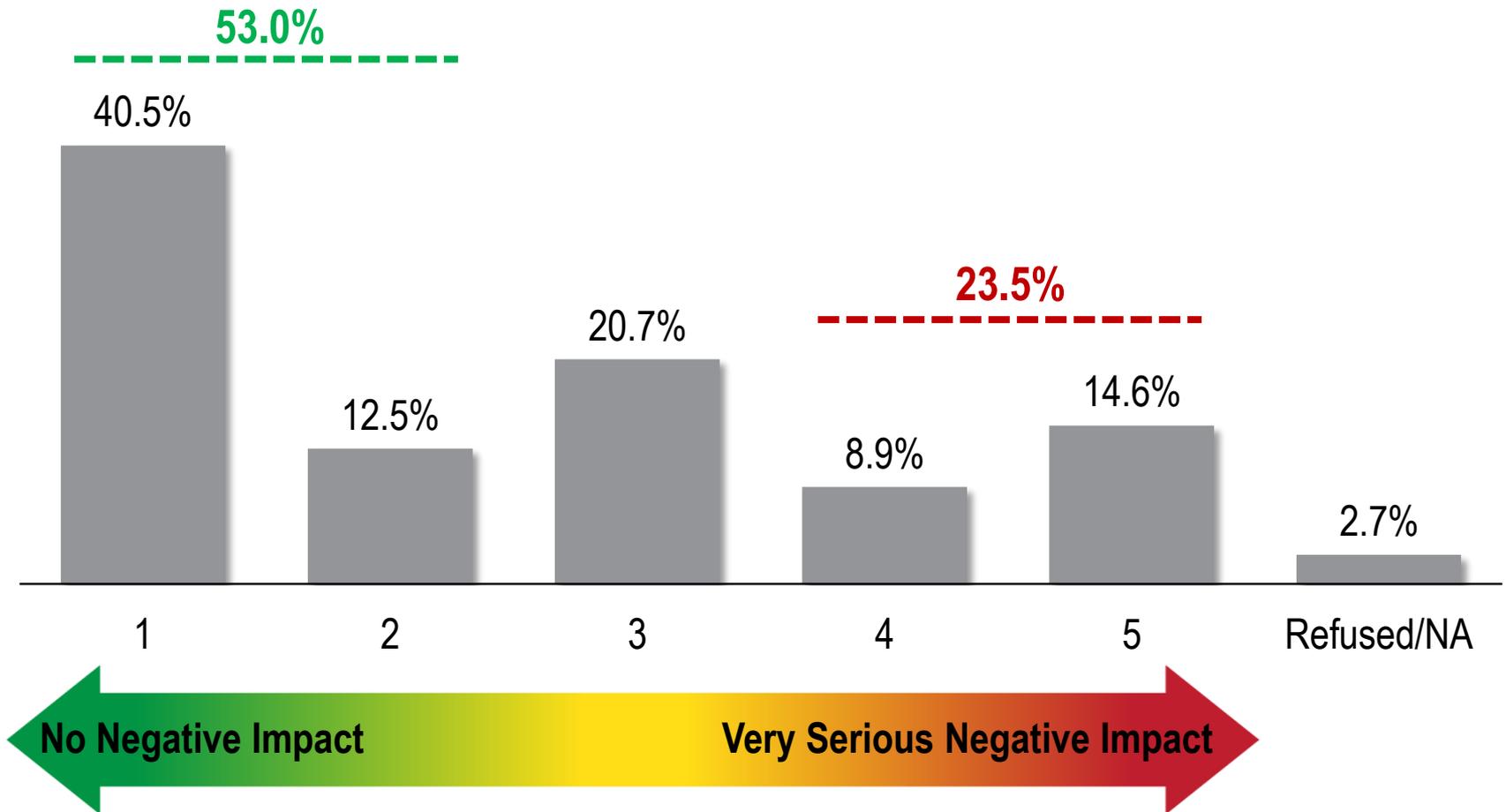
N=704

# Q22\_M: Please rank each activity in terms of the impact on Lake Mead. *Converting to Desert Landscaping*



N=704

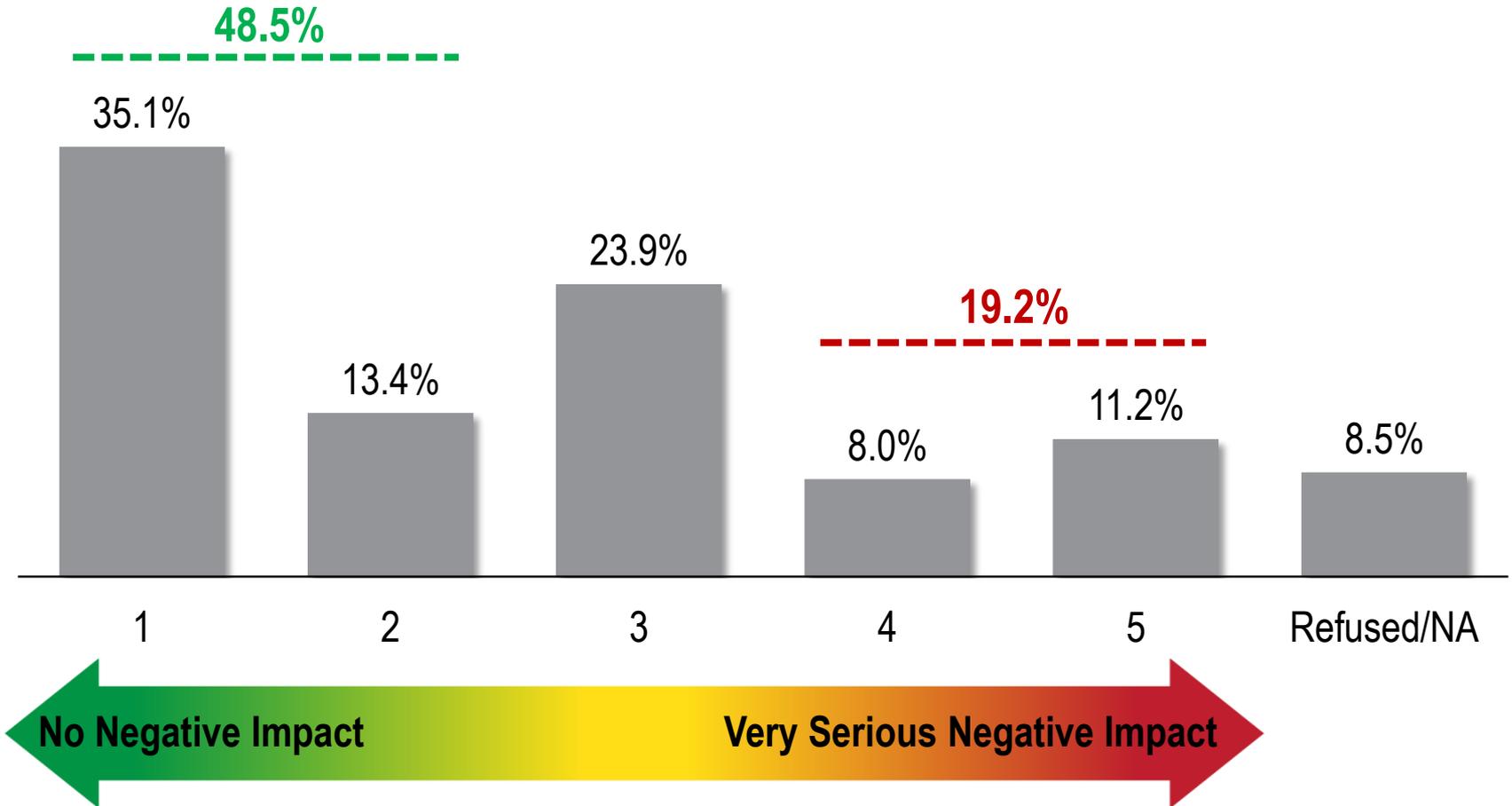
# Q22\_N: Please rank each activity in terms of the impact on Lake Mead. *Using Reusable Bags*



N=704

# Q22\_0: Please rank each activity in terms of the impact on Lake Mead.

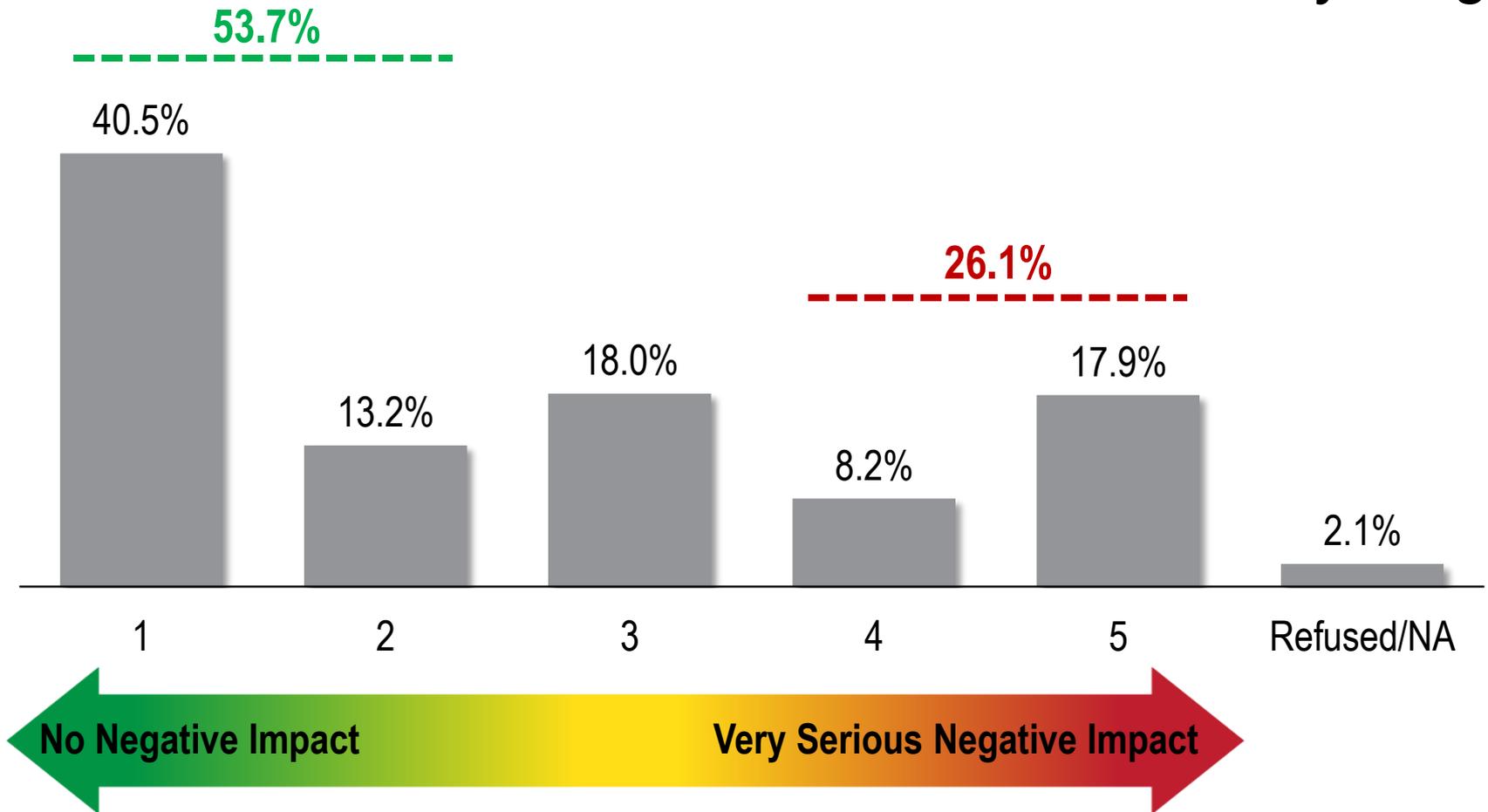
## *Composting*



N=704

# Q22\_P: Please rank each activity in terms of the impact on Lake Mead.

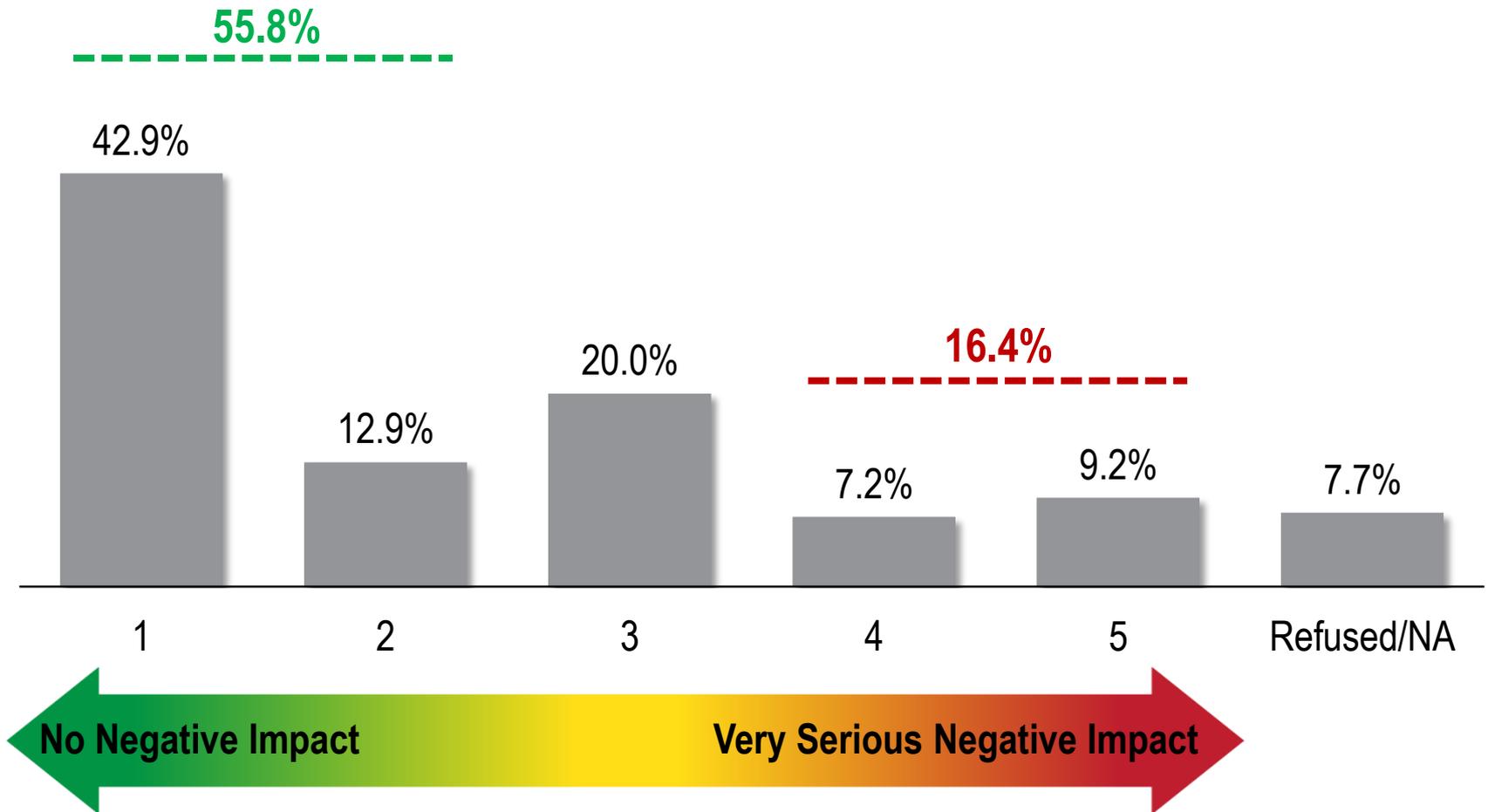
## *Recycling*



N=704

# Q22\_Q: Please rank each activity in terms of the impact on Lake Mead.

## *Use of Solar Cells*



N=704

# Q22 Series: Comparing Mean & Median Scores

*(5=Very Serious Negative Impact;  
1=No Negative Impact)*

Activity	Mean Score	Median Score
Littering	4.10	5.00
Proper Disposal of Chemicals	3.00	3.00
Use of Commercial Car Washes	2.98	3.00
Proper Disposal of Oil	2.95	3.00
Reporting of Clogged Storm Drains	2.80	3.00
Proper Disposal of Garbage	2.77	3.00
Reducing Use of Water	2.68	2.00
Proper Disposal/Clean Up of Pet Waste	2.66	3.00
Limiting the Use of Grass in Homes & Businesses	2.64	3.00
Converting to Desert Landscaping	2.62	2.00

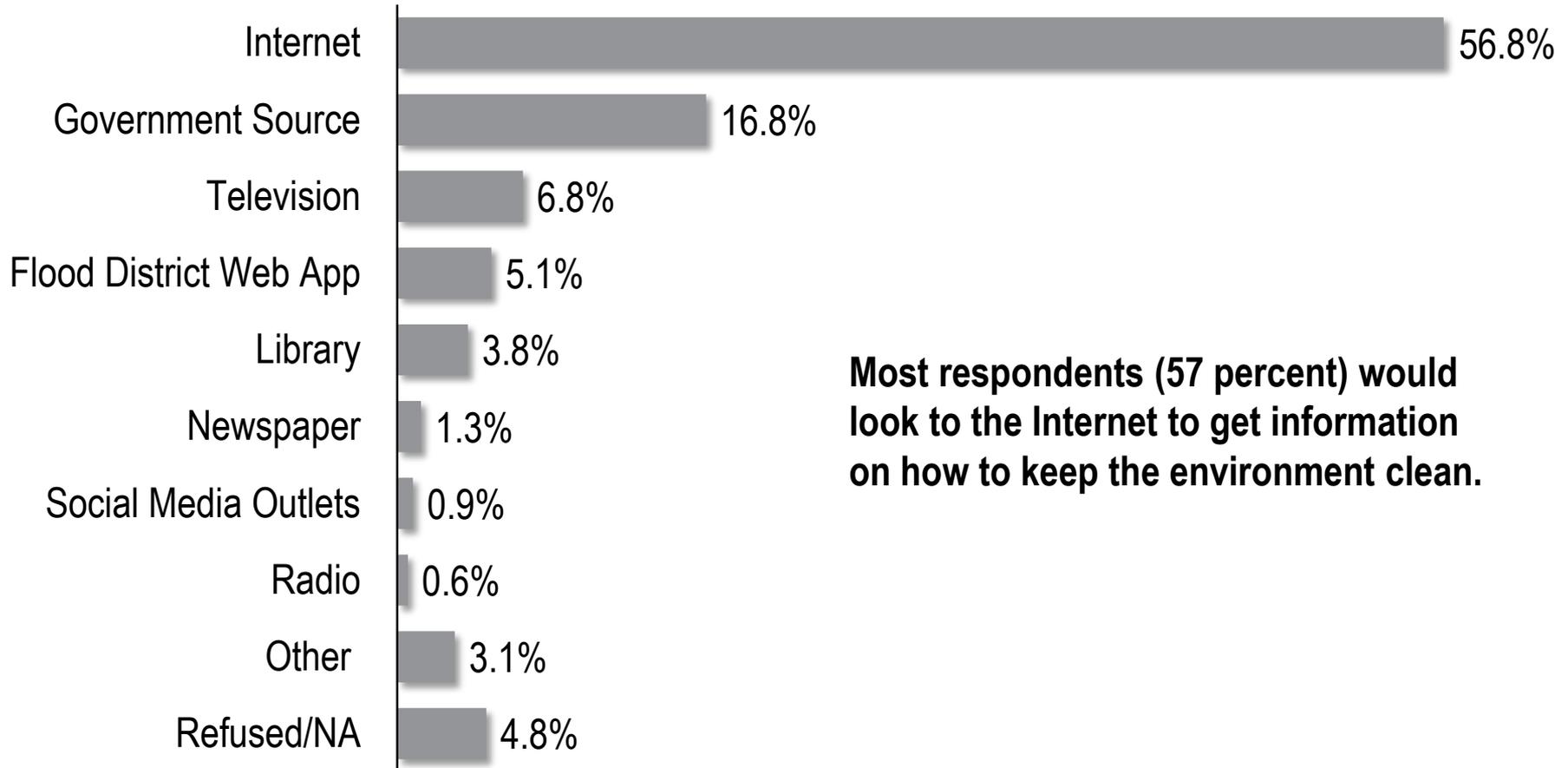
Note: Scores exclude respondents who did not answer the question.

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

Activity	Mean Score	Median Score
Using Organic Fertilizers	2.57	2.00
Recycling	2.49	2.00
Using Green Products	2.44	2.00
Using Reusable Bags	2.43	2.00
Getting Smog Checks	2.42	2.00
Composting	2.42	2.00
Use of Solar Cells	2.21	2.00

Note: Scores exclude respondents who did not answer the question.

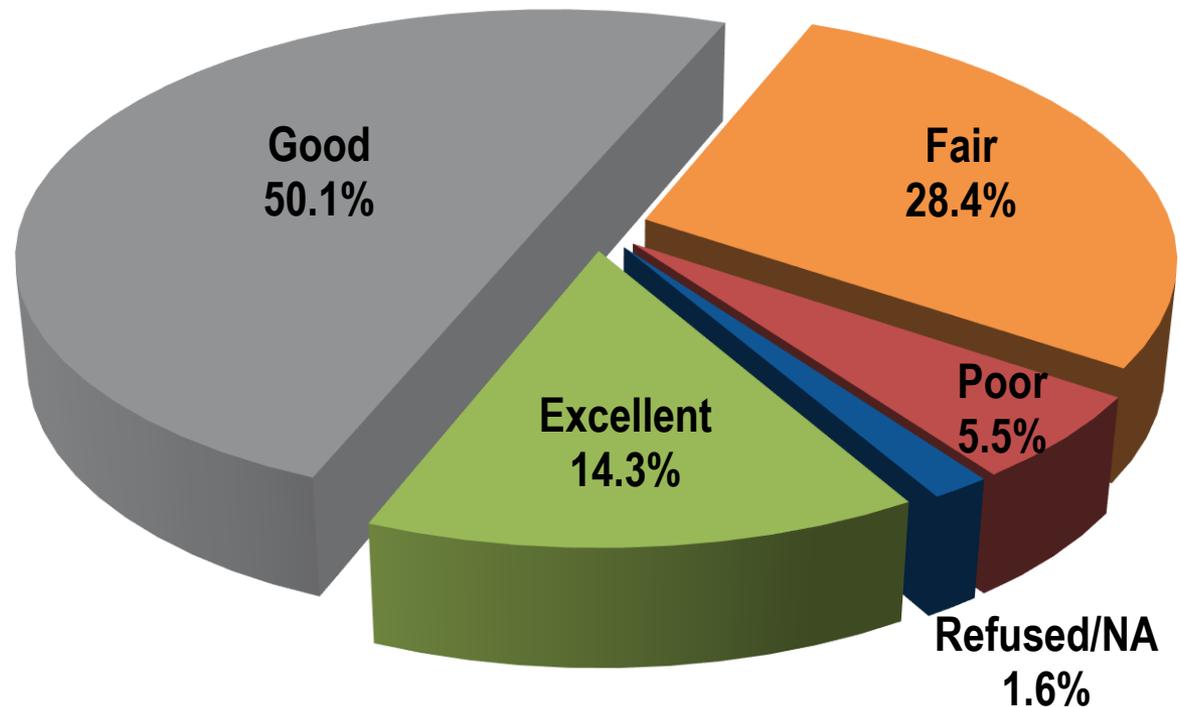
# Q23: If you wanted to get information about how to keep the environment clean, where might you go?



N=704

# Q24: Overall, how would you rate the way flood control is being handled in southern Nevada?

Half of respondents believe flood control in southern Nevada is being handled in a “good” manner.



N=704

# Q25: Why do you think flood control is being handled in a *[response from Q24]* manner?

## *Common Responses*

### Excellent

- Lived here for long time, not as bad as it used to be.
- Good communication (alerts).
- County is managing flood control well.
- Great improvements to system (pipes and washes).

### Good

- They are prepared.
- Expanding infrastructure (drainage).
- No floods in the area.
- Water drains quickly.

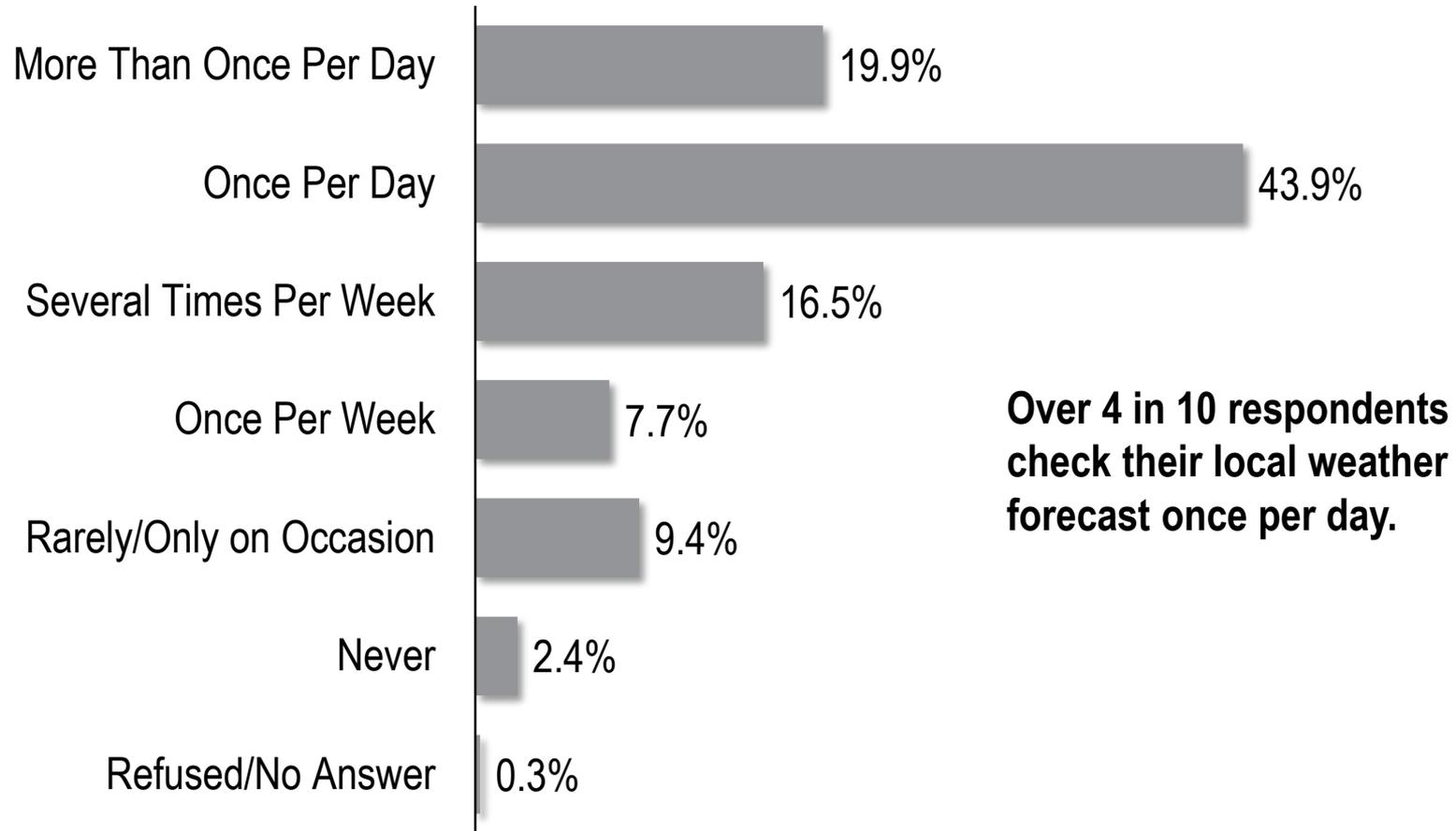
### Fair

- See a lot of floods.
- Clogged drains.
- Not as many incidents.
- Not enough communication.

### Poor

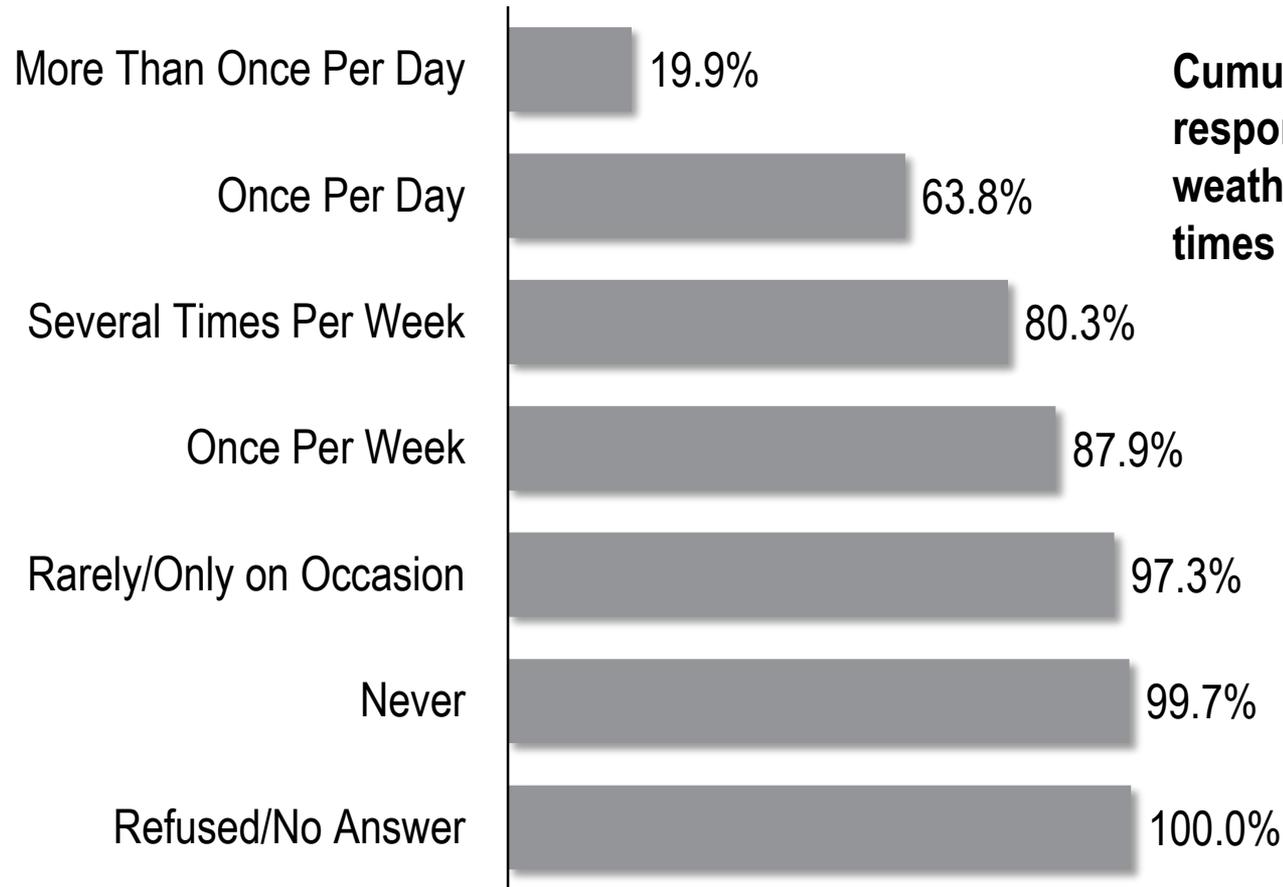
- Streets always flood.
- Drains not cleaned.
- Not enough drainage.
- Poor management.

# Q26: How often would you say you check your local weather forecast?



N=704

# Q26: How often would you say you check your local weather forecast?



**Cumulatively, about 8 in 10 respondents check their local weather forecast several times per week or more.**

N=704

# Q26: How often would you say you check your local weather forecast?

## *Responses by Age*

**Older respondents tended to check their local weather forecast more frequently than younger respondents.**

Age Category	Sample Size	More than Once Per Day	Once Per Day	Several Times Per Week	Once Per Week	Rarely/ Only on Occasion	Never	Refused/ NA
18 to 20	N=25	16.0%	40.0%	20.0%	12.0%	12.0%	0.0%	0.0%
21 to 24	N=41	14.6%	41.5%	17.1%	9.8%	9.8%	7.3%	0.0%
25 to 34	N=134	17.9%	33.6%	23.1%	11.9%	10.4%	2.2%	0.7%
35 to 49	N=210	17.6%	45.7%	18.1%	8.1%	9.0%	1.4%	0.0%
50 to 54	N=73	23.3%	49.3%	20.5%	0.0%	5.5%	1.4%	0.0%
55 to 64	N=104	25.0%	44.2%	9.6%	8.7%	10.6%	1.9%	0.0%
65 or Older	N=117	22.2%	50.4%	8.5%	4.3%	9.4%	4.3%	0.9%

N=704

# Q26: How often would you say you check your local weather forecast?

## *Responses by Length of Residence*

Length of Residence in Southern Nevada	Sample Size	More than Once Per Day	Once Per Day	Several Times Per Week	Once Per Week	Rarely/ Only on Occasion	Never	Refused/ NA
Less Than 1 Year	N=19	15.8%	52.6%	10.5%	5.3%	15.8%	0.0%	0.0%
1 to 3 Years	N=79	19.0%	44.3%	17.7%	7.6%	7.6%	3.8%	0.0%
4 to 10 Years	N=126	18.3%	46.0%	18.3%	7.9%	7.9%	1.6%	0.0%
10 to 20 Years	N=247	18.6%	40.5%	16.2%	8.9%	12.6%	3.2%	0.0%
More Than 20 Years	N=225	23.1%	45.8%	16.0%	6.7%	6.7%	1.8%	0.0%
Refused/No Answer	N=8	12.5%	37.5%	12.5%	0.0%	12.5%	0.0%	25.0%

N=704

# Q26: How often would you say you check your local weather forecast?

## *Responses by Race/Ethnicity*

Race/Ethnicity	Sample Size	More than Once Per Day	Once Per Day	Several Times Per Week	Once Per Week	Rarely/ Only on Occasion	Never	Refused/ NA
White/Caucasian	N=366	19.1%	44.8%	19.9%	7.1%	6.3%	2.2%	0.5%
Black/African American	N=46	28.3%	50.0%	8.7%	2.2%	6.5%	4.3%	0.0%
Hispanic/Latino	N=193	15.0%	44.0%	11.9%	9.8%	16.6%	2.6%	0.0%
Asian	N=37	29.7%	35.1%	18.9%	8.1%	8.1%	0.0%	0.0%
Pacific Islander	N=5	20.0%	60.0%	20.0%	0.0%	0.0%	0.0%	0.0%
Native American	N=10	20.0%	20.0%	40.0%	10.0%	10.0%	0.0%	0.0%
Of Mixed Race/Ethnicity	N=26	23.1%	42.3%	15.4%	3.8%	7.7%	7.7%	0.0%
Other	N=12	33.3%	41.7%	0.0%	16.7%	8.3%	0.0%	0.0%
Refused/No Answer	N=9	44.4%	33.3%	0.0%	11.1%	11.1%	0.0%	0.0%

N=704

# Q26: How often would you say you check your local weather forecast?

## *Responses by Educational Attainment*

Educational Attainment	Sample Size	More than Once Per Day	Once Per Day	Several Times Per Week	Once Per Week	Rarely/ Only on Occasion	Never	Refused/ NA
Less Than High School	N=35	11.4%	48.6%	5.7%	11.4%	14.3%	8.6%	0.0%
High School Graduate	N=168	21.4%	45.8%	11.9%	8.3%	10.1%	2.4%	0.0%
Some College, No Degree	N=169	21.9%	43.8%	16.6%	6.5%	8.9%	2.4%	0.0%
Two-Year College Degree	N=79	20.3%	44.3%	11.4%	12.7%	7.6%	3.8%	0.0%
Four-Year College Degree	N=127	11.0%	45.7%	24.4%	6.3%	10.2%	1.6%	0.8%
Some Post-Graduate Work	N=24	16.7%	37.5%	33.3%	4.2%	8.3%	0.0%	0.0%
Graduate/Professional Degree	N=86	29.1%	39.5%	19.8%	7.0%	3.5%	1.2%	0.0%
Other	N=11	36.4%	27.3%	9.1%	0.0%	27.3%	0.0%	0.0%
Refused/No Answer	N=5	0.0%	40.0%	0.0%	0.0%	40.0%	0.0%	20.0%

N=704

# Q26: How often would you say you check your local weather forecast?

## *Responses by Gender*

A slightly higher share of females than males check their local weather forecast more than once per day (23 percent vs. 16 percent, respectively).

Gender	Sample Size	More than Once Per Day	Once Per Day	Several Times Per Week	Once Per Week	Rarely/ Only on Occasion	Never	Refused/ NA
Male	N=304	15.5%	46.1%	17.8%	7.2%	10.2%	3.0%	0.3%
Female	N=396	22.7%	42.4%	15.7%	8.1%	8.8%	2.0%	0.3%
Refused/No Answer	N=4	75.0%	25.0%	0.0%	0.0%	0.0%	0.0%	0.0%

N=704

# Q26: How often would you say you check your local weather forecast?

## *Responses by Employment Status*

Employment Status	Sample Size	More than Once Per Day	Once Per Day	Several Times Per Week	Once Per Week	Rarely/ Only on Occasion	Never	Refused/ NA
Employed Full-Time	N=315	15.6%	41.6%	22.2%	8.6%	9.5%	2.2%	0.3%
Employed Part-Time	N=49	30.6%	30.6%	16.3%	12.2%	10.2%	0.0%	0.0%
Self-Employed	N=50	10.0%	46.0%	18.0%	12.0%	14.0%	0.0%	0.0%
Student	N=20	10.0%	55.0%	20.0%	5.0%	5.0%	5.0%	0.0%
Unemployed & Looking for Work	N=37	24.3%	32.4%	13.5%	16.2%	10.8%	2.7%	0.0%
Unemployed & Not Looking for Work	N=6	16.7%	50.0%	16.7%	0.0%	16.7%	0.0%	0.0%
Full-Time Parent or Homemaker	N=64	23.4%	60.9%	7.8%	1.6%	4.7%	1.6%	0.0%
Retired	N=124	27.4%	46.8%	9.7%	4.0%	8.9%	3.2%	0.0%
Disabled	N=34	26.5%	44.1%	5.9%	5.9%	8.8%	8.8%	0.0%
Other	N=1	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Refused/No Answer	N=4	25.0%	25.0%	0.0%	0.0%	25.0%	0.0%	25.0%

N=704

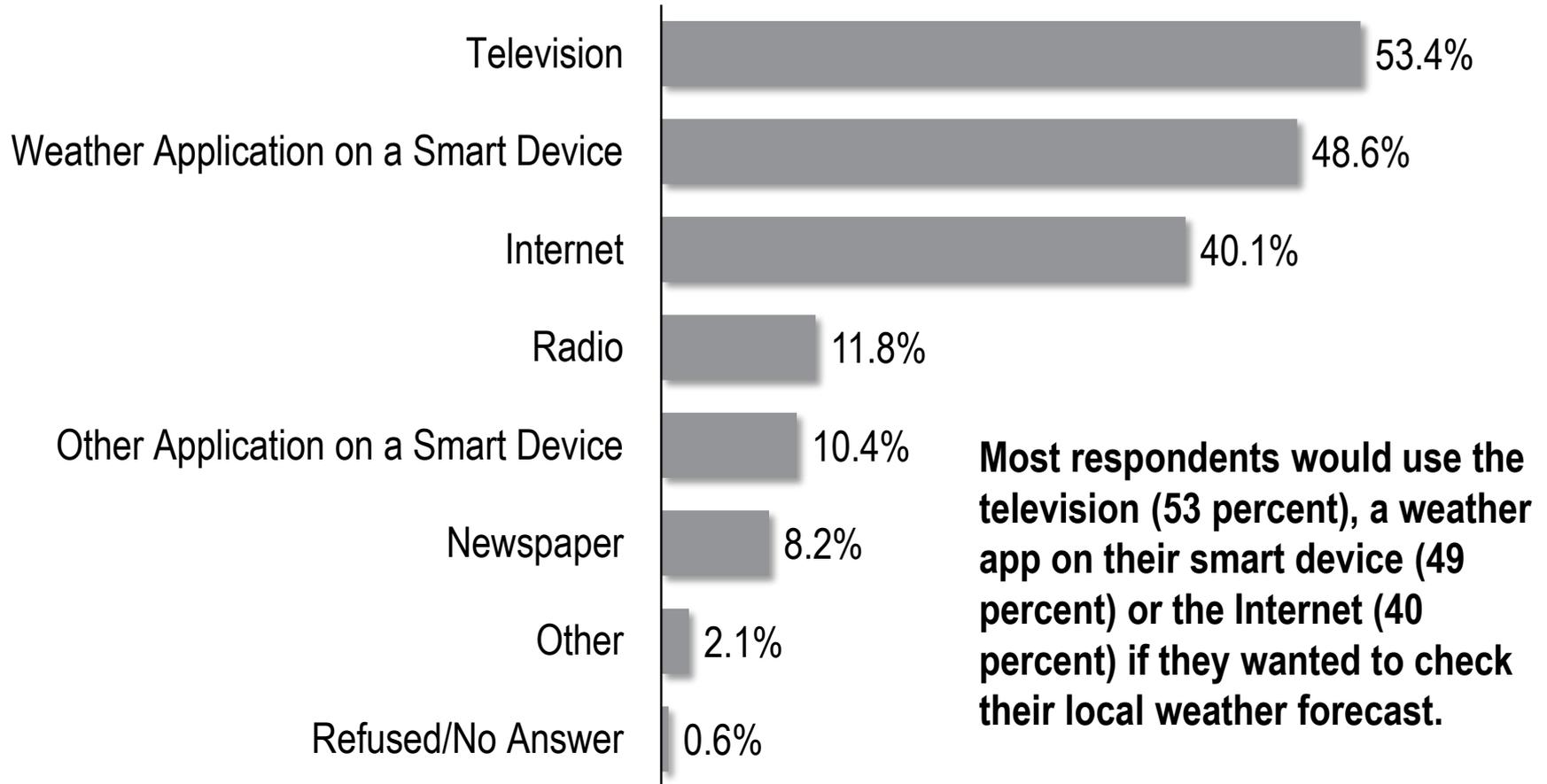
# Q26: How often would you say you check your local weather forecast?

## *Responses by Owners/Renters*

Ownership Status	Sample Size	More than Once Per Day	Once Per Day	Several Times Per Week	Once Per Week	Rarely/ Only on Occasion	Never	Refused/ NA
Owned by Respondent or Someone in Household	N=402	18.7%	45.5%	17.7%	7.7%	8.2%	2.2%	0.0%
Renter	N=295	21.4%	41.0%	15.3%	7.8%	11.2%	2.7%	0.7%
Other	N=7	28.6%	71.4%	0.0%	0.0%	0.0%	0.0%	0.0%

N=704

# Q27: If you wanted to check your local weather forecast, which resources would you use?



N=704

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

# Q27: If you wanted to check your local weather forecast, which resources would you use?

## *Responses by Age*

Younger age groups were more likely to use a weather app or other app on their smart device to check the local weather forecast, while older age groups were more likely to use television and, in some cases (65 and older), the newspaper.

Age Category	Sample Size*	Weather App	Other App	Television	Radio	Newspaper	Internet	Other	Refused/ NA
18 to 20	N=62	29.0%	12.9%	21.0%	8.1%	3.2%	24.2%	1.6%	0.0%
21 to 24	N=85	34.1%	7.1%	20.0%	10.6%	4.7%	21.2%	2.4%	0.0%
25 to 34	N=232	37.5%	7.3%	22.8%	3.9%	3.0%	24.1%	0.9%	0.4%
35 to 49	N=334	33.8%	5.7%	26.3%	5.1%	3.0%	24.9%	1.2%	0.0%
50 to 54	N=145	22.8%	4.1%	35.2%	8.3%	3.4%	23.4%	2.1%	0.7%
55 to 64	N=175	20.6%	5.1%	41.7%	8.0%	5.7%	18.9%	0.0%	0.0%
65 or Older	N=200	13.0%	4.0%	40.5%	8.5%	10.0%	21.5%	1.5%	1.0%

Note: Sample size refers to the number of responses, not the number of respondents.

N=704 (1,233 Responses)

# Q27: If you wanted to check your local weather forecast, which resources would you use?

## *Responses by Length of Residence*

Length of Residence in Southern Nevada	Sample Size*	Weather App	Other App	Television	Radio	Newspaper	Internet	Other	Refused/NA
Less Than 1 Year	N=28	28.6%	3.6%	32.1%	7.1%	0.0%	28.6%	0.0%	0.0%
1 to 3 Years	N=142	31.7%	7.0%	28.2%	4.2%	1.4%	27.5%	0.0%	0.0%
4 to 10 Years	N=232	31.5%	4.3%	25.0%	8.6%	6.9%	22.0%	1.3%	0.4%
10 to 20 Years	N=423	26.5%	6.1%	32.9%	6.6%	4.7%	21.3%	1.9%	0.0%
More Than 20 Years	N=396	25.3%	6.3%	32.3%	6.8%	4.8%	23.2%	1.0%	0.3%
Refused/No Answer	N=12	33.3%	8.3%	16.7%	0.0%	8.3%	16.7%	0.0%	16.7%

N=704 (1,233 Responses)

Note: Sample size refers to the number of responses, not the number of respondents.

# Q27: If you wanted to check your local weather forecast, which resources would you use?

## *Responses by Race/Ethnicity*

Race/Ethnicity	Sample Size*	Weather App	Other App	Television	Radio	Newspaper	Internet	Other	Refused/NA
White/Caucasian	N=622	27.2%	4.5%	30.5%	6.8%	4.8%	24.9%	0.8%	0.5%
Black/African American	N=104	21.2%	7.7%	28.8%	11.5%	8.7%	20.2%	1.9%	0.0%
Hispanic/Latino	N=323	27.9%	8.0%	32.8%	5.9%	3.4%	19.8%	1.9%	0.3%
Asian	N=66	31.8%	7.6%	28.8%	4.5%	4.5%	22.7%	0.0%	0.0%
Pacific Islander	N=12	33.3%	0.0%	16.7%	8.3%	16.7%	25.0%	0.0%	0.0%
Native American	N=20	35.0%	0.0%	30.0%	10.0%	0.0%	25.0%	0.0%	0.0%
Of Mixed Race/Ethnicity	N=49	32.7%	8.2%	26.5%	2.0%	4.1%	24.5%	2.0%	0.0%
Other	N=16	43.8%	0.0%	25.0%	6.3%	0.0%	25.0%	0.0%	0.0%
Refused/No Answer	N=21	28.6%	9.5%	28.6%	9.5%	4.8%	14.3%	4.8%	0.0%

Note: Sample size refers to the number of responses, not the number of respondents.

N=704 (1,233 Responses)

# Q27: If you wanted to check your local weather forecast, which resources would you use?

## *Responses by Educational Attainment*

Educational Attainment	Sample Size*	Weather App	Other App	Television	Radio	Newspaper	Internet	Other	Refused/ NA
Less Than High School	N=55	12.7%	1.8%	41.8%	14.5%	12.7%	12.7%	1.8%	1.8%
High School Graduate	N=287	21.6%	6.3%	39.4%	5.6%	4.2%	21.6%	1.0%	0.3%
Some College, No Degree	N=299	31.8%	4.7%	29.1%	6.0%	4.0%	22.7%	1.7%	0.0%
Two-Year College Degree	N=154	27.9%	9.1%	26.0%	7.1%	7.1%	22.7%	0.0%	0.0%
Four-Year College Degree	N=219	29.2%	5.5%	27.9%	5.9%	3.7%	26.5%	0.9%	0.5%
Some Post-Graduate Work	N=41	26.8%	7.3%	22.0%	12.2%	4.9%	26.8%	0.0%	0.0%
Graduate/Professional Degree	N=153	33.3%	6.5%	24.2%	5.9%	3.3%	24.2%	2.6%	0.0%
Other	N=20	45.0%	5.0%	20.0%	10.0%	5.0%	15.0%	0.0%	0.0%
Refused/No Answer	N=5	0.0%	0.0%	40.0%	20.0%	0.0%	20.0%	0.0%	20.0%

Note: Sample size refers to the number of responses, not the number of respondents.

N=704 (1,233 Responses)

# Q27: If you wanted to check your local weather forecast, which resources would you use?

## *Responses by Gender*

Gender	Sample Size*	Weather App	Other App	Television	Radio	Newspaper	Internet	Other	Refused/NA
Male	N=542	26.2%	7.4%	27.7%	7.0%	6.5%	24.0%	0.9%	0.4%
Female	N=679	29.2%	4.7%	32.7%	6.5%	3.2%	21.9%	1.5%	0.3%
Refused/No Answer	N=12	16.7%	8.3%	33.3%	8.3%	8.3%	25.0%	0.0%	0.0%

Note: Sample size refers to the number of responses, not the number of respondents.

N=704 (1,233 Responses)

# Q27: If you wanted to check your local weather forecast, which resources would you use?

## *Responses by Employment Status*

Employment Status	Sample Size*	Weather App	Other App	Television	Radio	Newspaper	Internet	Other	Refused/NA
Employed Full-Time	N=558	33.9%	6.8%	24.2%	5.9%	3.9%	23.8%	1.1%	0.4%
Employed Part-Time	N=97	24.7%	4.1%	27.8%	12.4%	5.2%	23.7%	2.1%	0.0%
Self-Employed	N=80	23.8%	3.8%	32.5%	8.8%	5.0%	25.0%	1.3%	0.0%
Student	N=33	48.5%	6.1%	21.2%	0.0%	0.0%	24.2%	0.0%	0.0%
Unemployed & Looking for Work	N=76	21.1%	6.6%	32.9%	6.6%	6.6%	25.0%	1.3%	0.0%
Unemployed & Not Looking for Work	N=10	30.0%	0.0%	30.0%	10.0%	10.0%	20.0%	0.0%	0.0%
Full-Time Parent or Homemaker	N=113	27.4%	8.0%	34.5%	8.0%	3.5%	16.8%	0.9%	0.9%
Retired	N=202	15.3%	4.5%	42.6%	6.4%	7.9%	21.3%	2.0%	0.0%
Disabled	N=53	18.9%	1.9%	47.2%	5.7%	1.9%	24.5%	0.0%	0.0%
Other	N=1	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Refused/No Answer	N=10	30.0%	20.0%	20.0%	0.0%	0.0%	20.0%	0.0%	10.0%

Note: Sample size refers to the number of responses, not the number of respondents.

N=704 (1,233 Responses)

# Q27: If you wanted to check your local weather forecast, which resources would you use?

## *Responses by Owners/Renters*

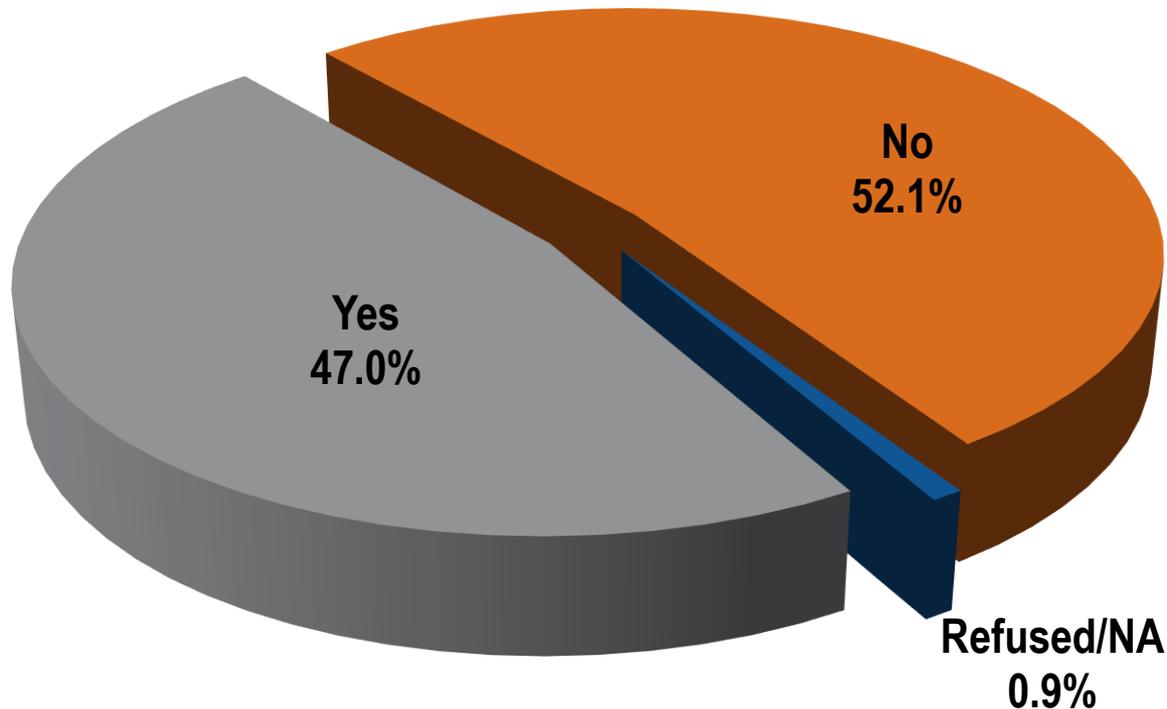
Ownership Status	Sample Size*	Weather App	Other App	Television	Radio	Newspaper	Internet	Other	Refused/NA
Owned by Respondent or Someone in Household	N=713	28.2%	5.2%	30.0%	6.7%	4.2%	24.1%	1.4%	0.1%
Renter	N=509	26.9%	6.9%	31.4%	6.7%	5.5%	21.0%	1.0%	0.6%
Other	N=11	36.4%	9.1%	18.2%	9.1%	0.0%	27.3%	0.0%	0.0%

Note: Sample size refers to the number of responses, not the number of respondents.

N=704 (1,233 Responses)

# Q28: Do you have Cox Digital Cable television?

The share of those who subscribe to Cox Digital Cable Television and those who do not is roughly the same, with a slightly higher share reporting they do not subscribe to the service.



N=704

# Q28: Do you have Cox Digital Cable television?

## *Responses by Age*

Respecting the small sample size, 18 to 20 year olds had the smallest share of Cox Digital Cable subscribers.

Age Category	Sample Size	Yes	No	Refused/NA
18 to 20	N=25	32.0%	64.0%	4.0%
21 to 24	N=41	51.2%	46.3%	2.4%
25 to 34	N=134	41.0%	58.2%	0.7%
35 to 49	N=210	51.0%	49.0%	0.0%
50 to 54	N=73	45.2%	54.8%	0.0%
55 to 64	N=104	44.2%	53.8%	1.9%
65 or Older	N=117	52.1%	47.0%	0.9%

N=704

# Q28: Do you have Cox Digital Cable television?

## *Responses by Length of Residence*

Generally, a smaller share of respondents who have lived in southern Nevada for 3 years or less reported having Cox Digital Cable television.

Length of Residence in Southern Nevada	Sample Size	Yes	No	Refused/NA
Less Than 1 Year	N=19	31.6%	68.4%	0.0%
1 to 3 Years	N=79	39.2%	59.5%	1.3%
4 to 10 Years	N=126	46.0%	54.0%	0.0%
10 to 20 Years	N=247	51.0%	48.2%	0.8%
More Than 20 Years	N=225	48.4%	51.6%	0.0%
Refused/No Answer	N=8	12.5%	50.0%	37.5%

N=704

# Q28: Do you have Cox Digital Cable television?

## *Responses by Race/Ethnicity*

Race/Ethnicity	Sample Size	Yes	No	Refused/NA
White/Caucasian	N=366	46.4%	52.7%	0.8%
Black/African American	N=46	58.7%	41.3%	0.0%
Hispanic/Latino	N=193	43.5%	55.4%	1.0%
Asian	N=37	54.1%	43.2%	2.7%
Pacific Islander	N=5	80.0%	20.0%	0.0%
Native American	N=10	50.0%	50.0%	0.0%
Of Mixed Race/Ethnicity	N=26	34.6%	65.4%	0.0%
Other	N=12	66.7%	33.3%	0.0%
Refused/No Answer	N=9	44.4%	55.6%	0.0%

N=704

# Q28: Do you have Cox Digital Cable television?

## *Responses by Educational Attainment*

Educational Attainment	Sample Size	Yes	No	Refused/NA
Less Than High School	N=35	48.6%	48.6%	2.9%
High School Graduate	N=168	48.2%	50.6%	1.2%
Some College, No Degree	N=169	45.0%	55.0%	0.0%
Two-Year College Degree	N=79	53.2%	45.6%	1.3%
Four-Year College Degree	N=127	46.5%	52.8%	0.8%
Some Post-Graduate Work	N=24	37.5%	62.5%	0.0%
Graduate/Professional Degree	N=86	45.3%	54.7%	0.0%
Other	N=11	54.5%	45.5%	0.0%
Refused/No Answer	N=5	40.0%	40.0%	20.0%

N=704

# Q28: Do you have Cox Digital Cable television?

## *Responses by Gender*

Gender	Sample Size	Yes	No	Refused/NA
Male	N=304	44.4%	54.9%	0.7%
Female	N=396	49.2%	50.0%	0.8%
Refused/No Answer	N=4	25.0%	50.0%	25.0%

N=704

# Q28: Do you have Cox Digital Cable television?

## *Responses by Employment Status*

Employment Status	Sample Size	Yes	No	Refused/NA
Employed Full-Time	N=315	42.5%	57.1%	0.3%
Employed Part-Time	N=49	44.9%	53.1%	2.0%
Self-Employed	N=50	52.0%	48.0%	0.0%
Student	N=20	45.0%	55.0%	0.0%
Unemployed & Looking for Work	N=37	59.5%	35.1%	5.4%
Unemployed & Not Looking for Work	N=6	16.7%	83.3%	0.0%
Full-Time Parent or Homemaker	N=64	48.4%	50.0%	1.6%
Retired	N=124	52.4%	47.6%	0.0%
Disabled	N=34	58.8%	41.2%	0.0%
Other	N=1	0.0%	100.0%	0.0%
Refused/No Answer	N=4	25.0%	50.0%	25.0%

N=704

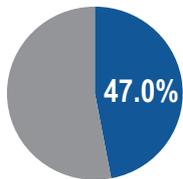
# Q28: Do you have Cox Digital Cable television? *Responses by Owners/Renters*

**A slightly higher percentage of renters than owners have Cox Digital Cable television (51 percent vs. 45 percent, respectively).**

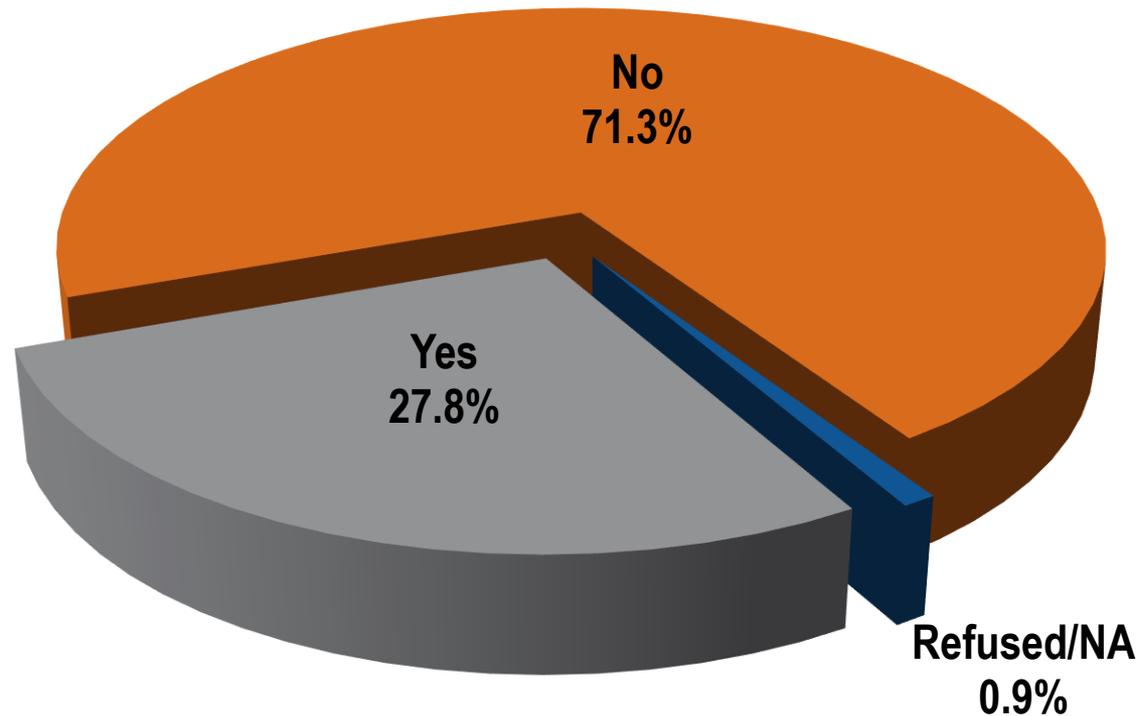
Ownership Status	Sample Size	Yes	No	Refused/NA
Owned by Respondent or Someone in Household	N=402	44.5%	54.7%	0.7%
Renter	N=295	50.5%	48.5%	1.0%
Other	N=7	42.9%	57.1%	0.0%

N=704

# Q29: Have you ever watched “The Flood Channel Television Program” on Cox Digital Cable channels 2 or 4?



Those who have Cox Digital Cable television



Of those who have Cox Digital Cable television, a majority of respondents have never watched The Flood Channel TV Program.

N=331

# Q29: Have you ever watched “The Flood Channel” on Cox Digital Cable channels 2 or 4?

## *Responses by Age*

Age Category	Sample Size	Yes	No	Refused/NA
18 to 20	N=8	37.5%	62.5%	0.0%
21 to 24	N=21	23.8%	76.2%	0.0%
25 to 34	N=55	25.5%	74.5%	0.0%
35 to 49	N=107	26.2%	72.9%	0.9%
50 to 54	N=33	24.2%	72.7%	3.0%
55 to 64	N=46	45.7%	52.2%	2.2%
65 or Older	N=61	21.3%	78.7%	0.0%

N=331

# Q29: Have you ever watched “The Flood Channel” on Cox Digital Cable channels 2 or 4?

## *Responses by Length of Residence*

Respondents who have lived in southern Nevada longer and who have Cox Digital Cable television reported higher viewership of The Flood Channel.

Length of Residence in Southern Nevada	Sample Size	Yes	No	Refused/NA
Less Than 1 Year	N=6	16.7%	83.3%	0.0%
1 to 3 Years	N=31	16.1%	83.9%	0.0%
4 to 10 Years	N=58	24.1%	75.9%	0.0%
10 to 20 Years	N=126	30.2%	68.3%	1.6%
More Than 20 Years	N=109	31.2%	67.9%	0.9%
Refused/No Answer	N=1	0.0%	100.0%	0.0%

N=331

# Q29: Have you ever watched “The Flood Channel” on Cox Digital Cable channels 2 or 4?

## *Responses by Race/Ethnicity*

A greater share of Hispanics/Latinos with Cox Digital Cable television reported having watched The Flood Channel compared to Whites/Caucasians (41 percent vs. 17 percent, respectively).

Race/Ethnicity	Sample Size	Yes	No	Refused/NA
White/Caucasian	N=170	17.1%	82.4%	0.6%
Black/African American	N=27	51.9%	48.1%	0.0%
Hispanic/Latino	N=84	40.5%	58.3%	1.2%
Asian	N=20	20.0%	80.0%	0.0%
Pacific Islander	N=4	50.0%	50.0%	0.0%
Native American	N=5	20.0%	80.0%	0.0%
Of Mixed Race/Ethnicity	N=9	33.3%	66.7%	0.0%
Other	N=8	50.0%	50.0%	0.0%
Refused/No Answer	N=4	25.0%	50.0%	25.0%

N=331

# Q29: Have you ever watched “The Flood Channel” on Cox Digital Cable channels 2 or 4?

## *Responses by Educational Attainment*

Educational Attainment	Sample Size	Yes	No	Refused/NA
Less Than High School	N=17	41.2%	58.8%	0.0%
High School Graduate	N=81	39.5%	60.5%	0.0%
Some College, No Degree	N=76	25.0%	75.0%	0.0%
Two-Year College Degree	N=42	23.8%	76.2%	0.0%
Four-Year College Degree	N=59	18.6%	76.3%	5.1%
Some Post-Graduate Work	N=9	11.1%	88.9%	0.0%
Graduate/Professional Degree	N=39	25.6%	74.4%	0.0%
Other	N=6	33.3%	66.7%	0.0%
Refused/No Answer	N=2	0.0%	100.0%	0.0%

N=331

# Q29: Have you ever watched “The Flood Channel” on Cox Digital Cable channels 2 or 4?

## *Responses by Gender*

Gender	Sample Size	Yes	No	Refused/NA
Male	N=135	34.8%	65.2%	0.0%
Female	N=195	23.1%	75.9%	1.0%
Refused/No Answer	N=1	0.0%	0.0%	100.0%

N=331

# Q29: 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=134	28.4%	70.9%	0.7%
Employed Part-Time	N=22	27.3%	72.7%	0.0%
Self-Employed	N=26	26.9%	69.2%	3.8%
Student	N=9	11.1%	88.9%	0.0%
Unemployed & Looking for Work	N=22	54.5%	45.5%	0.0%
Unemployed & Not Looking for Work	N=1	0.0%	100.0%	0.0%
Full-Time Parent or Homemaker	N=31	16.1%	80.6%	3.2%
Retired	N=65	21.5%	78.5%	0.0%
Disabled	N=20	40.0%	60.0%	0.0%
Refused/No Answer	N=1	100.0%	0.0%	0.0%

N=331

# Q29: Have you ever watched “The Flood Channel” on Cox Digital Cable channels 2 or 4?

## *Responses by Owners/Renters*

Ownership Status	Sample Size	Yes	No	Refused/NA
Owned by Respondent or Someone in Household	N=179	29.1%	69.8%	1.1%
Renter	N=149	26.8%	72.5%	0.7%
Other	N=3	0.0%	100.0%	0.0%

N=331



# DEMOGRAPHICS

Age Category	Percentage
18 to 20	3.6%
21 to 24	5.8%
25 to 34	19.0%
35 to 49	29.8%
50 to 54	10.4%
55 to 64	14.8%
65 or Older	16.6%

Gender	Percentage
Male	43.2%
Female	56.3%
Refused/No Answer	0.6%

Employment Status	Percentage
Employed Full-Time	44.7%
Employed Part-Time	7.0%
Self-Employed	7.1%
Student	2.8%
Unemployed & Looking for Work	5.3%
Unemployed & Not Looking for Work	0.9%
Full-Time Parent or Homemaker	9.1%
Retired	17.6%
Disabled	4.8%
Other	0.1%
Refused/No Answer	0.6%

Industry if Employed (N=414)	Percentage
Farming/Agriculture	0.2%
Mining	0.0%
Manufacturing	2.4%
Construction	5.3%
Retail Trade	8.0%
Utilities	2.9%
Hotels, Casinos & Gaming	13.8%
Business & Professional Services	10.4%
Financial Services	5.1%
Healthcare	9.4%
Education Services	9.2%
Government	5.8%
Other	24.6%
Don't Know/Refused	2.9%

Length of Residence In Southern Nevada	Percentage
Less Than 1 Year	2.7%
1 to 3 Years	11.2%
4 to 10 Years	17.9%
10 to 20 Years	35.1%
More Than 20 Years	32.0%
Refused/No Answer	1.1%

Ownership of Residence	Percentage
Owned by Respondent or Someone in Household	57.1%
Renter	41.9%
Other	1.0%

Race/Ethnicity	Percentage
White/Caucasian	52.0%
Black/African American	6.5%
Hispanic/Latino	27.4%
Asian	5.3%
Pacific Islander	0.7%
Native American	1.4%
Of Mixed Race/Ethnicity	3.7%
Other	1.7%
Refused/No Answer	1.3%

Educational Attainment	Percentage
Less Than High School	5.0%
High School Graduate	23.9%
Some College, No Degree	24.0%
Two-Year College Degree	11.2%
Four-Year College Degree	18.0%
Some Post-Graduate Work	3.4%
Graduate/Professional Degree	12.2%
Other	1.6%
Refused/No Answer	0.7%

Top 20 Zip Codes	Percentage
89119	4.3%
89110	4.0%
89115	4.0%
89108	3.6%
89121	3.6%
89031	3.1%
89103	2.8%
89104	2.7%
89122	2.7%
89129	2.7%
89052	2.6%

Top 20 Zip Codes (cont.)	Percentage
89123	2.6%
89147	2.6%
89131	2.4%
89002	2.1%
89032	2.0%
89101	2.0%
89146	2.0%
89107	1.8%
89148	1.8%
Other	41.2%
Don't Know/Refused	3.6%

2015

# FLOOD AWARENESS SURVEY

**DRAFT**

