



# 2017 Flood Awareness Survey

Preliminary Draft | For Discussion Purposes Only



# 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 713 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

<b>General Approach:</b>	A random sample of Clark County residents were surveyed regarding weather-related topics, particularly flooding
<b>Survey Parameters:</b>	
<b>Timeframe:</b>	September - November 2017
<b>Method:</b>	Telephonic and web-based survey
<b>Respondent Requirements:</b>	18 and over; non-media; quotas set for age, Hispanic/non-Hispanic descent and homeowners/renters
<b>Number of Respondents:</b>	713 (250 telephonic and 463 web-based)
<b>Confidence Interval:</b>	95%
<b>Margin of Error:</b>	±3.7%

# Executive Summary

# Survey Summary Narrative

In 2017, more than two out of three (67.9 percent) Southern Nevada residents are aware of weather-related dangers. Awareness is down from 76.7 percent reported in 2015 (the prior survey). However, flooding and flash floods remain the most-cited weather-related danger among survey respondents at 83 percent; there was a decrease from the 2015 survey when 92 percent of respondents identified flooding as a danger. Awareness of flood danger is not the only weather-related danger that saw a drop-off in awareness. Only 68 percent of respondents said they were aware of *any* weather related danger, down from 77 percent in 2015.

The perceived risk from flash floods also decreased from 2015, when 71 percent of respondents rated the danger as a 4 or 5, with 5 being a serious threat to the community. This year, approximately 66 percent rated the danger as that severe. Meanwhile, the perceived risk from some other weather events increased significantly, such as that from high winds or dust storms. In 2015, just 44 percent of respondents rated the danger of high winds as a 4 or 5, but this year 60 percent responded as such. Extreme heat had the highest perceived risk level, with 82 percent rating it a 4 or 5. Shifts in weather patterns and timing of major events can impact survey perceptions period-to-period.

Respondents seem to be noticing a greater social media presence from groups that address flash flooding. In 2015, 43 percent of respondents reported having seen flood information on social media. In 2017, this proportion increased to over 53 percent, the largest gain of any information source from the prior survey.

Respondents are also shifting their preferences of how they obtain news and information. When asked where they would go to find information about the environment and how to keep it clean, the most popular response in both 2015 and 2017 was the internet. However, the internet's share of responses fell from 57 percent to 47 percent this year. Most of those responses shifted to government sources, which was cited by 25 percent of respondents this year compared to just 17 percent in 2015.

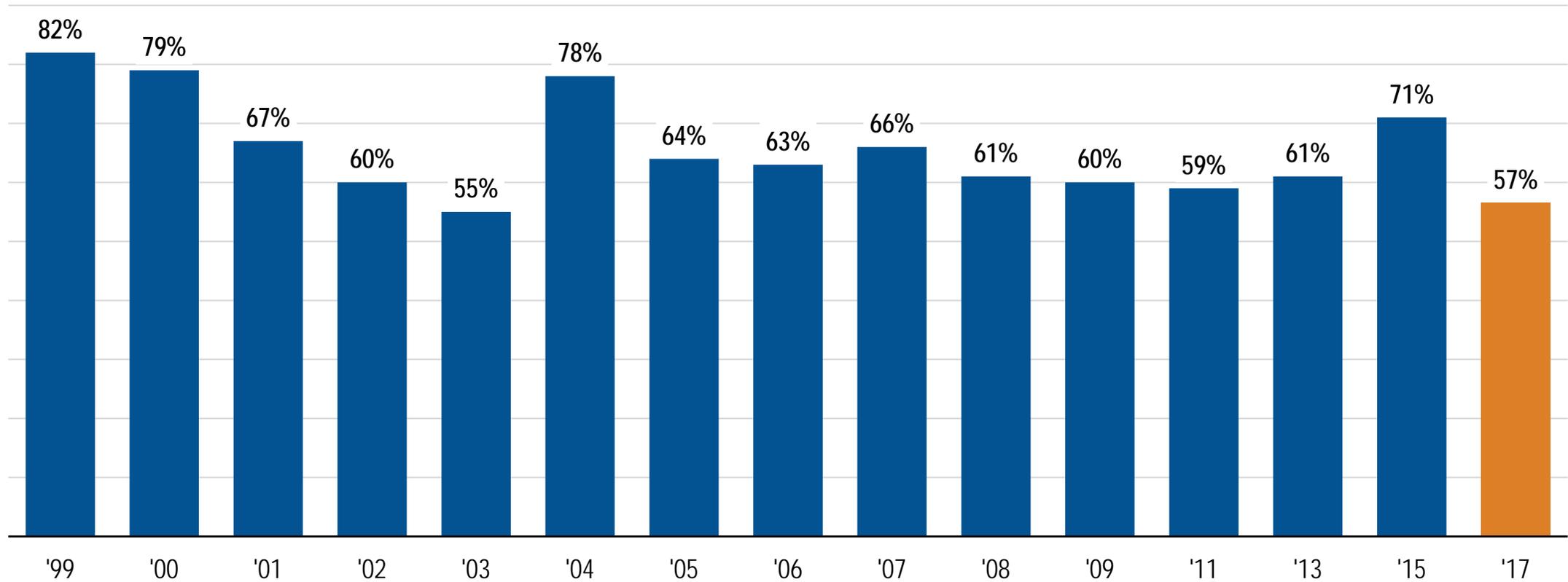
Overall, respondents continue to feel that flood control is being handled well in Southern Nevada. In 2015, 64.5 percent rated flood control as "good" or "excellent"; this year the same metric increased slightly to 67.6 percent.

# Survey Summary Themes

- Flooding is a widely recognized weather-related danger in Southern Nevada
- Residents tend to use social media as a source of information in increasing numbers
- Despite an evolving media and advertising industry, residents continue to seek out government agencies as a key source of information
- Flood insurance protection remains a low priority for residents
- The majority of residents noted that flood control is being handled well
- Public safety awareness of flood dangers still has room for improvement

# Historical Trend in Flood Awareness

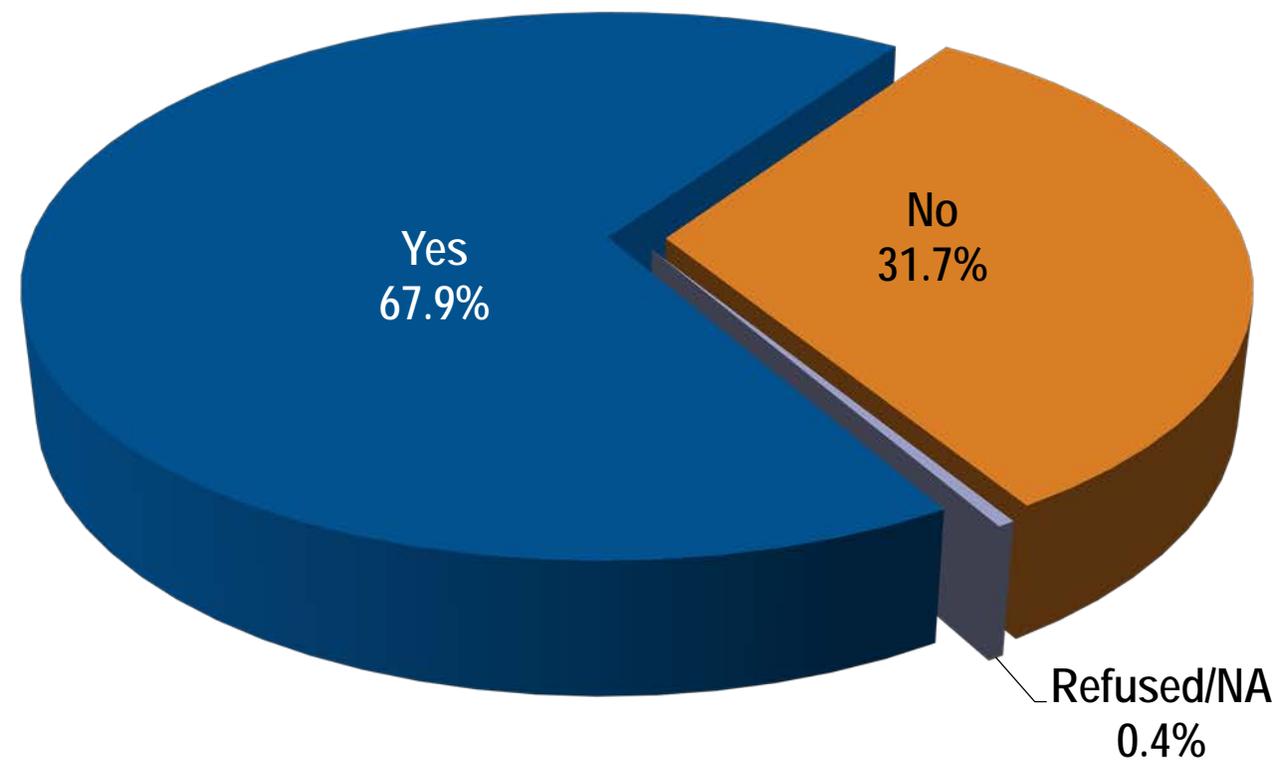
(Unprompted Responses)



Note: Unprompted response reflects the share of respondents that are aware of weather-related dangers (Q1) and the types of dangers noted (Q2).

# Survey Results

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



N=713

# Q1: Are you aware of any weather-related dangers that can occur in the Southern Nevada area? *Responses by Age*

Age Category	Sample Size	Yes	No	Refused/NA
18 to 20	N=38	57.9%	36.8%	5.3%
21 to 24	N=48	68.8%	31.3%	0.0%
25 to 34	N=143	65.0%	35.0%	0.0%
35 to 49	N=207	74.4%	25.1%	0.5%
50 to 54	N=49	61.2%	38.8%	0.0%
55 to 64	N=118	72.0%	28.0%	0.0%
65 or Older	N=110	60.9%	39.1%	0.0%
TOTAL	N=713	67.9%	31.7%	0.4%

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. However, awareness was significantly lower across the board compared to responses received in 2015. Two years ago, 76.7% of respondents said they were aware of weather-related dangers, compared to just 67.9% this year.

N=713

# Q1: Are you aware of any weather-related dangers that can occur in the Southern Nevada area? *Responses by Length of Residence*

Length of Residence in Southern Nevada	Sample Size	Yes	No	Refused/NA
Less Than 1 Year	N=36	72.2%	27.8%	0.0%
1 to 3 Years	N=76	64.5%	34.2%	1.3%
4 to 10 Years	N=130	66.9%	33.1%	0.0%
10 to 20 Years	N=196	67.3%	32.1%	0.5%
More Than 20 Years	N=270	69.3%	30.4%	0.4%
Refused/No Answer	N=5	60.0%	40.0%	0.0%

Respecting the small sample size, respondents who have lived in Southern Nevada for less than a year reported the highest awareness at 72.2 percent, up from just 58 percent in 2015. Other than this outlier, awareness slightly increased along with length of residence.

N=713

# Q1: Are you aware of any weather-related dangers that can occur in the Southern Nevada area? *Responses by Race/Ethnicity*

Race/Ethnicity	Sample Size	Yes	No	Refused/NA
White/Caucasian	N=404	73.3%	26.5%	0.2%
Black/African American	N=48	60.4%	39.6%	0.0%
Hispanic/Latino	N=163	54.0%	44.8%	1.2%
Asian	N=33	75.8%	24.2%	0.0%
Pacific Islander	N=8	87.5%	12.5%	0.0%
Native American	N=7	71.4%	28.6%	0.0%
Of Mixed Race/Ethnicity	N=38	73.7%	26.3%	0.0%
Other	N=12	50.0%	50.0%	0.0%

The only two groups with a significant enough sample size to infer differences are White/Caucasian and Hispanic/Latino, and the share of Hispanic/Latino who said they were aware of weather-related dangers was significantly lower than that of White/Caucasian (60 percent vs. 73 percent, respectively). Awareness among the White/Caucasians demographic fell from 85 percent in 2015.

N=713

# Q1: Are you aware of any weather-related dangers that can occur in the Southern Nevada area? *Responses by Educational Attainment*

Educational Attainment	Sample Size	Yes	No	Refused/NA
Less Than High School	N=20	55.0%	45.0%	0.0%
High School Graduate	N=161	61.5%	38.5%	0.0%
Some College, No Degree	N=218	65.1%	33.9%	0.9%
Two-Year College Degree	N=79	67.1%	32.9%	0.0%
Four-Year College Degree	N=109	78.9%	21.1%	0.0%
Some Post-Graduate Work	N=21	81.0%	19.0%	0.0%
Graduate/Professional Degree	N=87	78.2%	21.8%	0.0%
Other	N=11	45.5%	54.5%	0.0%
Refused/No Answer	N=7	42.9%	42.9%	14.3%

While sample sizes for some groups were relatively small, there seems to be a pretty strong correlation between educational attainment and awareness of weather-related dangers, with more than a 20 percentage point spread between respondents who did not complete high school and those with at least a four-year college degree.

N=713

# 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=245	71.8%	28.2%	0.0%
Female	N=468	65.8%	33.5%	0.6%

Male respondents were slightly more likely to be aware of weather-related dangers than female respondents.

N=713

# Q1: Are you aware of any weather-related dangers that can occur in the Southern Nevada area? *Responses by Owners/Renters*

Ownership Status	Sample Size	Yes	No	Refused/NA
Owner	N=410	68.0%	31.5%	0.5%
Renter	N=297	67.7%	32.0%	0.3%
Other	N=6	66.7%	33.3%	0.4%

Homeowners and renters were equally likely to be aware of weather-related dangers, although the share of each fell significantly from 2015. Approximately 80 percent of homeowners and 72 percent of renters responded that they were aware of such dangers in 2015.

N=713

# 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=109	71.6%	27.5%	0.9%
No	N=226	68.1%	31.9%	0.0%
Refused/NA	N=1	100.0%	0.0%	0.0%

Surprisingly, watching the Flood Channel on TV does not seem to correlate to significantly greater awareness of weather dangers. Respondents who had watched the channel were only slightly more aware than those who had not. Compared to 2015, awareness among those who had not watched the channel fell significantly, from 76 percent to 68 percent while it remained constant among those who had watched.

N=336

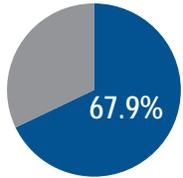
# Q1: Are you aware of any weather-related dangers that can occur in the Southern Nevada area? *Responses by Weather Forecast Usage*

How often would you say you check your local weather forecast?	Sample Size	Yes	No	Refused/NA
More than Once Per Day	N=130	75.4%	24.6%	0.0%
Once Per Day	N=319	68.3%	31.3%	0.3%
Several Times Per Week	N=131	66.4%	32.8%	0.8%
Once Per Week	N=51	60.8%	37.3%	2.0%
Rarely/Only on Occasion	N=65	58.5%	41.5%	0.0%
Never	N=13	69.2%	30.8%	0.0%
Refused/No Answer	N=4	75.0%	25.0%	0.0%

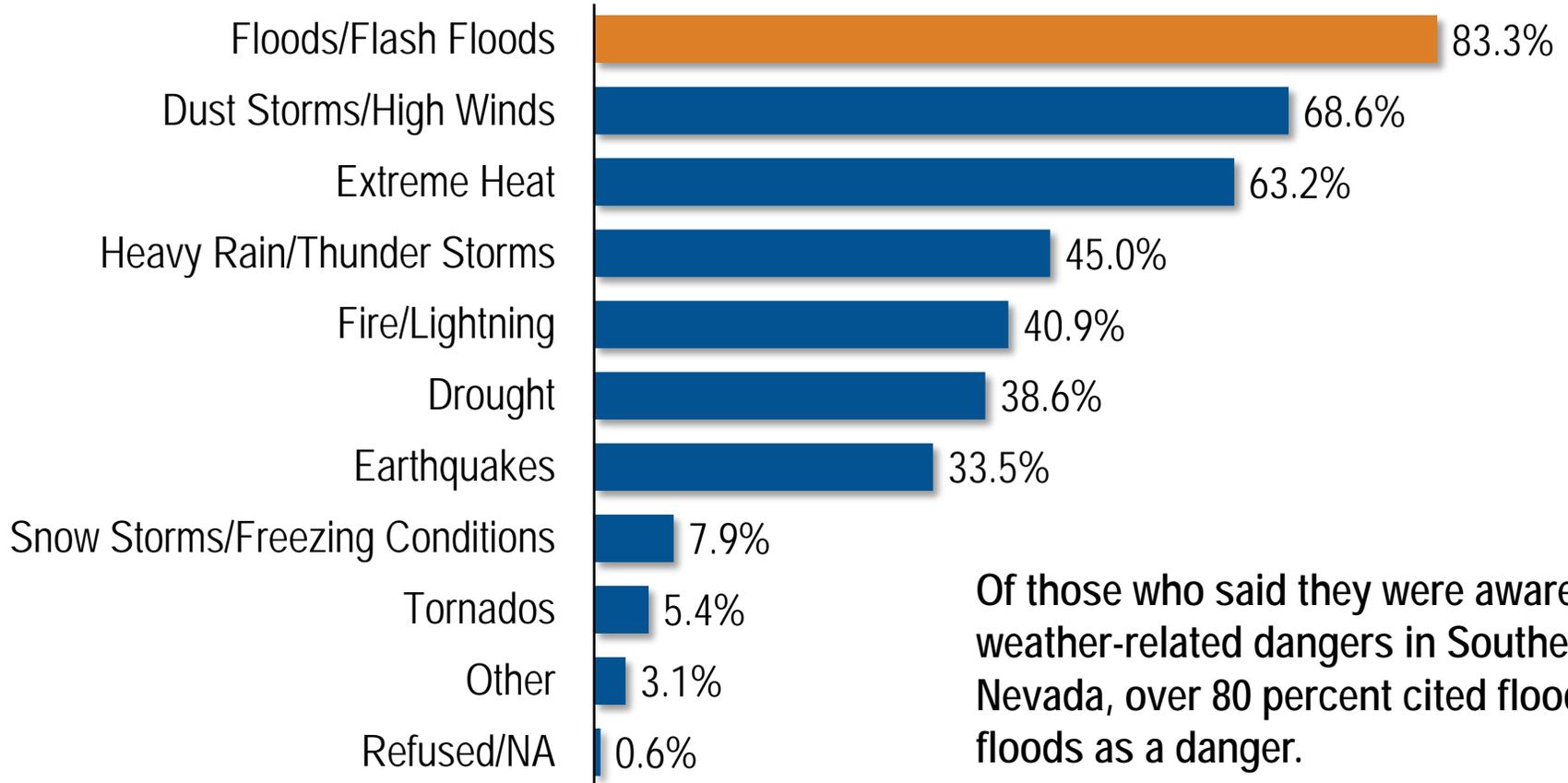
For the most part, respondents who check the weather forecast more often were more aware of weather-related dangers. Only those who responded that they “never” check the forecast bucked the trend as the second most aware group, albeit with a very small sample size.

N=713

# 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

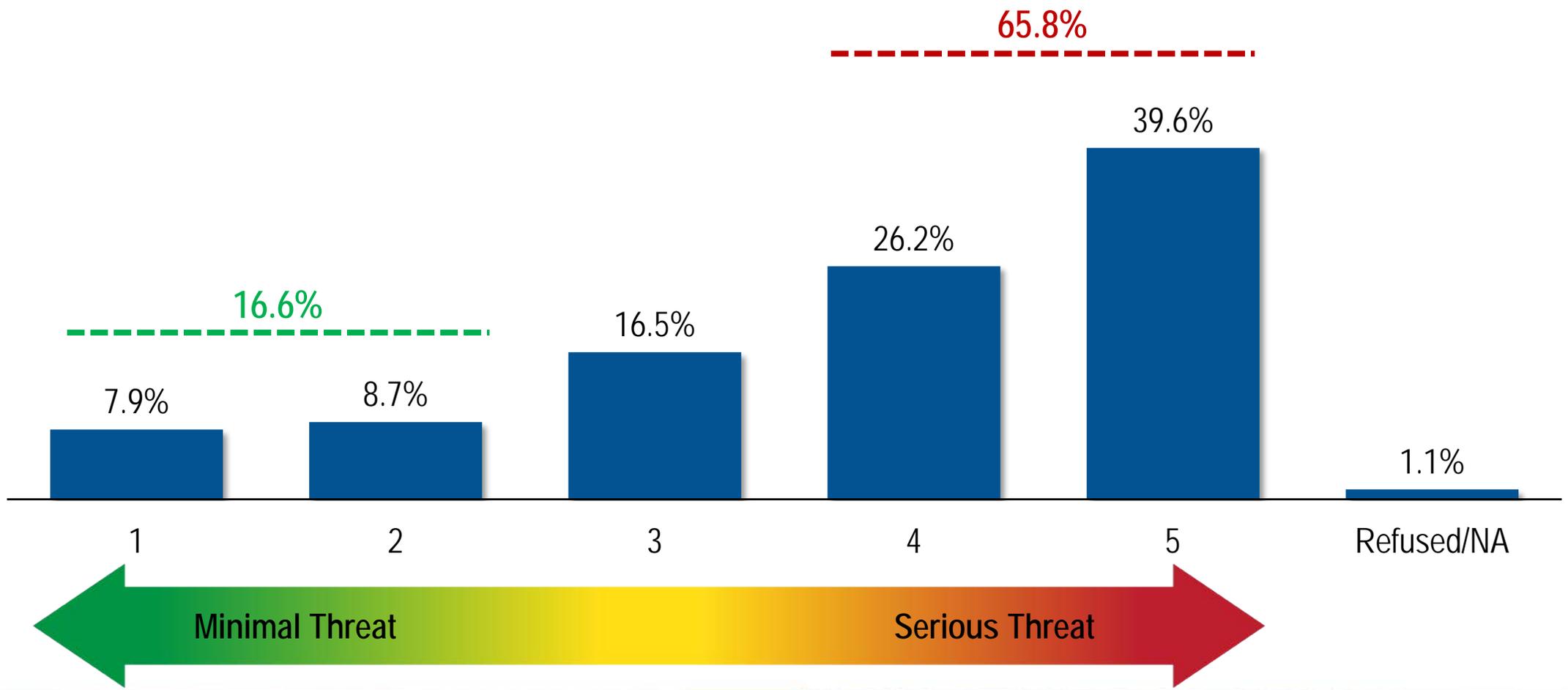


Of those who said they were aware of weather-related dangers in Southern Nevada, over 80 percent cited floods/flash floods as a danger.

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

N=484

# Q3A: Please rank each weather-related danger in terms of the threat to the local community. *Floods/Flash Floods*



N=713

# Q3A: Threat of Floods/Flash Floods

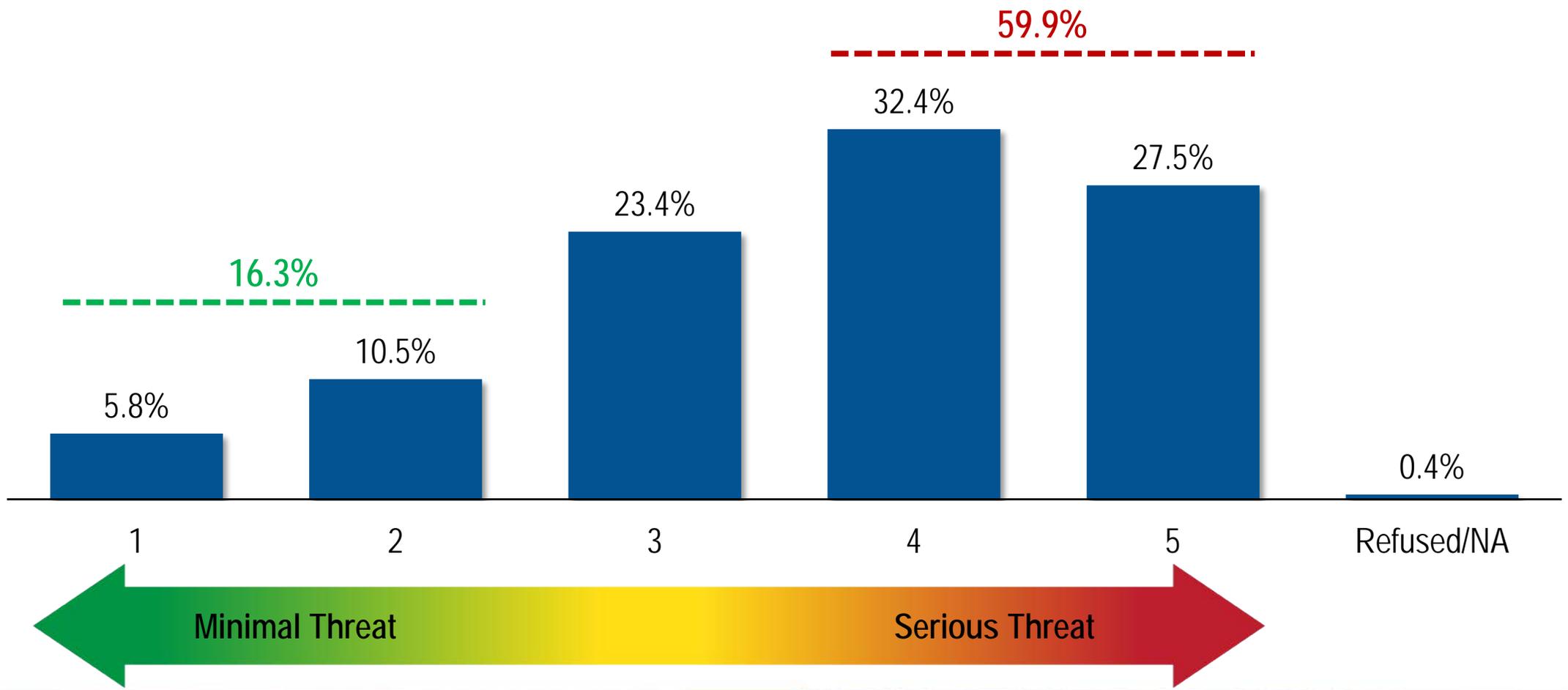
## Responses by Length of Residence

Length of Residence in Southern Nevada	Sample Size	1 (Minimal Threat)	2	3	4	5 (Serious Threat)	Refused/NA
Less Than 1 Year	N=36	5.6%	5.6%	25.0%	19.4%	41.7%	2.8%
1 to 3 Years	N=76	7.9%	11.8%	19.7%	21.1%	36.8%	2.6%
4 to 10 Years	N=130	7.7%	6.2%	16.2%	32.3%	36.9%	0.8%
10 to 20 Years	N=196	8.7%	10.2%	14.3%	24.5%	41.8%	0.5%
More Than 20 Years	N=270	7.4%	8.1%	16.7%	26.7%	40.0%	1.1%
Refused/No Answer	N=5	20.0%	20.0%	0.0%	40.0%	20.0%	0.0%

Similar proportions of each group rated the threat as a "5", but each group showed significant declines in this response from 2015.

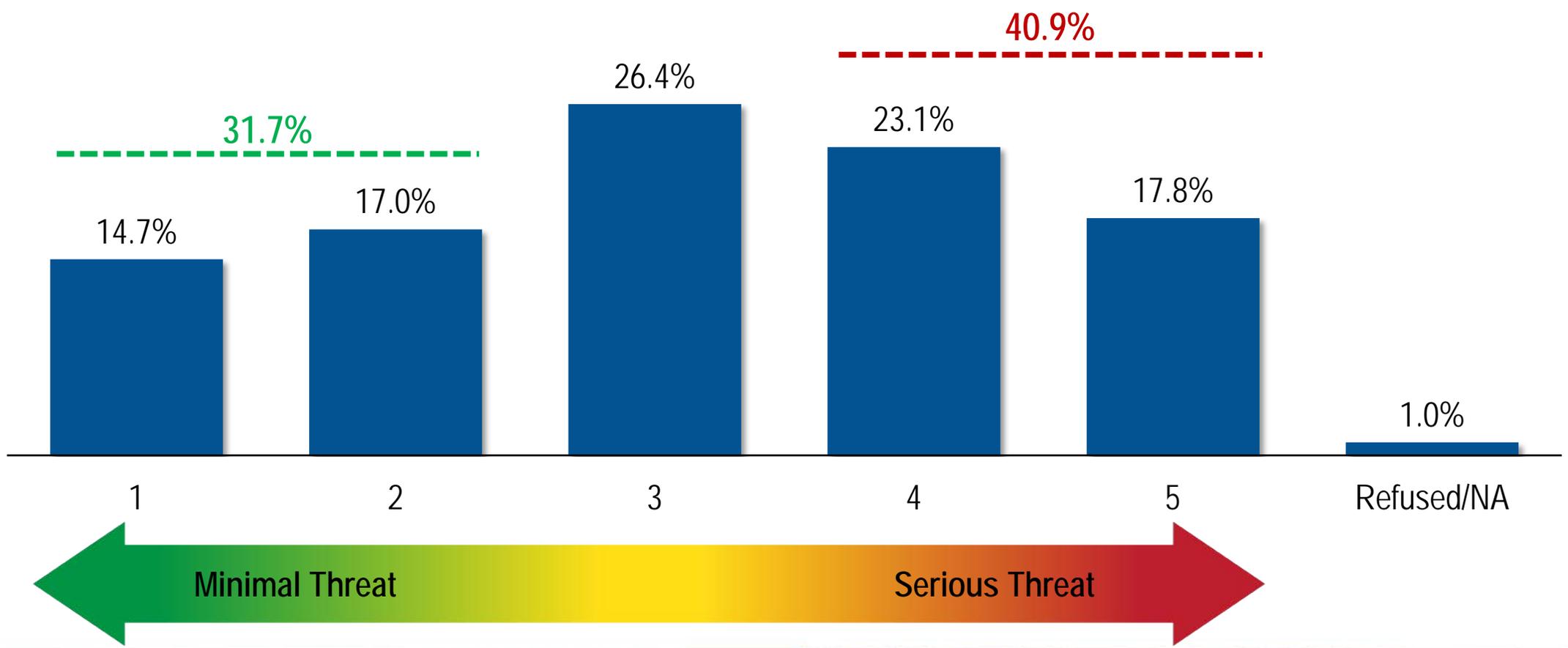
N=713

# Q3B: Please rank each weather-related danger in terms of the threat to the local community. *Dust Storms/High Winds*



N=713

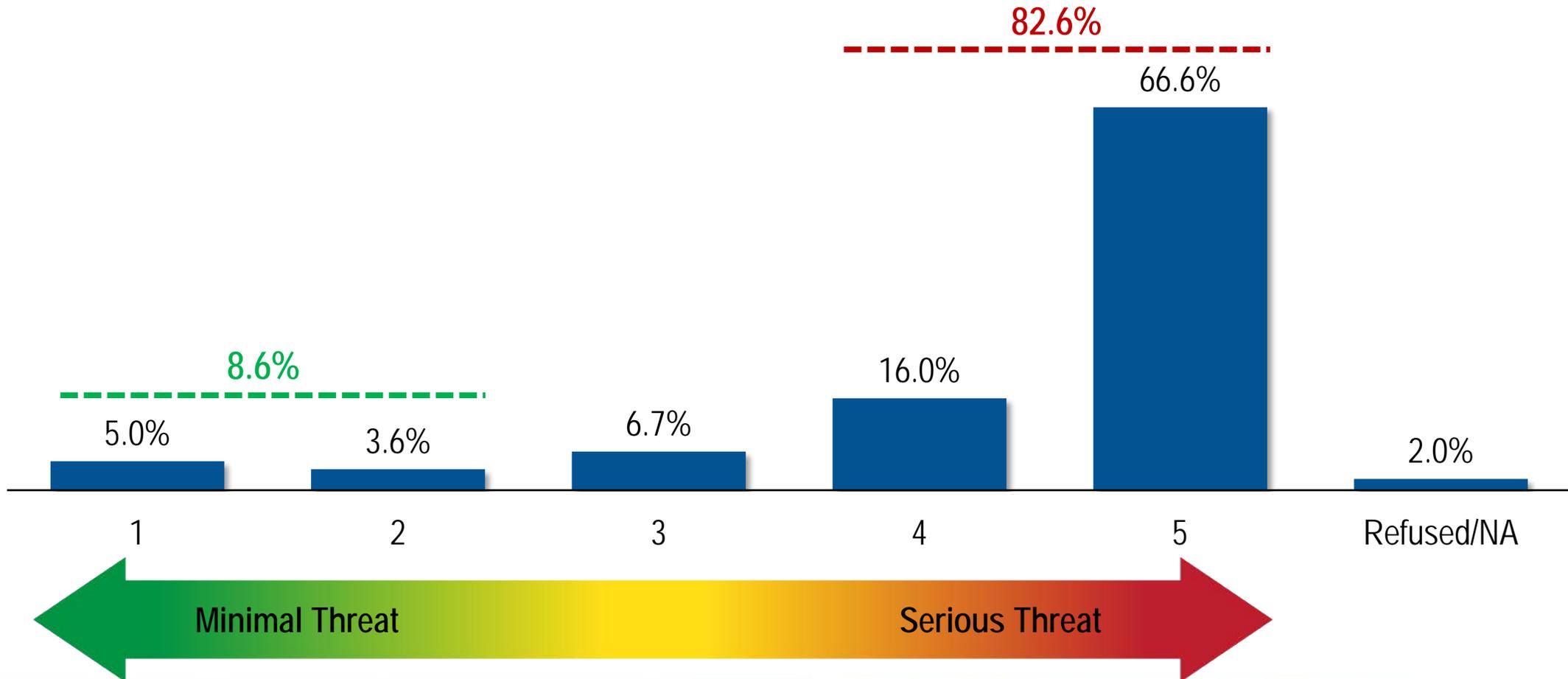
# Q3C: Please rank each weather-related danger in terms of the threat to the local community. *Heavy Rain/Thunderstorms*



N=713

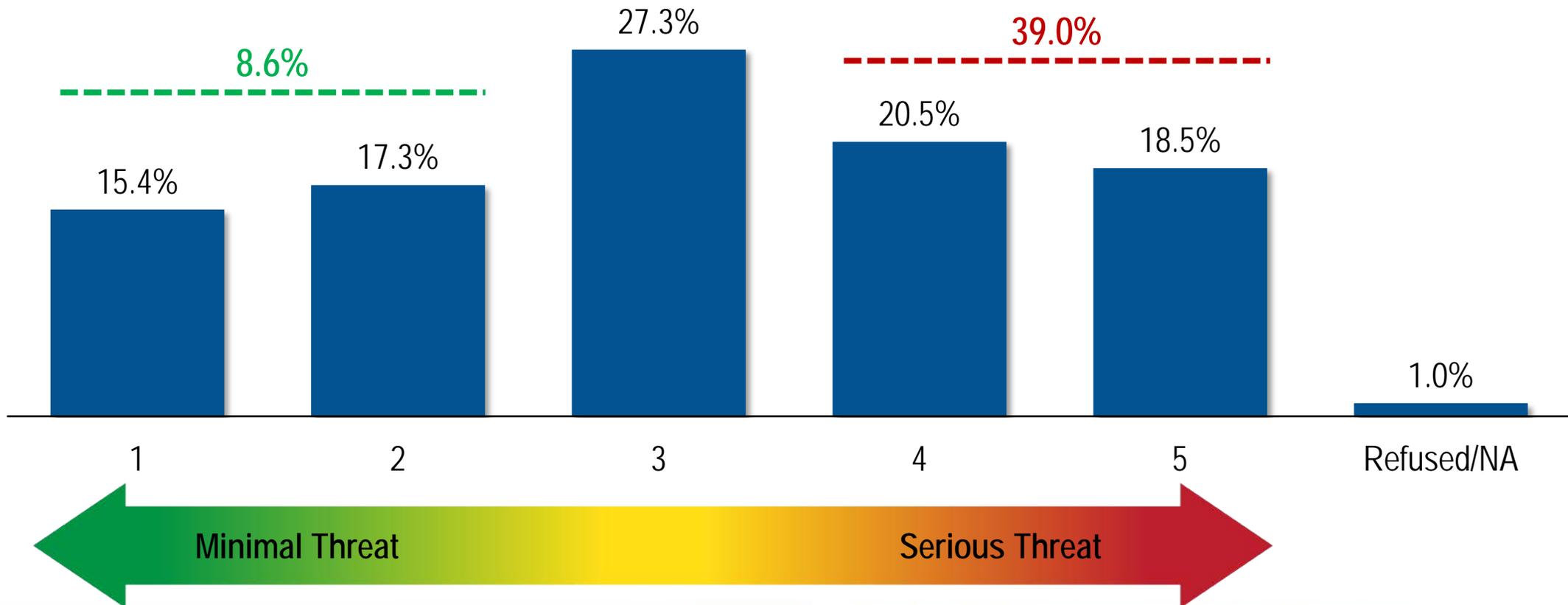


# Q3D: Please rank each weather-related danger in terms of the threat to the local community. *Extreme Heat*



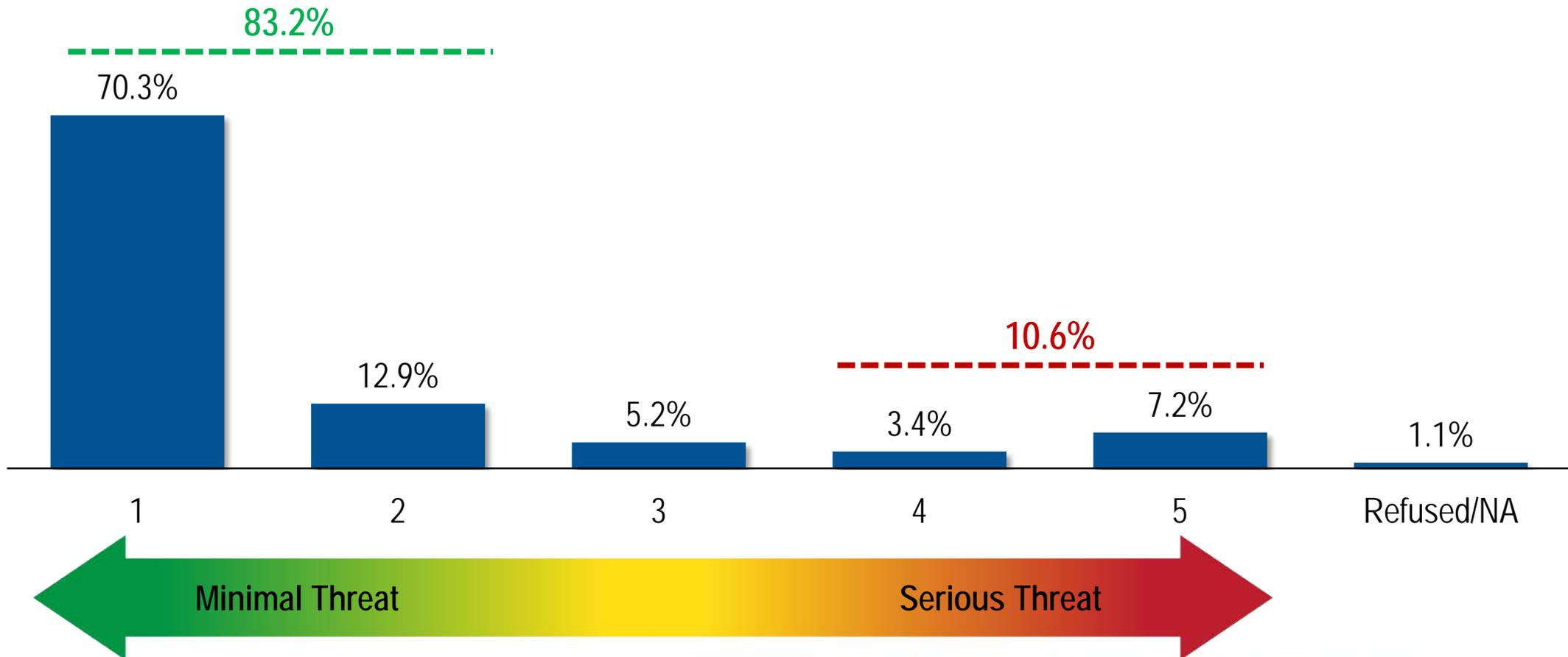
N=713

# Q3E: Please rank each weather-related danger in terms of the threat to the local community. *Fire/Lightning*



N=713

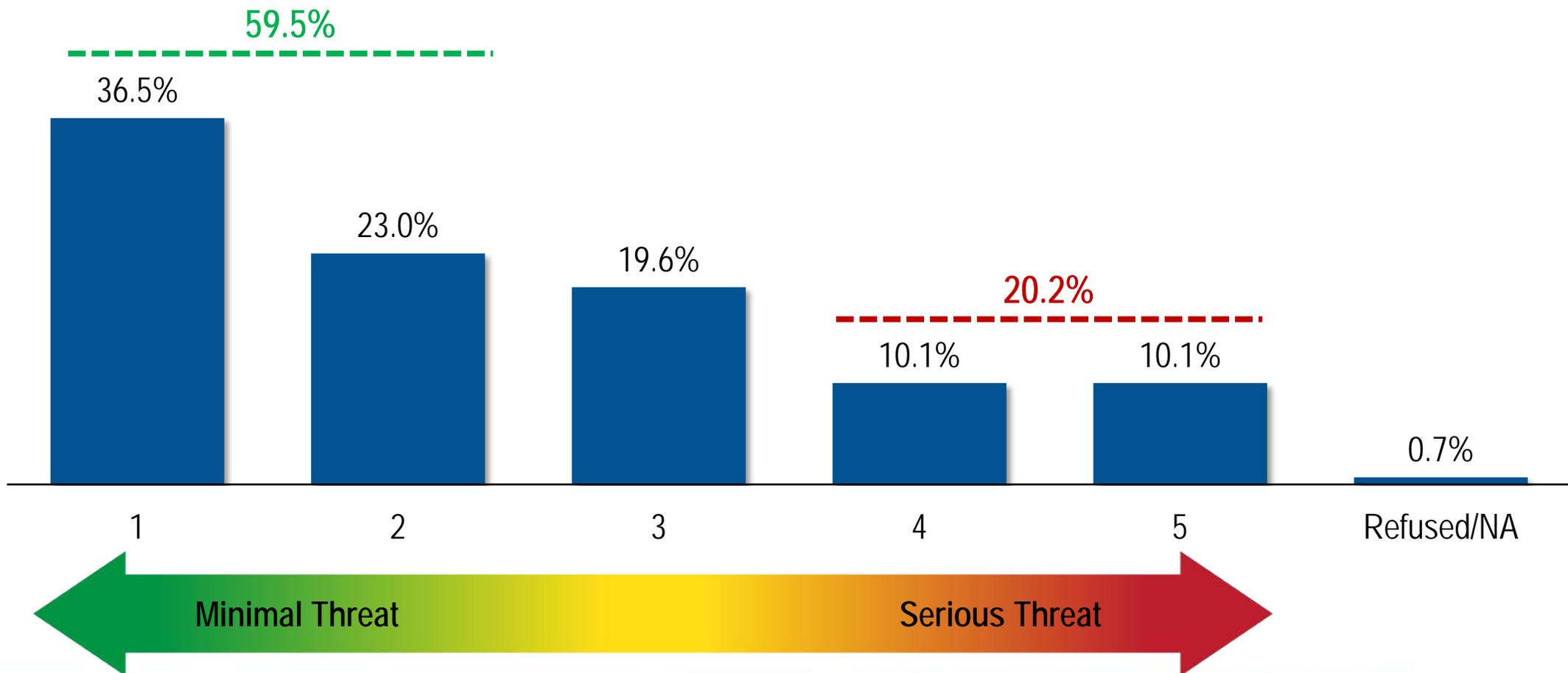
# Q3F: Please rank each weather-related danger in terms of the threat to the local community. *Tornados*



N=713

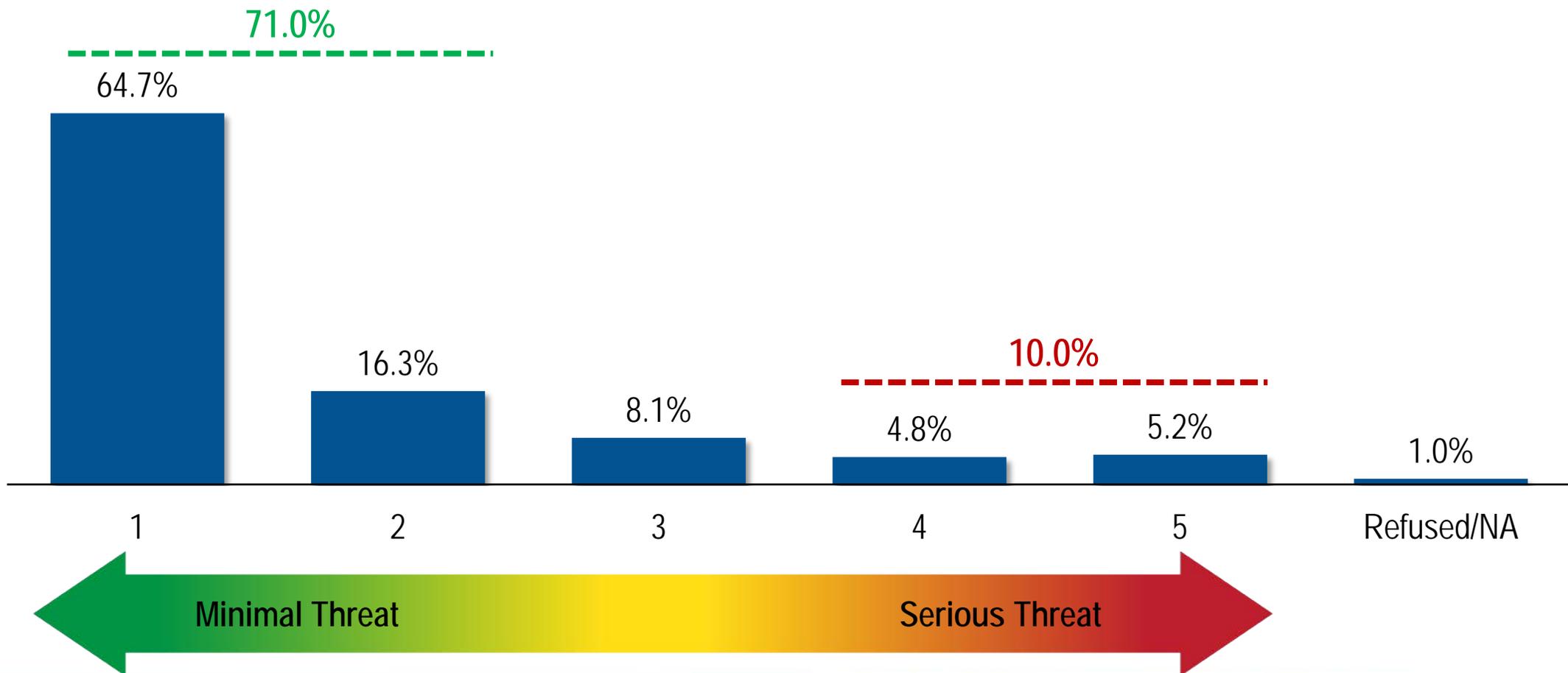


# Q3G: Please rank each weather-related danger in terms of the threat to the local community. *Earthquakes*



N=713

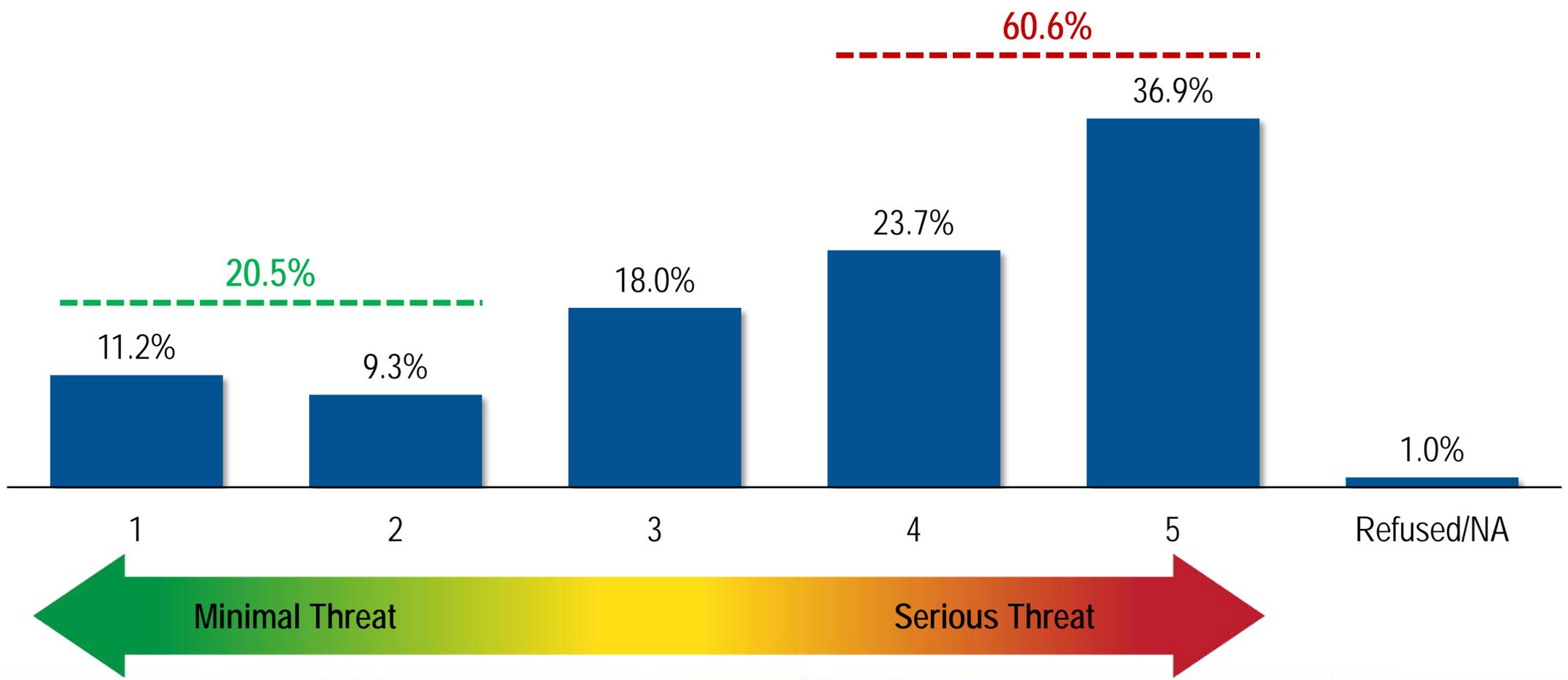
# Q3H: Please rank each weather-related danger in terms of the threat to the local community. *Snow Storms/Freezing*



N=713



# Q3I: Please rank each weather-related danger in terms of the threat to the local community. *Drought*



N=713



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

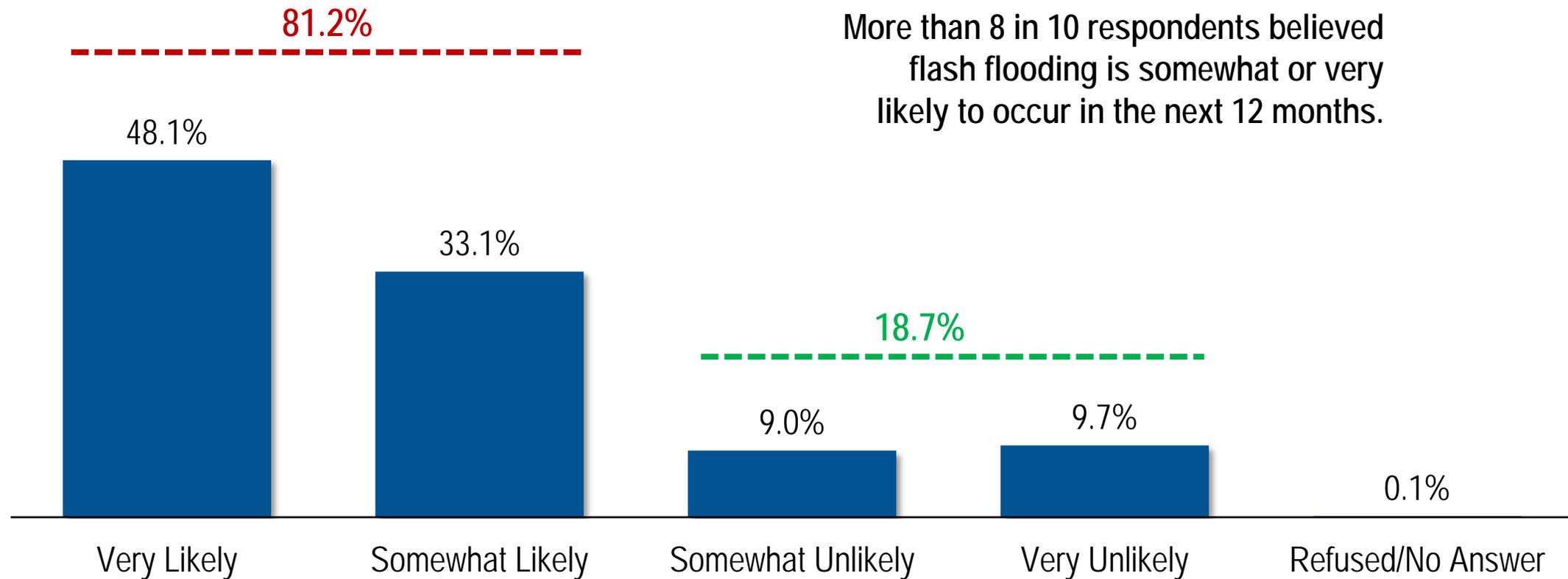
Weather-Related Danger	Mean Score	Median Score
Extreme Heat	4.30	5.00
Floods/Flash Floods	3.78	4.00
Dust Storms/High Winds	3.64	4.00
Drought	3.63	4.00
Heavy Rain/Thunderstorms	3.09	3.00
Fire/Lightning	3.06	3.00
Earthquakes	2.32	2.00
Snow Storms/Freezing Conditions	1.67	1.00
Tornados	1.61	1.00

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

N=713



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



N=713

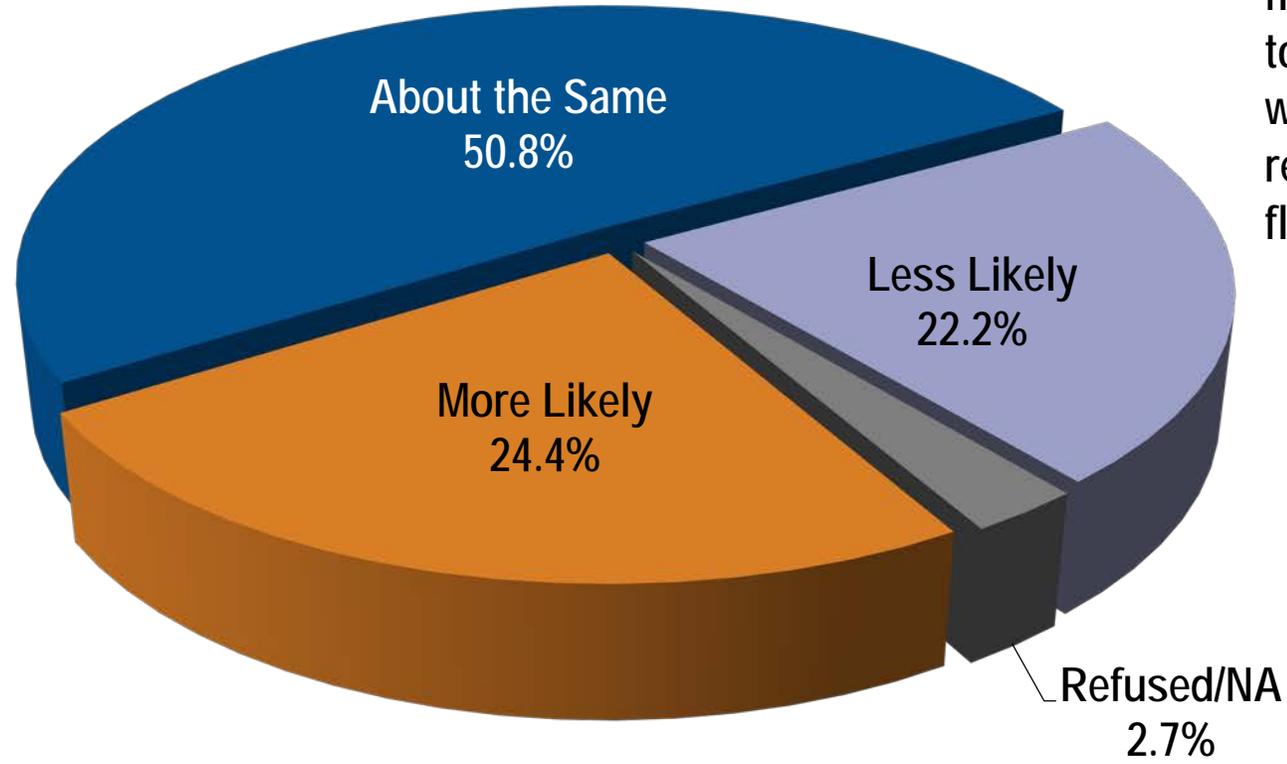
## Q5: How likely is it that flash flooding will occur in Clark County during the next 12 months? *Responses by Length of Residence*

Length of Residence in Southern Nevada	Sample Size	Very Likely	Somewhat Likely	Somewhat Unlikely	Very Unlikely	Refused/NA
Less Than 1 Year	N=36	33.3%	41.7%	8.3%	16.7%	0.0%
1 to 3 Years	N=76	42.1%	27.6%	17.1%	13.2%	0.0%
4 to 10 Years	N=130	49.2%	36.2%	7.7%	6.9%	0.0%
10 to 20 Years	N=196	48.5%	32.7%	8.7%	9.7%	0.5%
More Than 20 Years	N=270	51.5%	31.9%	7.4%	9.3%	0.0%
Refused/No Answer	N=5	20.0%	60.0%	20.0%	0.0%	0.0%

Among respondents who have lived in Southern Nevada the longest (more than 20 years), approximately 52 percent think flash flooding is “Very Likely” to occur in the next 12 months, which is the highest share reported by any group. The proportion responding that flooding is “Very Likely” increased consistently with length of residence, although all groups were less likely to choose that option than in 2015.

N=713

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

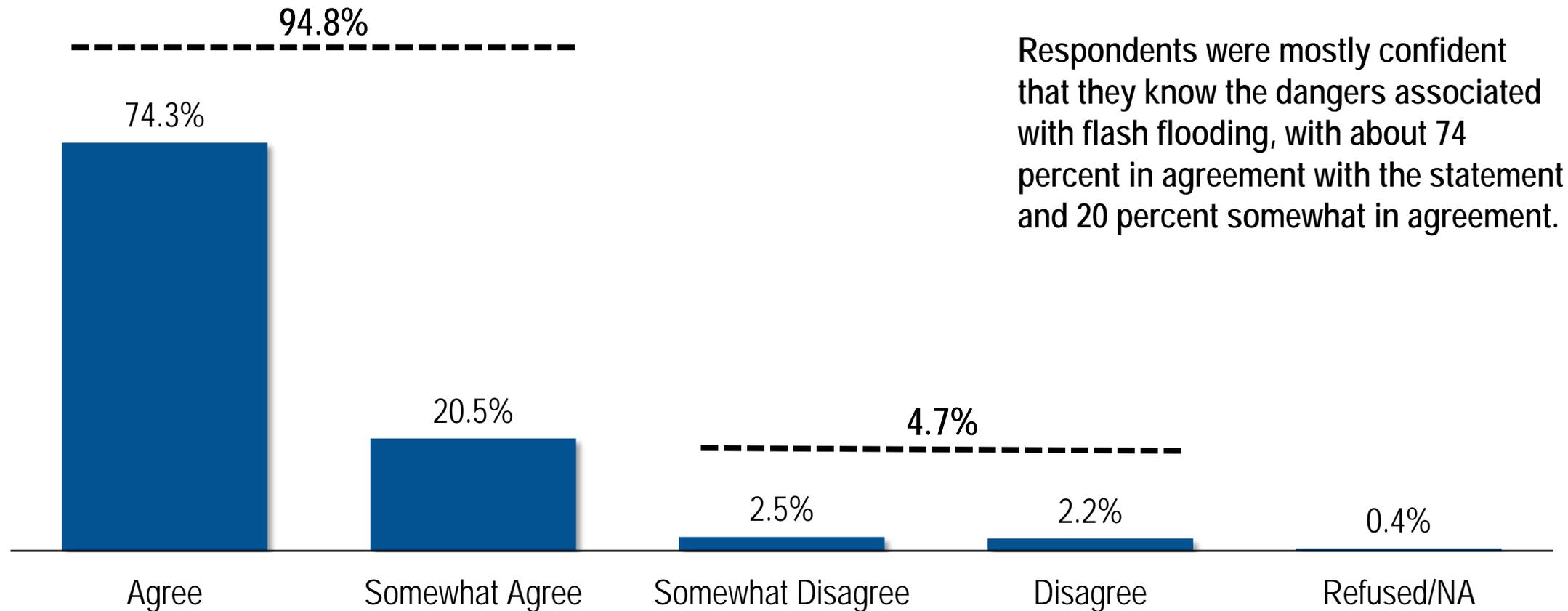


Half of respondents believed flash flooding is just as likely today as it was 10 years ago, while about one-fourth of respondents believed flash flooding is more likely today.

N=713

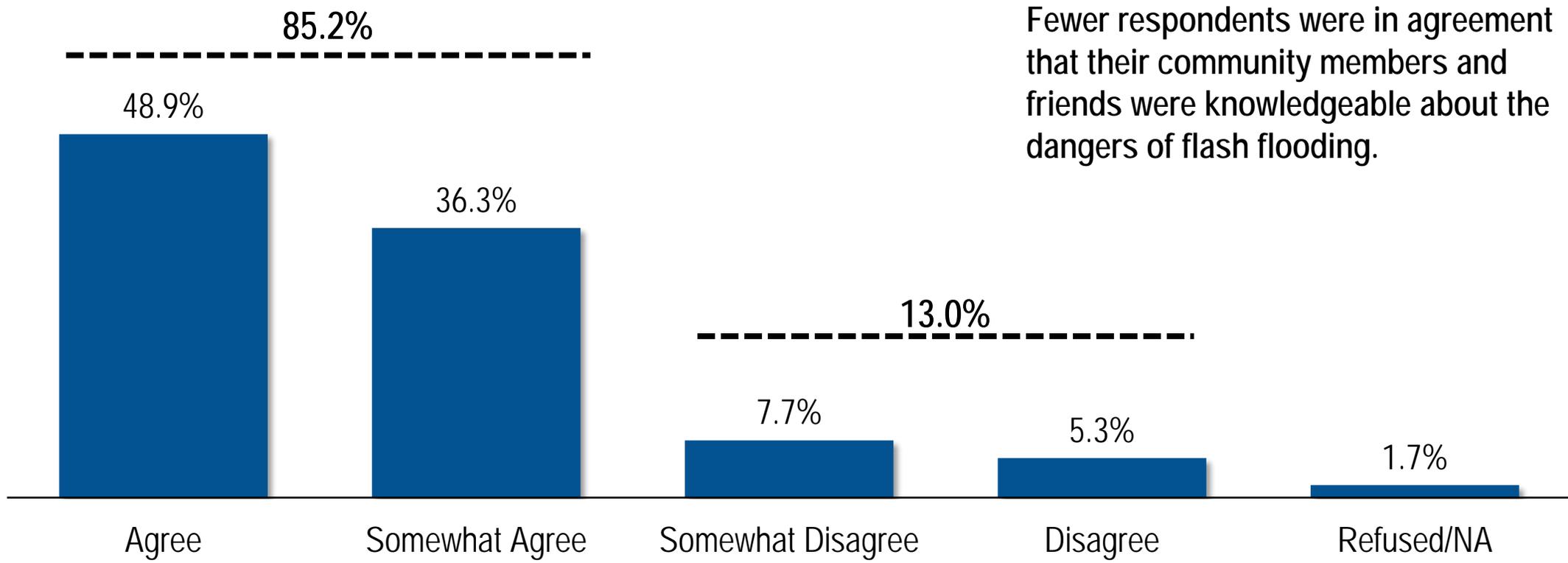


# Q8-1: Agree or Disagree? *I know about the dangers of flash flooding.*



N=713

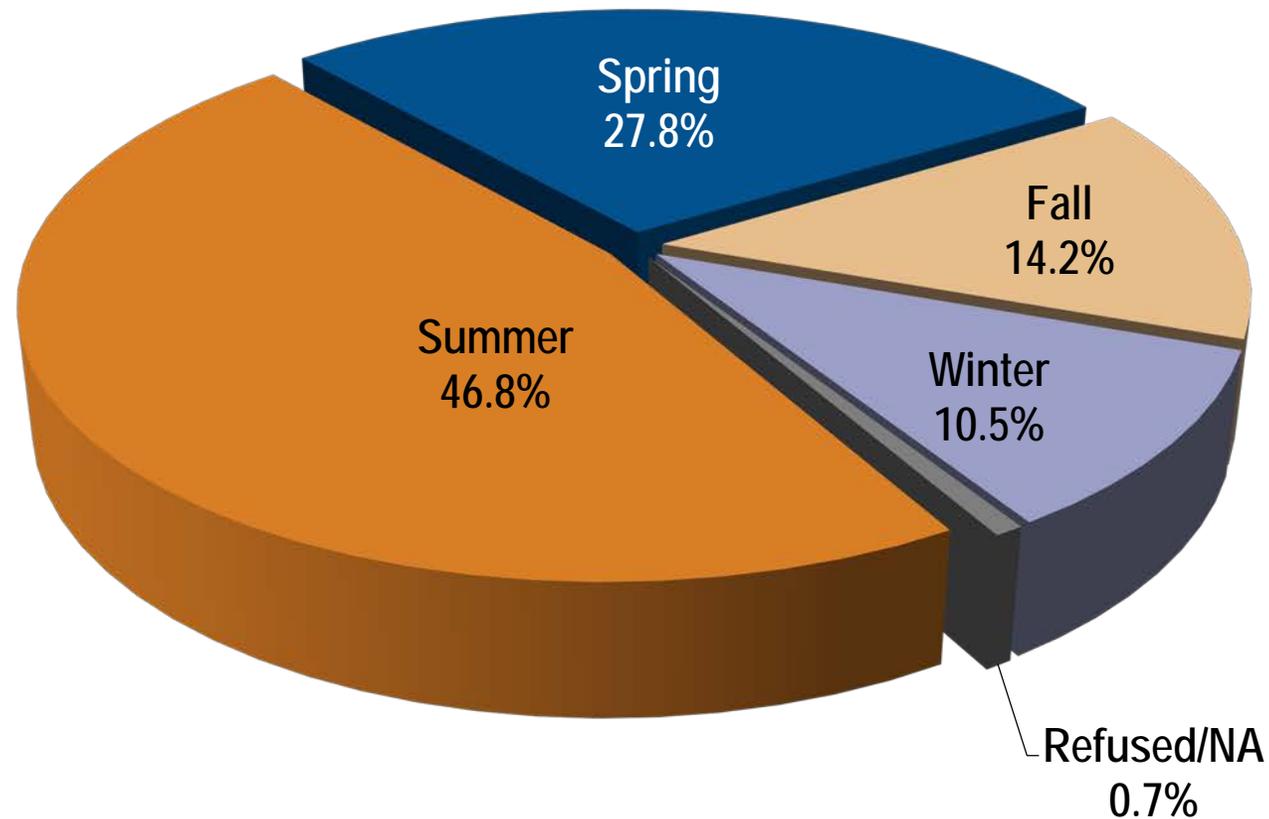
# Q8-2: Agree or Disagree? *I believe the people in my community, my friends and my neighbors know about the dangers of flash flooding.*



N=713

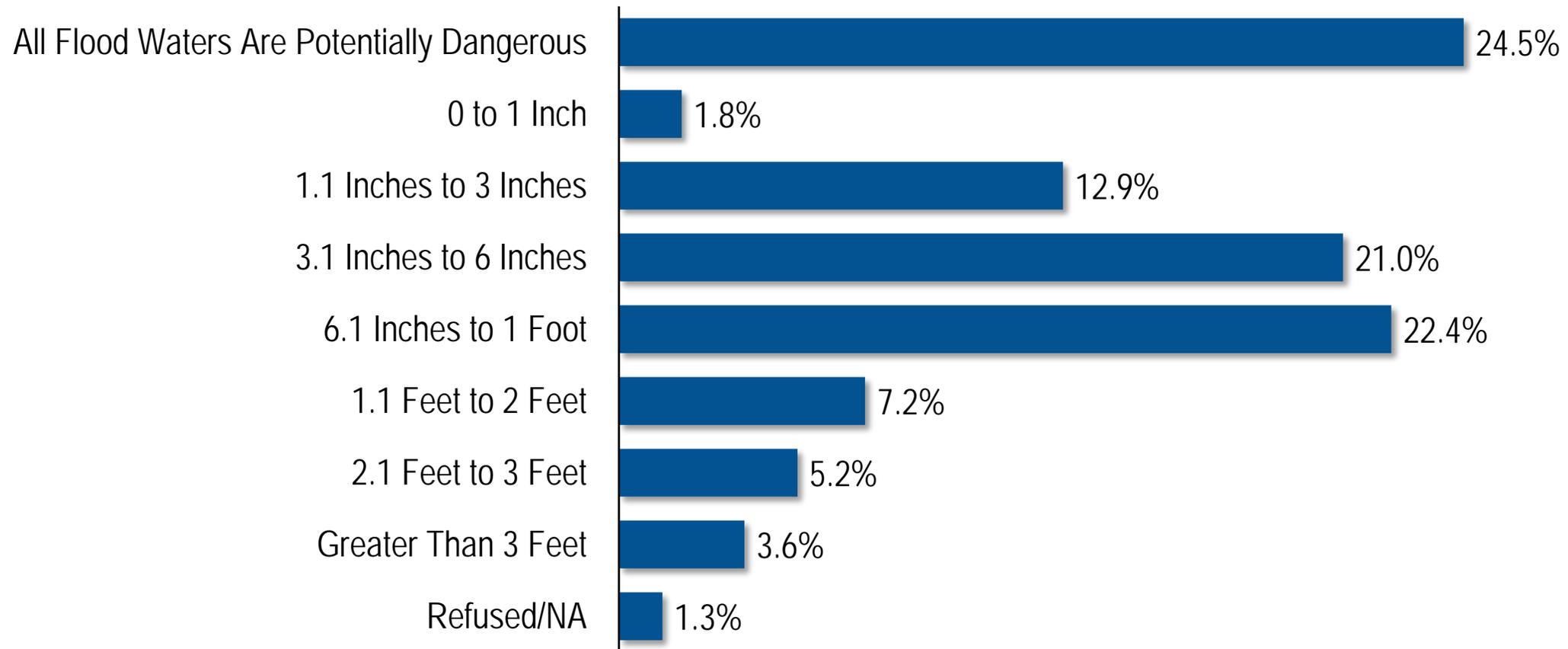
## Q9: In what season is flash flooding most likely to occur?

The largest share of respondents said flash flooding was most likely to occur in the summer season (47 percent), followed by spring (28 percent), fall (14 percent) and winter (11 percent).



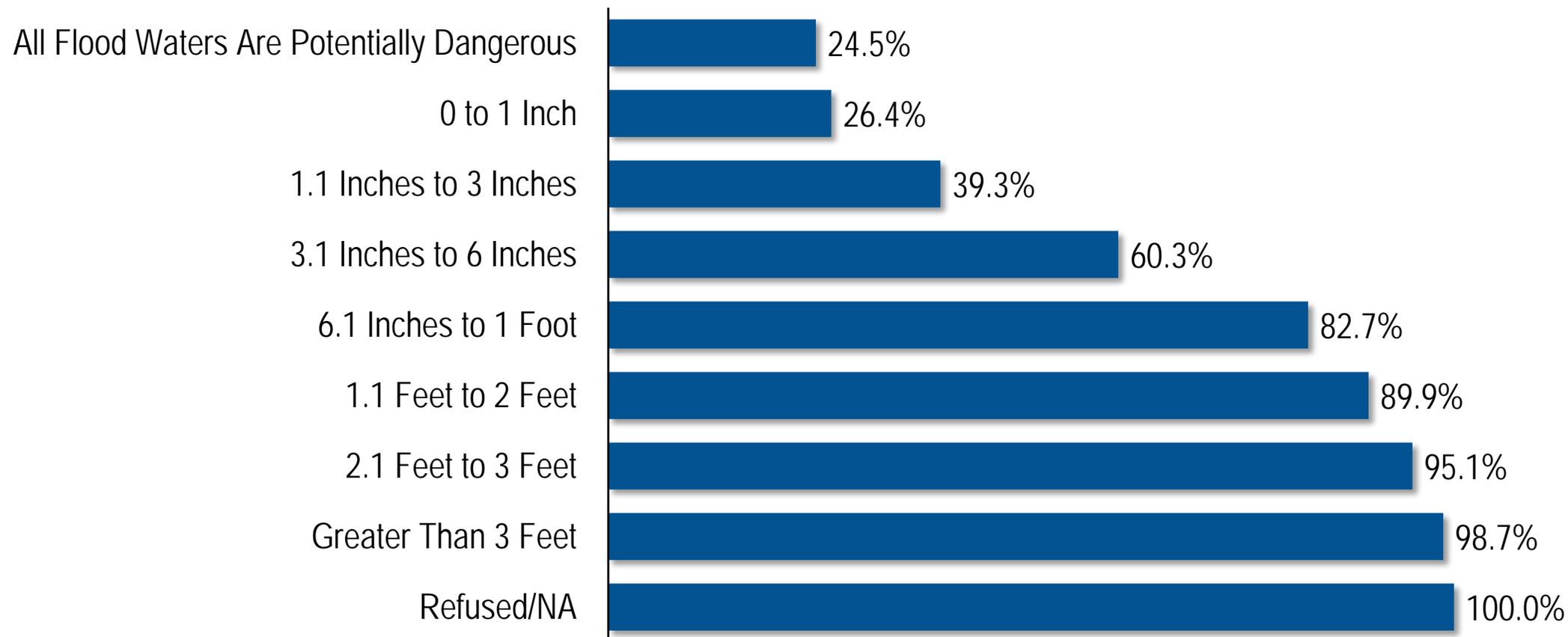
N=713

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



N=713

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



N=713

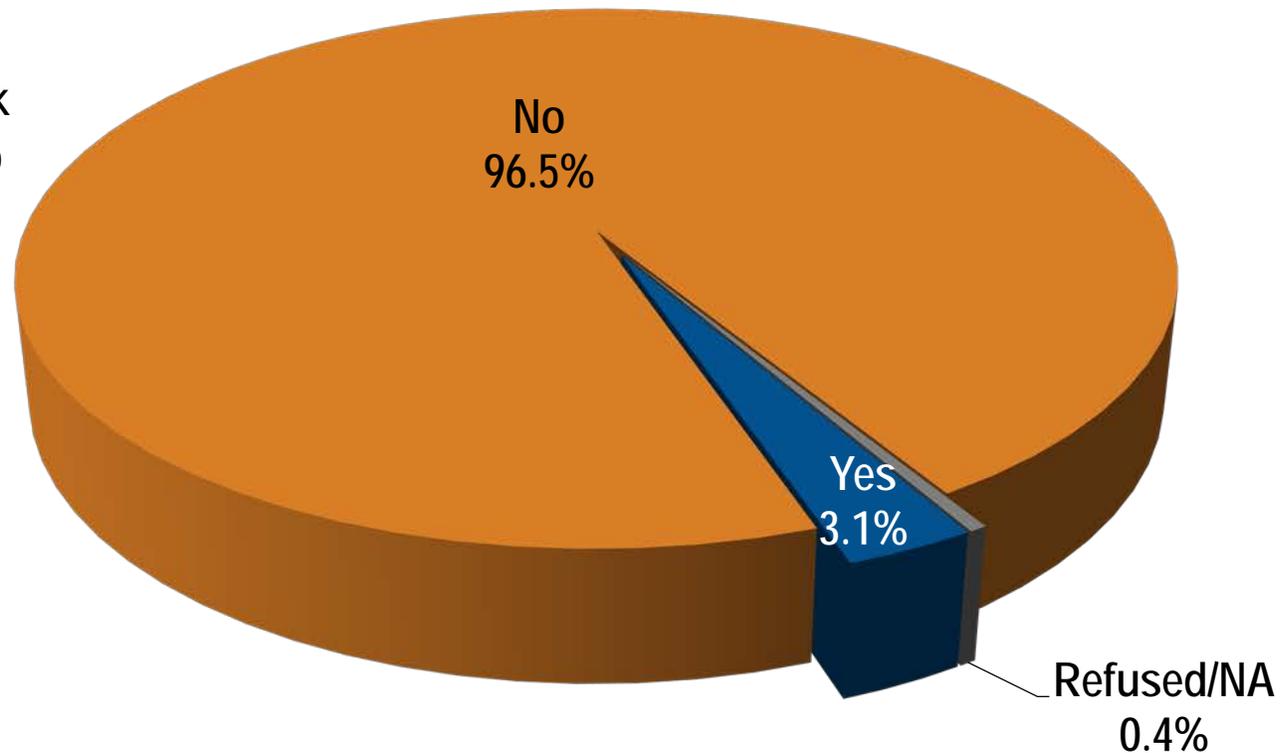
# Q10: About how deep do flood waters need to be to become dangerous? *Responses by Q18*

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=297	25.3%	2.7%	14.8%	21.5%	20.9%	6.4%	6.4%	1.3%	0.7%
Waited for Waters To Go Down, Then Drove Through It	N=38	18.4%	0.0%	13.2%	18.4%	28.9%	15.8%	5.3%	0.0%	0.0%
Drove Through It & Made It	N=158	25.9%	0.0%	11.4%	25.3%	24.1%	5.1%	2.5%	3.8%	1.9%
Drove Through It & Got Stuck	N=8	25.0%	0.0%	0.0%	12.5%	0.0%	12.5%	12.5%	37.5%	0.0%
Other	N=8	12.5%	12.5%	12.5%	0.0%	50.0%	0.0%	12.5%	0.0%	0.0%
Don't Remember	N=6	66.7%	0.0%	16.7%	0.0%	0.0%	16.7%	0.0%	0.0%	0.0%
Refused/NA	N=2	0.0%	50.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

N=517

# Q10-1: Is it safe for children to play in flood channels when it is not raining?

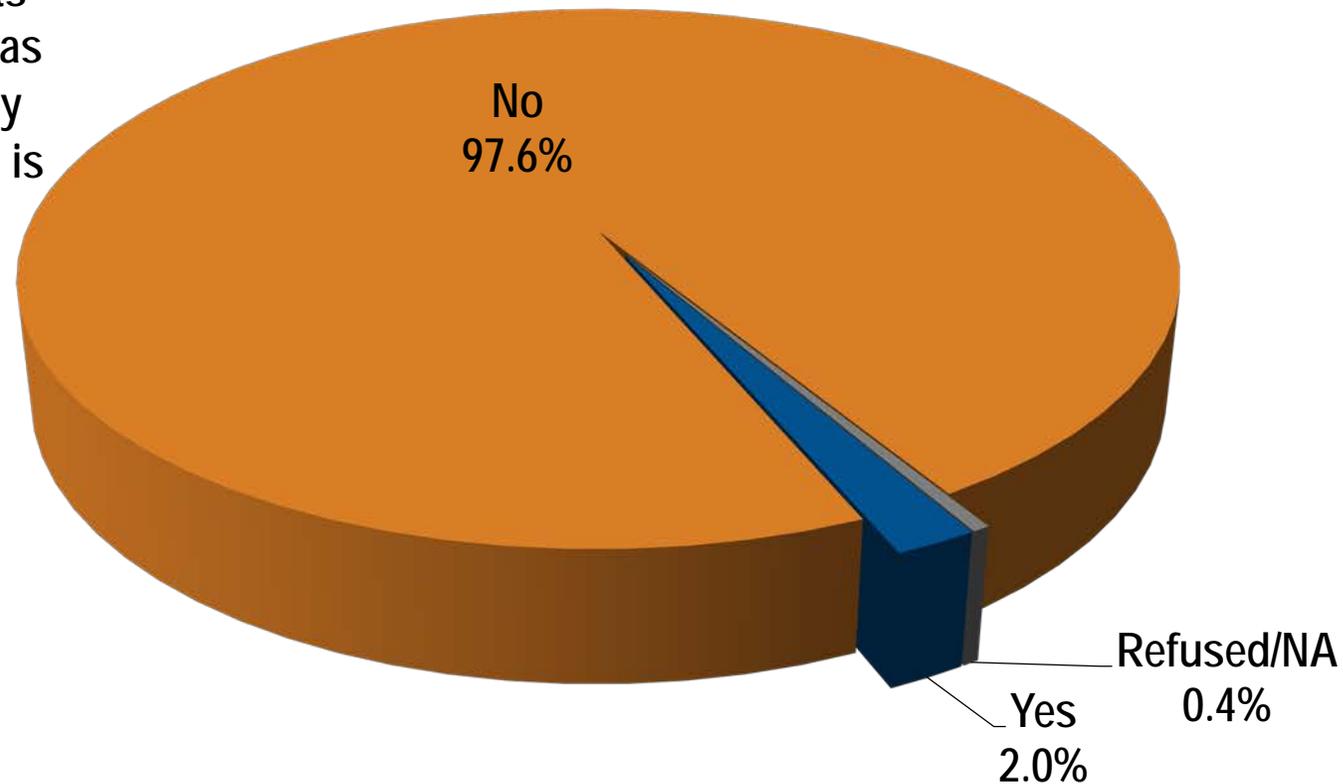
Ninety-six percent of respondents did not think it was safe for children to play in flood channels when it is not raining.



N=713

# Q10-2: Is it safe for children to play in flood channels when it is raining only lightly?

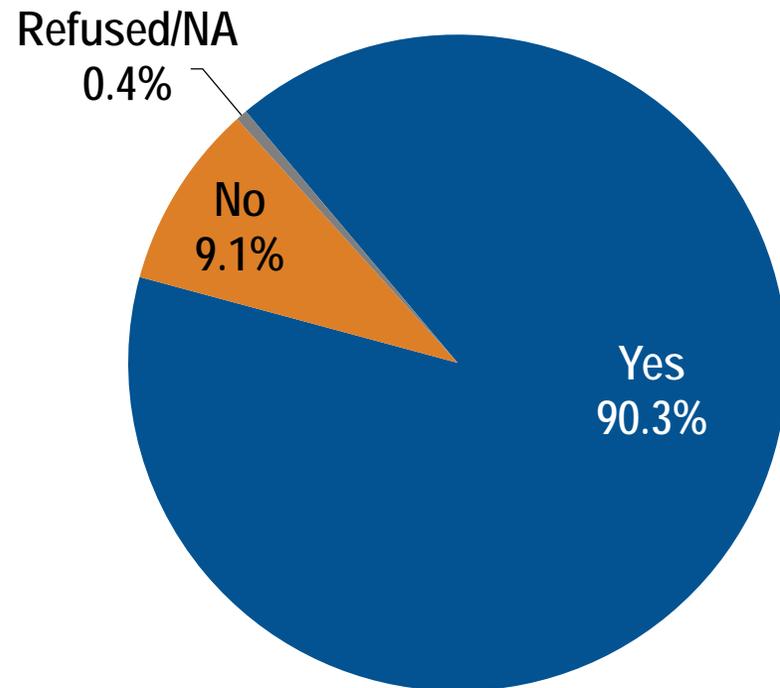
Slightly more respondents (97 percent) believed it was unsafe for children to play in flood channels when it is raining only lightly.



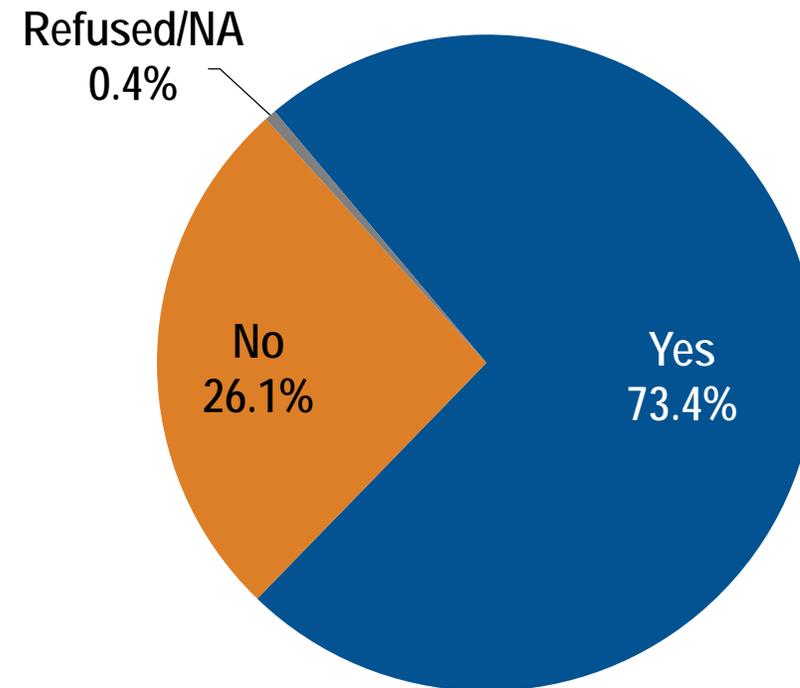
N=713

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

## A. Television



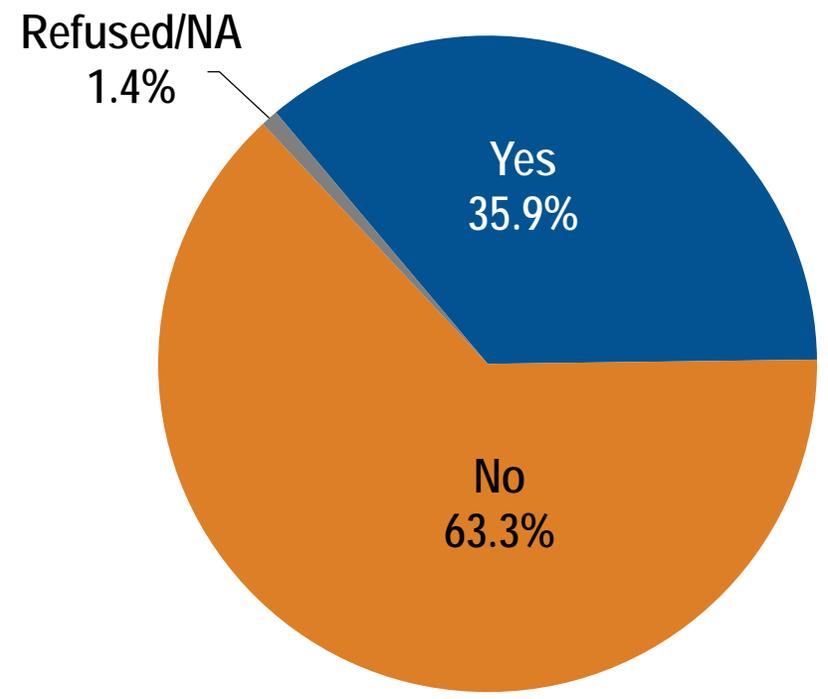
## B. Radio



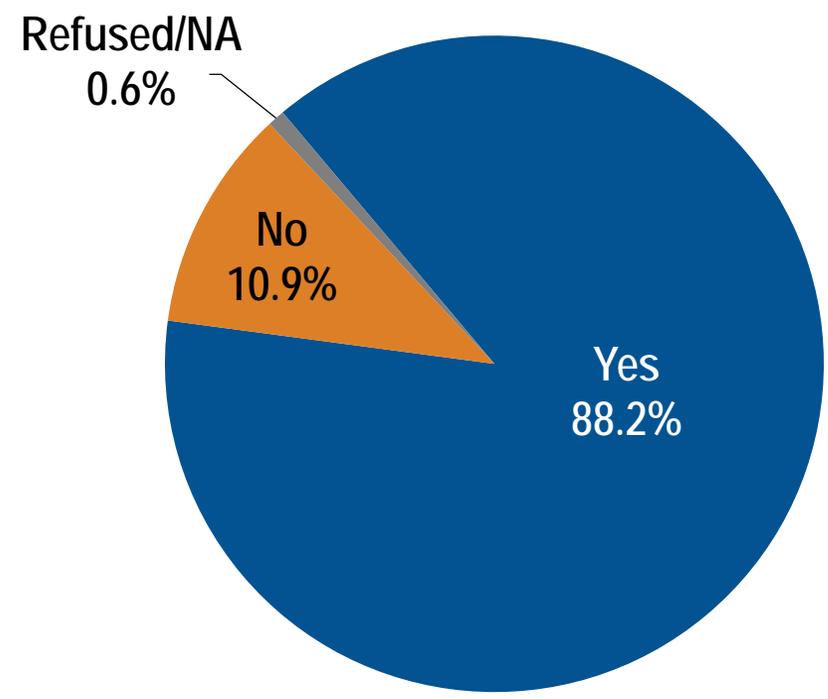
N=713

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

### C. Magazine/Newspaper Ads



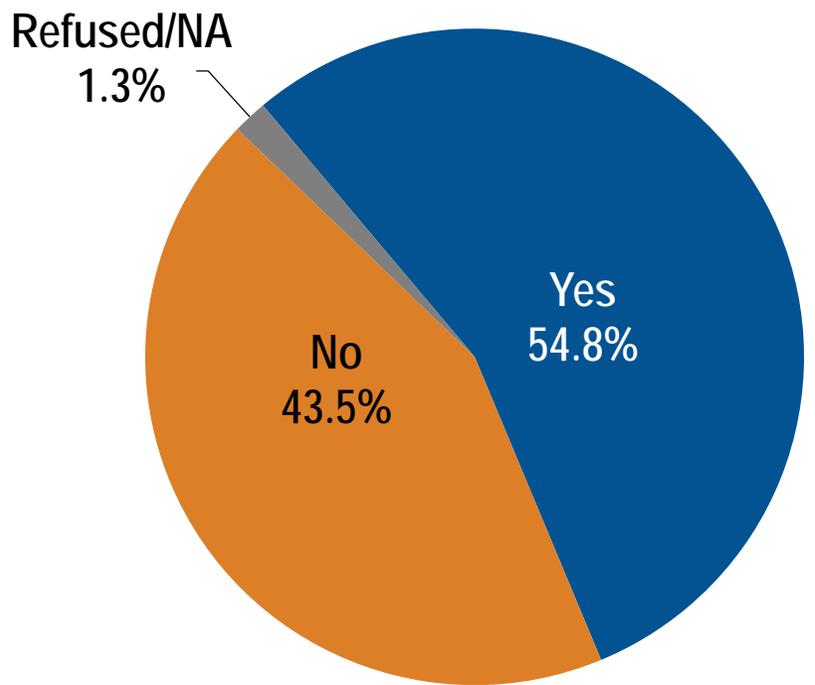
### D. News Reports



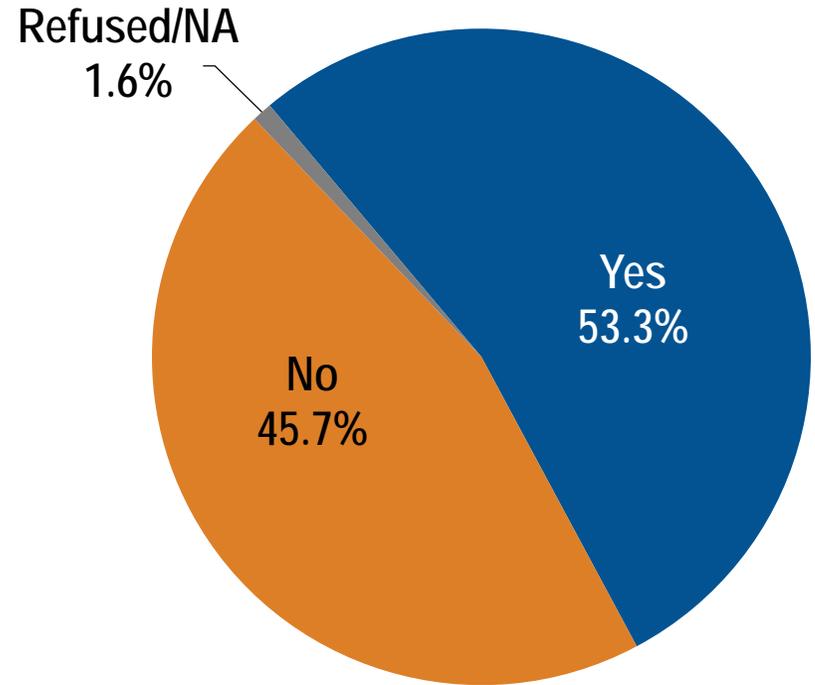
N=713

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

E. Internet/Flood Dist. Website



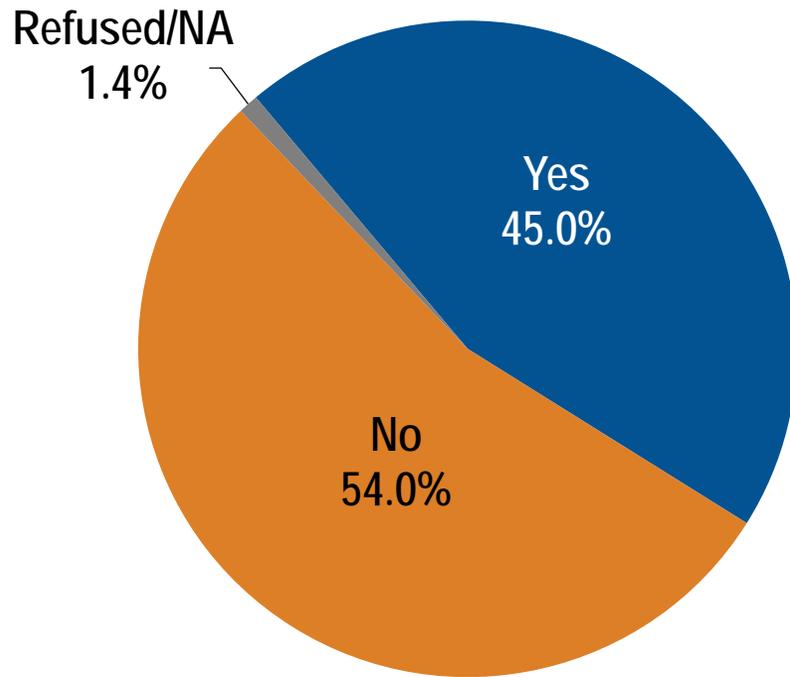
F. Social Media Outlets



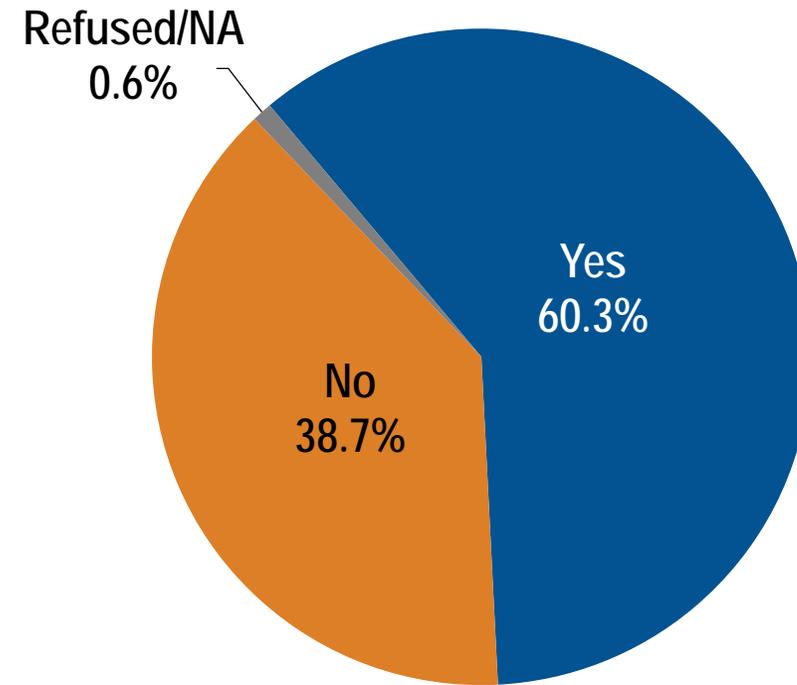
N=713

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

### G. Flood District Web App



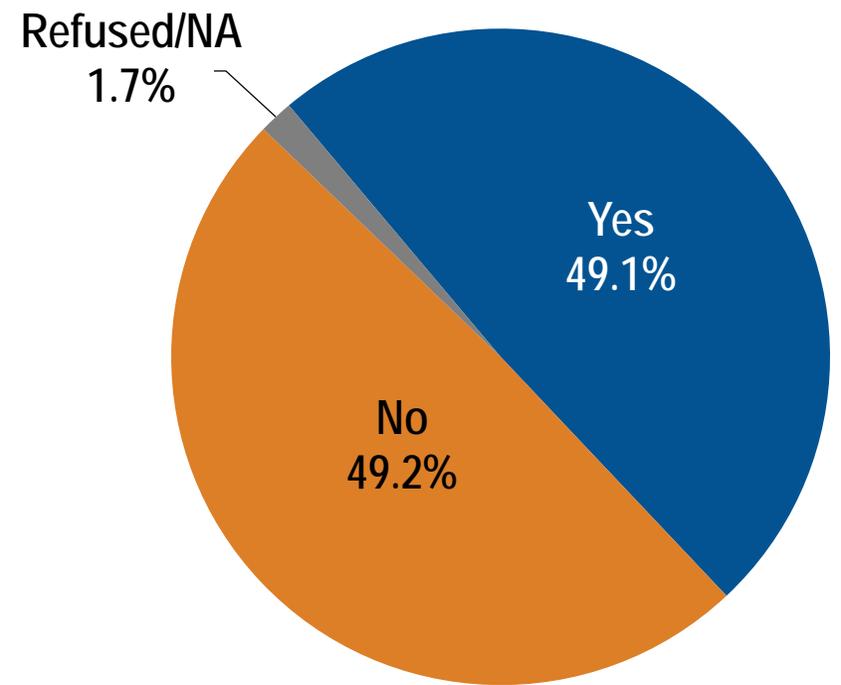
### H. Billboards



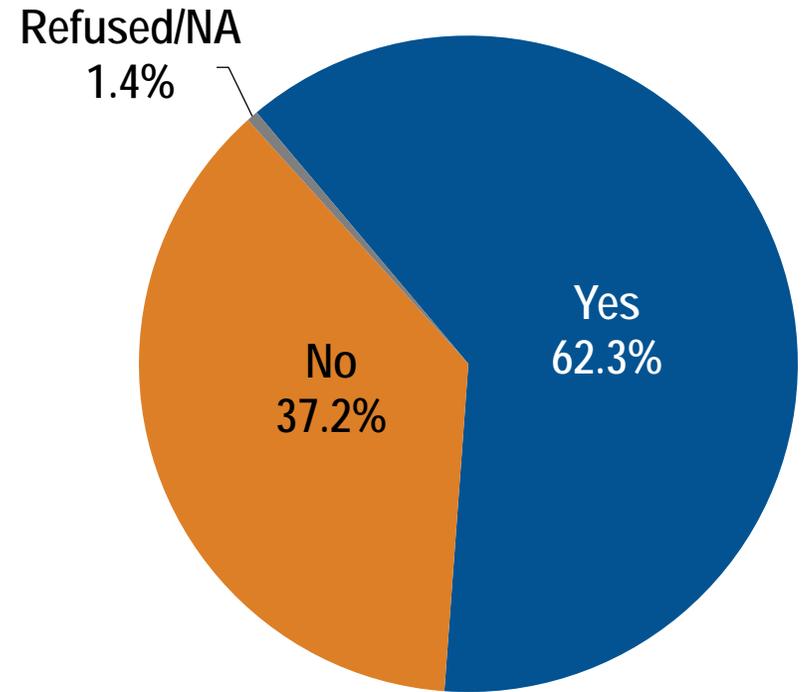
N=713

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

### I. School



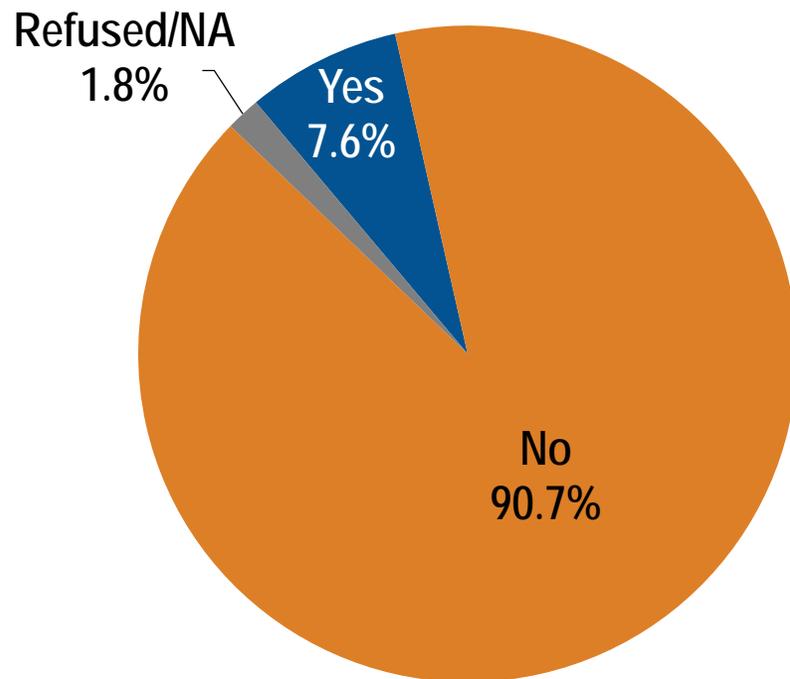
### J. Friends/Relatives



N=713

# 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

N=713

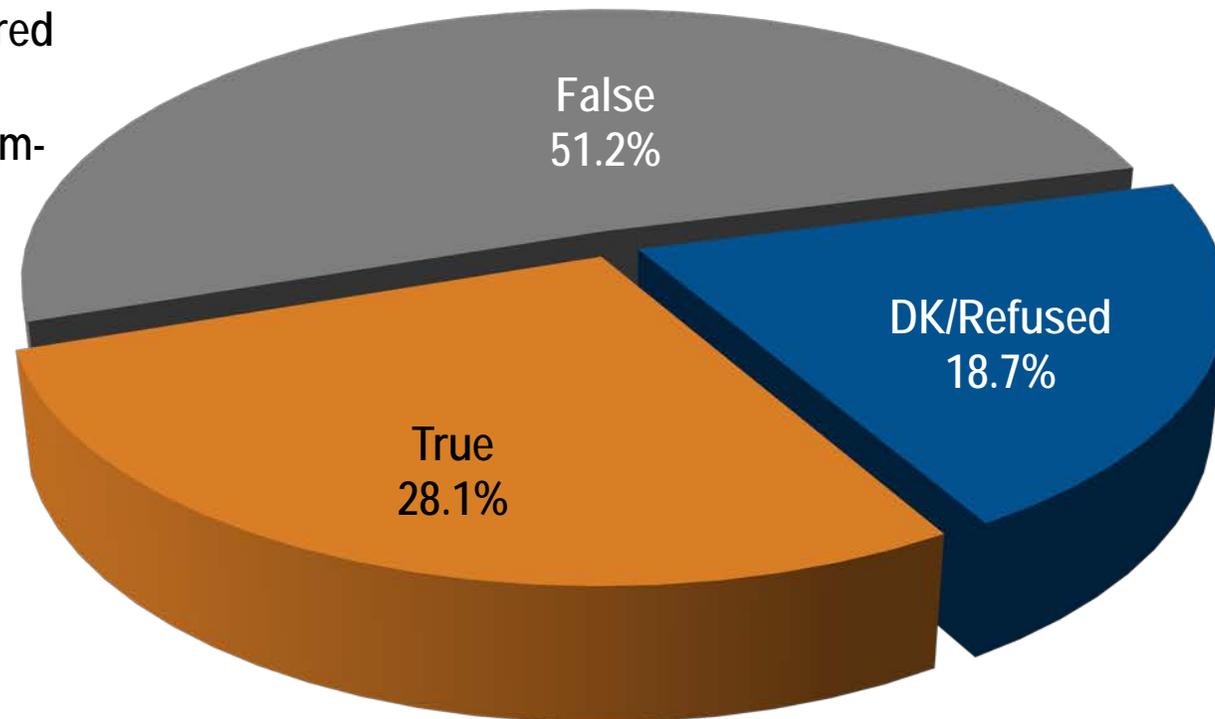
# Q11: Do you recall learning about the dangers of flash flooding from the following sources? Yes/No Responses

Source	Yes	No
Television	90.3%	9.1%
News Reports	88.2%	10.9%
Radio	73.4%	26.1%
Friends/Relatives	62.3%	37.2%
Billboards	60.3%	38.7%
Internet/Flood District Website	54.8%	43.5%
Social Media Outlets (e.g., Twitter or Facebook)	53.3%	45.7%
School	49.1%	49.2%
The Flood District Web Application on a Mobile Device	45.0%	54.0%
Magazine/Newspaper Advertisements	35.9%	63.3%
Other	7.6%	90.7%

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.*

Just over 50 percent of respondents correctly answered that homeowners insurance does not generally cover storm-related flood damage.



N=713

## Q12-1: 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=38	52.6%	5.3%	42.1%
21 to 24	N=48	43.8%	16.7%	39.6%
25 to 34	N=143	39.9%	29.4%	30.8%
35 to 49	N=207	27.1%	49.8%	23.2%
50 to 54	N=49	28.6%	69.4%	2.0%
55 to 64	N=118	8.5%	83.9%	7.6%
65 or Older	N=110	20.0%	70.0%	10.0%

In general, older respondents were less likely to believe that homeowners insurance covers flood damage.

N=713

## Q12-1: Homeowners insurance generally covers homeowners from storm-related flood damage. *Responses by Race/Ethnicity*

Race/Ethnicity	Sample Size	True	False	DK/Refused
White/Caucasian	N=404	20.0%	62.4%	17.6%
Black/African American	N=48	43.8%	43.8%	12.5%
Hispanic/Latino	N=163	37.4%	36.2%	26.4%
Asian	N=33	27.3%	42.4%	30.3%
Pacific Islander	N=8	62.5%	0.0%	37.5%
Native American	N=7	71.4%	14.3%	14.3%
Of Mixed Race/Ethnicity	N=38	44.7%	23.7%	31.5%
Other	N=12	8.3%	75.0%	16.7%

Nearly twice the share of Hispanic/Latino as White/Caucasian believed homeowners insurance generally covers storm-related flood damage (37 percent vs. 20 percent, respectively).

N=713

## Q12-1: 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=20	50.0%	25.0%	25.0%
High School Graduate	N=161	36.6%	38.5%	24.8%
Some College, No Degree	N=218	26.6%	50.9%	22.5%
Two-Year College Degree	N=79	20.3%	63.3%	16.5%
Four-Year College Degree	N=109	31.2%	52.3%	16.5%
Some Post-Graduate Work	N=21	14.3%	81.0%	4.8%
Graduate/Professional Degree	N=87	18.4%	63.2%	18.3%
Other	N=11	27.3%	54.5%	18.2%
Refused/No Answer	N=7	14.3%	28.6%	57.2%

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

N=713

## Q12-1: Homeowners insurance generally covers homeowners from storm-related flood damage. *Responses by Gender*

Gender	Sample Size	True	False	DK/Refused
Male	N=245	24.9%	59.6%	15.5%
Female	N=468	29.7%	46.8%	23.5%

N=713

# 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=253	28.5%	54.5%	20.0%
Employed Part-Time	N=71	35.2%	38.0%	26.8%
Self-Employed	N=43	20.9%	51.2%	27.9%
Student	N=28	50.0%	10.7%	39.3%
Unemployed & Looking for Work	N=45	24.4%	42.2%	33.3%
Unemployed & Not Looking for Work	N=13	53.8%	30.8%	15.4%
Full-Time Parent or Homemaker	N=73	34.2%	34.2%	31.5%
Retired	N=133	16.5%	73.7%	9.8%
Disabled	N=38	23.7%	63.2%	13.2%
Other	N=5	20.0%	60.0%	20.0%
Refused/No Answer	N=11	45.5%	18.2%	36.4%

N=713

## Q12-1: Homeowners insurance generally covers homeowners from storm-related flood damage. *Responses by Owners/Renters*

Ownership Status	Sample Size	True	False	DK/Refused
Owner	N=410	24.1%	60.7%	15.1%
Renter	N=297	34.0%	37.4%	28.6%
Other	N=6	0.0%	83.3%	16.7%

Homeowners were more aware of insurance limitations, with 61 percent responding “false” compared to just 37 percent of renters. Fewer homeowners also responded that they were unsure, with just 15 percent compared to 29 percent of renters.

N=713

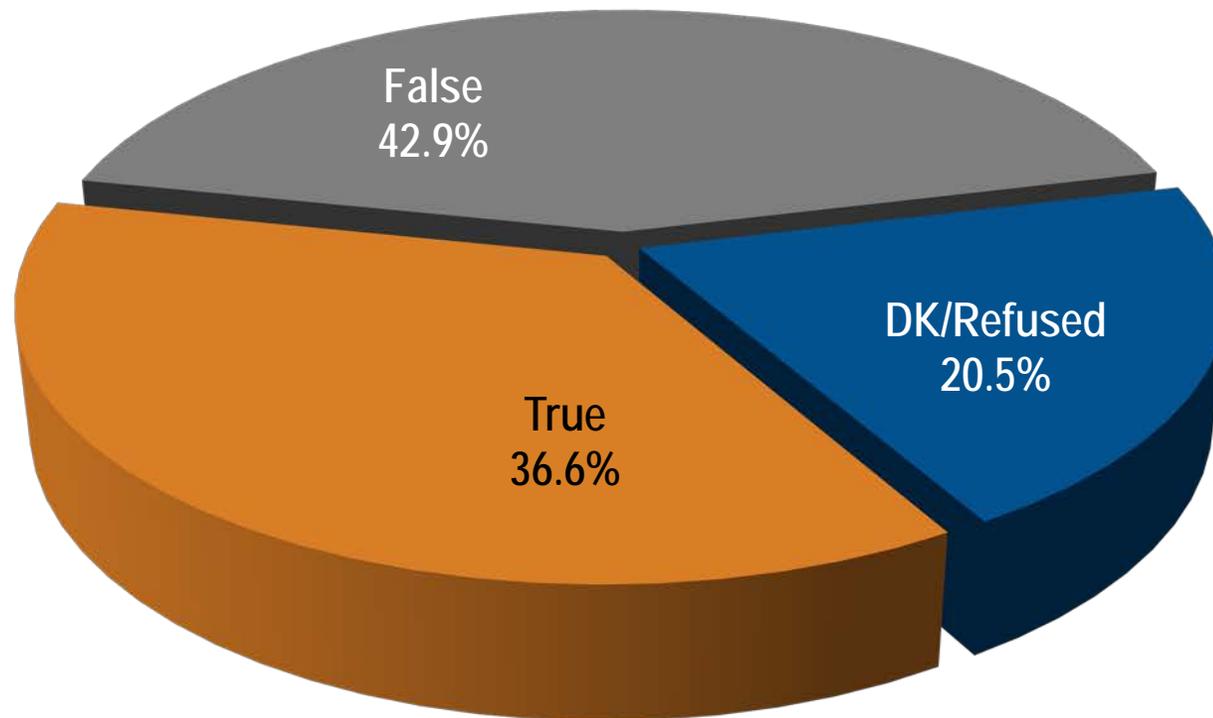
## Q12-1: Homeowners insurance generally covers homeowners from storm-related flood damage. *Responses by Flood Channel TV Viewers*

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=109	43.1%	45.9%	11.0%
No	N=226	25.2%	56.6%	18.1%
Refused/NA	N=1	100.0%	0.0%	0.0%

Flood Channel viewers were significantly more likely to believe that homeowner's insurance covers flood damage. The proportion for each increased from 2015 when just 25 percent of flood channel viewers and 21 percent of non-viewers responded with "True".

N=336

## Q12-2: True or False? *Only people living in a high-risk flood zone are required to have flood insurance coverage.*



About 43% of respondents do not believe only people in a high-risk flood zone are required to carry flood insurance coverage.

N=713

## Q12-2: 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=38	21.1%	42.1%	36.8%
21 to 24	N=48	18.8%	39.6%	41.7%
25 to 34	N=143	30.1%	44.1%	25.9%
35 to 49	N=207	35.3%	39.1%	25.6%
50 to 54	N=49	46.9%	44.9%	8.2%
55 to 64	N=118	46.6%	49.2%	4.2%
65 or Older	N=110	45.5%	42.7%	11.8%

The proportion of people responding "True" increased steadily along with the age of respondents.

N=713

## Q12-2: Only people living in a high-risk flood zone are required to have flood insurance coverage. *Responses by Length of Residence*

Length of Residence in Southern Nevada	Sample Size	True	False	DK/Refused
Less Than 1 Year	N=36	30.6%	44.4%	25.0%
1 to 3 Years	N=76	28.9%	34.2%	36.8%
4 to 10 Years	N=130	31.5%	44.6%	23.9%
10 to 20 Years	N=196	34.7%	44.9%	20.4%
More Than 20 Years	N=270	43.7%	43.0%	13.3%
Refused/No Answer	N=5	20.0%	40.0%	40.0%

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

N=713

## Q12-2: Only people living in a high-risk flood zone are required to have flood insurance coverage. *Responses by Race/Ethnicity*

Race/Ethnicity	Sample Size	True	False	DK/Refused
White/Caucasian	N=404	40.3%	44.6%	15.1%
Black/African American	N=48	39.6%	43.8%	16.7%
Hispanic/Latino	N=163	28.8%	39.9%	31.3%
Asian	N=33	33.3%	36.4%	30.3%
Pacific Islander	N=8	12.5%	50.0%	37.5%
Native American	N=7	42.9%	42.9%	14.3%
Of Mixed Race/Ethnicity	N=38	31.6%	39.5%	28.9%
Other	N=12	41.7%	50.0%	8.3%

The share of Hispanic/Latino believing this statement was true fell dramatically from 2015 when 44 percent responded as such. Black/African Americans moved in the opposite direction, with just 28 percent responding "True" in 2015 and nearly 40 percent doing so this year.

N=713

## 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=20	30.0	35.0	35.0
High School Graduate	N=161	29.2	46.6	24.2
Some College, No Degree	N=218	38.5	38.5	23.0
Two-Year College Degree	N=79	39.2	46.8	14.0
Four-Year College Degree	N=109	44.0	41.3	14.7
Some Post-Graduate Work	N=21	47.6	42.9	9.5
Graduate/Professional Degree	N=87	36.8	46.0	17.2
Other	N=11	9.1	63.6	27.3
Refused/No Answer	N=7	28.6	28.6	42.9

In general, respondents with greater educational attainment were more likely to rate this statement as "True."

N=713

## 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=245	42.4%	41.6%	15.9%
Female	N=468	33.5%	43.6%	22.8%

N=713

## 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=253	42.3%	40.7%	17.0%
Employed Part-Time	N=71	28.2%	50.7%	21.1%
Self-Employed	N=43	30.2%	44.2%	25.6%
Student	N=28	25.0%	39.3%	35.7%
Unemployed & Looking for Work	N=45	35.6%	31.1%	33.3%
Unemployed & Not Looking for Work	N=13	38.5%	38.5%	23.1%
Full-Time Parent or Homemaker	N=73	26.0%	43.8%	30.1%
Retired	N=133	43.6%	43.6%	12.8%
Disabled	N=38	28.9%	55.3%	15.8%
Other	N=5	60.0%	20.0%	20.0%
Refused/No Answer	N=11	18.2%	54.5%	27.3%

N=713

## Q12-2: 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=410	43.7%	42.2%	14.1%
Renter	N=297	26.6%	44.1%	29.3%
Other	N=6	50.0%	33.3%	16.7%

Homeowners were much more likely to rate the statement as "True," while renters were much more likely to respond that they did not know.

N=713

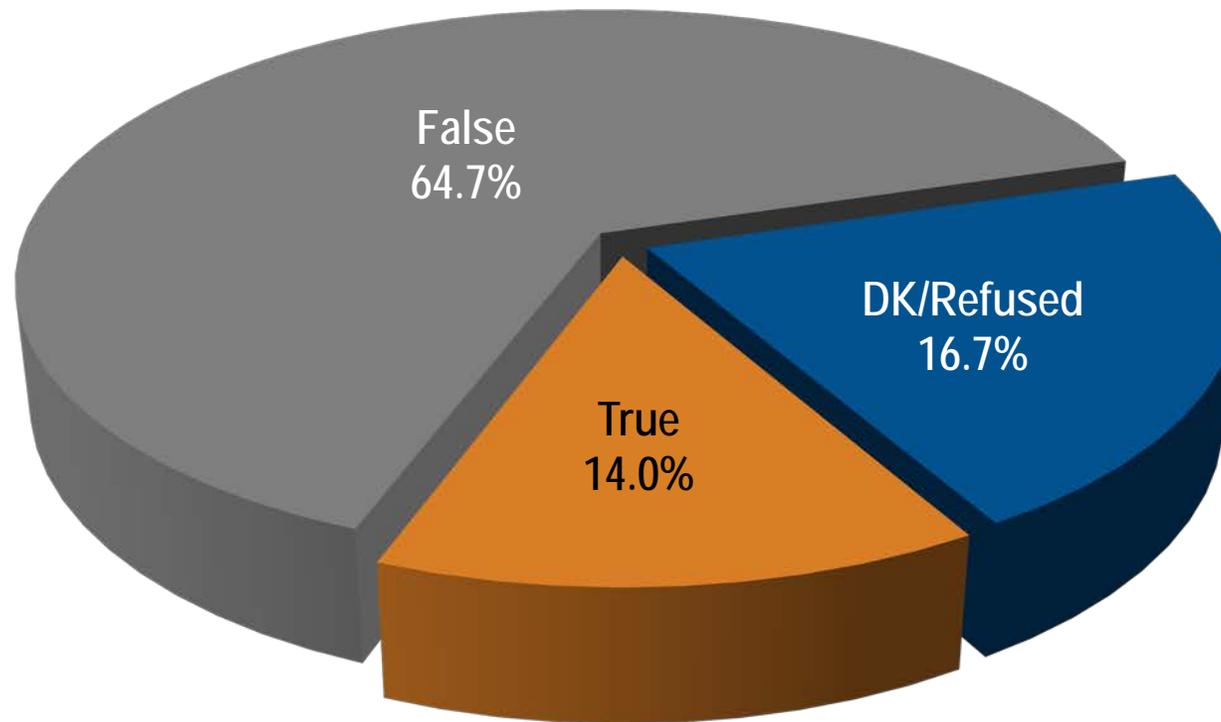
## Q12-2: Only people living in a high-risk flood zone are required to have flood insurance coverage. *Responses by Flood Channel TV Viewers*

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=109	45.9%	45.0%	9.2%
No	N=226	37.6%	43.4%	19.0%
Refused/No Answer	N=1	0.0%	0.0%	100.0%

Flood channel viewers were more likely to rate the statement as "True."

N=336

## Q12-3: True or False? *Flood insurance is only available to those who live in a high-risk flood zone.*



Sixty-five 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=713

## 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=38	21.1%	44.7%	34.2%
21 to 24	N=48	8.3%	70.8%	20.8%
25 to 34	N=143	14.7%	55.2%	30.1%
35 to 49	N=207	15.5%	54.6%	30.0%
50 to 54	N=49	10.2%	83.7%	6.1%
55 to 64	N=118	11.0%	80.5%	8.5%
65 or Older	N=110	15.5%	74.5%	10.0%

Other than the youngest respondents, for which there is a small sample size, between 10 and 15 percent believed the statement to be "True."

N=713

## Q12-3: Flood insurance is only available to those who live in a high-risk flood zone. *Responses by Length of Residence*

Length of Residence in Southern Nevada	Sample Size	True	False	DK/Refused
Less Than 1 Year	N=36	16.7%	61.1%	22.2%
1 to 3 Years	N=76	10.5%	52.6%	36.8%
4 to 10 Years	N=130	10.8%	65.4%	23.8%
10 to 20 Years	N=196	13.8%	65.8%	20.4%
More Than 20 Years	N=270	16.3%	67.8%	15.9%
Refused/No Answer	N=5	20.0%	40.0%	40.0%

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.

N=713

## Q12-3: Flood insurance is only available to those who live in a high-risk flood zone. *Responses by Gender*

Gender	Sample Size	True	False	DK/Refused
Male	N=245	17.1%	69.8%	13.1%
Female	N=468	12.4%	62.0%	25.6%

Female respondents were more likely to be unsure, while male respondents were more likely to respond with both “true” and “false.”

N=713

## 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
Owner	N=410	13.4%	71.7%	14.9%
Renter	N=297	14.1%	55.2%	30.7%
Other	N=6	50.0%	50.0%	0.0%

Owners and renters were similarly likely to respond that the statement is “True,” but owners were far more likely to believe the statement to be “False.”

N=713

## Q12-3: Flood insurance is only available to those who live in a high-risk flood zone. *Responses by Flood Channel TV Viewers*

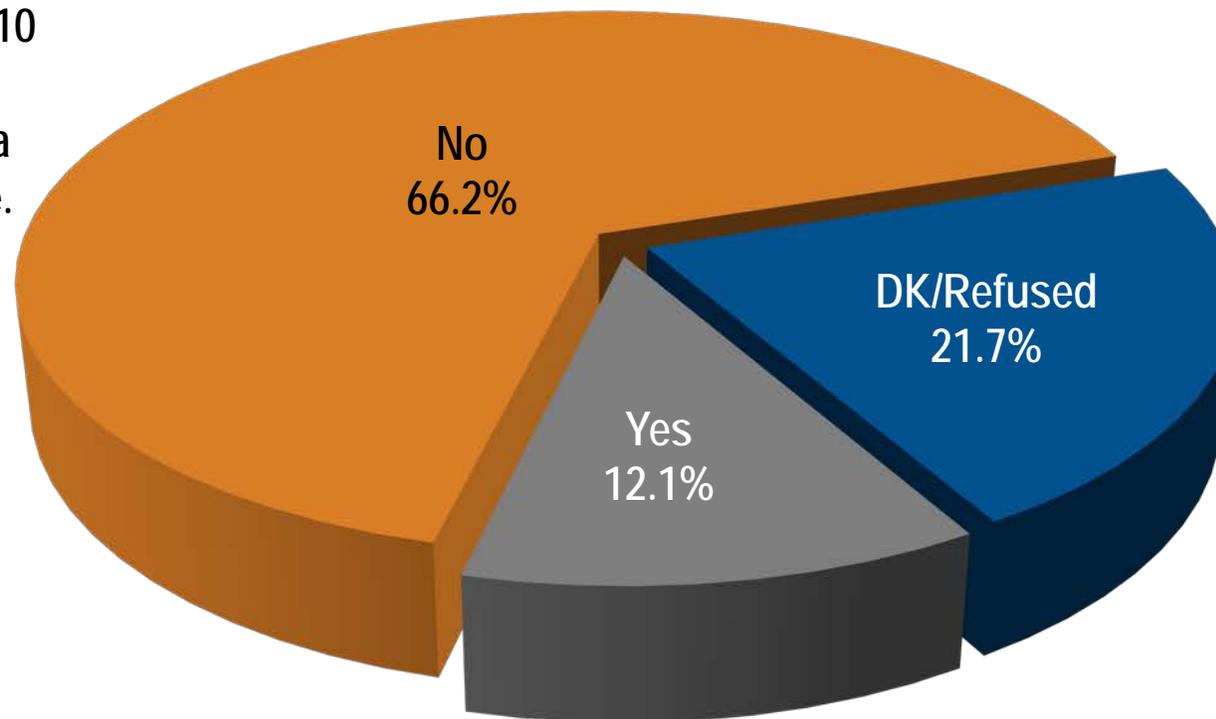
Have you ever watched "The Flood Channel Television Program" on Cox Digital Cable channels 2 or 4?	Sample Size	True	False	Don't Know
Yes	N=109	22.9%	61.5%	15.6%
No	N=226	11.1%	66.4%	22.6%
Refused/No Answer	N=1	0.0%	100.0%	0.0%

Flood Channel viewers were more than twice as likely than others to label the statement as "True."

N=336

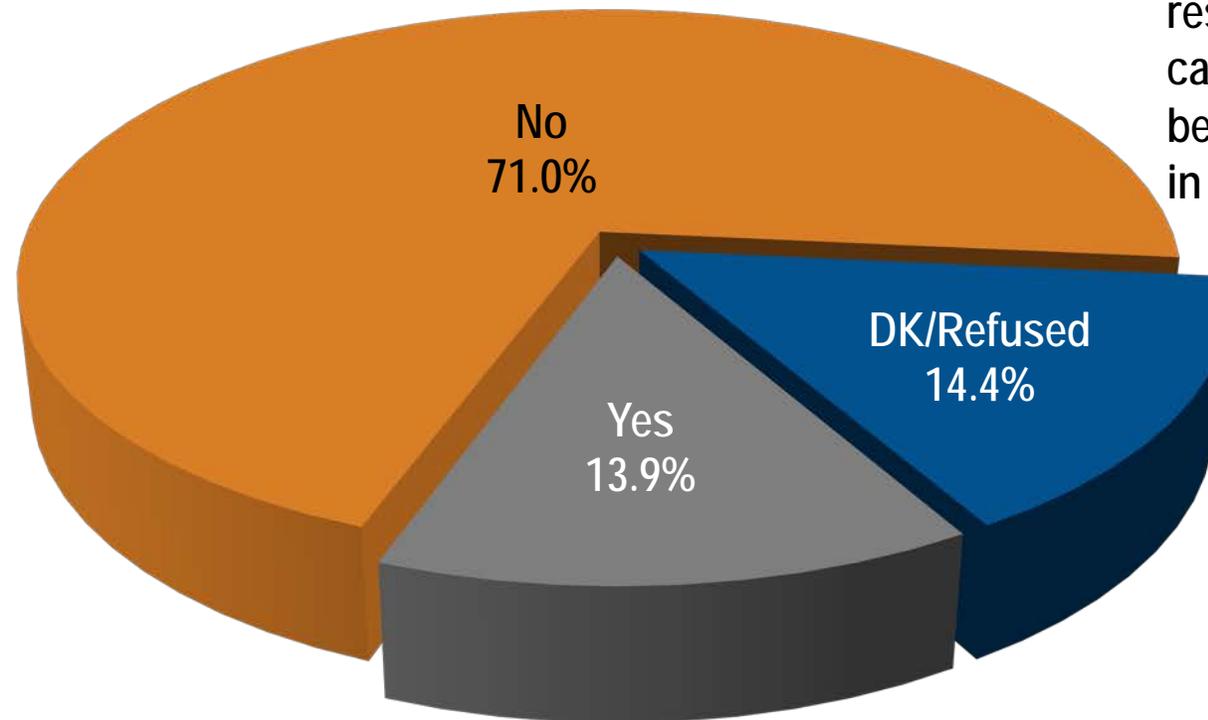
# Q13: Do you live in a high-risk flood zone?

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



N=713

# 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=713

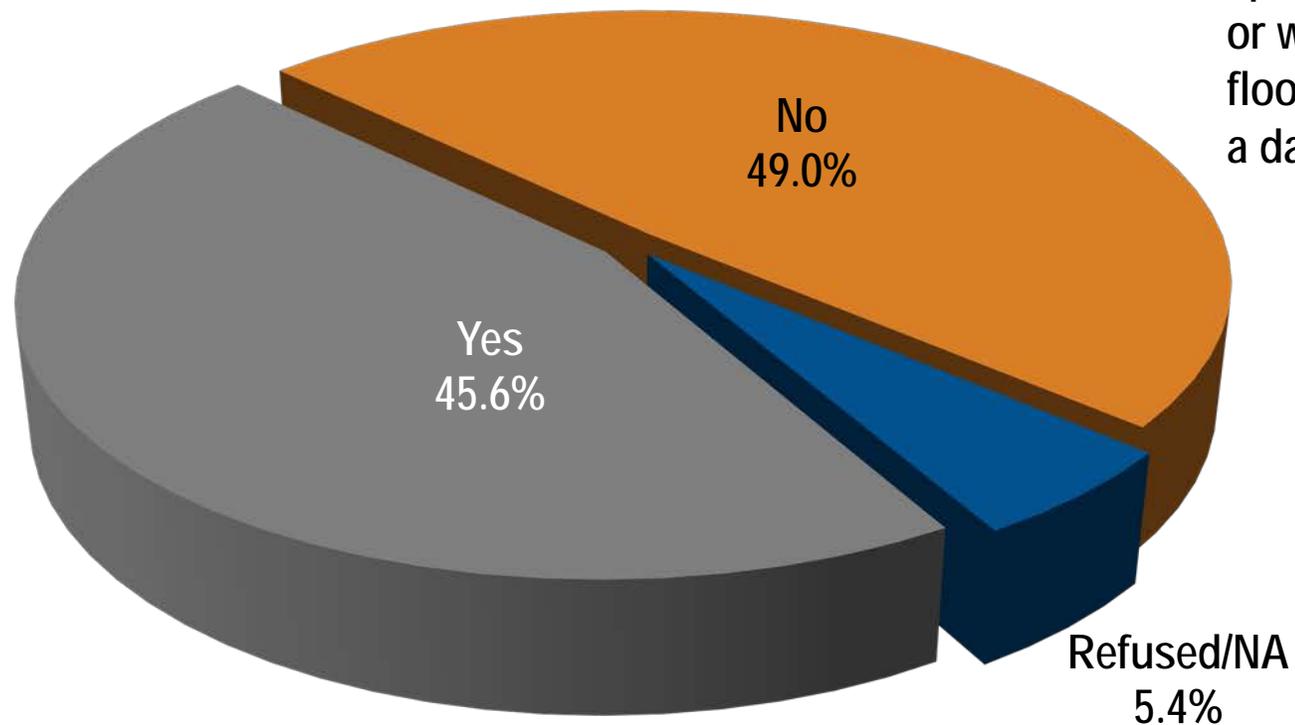
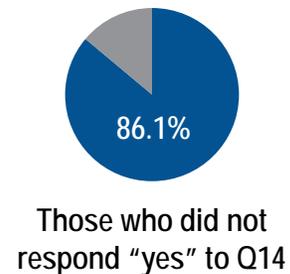
# Q15: Why don't you have flood insurance?

## *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
- Not necessary
- Never came up/never thought about it

Note: These comments reflect common responses.

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



Respondents were fairly evenly split between whether they would or would not consider purchasing flood insurance for about a dollar a day.

N=614

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

Age Category	Sample Size	Yes	No	Refused/NA
18 to 20	N=35	54.3%	31.4%	14.3%
21 to 24	N=39	61.5%	30.8%	7.7%
25 to 34	N=121	58.7%	37.2%	4.1%
35 to 49	N=174	50.6%	43.1%	6.3%
50 to 54	N=42	45.2%	52.4%	2.4%
55 to 64	N=105	39.0%	58.1%	2.9%
65 or Older	N=98	18.4%	76.5%	5.1%

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

N=614

## Q16: Would you consider buying flood insurance if it would cost you about a dollar per day? *Responses by Race/Ethnicity*

Race/Ethnicity	Sample Size	Yes	No	Refused/NA
White/Caucasian	N=345	40.0%	55.7%	4.3%
Black/African American	N=43	55.8%	37.2%	7.0%
Hispanic/Latino	N=144	51.4%	43.1%	5.6%
Asian	N=28	60.7%	35.7%	3.6%
Pacific Islander	N=6	33.3%	50.0%	16.7%
Native American	N=6	66.7%	33.0%	0.0%
Of Mixed Race/Ethnicity	N=32	50.0%	34.4%	15.6%
Other	N=10	50.0%	50.0%	0.0%

Hispanic/Latino and Black/African American were more likely to consider buying flood insurance than White/Caucasian (51 and 56 percent vs. 40 percent, respectively).

N=614

# 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=209	42.1%	56.0%	1.9%
Female	N=405	47.4%	45.4%	7.2%

Male respondents were less likely to consider buying flood insurance than female respondents. Both groups increased their "Yes" responses slightly from 2015, when 40 percent of males and 43 percent of females responded as such.

N=614

# 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=213	52.6%	43.2%	4.2%
Employed Part-Time	N=60	53.3%	45.0%	1.7%
Self-Employed	N=36	33.3%	58.3%	8.3%
Student	N=26	65.4%	19.2%	15.4%
Unemployed & Looking for Work	N=42	42.9%	54.8%	2.4%
Unemployed & Not Looking for Work	N=13	61.5%	38.5%	0.0%
Full-Time Parent or Homemaker	N=58	56.9%	36.2%	6.9%
Retired	N=117	21.4%	73.5%	5.1%
Disabled	N=33	57.6%	42.4%	0.0%
Other	N=5	20.0%	80.0%	0.0%
Refused/No Answer	N=11	27.3%	27.3%	45.5%

N=614

## Q16: Would you consider buying flood insurance if it would cost you about a dollar per day? *Responses by Owners/Renters*

Ownership Status	Sample Size	Yes	No	Refused/NA
Owner	N=346	41.0%	54.0%	4.9%
Renter	N=264	51.9%	42.0%	6.1%
Other	N=4	25.0%	75.0%	0.0%

More renters than owners would consider buying flood insurance (52 percent vs. 41 percent, respectively.) Both groups, however, were more likely to consider purchasing flood insurance than in 2015 when 46 percent of renters and 38 percent of owners indicated interest.

N=614

# Q16: Would you consider buying flood insurance if it would cost you about a dollar per day? *Responses by Flood Channel TV Viewers*

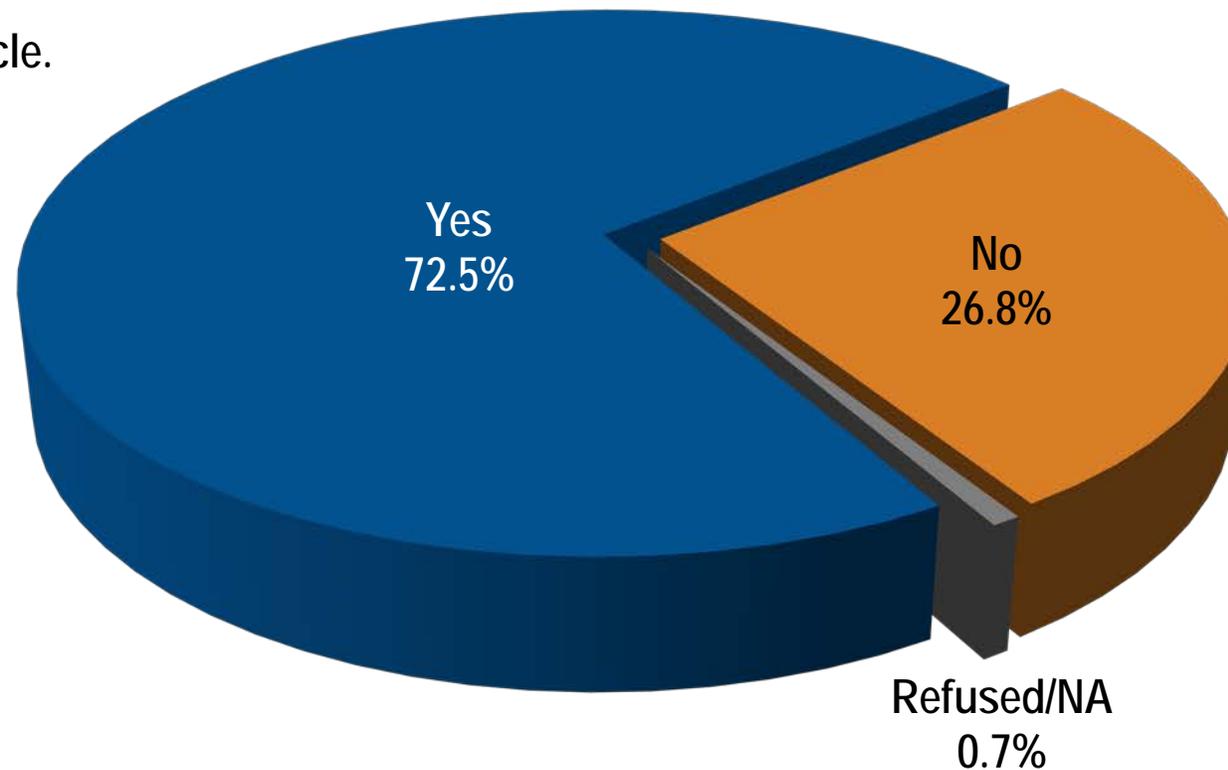
Have you ever watched "The Flood Channel Television Program" on Cox Digital Cable channels 2 or 4?	Sample Size	Yes	No	Refused/NA
Yes	N=78	41.0%	55.1%	3.8%
No	N=199	48.2%	46.2%	5.5%
Refused/No Answer	N=1	0.0%	100.0%	0.0%

Responses based on Flood Channel viewing reversed from 2015, when respondents who had watched the program were more likely to consider purchasing flood insurance (51 percent vs. 43 percent).

N=278

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

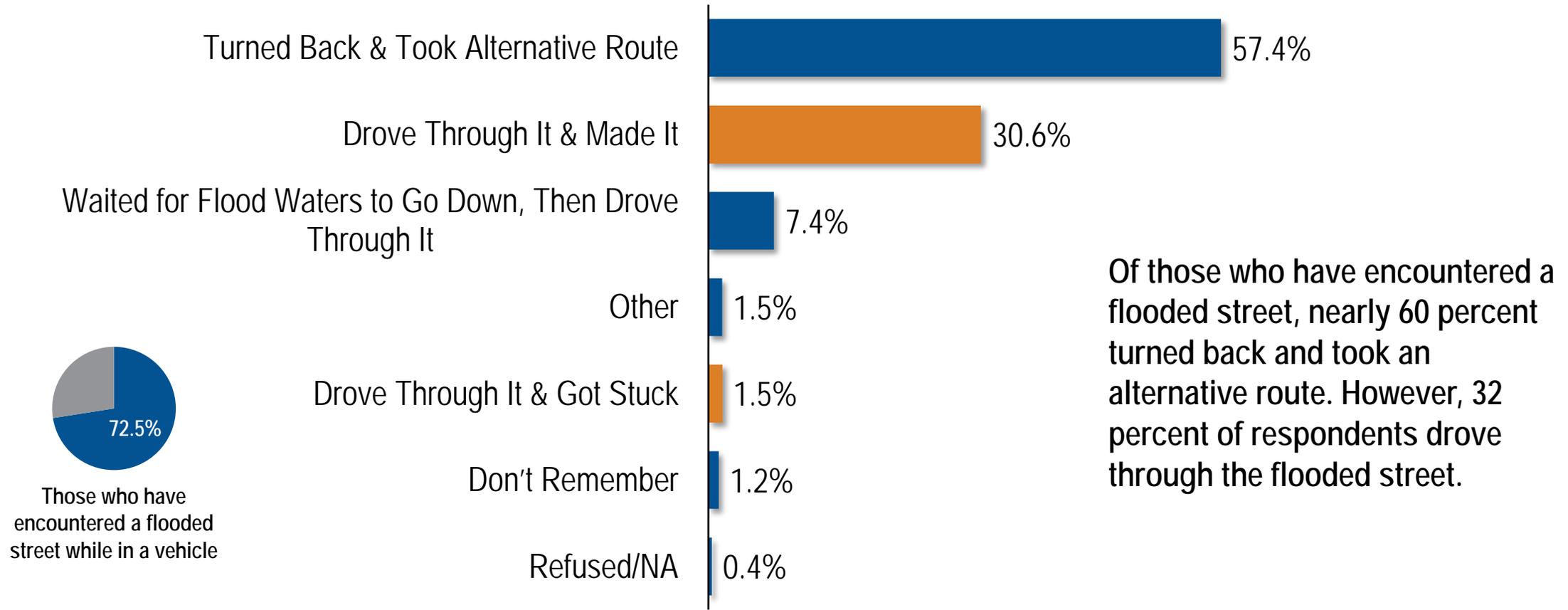
A majority of respondents (72.5 percent) have encountered a flooded street while in a vehicle.



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=713

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



N=517

## 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*

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=24	70.8%	0.0%	25.0%	0.0%	0.0%	4.2%	0.0%
1 to 3 Years	N=42	54.8%	4.8%	35.7%	0.0%	2.4%	2.4%	0.0%
4 to 10 Years	N=87	57.5%	9.2%	28.7%	3.4%	0.0%	1.1%	0.0%
10 to 20 Years	N=138	52.2%	11.6%	30.4%	2.2%	2.2%	1.4%	0.0%
More Than 20 Years	N=224	59.8%	5.4%	30.8%	0.9%	1.8%	0.4%	0.9%
Refused/No Answer	N=2	50.0%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%

Respecting the small sample size, a higher share of respondents who have lived in Southern Nevada for less than a year reported seeking an alternate route.

N=517

# 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=15	40.0%	13.3%	33.3%	0.0%	6.7%	6.7%	0.0%
High School Graduate	N=104	57.7%	6.7%	28.8%	1.9%	2.9%	1.0%	1.0%
Some College, No Degree	N=155	52.3%	5.2%	36.8%	1.3%	2.6%	1.9%	0.0%
Two-Year College Degree	N=62	54.8%	8.1%	32.3%	3.2%	0.0%	0.0%	1.6%
Four-Year College Degree	N=85	65.9%	8.2%	24.7%	0.0%	0.0%	1.2%	0.0%
Some Post-Graduate Work	N=17	52.9%	11.8%	35.3%	0.0%	0.0%	0.0%	0.0%
Graduate/Professional Degree	N=66	60.6%	10.3%	25.8%	3.0%	0.0%	0.0%	0.0%
Other	N=9	77.8%	0.0%	22.2%	0.0%	0.0%	0.0%	0.0%
Refused/No Answer	N=4	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

N=517

# 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*

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=196	54.6%	9.2%	34.7%	1.5%	0.0%	0.0%	0.0%
Female	N=321	59.2%	6.2%	28.0%	1.6%	2.5%	1.9%	0.6%

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

N=517

# 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=194	62.4%	6.7%	29.9%	0.0%	1.0%	0.0%	0.0%
Employed Part-Time	N=53	50.9%	1.9%	35.8%	1.9%	5.7%	1.9%	1.9%
Self-Employed	N=35	45.7%	5.7%	40.0%	5.7%	2.9%	0.0%	0.0%
Student	N=13	53.8%	15.4%	23.1%	0.0%	0.0%	7.7%	0.0%
Unemployed & Looking for Work	N=31	45.2%	6.5%	32.3%	9.7%	3.2%	3.2%	0.0%
Unemployed & Not Looking for Work	N=8	62.5%	0.0%	37.5%	0.0%	0.0%	0.0%	0.0%
Full-Time Parent or Homemaker	N=49	59.2%	10.2%	26.5%	0.0%	0.0%	4.1%	0.0%
Retired	N=94	61.7%	9.6%	25.5%	1.1%	1.1%	1.1%	0.0%
Disabled	N=30	53.3%	10.0%	30.0%	3.3%	0.0%	0.0%	3.3%
Refused/No Answer	N=10	40.0%	10.0%	50.0%	0.0%	0.0%	0.0%	0.0%

N=517

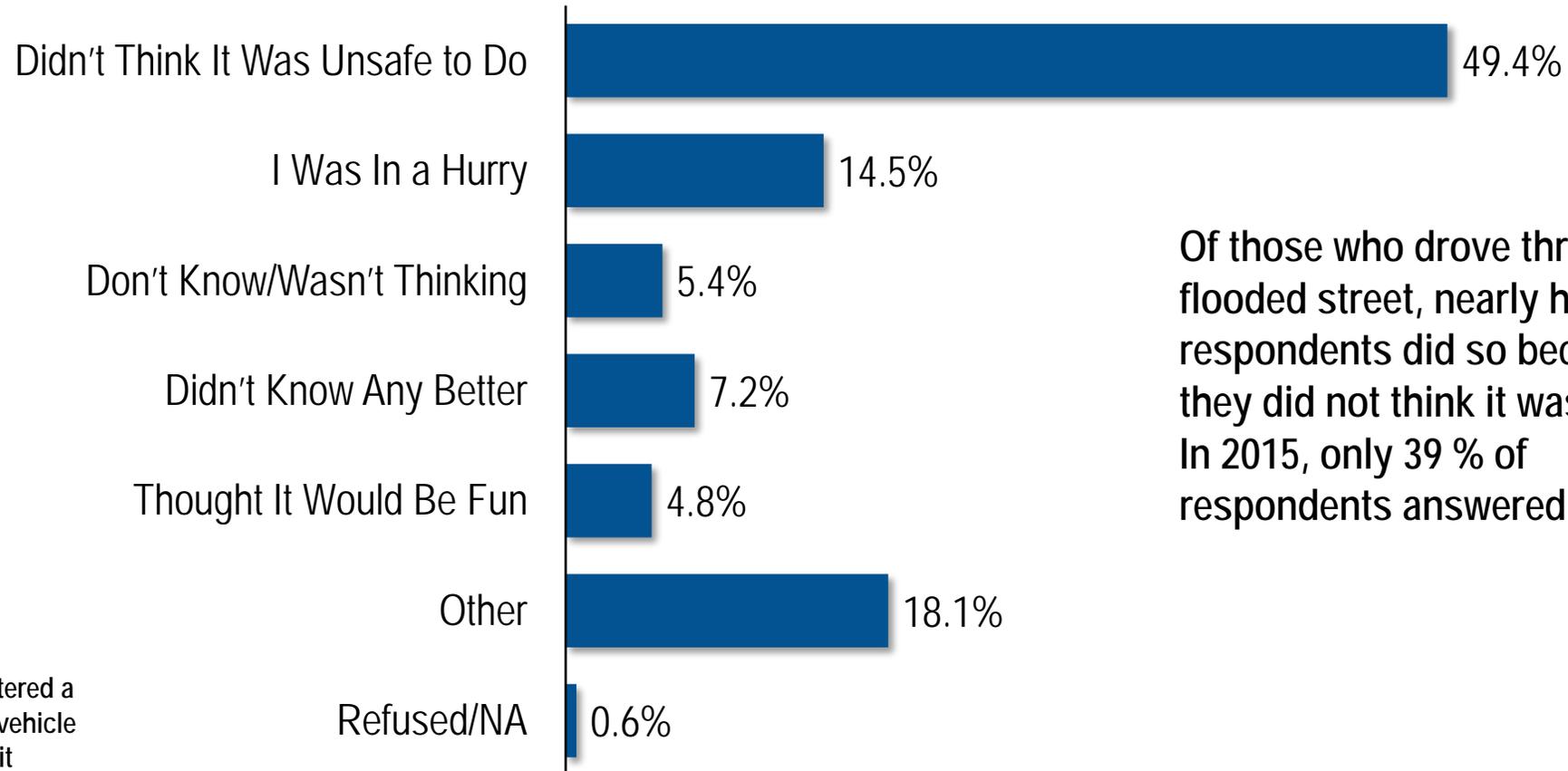
## Q18: Thinking back to the last time you came to a flooded street, what best describes what you or the driver did? *Responses by Owners/Renters*

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
Owner	N=302	56.3%	7.6%	32.1%	1.0%	2.0%	0.7%	0.3%
Renter	N=209	59.3%	6.7%	28.7%	2.4%	1.0%	1.4%	0.5%
Other	N=6	50.0%	16.7%	16.7%	0.0%	0.0%	16.7%	0.0%

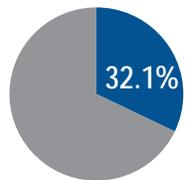
Respondents who own their home were slightly more likely to report driving through flooded streets than those who rent.

N=517

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



Of those who drove through the flooded street, nearly half respondents did so because they did not think it was unsafe. In 2015, only 39 % of respondents answered as such.



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

N=166

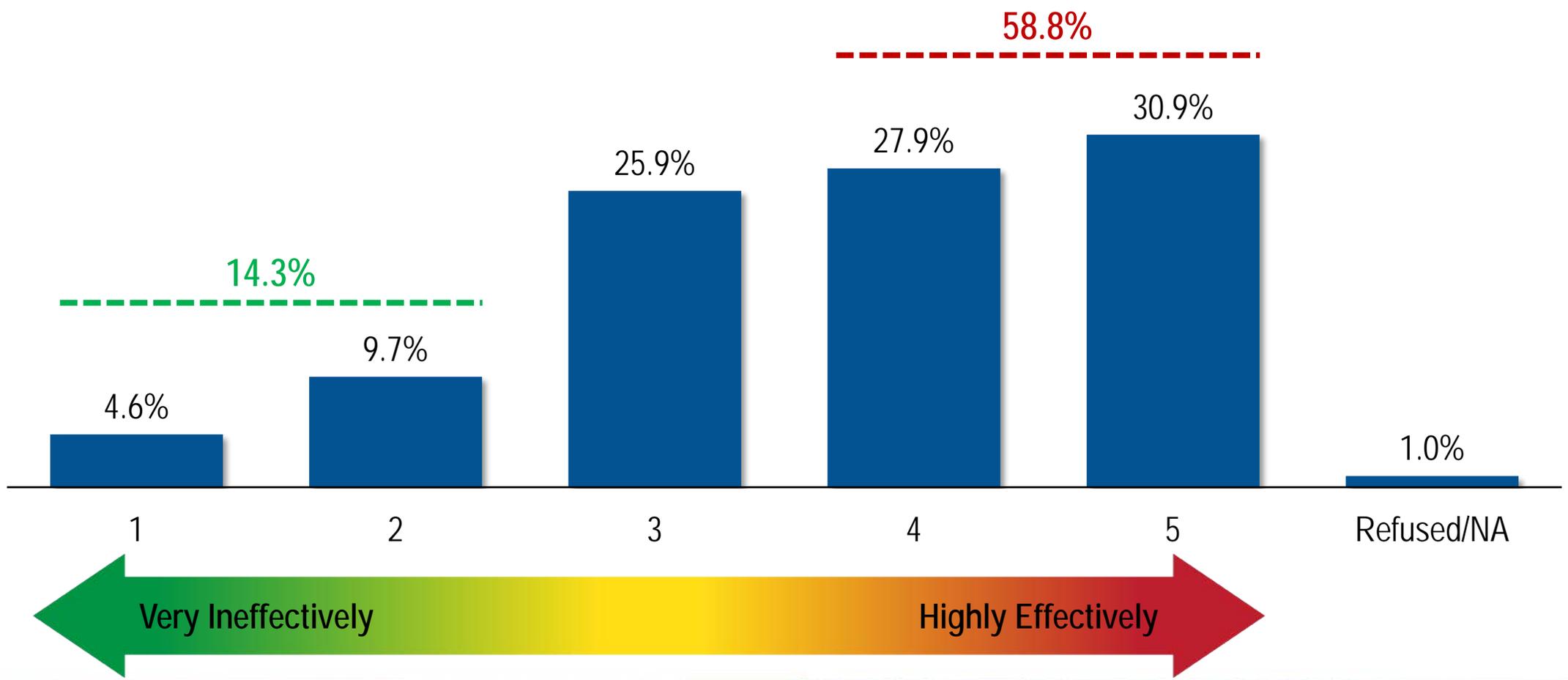
# Q19: Why did you drive through the flooded street?

## *Other Responses*

- Was in a large/lifted truck that could make it through
- No choice/no alternate routes available
- Water was not deep
- Had to get home
- Was working, driving through necessary for my job

Note: These comments reflect common responses.

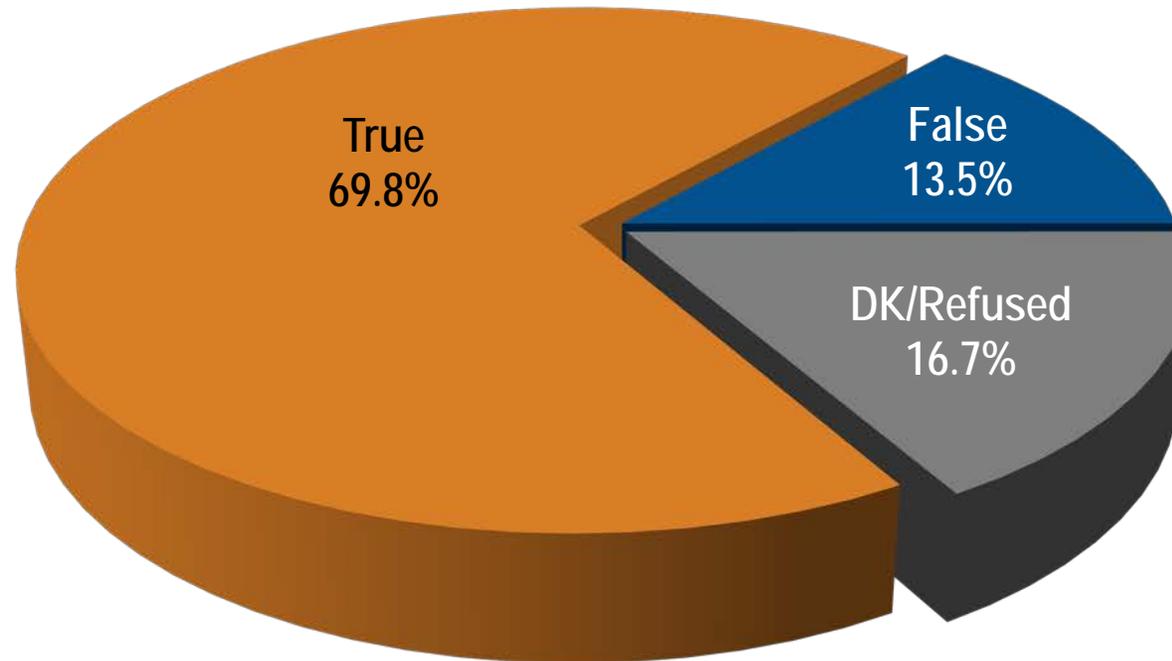
# Q20: How well do you think the dangers of flooding are being communicated to the community?



N=713

## Q21-1: True or False? *Streets are a part of the flood control system.*

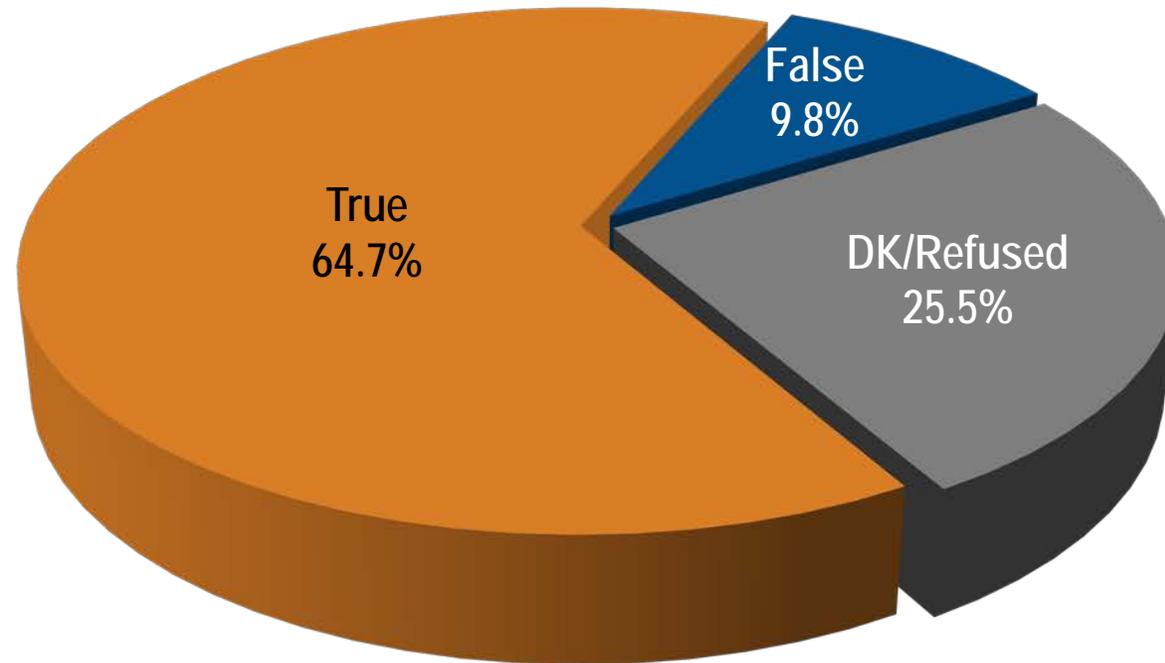
Approximately 70 percent of respondents think streets are a part of the flood control system.



N=713

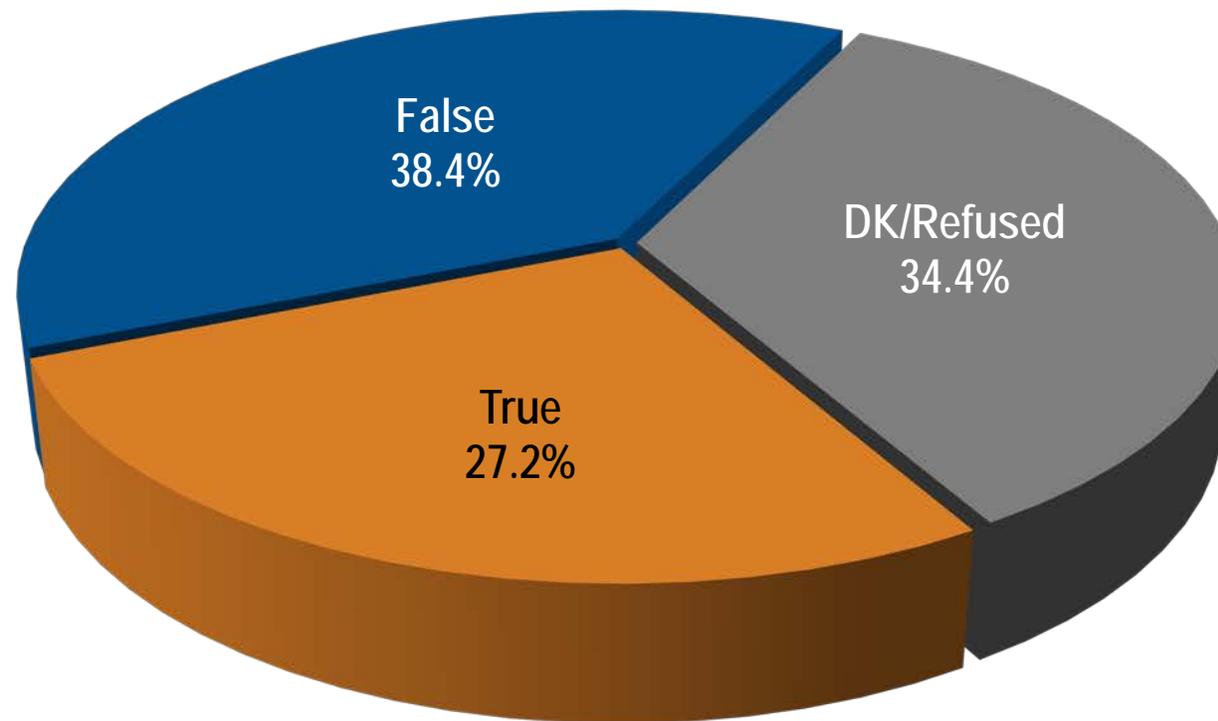
## Q21-2: True or False? *Urban runoff travels through the flood control system and ultimately drains into Lake Mead.*

Similarly, 65 percent of respondents think urban runoff travels through the flood control system and ultimately drains into Lake Mead.



N=713

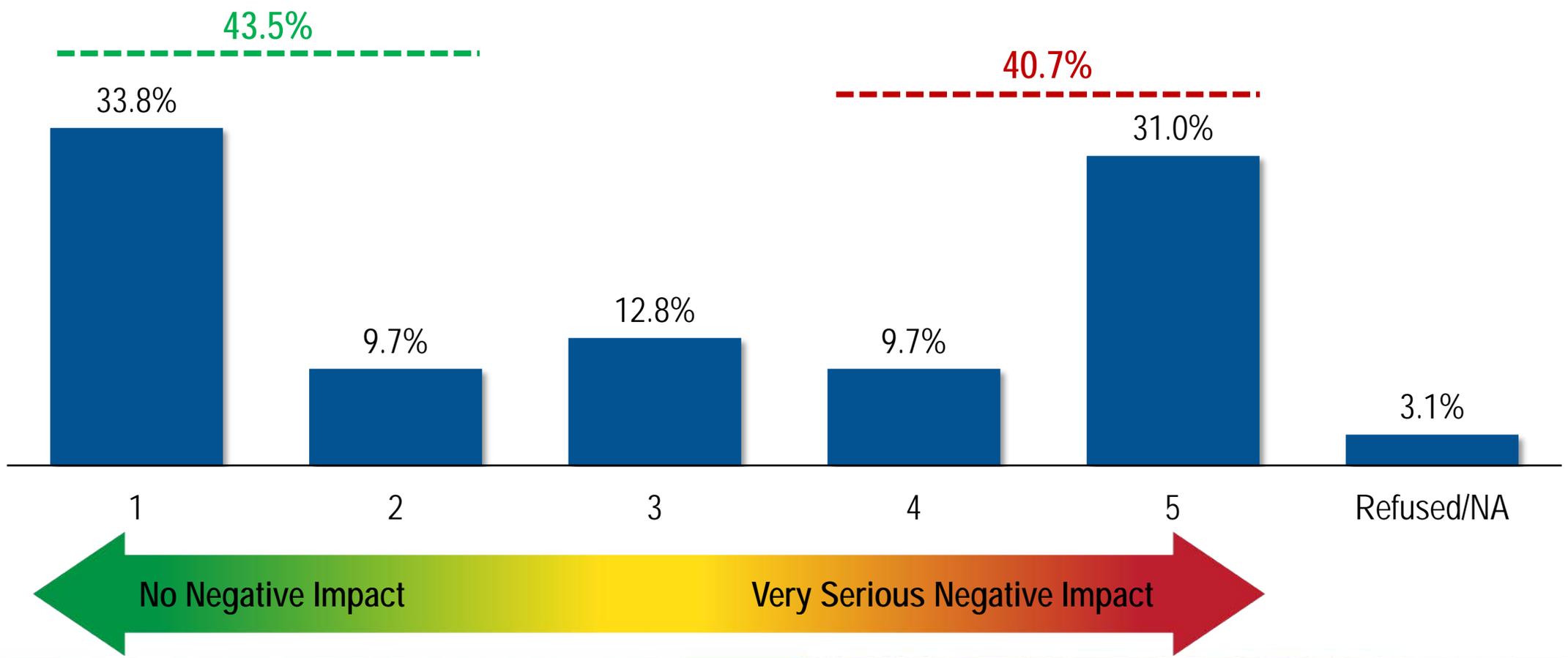
**Q21-3: True or False? *The storm water that travels through flood control channels and storm drains is treated/cleaned before it reaches Lake Mead.***



Only 27 percent of respondents believe storm water is treated or cleaned before it reaches Lake Mead.

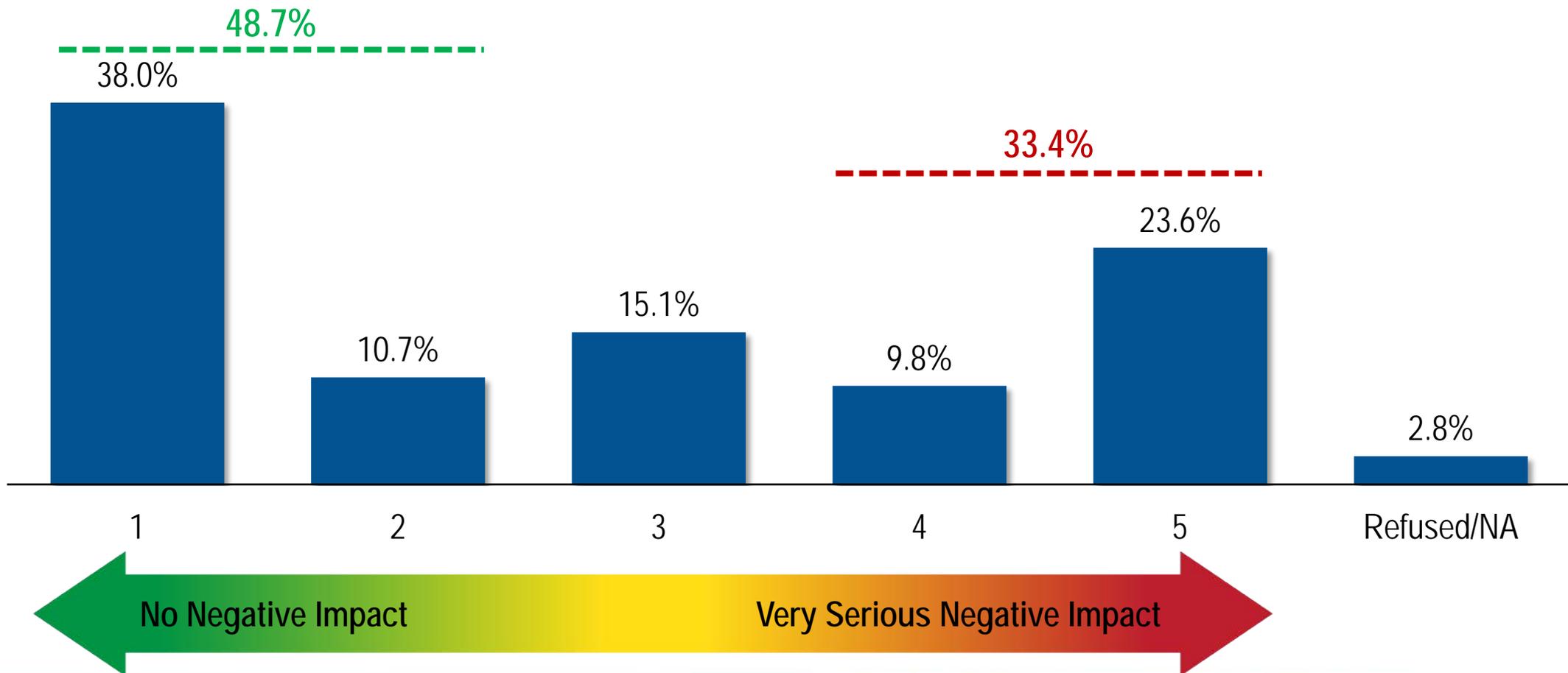
N=713

# Q22A: Please tell me what impact each activity has on Lake Mead. *Proper Disposal of Chemicals*



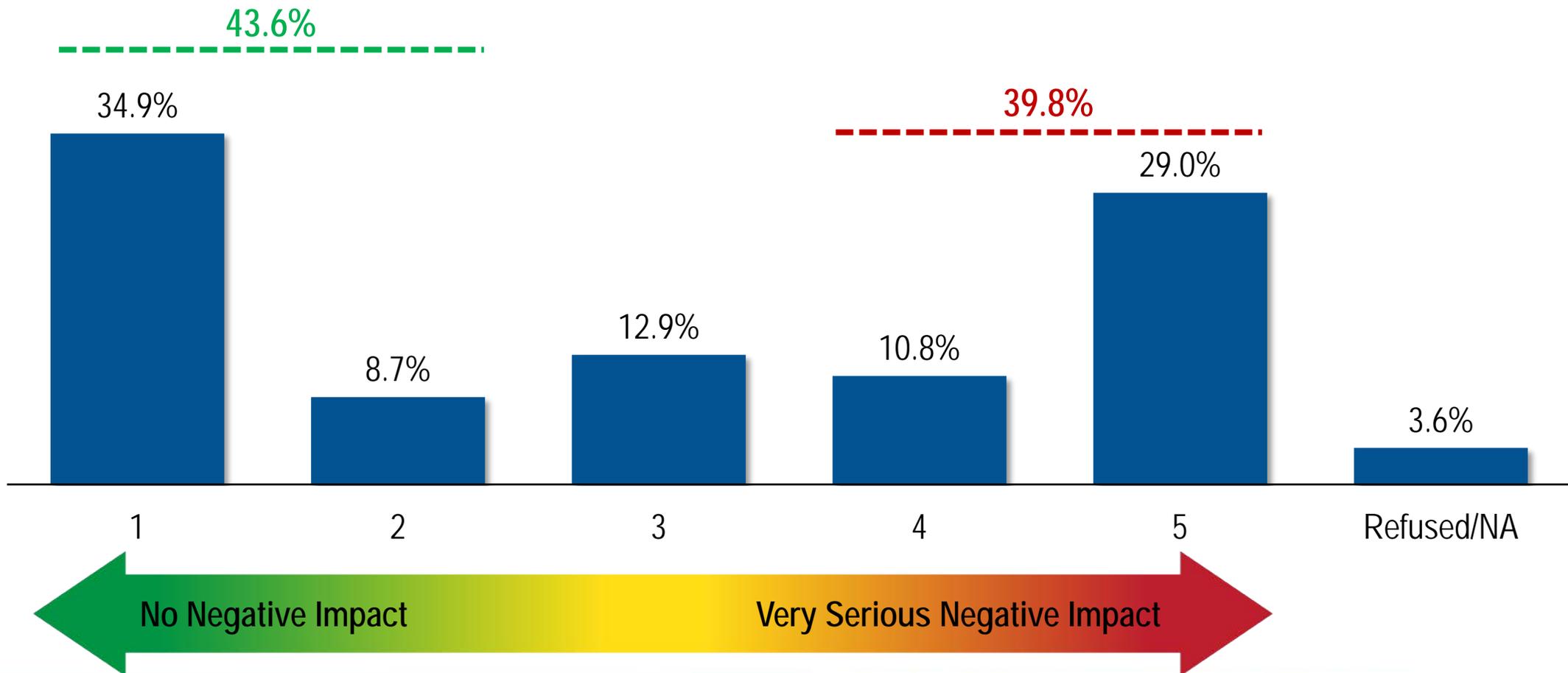
N=713

# Q22B: Please tell me what impact each activity has on Lake Mead. *Proper Disposal of Garbage*



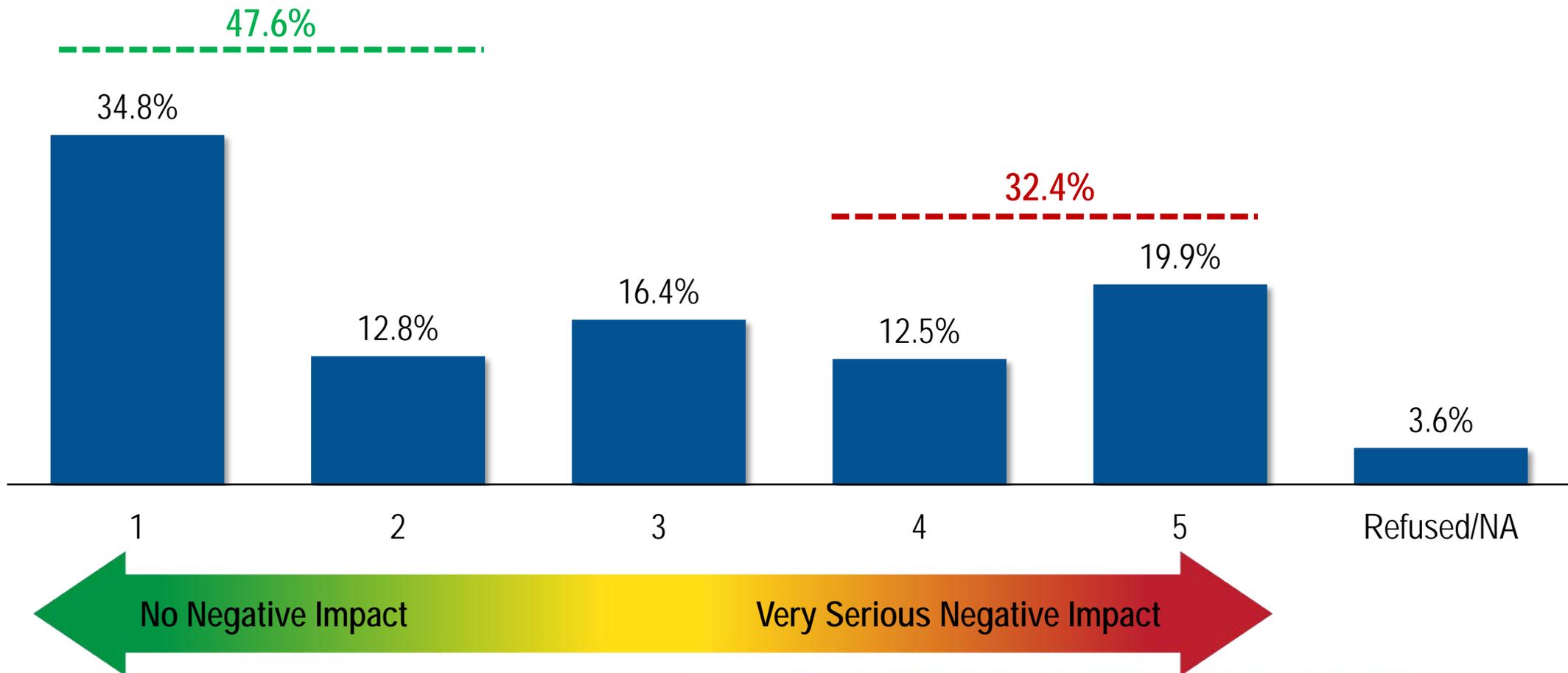
N=713

# Q22C: Please tell me what impact each activity has on Lake Mead. *Proper Disposal of Oil*



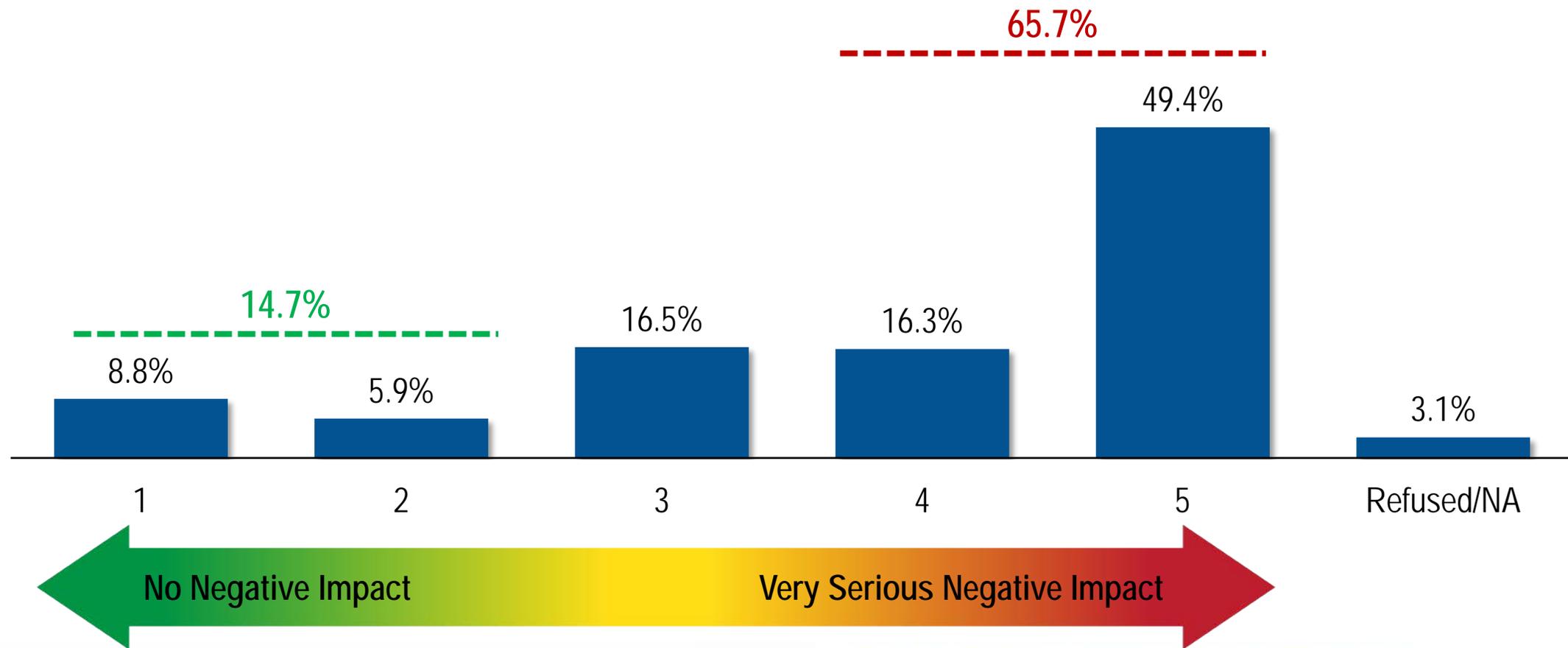
N=713

# Q22D: Please tell me what impact each activity has on Lake Mead. *Proper Disposal of Pet Waste*



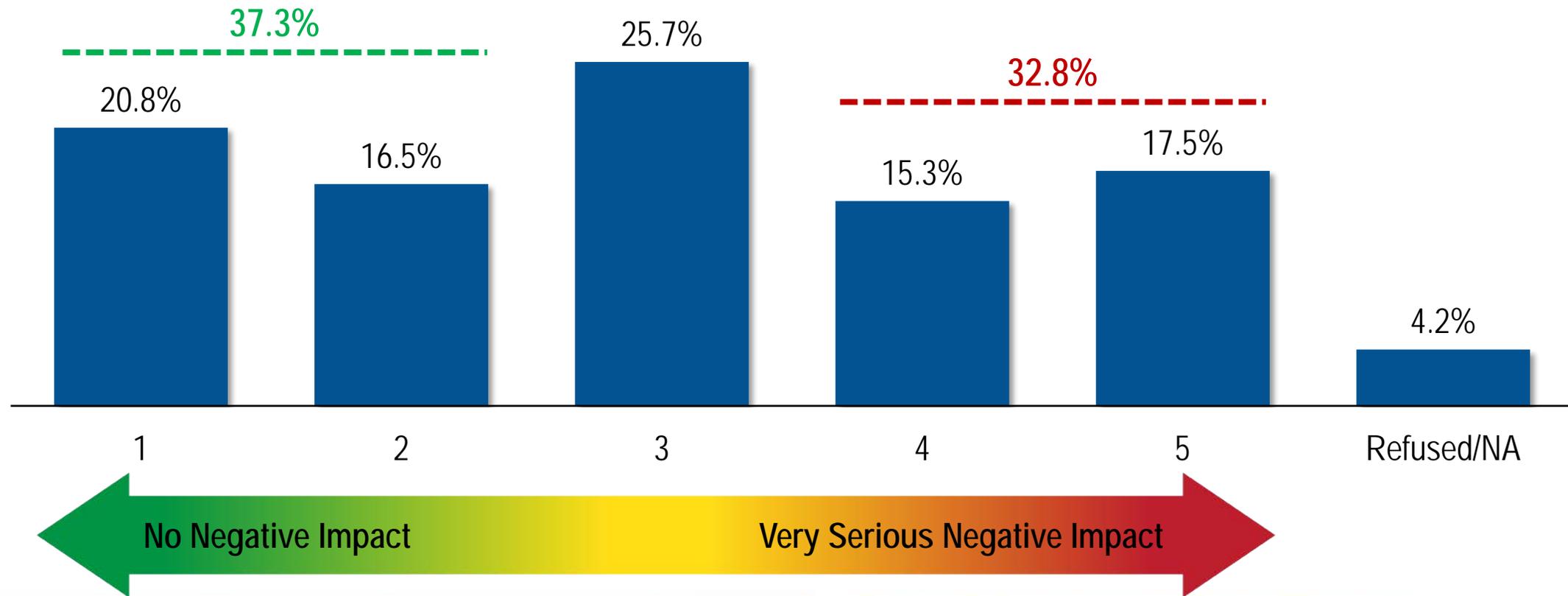
N=713

# Q22E: Please tell me what impact each activity has on Lake Mead. *Littering*



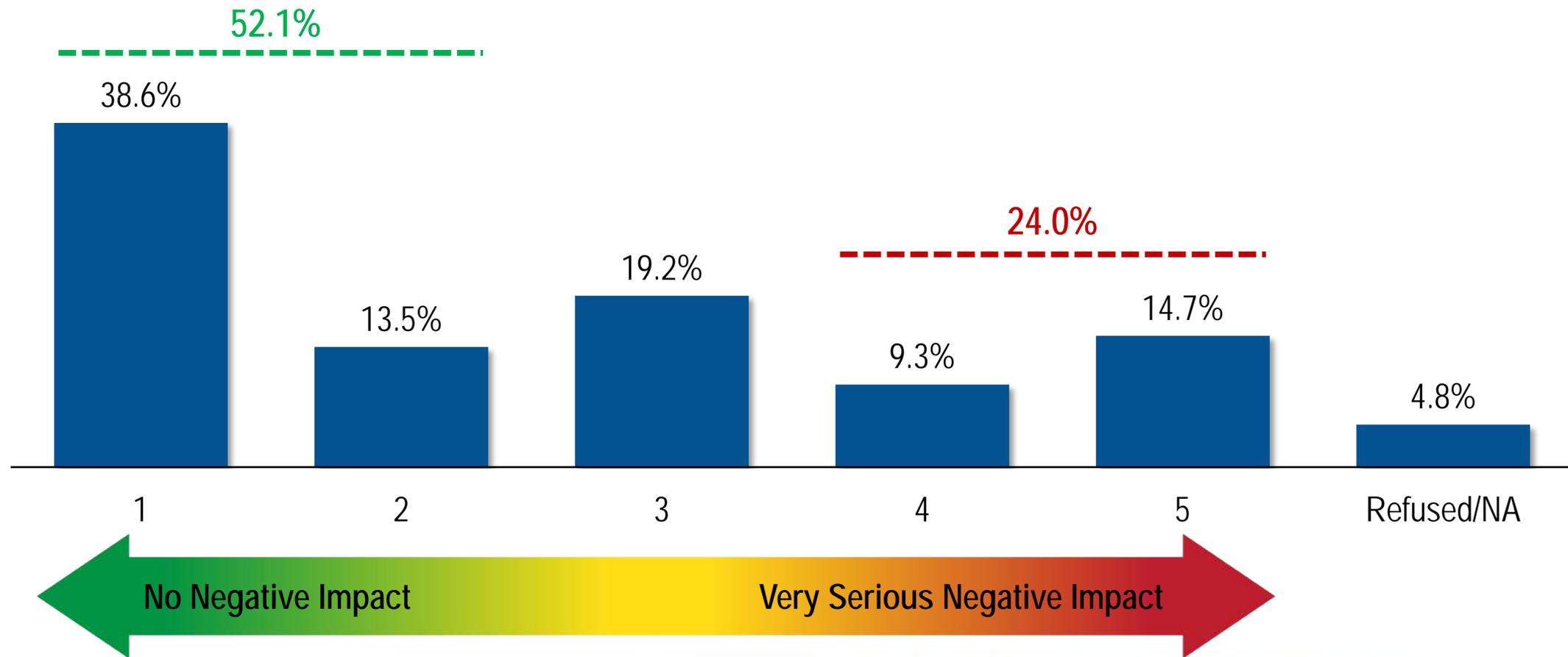
N=713

# Q22F: Please tell me what impact each activity has on Lake Mead. *Use of Commercial Car Washes*



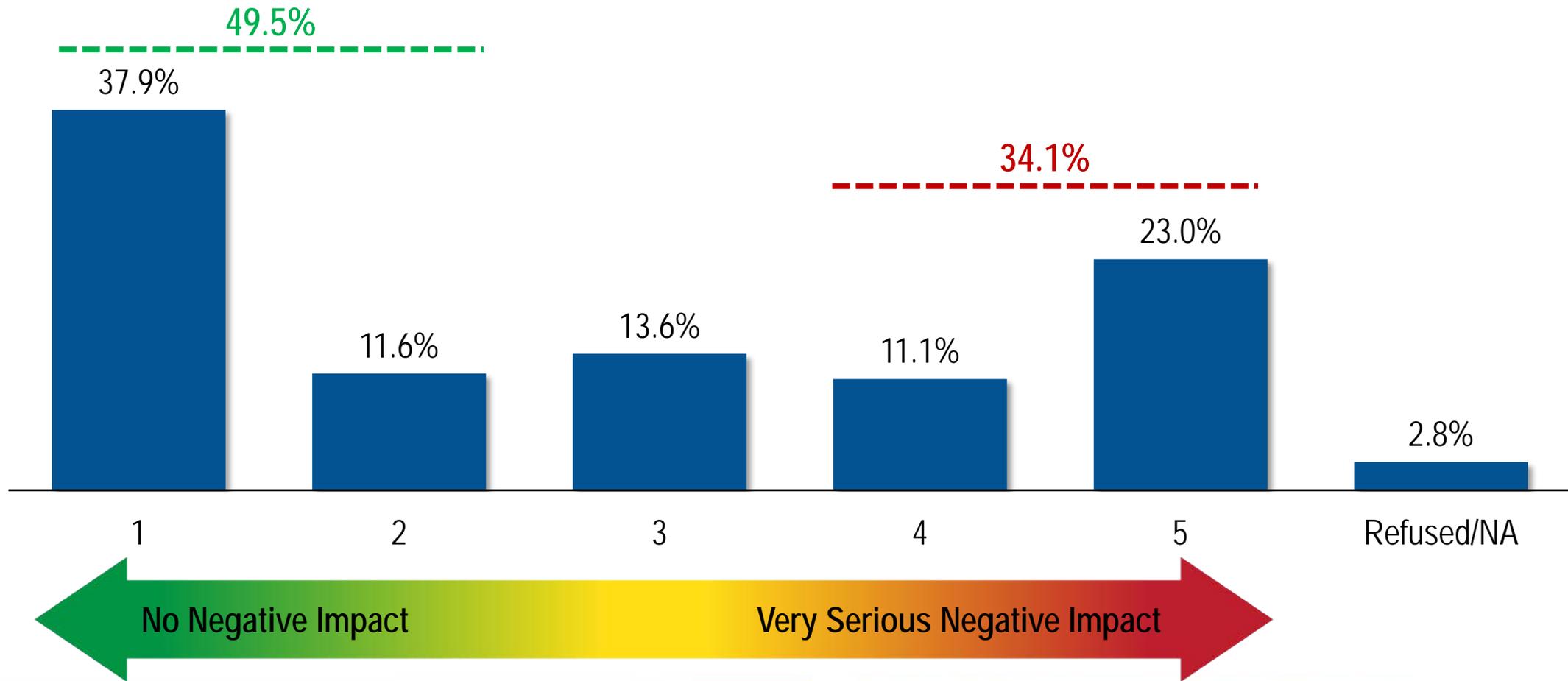
N=713

# Q22G: Please tell me what impact each activity has on Lake Mead. *Getting Smog Checks*



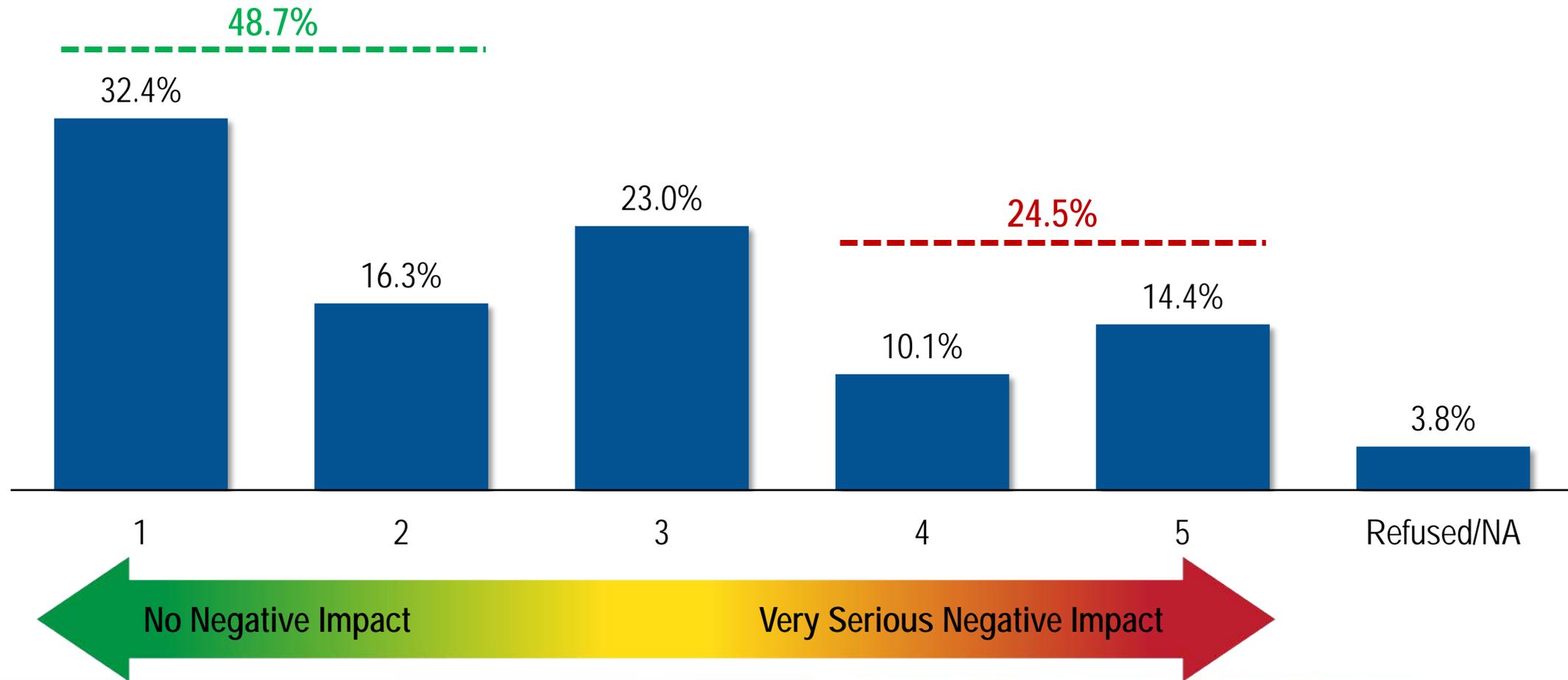
N=713

# Q22H: Please tell me what impact each activity has on Lake Mead. *Reducing Use of Water*



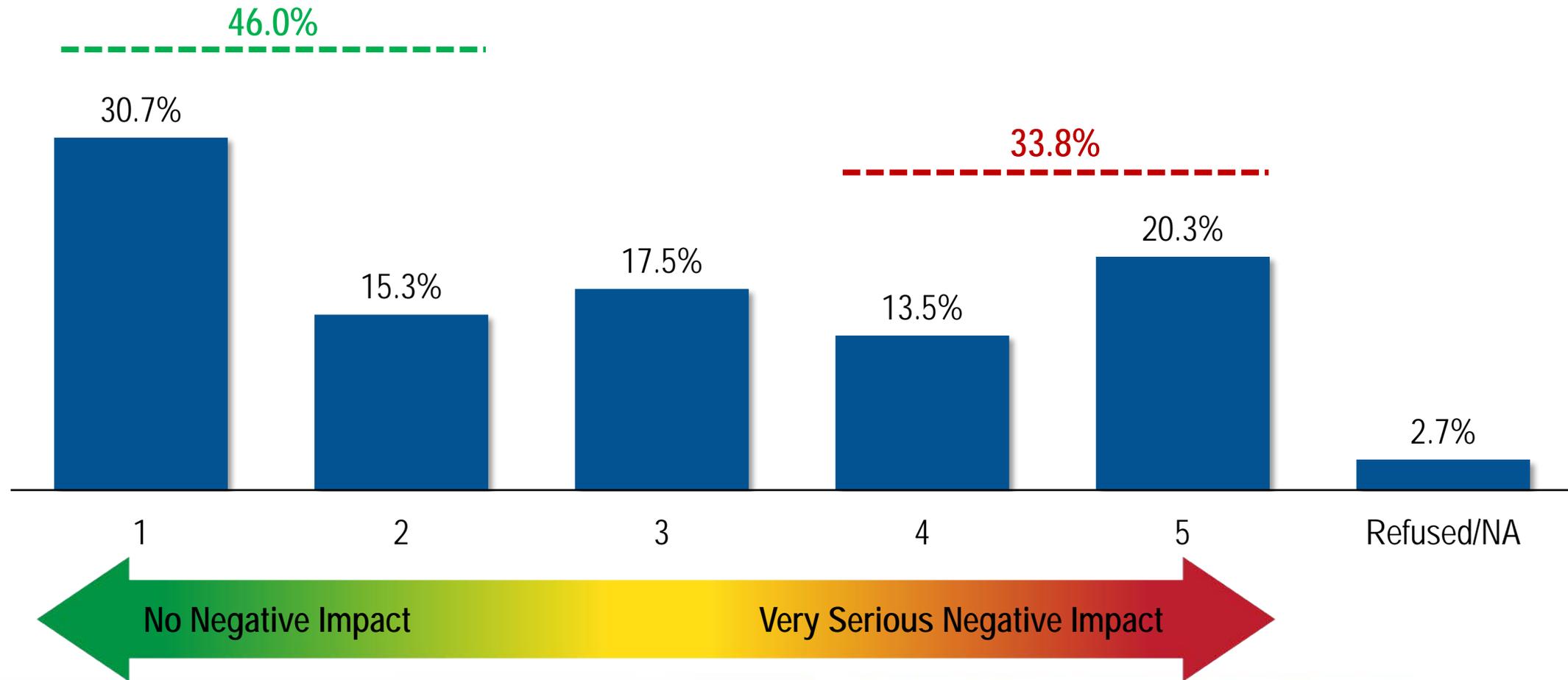
N=713

# Q22I: Please tell me what impact each activity has on Lake Mead. *Using Organic Fertilizers*



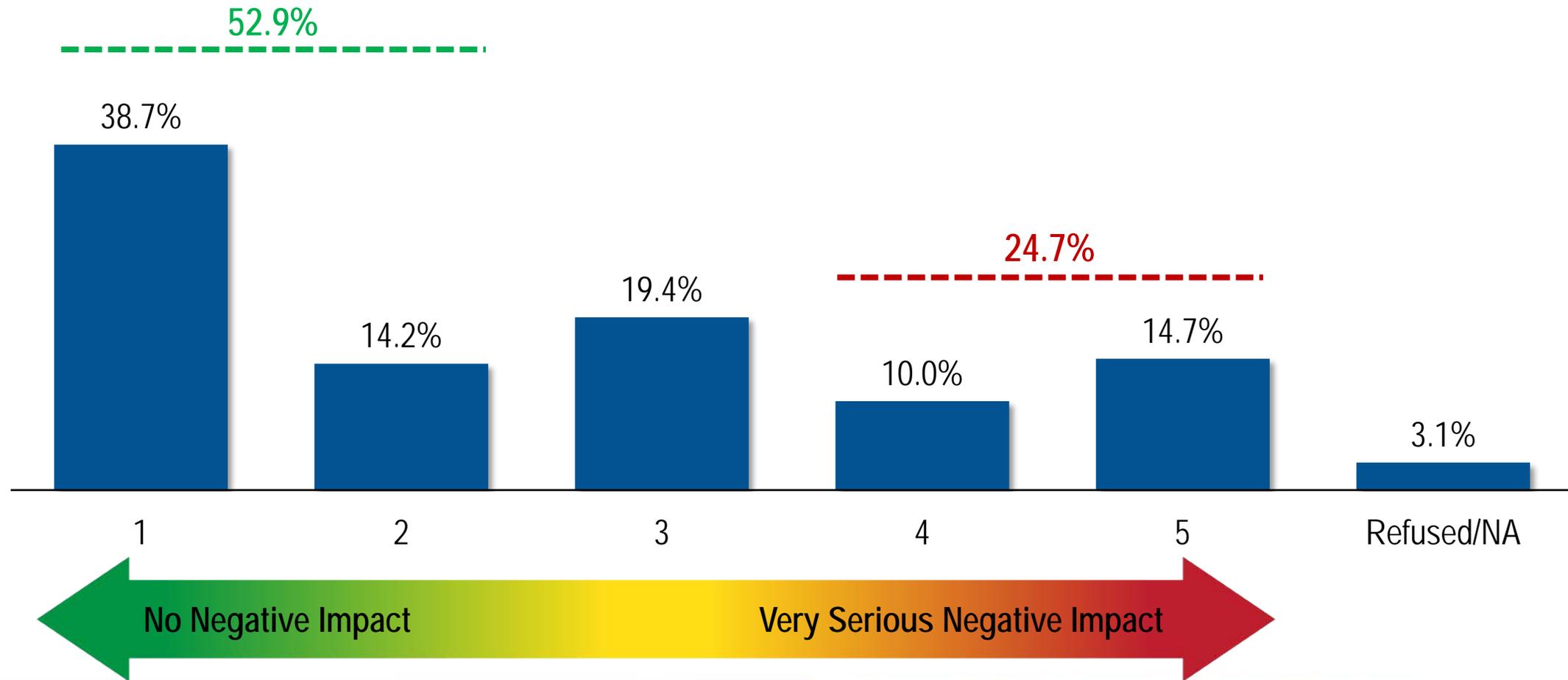
N=713

# Q22J: Please tell me what impact each activity has on Lake Mead. *Reporting of Clogged Storm Drains*



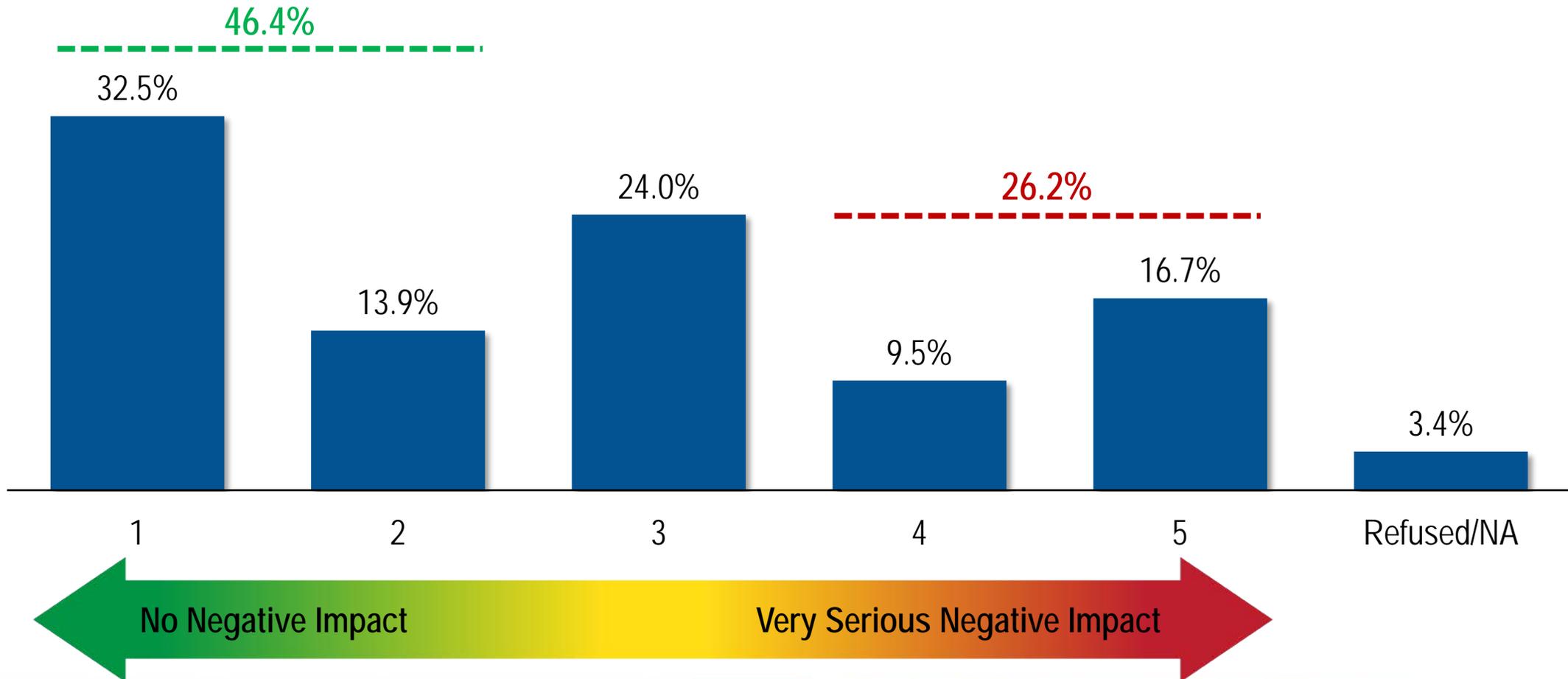
N=713

# Q22K: Please tell me what impact each activity has on Lake Mead. *Using Green Products*



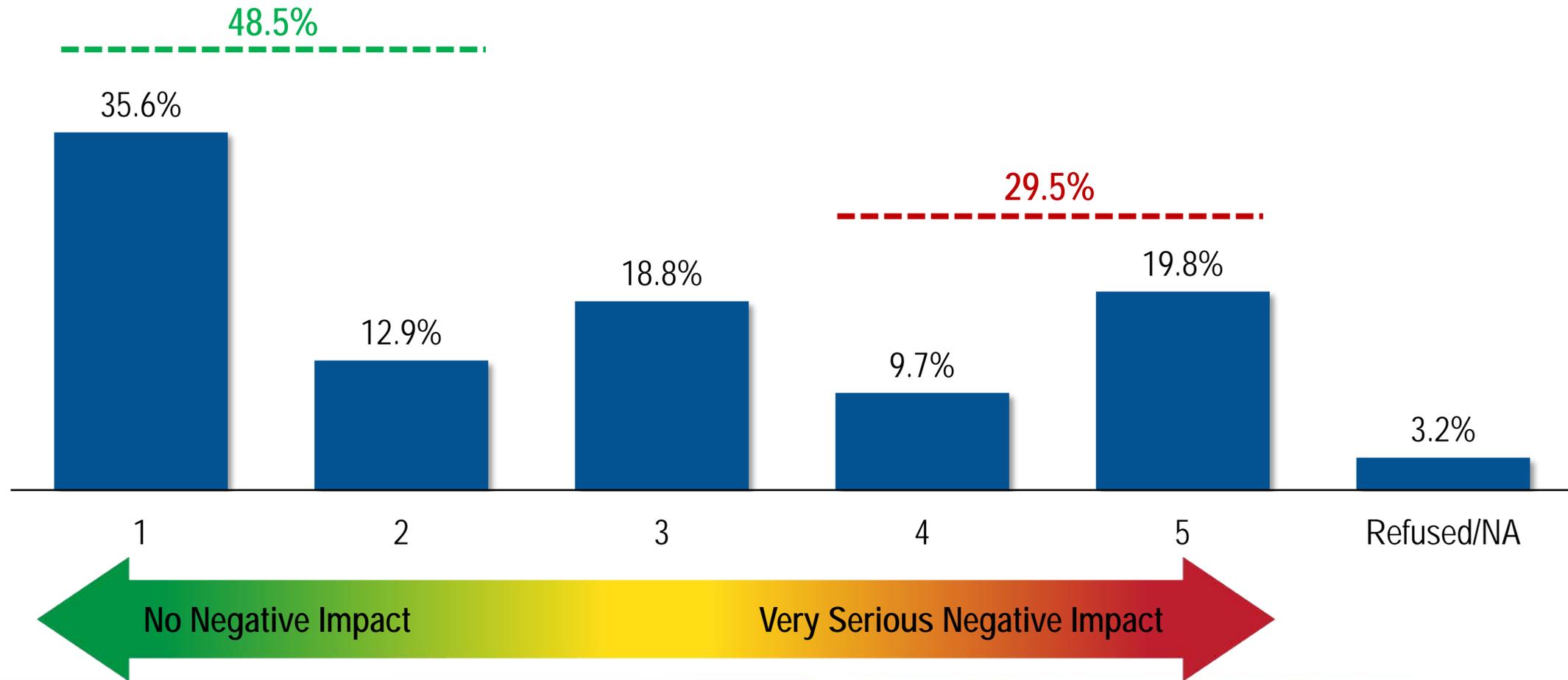
N=713

# Q22L: Please tell me what impact each activity has on Lake Mead. *Limiting the use of Grass in Homes and Businesses*



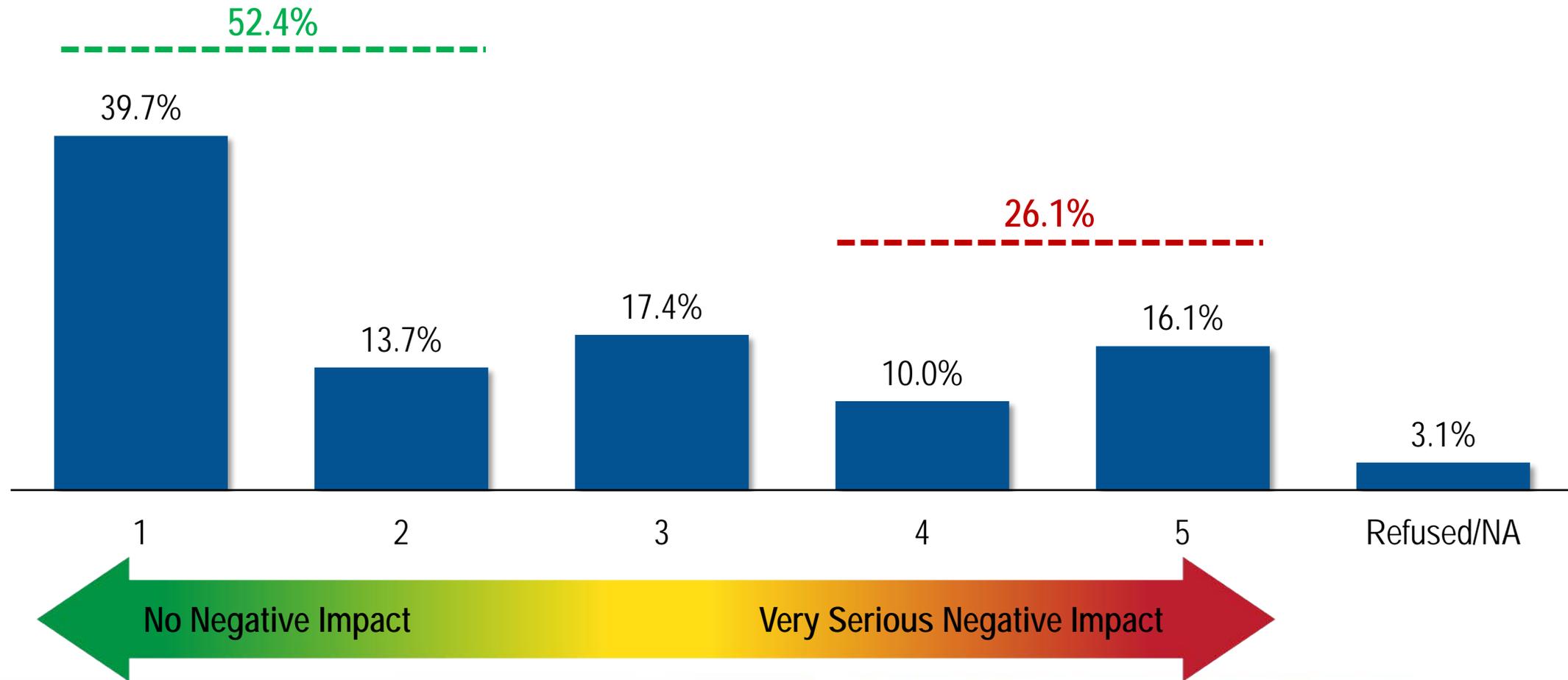
N=713

# Q22M: Please tell me what impact each activity has on Lake Mead. *Converting to Desert Landscaping*



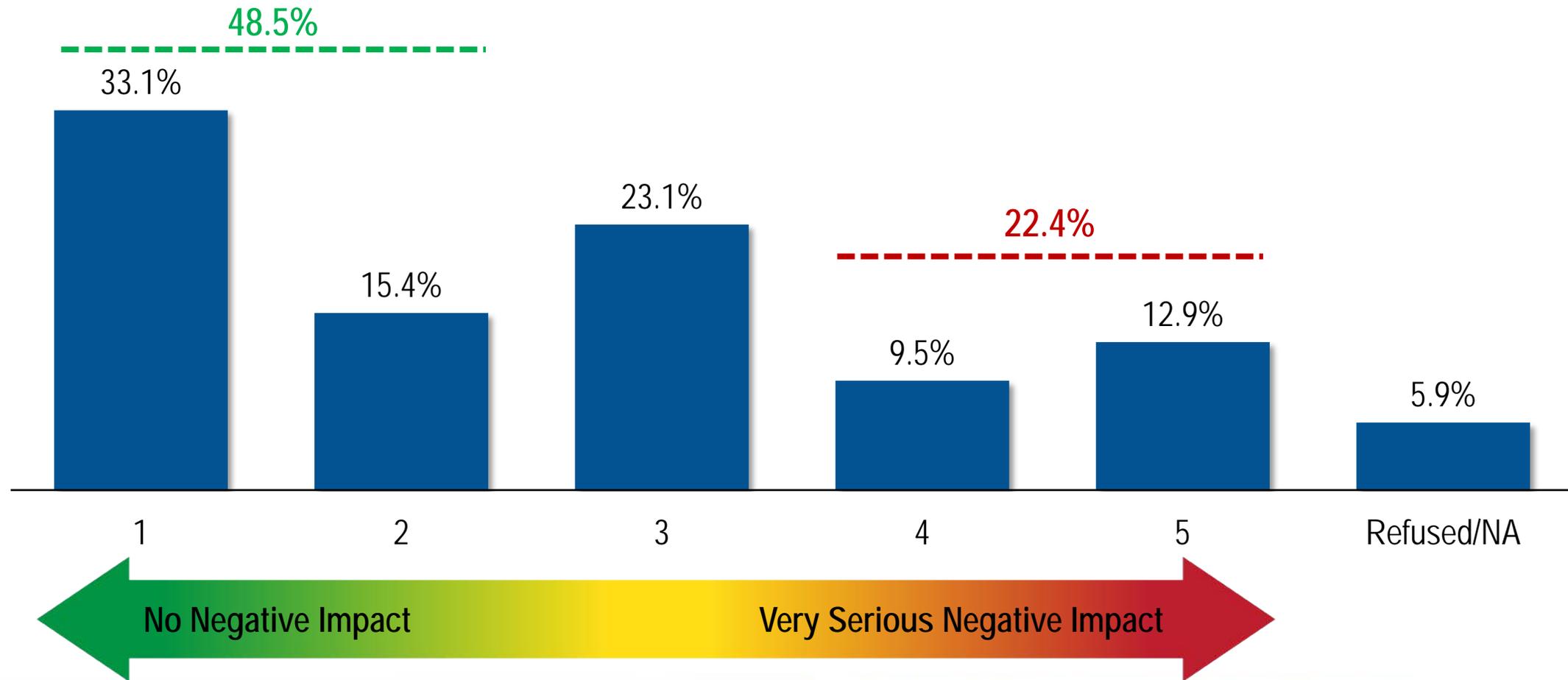
N=713

# Q22N: Please tell me what impact each activity has on Lake Mead. *Using Reusable Bags*



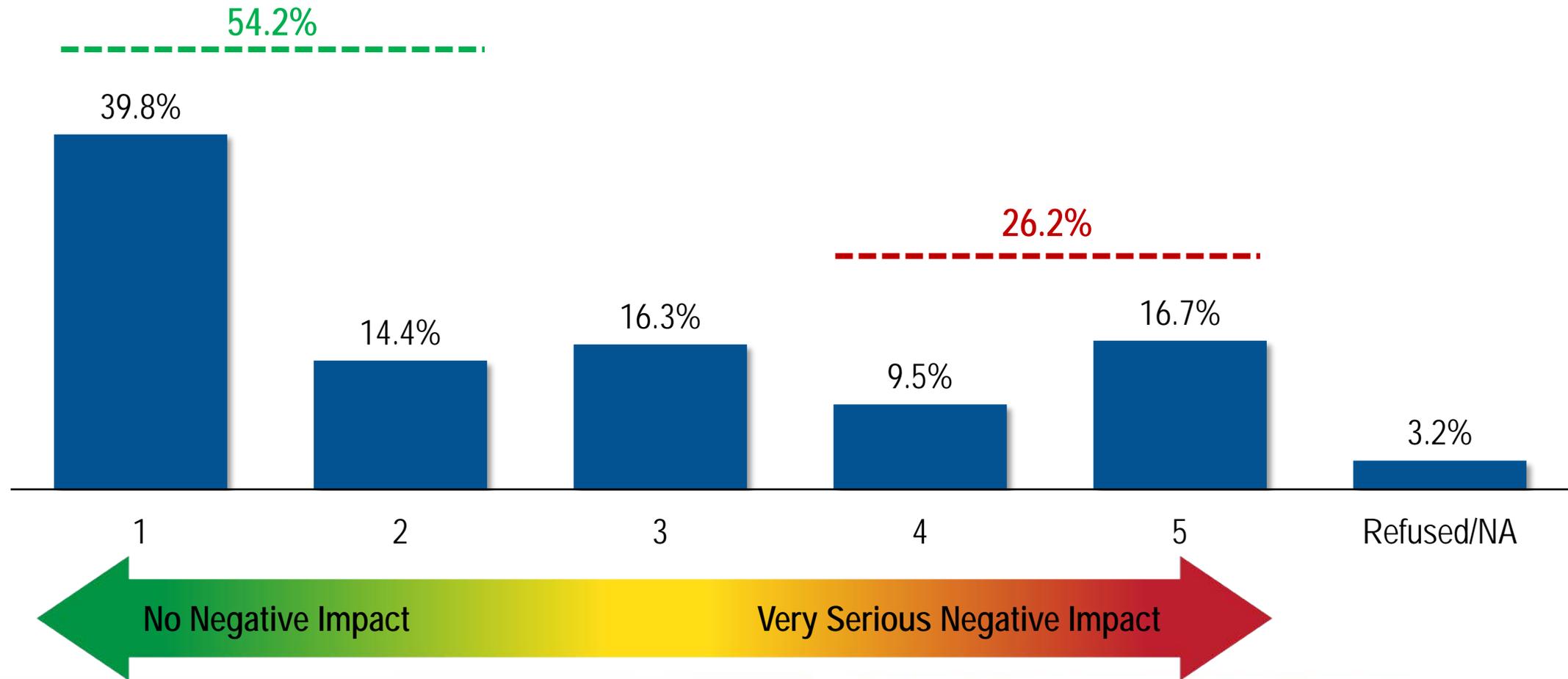
N=713

# Q220: Please tell me what impact each activity has on Lake Mead. *Composting*



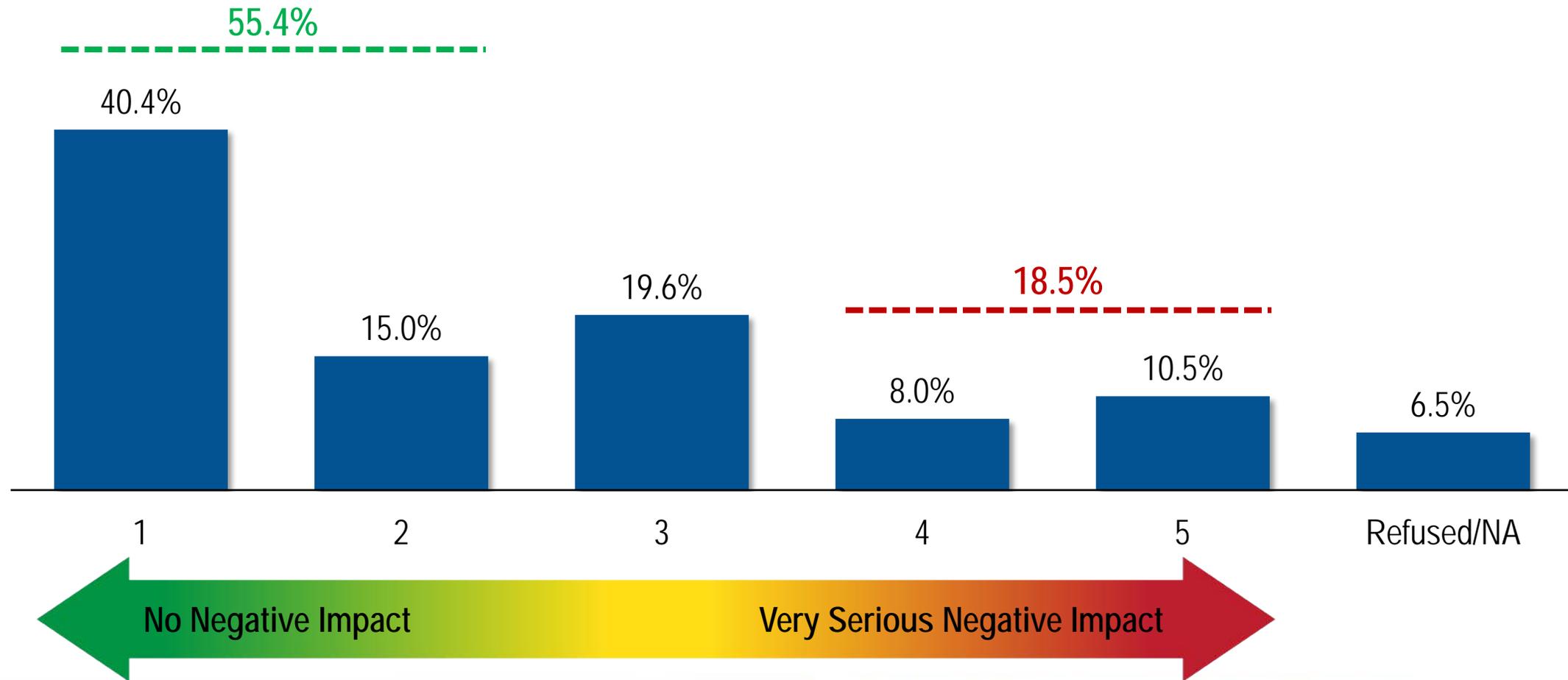
N=713

# Q22P: Please tell me what impact each activity has on Lake Mead. *Recycling*



N=713

# Q22Q: Please tell me what impact each activity has on Lake Mead. *Use of Solar Cells*



N=713

# Q22 Series: Comparing Mean & Median Scores

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

Activity	Mean Score	Median Score
Littering	3.82	5.00
Proper Disposal of Chemicals	2.85	3.00
Use of Commercial Car Washes	2.80	3.00
Proper Disposal of Oil	2.79	3.00
Reporting of Clogged Storm Drains	2.69	3.00
Proper Disposal of Garbage	2.62	2.00
Reducing Use of Water	2.61	2.00
Proper Disposal/Clean Up of Pet Waste	2.59	3.00
Limiting the Use of Grass in Homes & Businesses	2.54	3.00
Converting to Desert Landscaping	2.55	2.00

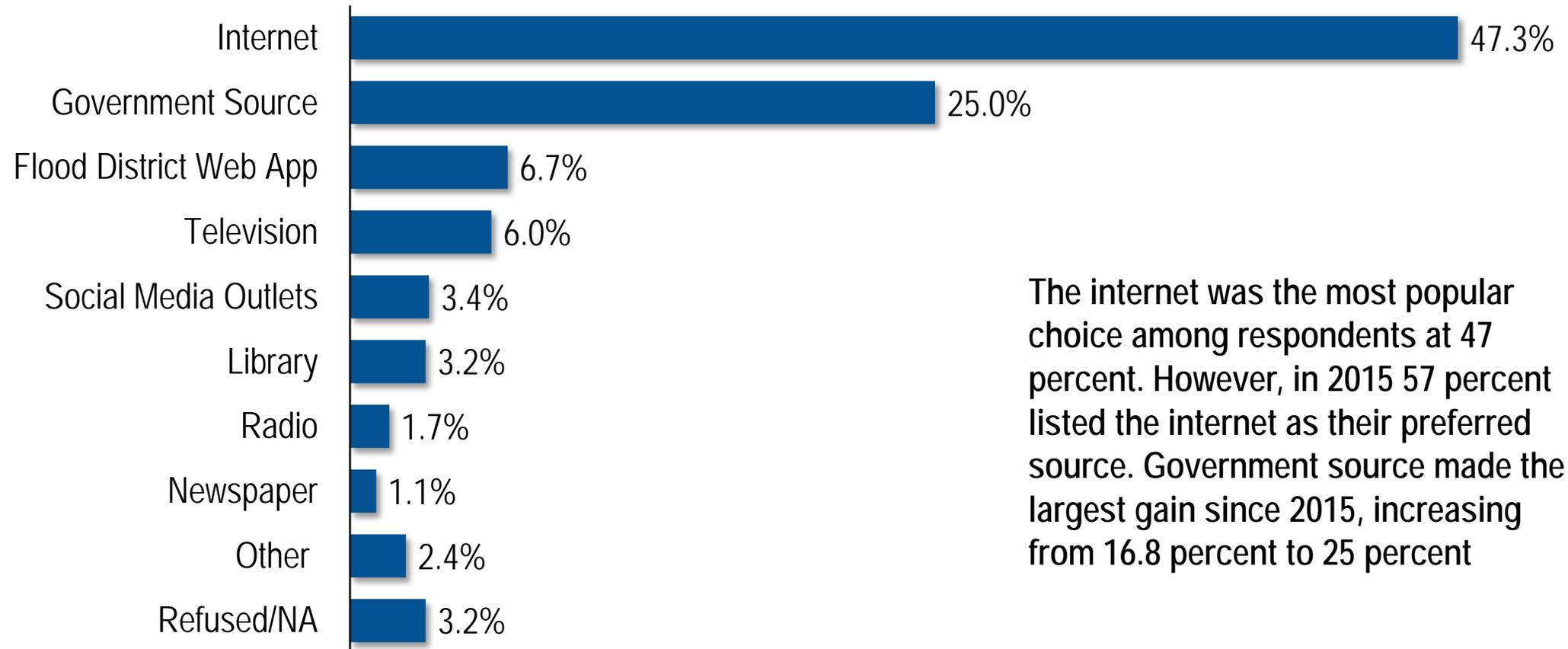
Note: Scores exclude respondents who did not answer the question.

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

Activity	Mean Score	Median Score
Using Organic Fertilizers	2.47	2.00
Recycling	2.39	2.00
Using Green Products	2.39	2.00
Using Reusable Bags	2.40	2.00
Getting Smog Checks	2.34	2.00
Composting	2.36	2.00
Use of Solar Cells	2.14	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?

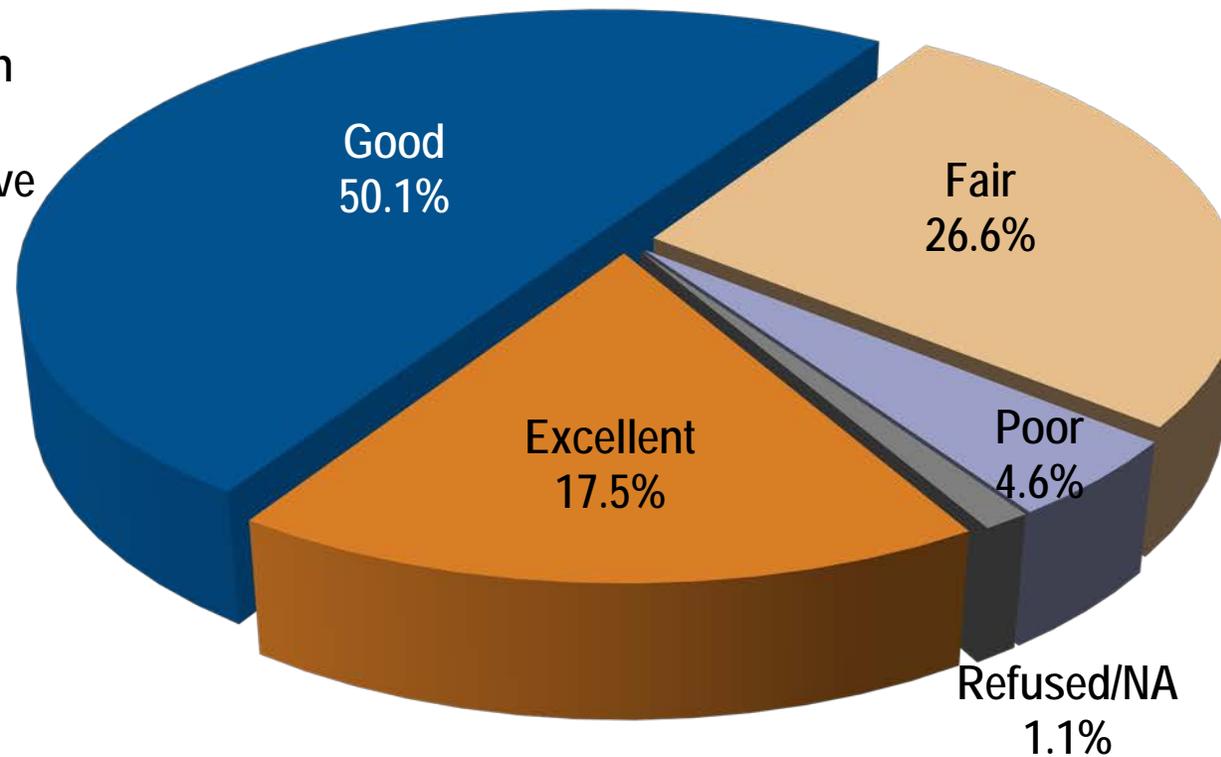


The internet was the most popular choice among respondents at 47 percent. However, in 2015 57 percent listed the internet as their preferred source. Government source made the largest gain since 2015, increasing from 16.8 percent to 25 percent

N=713

# 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, while another 17.5 percent believe flood control efforts are “excellent”.

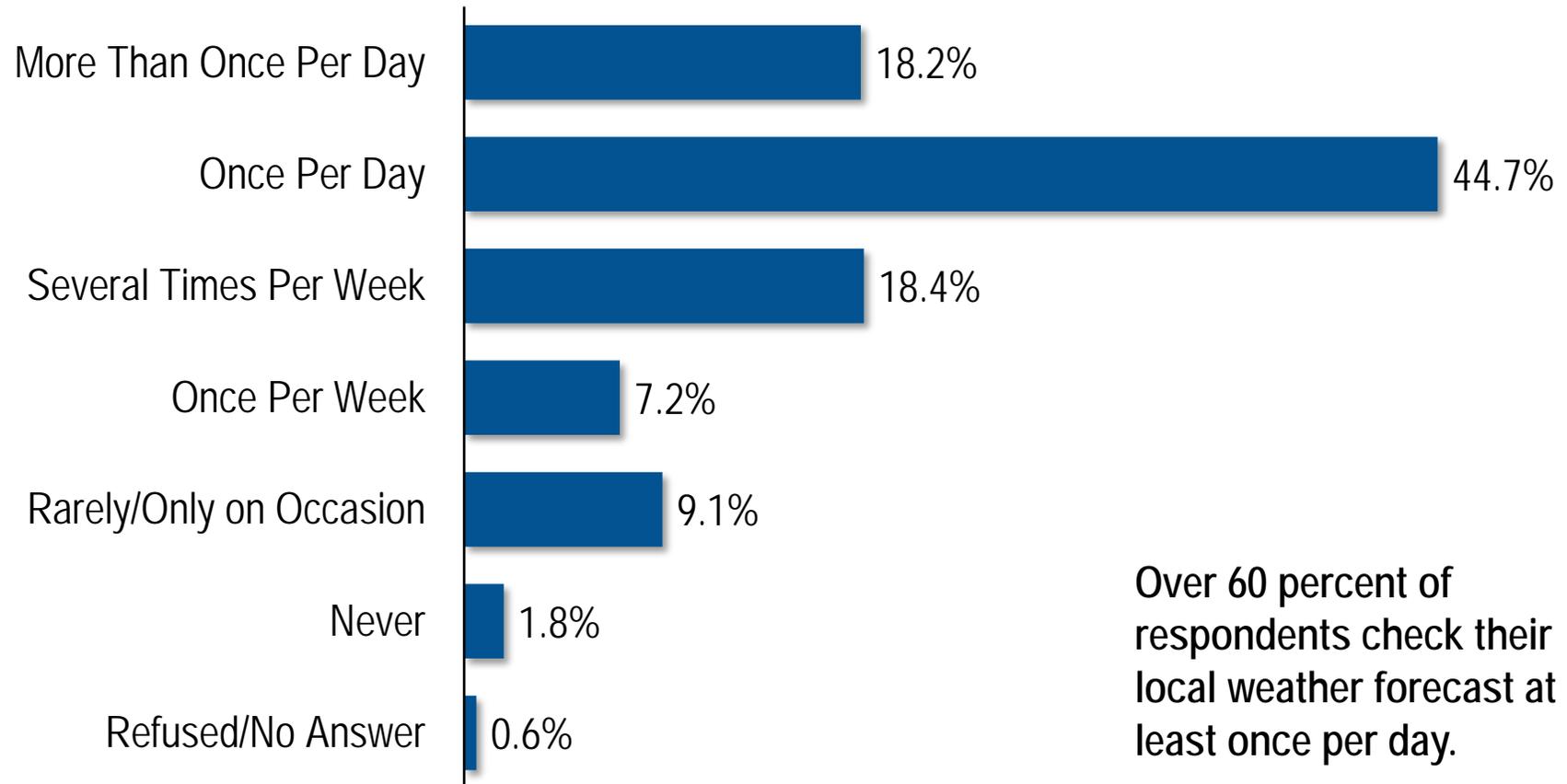


N=713

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

Excellent	<ul style="list-style-type: none"> <li>• Lived here for long time, not as bad as it used to be</li> <li>• Good communication (alerts, billboards, TV commercials, etc.)</li> <li>• County is managing flood control well, particularly given fast growth of city</li> <li>• Great improvements to system (pipes, washes, detention basins, etc.)</li> </ul>
Good	<ul style="list-style-type: none"> <li>• They are prepared, constantly improving</li> <li>• Expanding infrastructure, lots of improvement over the years</li> <li>• Fewer floods in the area than in the past, but flooding continues</li> <li>• Water drains quickly</li> </ul>
Fair	<ul style="list-style-type: none"> <li>• See a lot of floods</li> <li>• Not enough resources for better flood control</li> <li>• Drainage not as good in certain parts of the city, drains not cleaned often</li> <li>• Room for improvement</li> </ul>
Poor	<ul style="list-style-type: none"> <li>• Streets still flood every year, more could be done</li> <li>• Every year gets worse</li> <li>• Specific areas always seem to be a problem, not much done to fix them</li> <li>• Poor management</li> </ul>

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



N=713

## Q26: How often would you say you check your local weather forecast? *Responses by Age*

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=38	5.3%	36.8%	21.1%	13.2%	15.8%	5.3%	2.6%
21 to 24	N=48	6.3%	29.2%	31.3%	14.6%	16.7%	2.1%	0.0%
25 to 34	N=143	14.7%	44.1%	18.9%	10.5%	9.8%	2.1%	0.0%
35 to 49	N=207	22.7%	40.6%	19.8%	5.3%	8.2%	1.9%	1.4%
50 to 54	N=49	18.4%	36.7%	24.5%	4.1%	16.3%	0.0%	0.0%
55 to 64	N=118	19.5%	51.7%	14.4%	7.6%	5.1%	1.7%	0.0%
65 or Older	N=110	22.7%	59.1%	10.0%	1.8%	5.5%	0.9%	0.0%

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

N=713

# 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=404	17.3%	49.0%	19.1%	5.9%	6.9%	1.2%	0.5%
Black/African American	N=48	31.3%	39.6%	12.5%	8.3%	8.3%	0.0%	0.0%
Hispanic/Latino	N=163	11.7%	38.0%	20.9%	9.8%	15.3%	3.7%	0.6%
Asian	N=33	18.2%	57.6%	18.2%	6.1%	0.0%	0.0%	0.0%
Pacific Islander	N=8	75.0%	12.5%	12.5%	0.0%	0.0%	0.0%	0.0%
Native American	N=7	42.9%	57.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Of Mixed Race/Ethnicity	N=38	13.2%	36.8%	18.4%	7.9%	18.4%	2.6%	2.6%
Other	N=12	50.0%	16.7%	0.0%	16.7%	8.3%	8.3%	0.0%

About 71 percent of Black/African American demographic check the forecast at least once a day, compared to 66 percent of White/Caucasian and just 50 percent of Hispanic/Latino.

N=713

# Q26: How often would you say you check your local weather forecast? *Responses by Gender*

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=245	18.4%	52.7%	14.3%	5.7%	6.9%	1.6%	0.4%
Female	N=468	18.2%	40.6%	20.5%	7.9%	10.3%	1.9%	0.6%

A higher share of males than females check their local weather forecast at least once per day (71 percent vs. 59 percent, respectively).

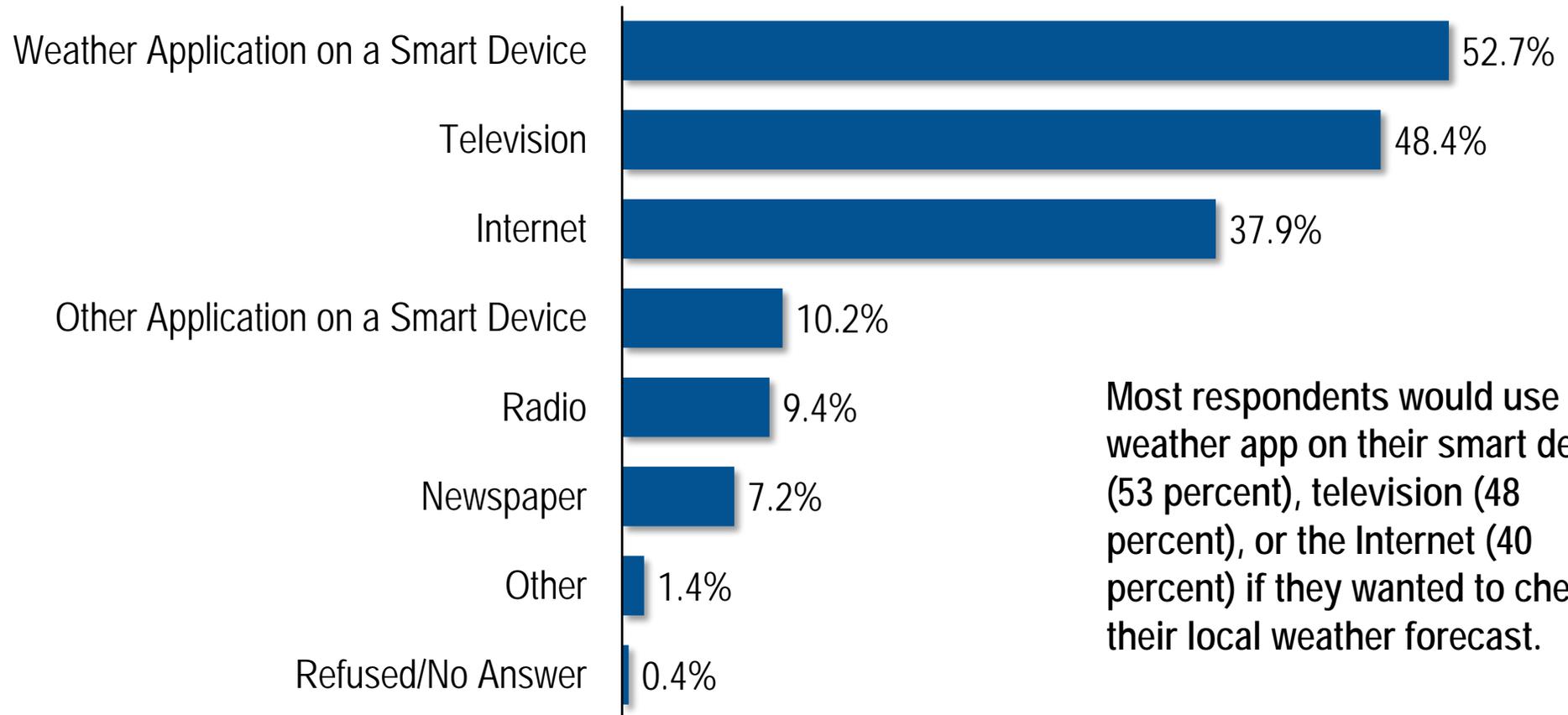
N=713

# 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=253	15.4%	41.1%	20.9%	9.9%	11.1%	1.2%	0.4%
Employed Part-Time	N=71	12.7%	47.9%	22.5%	12.7%	1.4%	1.4%	1.4%
Self-Employed	N=43	14.0%	46.5%	25.6%	0.0%	11.6%	2.3%	0.0%
Student	N=28	17.9%	21.4%	39.3%	10.7%	7.1%	3.6%	0.0%
Unemployed & Looking for Work	N=45	22.2%	42.2%	4.4%	11.1%	15.6%	4.4%	0.0%
Unemployed & Not Looking for Work	N=13	7.7%	38.5%	30.8%	0.0%	15.4%	7.7%	0.0%
Full-Time Parent or Homemaker	N=73	28.8%	38.4%	17.8%	5.5%	5.5%	2.7%	1.4%
Retired	N=133	21.1%	60.2%	9.8%	2.3%	5.3%	1.5%	0.0%
Disabled	N=38	23.7%	42.1%	18.4%	5.3%	10.5%	0.0%	0.0%
Other	N=5	20.0%	40.0%	0.0%	0.0%	40.0%	0.0%	0.0%
Refused/No Answer	N=11	9.1%	45.5%	9.1%	0.0%	27.3%	0.0%	9.1%

N=713

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



Most respondents would use a weather app on their smart device (53 percent), television (48 percent), or the Internet (40 percent) if they wanted to check their local weather forecast.

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

N=713

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

Age Category	Sample Size*	Weather App	Other App	Television	Radio	Newspaper	Internet	Other	Refused/NA
18 to 20	N=38	50.0%	2.6%	15.8%	7.9%	2.6%	21.1%	0.0%	0.0%
21 to 24	N=48	47.9%	8.3%	18.8%	0.0%	2.1%	20.8%	2.1%	0.0%
25 to 34	N=143	33.6%	2.1%	29.4%	5.6%	2.8%	25.9%	0.7%	0.0%
35 to 49	N=207	40.6%	3.4%	28.0%	3.4%	1.9%	21.7%	0.0%	1.0%
50 to 54	N=49	34.7%	4.1%	30.6%	0.0%	6.1%	20.4%	4.1%	0.0%
55 to 64	N=118	26.3%	4.2%	44.1%	2.5%	5.9%	15.3%	0.8%	0.8%
65 or Older	N=110	24.5%	1.8%	47.3%	2.7%	4.5%	16.4%	2.7%	0.0%

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.

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

N=713

## 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=36	41.7%	2.8%	25.0%	5.6%	5.6%	19.4%	0.0%	0.0%
1 to 3 Years	N=76	35.5%	2.6%	31.6%	2.6%	1.3%	25.0%	0.0%	1.3%
4 to 10 Years	N=130	31.5%	3.1%	31.5%	4.6%	1.5%	26.2%	1.5%	0.0%
10 to 20 Years	N=196	34.7%	4.6%	27.6%	3.6%	3.6%	24.0%	2.0%	0.0%
More Than 20 Years	N=270	35.9%	3.0%	39.3%	2.2%	4.8%	14.1%	0.7%	0.0%
Refused/No Answer	N=5	20.0%	0.0%	0.0%	20.0%	0.0%	20.0%	0.0%	40.0%

Residents who have lived in Southern Nevada for less than a year were most likely to say they use a weather app to check the forecast and the least likely to watch the forecast on television.

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

N=713

## 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=404	35.6%	3.5%	32.7%	3.0%	3.7%	20.0%	1.2%	0.2%
Black/African American	N=48	29.2%	2.1%	45.8%	2.1%	2.1%	14.6%	2.1%	2.1%
Hispanic/Latino	N=163	34.4%	3.1%	31.3%	3.1%	2.5%	25.2%	0.6%	0.0%
Asian	N=33	30.3%	3.0%	36.4%	3.0%	6.1%	21.2%	0.0%	0.0%
Pacific Islander	N=8	37.5%	0.0%	37.5%	12.5%	0.0%	12.5%	0.0%	0.0%
Native American	N=7	71.4%	0.0%	14.3%	0.0%	0.0%	14.3%	0.0%	0.0%
Of Mixed Race/Ethnicity	N=38	34.2%	5.3%	23.7%	10.5%	2.6%	18.4%	2.6%	2.6%
Other	N=12	33.3%	8.3%	33.3%	0.0%	16.7%	8.3%	0.0%	0.0%

N=713

# 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=20	20.0%	10.0%	45.0%	5.0%	5.0%	15.0%	0.0%	0.0%
High School Graduate	N=161	34.8%	2.5%	37.9%	1.9%	2.5%	19.3%	0.6%	0.6%
Some College, No Degree	N=218	35.3%	5.0%	31.7%	3.2%	3.2%	20.2%	1.4%	0.0%
Two-Year College Degree	N=79	40.5%	0.0%	24.1%	5.1%	3.8%	24.1%	1.3%	1.3%
Four-Year College Degree	N=109	34.9%	1.8%	30.3%	3.7%	3.7%	25.7%	0.0%	0.0%
Some Post-Graduate Work	N=21	42.9%	9.5%	28.6%	4.8%	0.0%	9.5%	4.8%	0.0%
Graduate/Professional Degree	N=87	32.2%	2.3%	33.3%	3.4%	6.9%	20.7%	1.1%	0.0%
Other	N=11	27.3%	0.0%	54.5%	9.1%	0.0%	0.0%	9.1%	0.0%
Refused/No Answer	N=7	28.6%	14.3%	28.6%	0.0%	0.0%	14.3%	0.0%	14.3%

N=713

## 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=245	28.2%	2.0%	35.1%	3.7%	4.1%	25.7%	1.2%	0.0%
Female	N=468	38.5%	4.1%	31.6%	3.2%	3.2%	17.7%	1.1%	0.6%

Male respondents were less likely to use a weather app to check the forecast, but were more likely to respond that they use the internet than female respondents.

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

N=713

# 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
Employed Full-Time	N=253	35.2%	3.6%	28.1%	4.0%	3.2%	24.9%	1.2%	0.0%
Employed Part-Time	N=71	39.4%	4.2%	33.8%	1.4%	2.8%	18.3%	0.0%	0.0%
Self-Employed	N=43	41.9%	7.0%	30.2%	2.3%	0.0%	18.6%	0.0%	0.0%
Student	N=28	46.4%	3.6%	25.0%	7.1%	0.0%	17.9%	0.0%	0.0%
Unemployed & Looking for Work	N=45	31.1%	2.2%	31.1%	2.2%	4.4%	24.4%	2.2%	2.2%
Unemployed & Not Looking for Work	N=13	46.2%	0.0%	15.4%	15.4%	0.0%	23.1%	0.0%	0.0%
Full-Time Parent or Homemaker	N=73	42.5%	5.5%	30.1%	1.4%	2.7%	16.4%	0.0%	1.4%
Retired	N=133	24.1%	2.3%	46.6%	1.5%	6.8%	16.5%	2.3%	0.0%
Disabled	N=38	31.6%	0.0%	44.7%	2.6%	2.6%	15.8%	2.6%	0.0%
Other	N=5	40.0%	0.0%	20.0%	20.0%	0.0%	20.0%	0.0%	0.0%
Refused/No Answer	N=11	36.4%	0.0%	9.1%	18.2%	9.1%	18.2%	0.0%	9.1%

N=713

## Q27: If you wanted to check your local weather forecast, which resources would you use? *Responses by Owners/Renters*

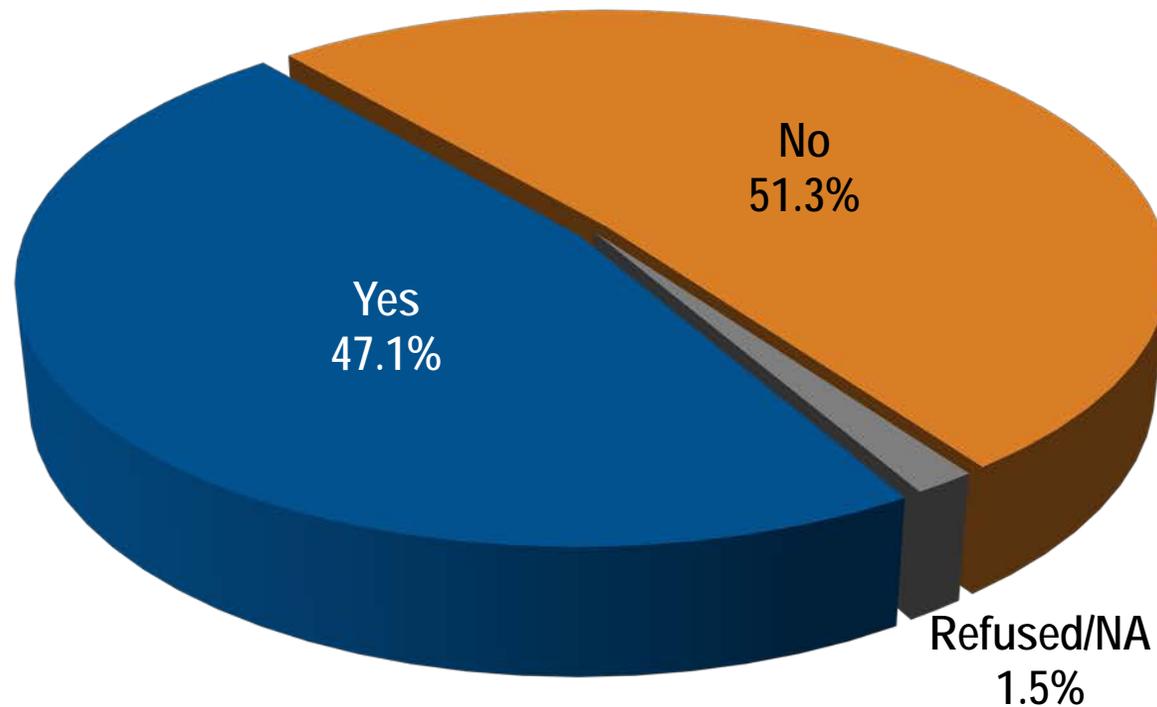
Ownership Status	Sample Size*	Weather App	Other App	Television	Radio	Newspaper	Internet	Other	Refused /NA
Owner	N=410	32.4%	3.4%	34.9%	4.1%	4.9%	18.5%	1.5%	0.2%
Renter	N=297	39.1%	3.4%	29.3%	2.4%	1.3%	23.2%	0.7%	0.7%
Other	N=6	0.0%	0.0%	66.7%	0.0%	16.7%	16.7%	0.0%	0.0%

Homeowners were less likely than renters to use a weather app or the internet, but more likely to use television to check the weather.

N=713

## 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=713

# Q28: Do you have Cox Digital Cable television?

## *Responses by Age*

Age Category	Sample Size	Yes	No	Refused/NA
18 to 20	N=38	36.8%	57.9%	5.3%
21 to 24	N=48	41.7%	58.3%	0.0%
25 to 34	N=143	44.8%	53.8%	1.4%
35 to 49	N=207	52.2%	45.9%	1.9%
50 to 54	N=49	44.9%	55.1%	0.0%
55 to 64	N=118	46.6%	55.1%	0.0%
65 or Older	N=110	48.2%	50.0%	1.8%

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

N=713

# Q28: Do you have Cox Digital Cable television?

## *Responses by Length of Residence*

Length of Residence in Southern Nevada	Sample Size	Yes	No	Refused/NA
Less Than 1 Year	N=36	66.7%	33.3%	0.0%
1 to 3 Years	N=76	39.5%	55.3%	5.3%
4 to 10 Years	N=130	47.7%	51.5%	0.8%
10 to 20 Years	N=196	41.8%	57.7%	0.5%
More Than 20 Years	N=270	50.4%	48.5%	1.1%
Refused/No Answer	N=5	40.0%	20.0%	40.0%

While the sample size is limited, respondents who have lived in Southern Nevada for less than a year were the most likely to be Cox Digital Cable customers. However, in 2015, they were the least likely group to have Cox Cable at 32 percent, less than half of the proportion this year.

N=713

# Q28: Do you have Cox Digital Cable television?

## *Responses by Race/Ethnicity*

Race/Ethnicity	Sample Size	Yes	No	Refused/NA
White/Caucasian	N=404	48.0%	50.7%	1.2%
Black/African American	N=48	54.2%	45.8%	0.0%
Hispanic/Latino	N=163	44.2%	55.2%	0.6%
Asian	N=33	54.5%	42.4%	3.0%
Pacific Islander	N=8	50.0%	50.0%	0.0%
Native American	N=7	57.1%	28.6%	14.3%
Of Mixed Race/Ethnicity	N=38	34.2%	57.9%	7.9%
Other	N=12	41.7%	58.3%	0.0%

When broken down by race or ethnicity, most groups of respondents were fairly similar as far as their share of Cox Digital Cable customers. Mixed race respondents were somewhat of an outlier, with just 34 percent reporting that they have Cox Cable, compared with 45-55 percent in most other groups.

N=713

# 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=20	40.0%	50.0%	10.0%
High School Graduate	N=161	46.0%	52.8%	1.2%
Some College, No Degree	N=218	41.7%	57.3%	0.9%
Two-Year College Degree	N=79	45.6%	53.2%	1.3%
Four-Year College Degree	N=109	54.1%	45.9%	0.0%
Some Post-Graduate Work	N=21	52.4%	47.6%	0.0%
Graduate/Professional Degree	N=87	56.3%	42.5%	1.1%
Other	N=11	63.6%	27.3%	9.1%
Refused/No Answer	N=7	14.3%	57.1%	28.6%

In general, respondents with higher levels of educational attainment were more likely to report that they are Cox Digital Cable customers.

N=713

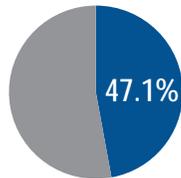
# Q28: Do you have Cox Digital Cable television?

## *Responses by Employment Status*

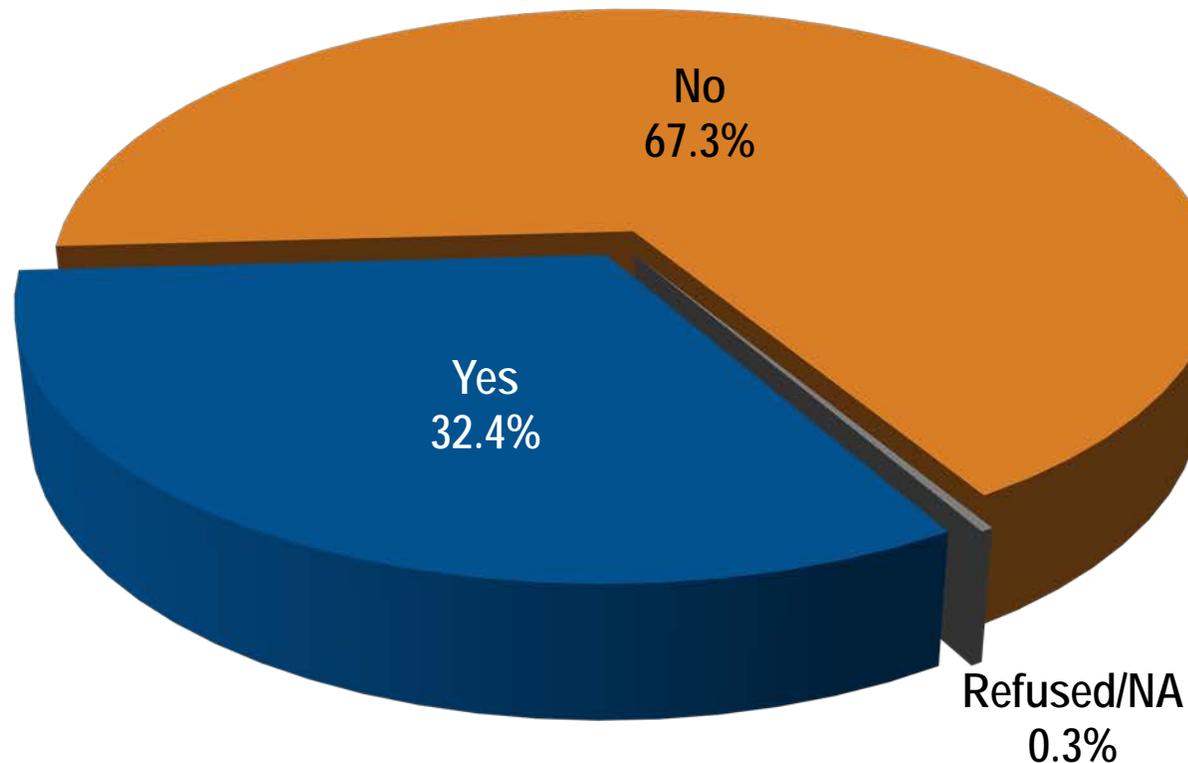
Employment Status	Sample Size	Yes	No	Refused/NA
Employed Full-Time	N=253	48.6%	50.6%	0.8%
Employed Part-Time	N=71	45.1%	54.9%	0.0%
Self-Employed	N=43	44.2%	53.5%	2.3%
Student	N=28	50.0%	50.0%	0.0%
Unemployed & Looking for Work	N=45	51.1%	48.9%	0.0%
Unemployed & Not Looking for Work	N=13	61.5%	38.5%	0.0%
Full-Time Parent or Homemaker	N=73	39.7%	58.9%	1.4%
Retired	N=133	50.4%	48.1%	1.5%
Disabled	N=38	44.7%	55.3%	0.0%
Other	N=5	60.0%	20.0%	20.0%
Refused/No Answer	N=11	9.1%	54.5%	36.4%

N=713

# 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 two-thirds majority of respondents have never watched The Flood Channel TV Program.

N=336

## 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=14	7.1%	92.9%	0.0%
21 to 24	N=20	35.0%	60.0%	5.0%
25 to 34	N=64	34.4%	65.6%	0.0%
35 to 49	N=108	38.0%	62.0%	0.0%
50 to 54	N=22	27.3%	72.7%	0.0%
55 to 64	N=55	30.9%	69.1%	0.0%
65 or Older	N=53	28.3%	71.7%	0.0%

While the sample size is limited, the youngest respondents, ages 18 to 20, were by far the least likely to have watched The Flood Channel. Only 7 percent of 18 to 20 year-olds reported that they have watched the channel. The group reporting the next lowest proportion of viewers was 50 to 54 year-olds at 27 percent.

N=336

## Q29: Have you ever watched “The Flood Channel” on Cox Digital Cable channels 2 or 4? *Responses by Length of Residence*

Length of Residence in Southern Nevada	Sample Size	Yes	No	Refused/NA
Less Than 1 Year	N=24	20.8%	79.2%	0.0%
1 to 3 Years	N=30	26.7%	73.3%	0.0%
4 to 10 Years	N=62	24.2%	74.2%	1.6%
10 to 20 Years	N=82	34.1%	65.9%	0.0%
More Than 20 Years	N=136	39.0%	61.0%	0.0%
Refused/No Answer	N=2	0.0%	100.0%	0.0%

Respondents who have lived in Southern Nevada longer and who have Cox Digital Cable television reported higher viewership of The Flood Channel. Most groups showed an increase in viewership from 2015, the largest coming from those who have lived in Southern Nevada for 1 to 3 years. In 2015, just 16 percent of those respondents had watched The Flood Channel, compared to nearly 27 percent this year.

N=336

## Q29: Have you ever watched “The Flood Channel” on Cox Digital Cable channels 2 or 4? *Responses by Race/Ethnicity*

Race/Ethnicity	Sample Size	Yes	No	Refused/NA
White/Caucasian	N=194	32.5%	67.5%	0.0%
Black/African American	N=26	46.2%	50.0%	3.8%
Hispanic/Latino	N=72	30.6%	69.4%	0.0%
Asian	N=18	22.2%	77.8%	0.0%
Pacific Islander	N=4	0.0%	100.0%	0.0%
Native American	N=5	50.0%	50.0%	0.0%
Of Mixed Race/Ethnicity	N=13	30.8%	69.2%	0.0%
Other	N=5	40.0%	60.0%	0.0%

A greater share of the Black/African American demographic with Cox Digital Cable television reported having watched The Flood Channel compared to White/Caucasian and Hispanic/Latino (46 percent vs. 33 and 31 percent, respectively).

N=336

## 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=8	37.5%	62.5%	0.0%
High School Graduate	N=74	43.2%	56.8%	0.0%
Some College, No Degree	N=91	34.1%	65.9%	0.0%
Two-Year College Degree	N=36	27.8%	69.4%	2.8%
Four-Year College Degree	N=59	25.4%	74.6%	0.0%
Some Post-Graduate Work	N=11	36.4%	63.6%	0.0%
Graduate/Professional Degree	N=49	24.5%	75.5%	0.0%
Other	N=7	14.3%	85.7%	0.0%
Refused/No Answer	N=1	100.0%	0.0%	0.0%

Sample sizes for several groups are relatively small, but respondents with greater educational attainment were less likely to have watched The Flood Channel. The share of respondents with a four-year degree or higher who reported having watched The Flood Channel did increase significantly from 2015, but still trails that of less-educated groups.

N=336

## 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=112	38.4%	61.6%	0.0%
Female	N=224	29.5%	70.1%	0.4%

Male respondents were significantly more likely to report having watched The Flood Channel than their female counterparts. The share of viewers in each group grew from 2015, when 35 percent of males and 23 percent of females reported having watched the programming.

N=336

## 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=123	39.0%	61.0%	0.0%
Employed Part-Time	N=32	31.3%	68.8%	0.0%
Self-Employed	N=19	26.3%	73.7%	0.0%
Student	N=14	7.1%	92.9%	0.0%
Unemployed & Looking for Work	N=23	26.1%	69.6%	4.3%
Unemployed & Not Looking for Work	N=8	12.5%	87.5%	0.0%
Full-Time Parent or Homemaker	N=29	27.6%	72.4%	0.0%
Retired	N=67	29.9%	70.1%	0.0%
Disabled	N=17	52.9%	74.1%	0.0%
Other	N=3	33.3%	66.7%	0.0%
Refused/No Answer	N=1	0.0%	100.0%	0.0%

N=336

# Demographic Profile

Age Category	Percentage
18 to 20	5.3%
21 to 24	6.7%
25 to 34	20.1%
35 to 49	29.0%
50 to 54	6.9%
55 to 64	16.5%
65 or Older	15.4%

Gender	Percentage
Male	34.4%
Female	65.6%

Employment Status	Percentage
Employed Full-Time	35.5%
Employed Part-Time	10.0%
Self-Employed	6.0%
Student	3.9%
Unemployed & Looking for Work	6.3%
Unemployed & Not Looking for Work	1.8%
Full-Time Parent or Homemaker	10.2%
Retired	18.7%
Disabled	5.3%
Other	0.7%
Refused/No Answer	1.5%

Industry if Employed (N=367)	Percentage
Farming/Agriculture	0.8%
Mining	0.8%
Manufacturing	1.6%
Construction	6.8%
Retail Trade	10.6%
Utilities	2.2%
Hotels, Casinos & Gaming	10.9%
Business & Professional Services	9.8%
Financial Services	4.4%
Healthcare	7.6%
Education Services	10.4%
Government	5.2%
Other	24.8%
Don't Know/Refused	4.1%

Length of Residence In Southern Nevada	Percentage
Less Than 1 Year	5.0%
1 to 3 Years	10.7%
4 to 10 Years	18.2%
10 to 20 Years	27.5%
More Than 20 Years	37.9%
Refused/No Answer	0.7%

Ownership of Residence	Percentage
Owned by Respondent or Someone in Household	57.5%
Renter	41.7%
Other	0.8%

Race/Ethnicity	Percentage
White/Caucasian	56.7%
Black/African American	6.7%
Hispanic/Latino	22.9%
Asian	4.6%
Pacific Islander	1.1%
Native American	1.0%
Of Mixed Race/Ethnicity	5.3%
Other	1.7%

Educational Attainment	Percentage
Less Than High School	2.8%
High School Graduate	22.6%
Some College, No Degree	30.6%
Two-Year College Degree	11.1%
Four-Year College Degree	15.3%
Some Post-Graduate Work	2.9%
Graduate/Professional Degree	12.2%
Other	1.5%
Refused/No Answer	1.0%

Top 20 Zip Codes	Percentage
89121	4.6%
89108	4.1%
89122	3.4%
89123	3.1%
89129	2.9%
89011	2.8%
89014	2.7%
89117	2.7%
89015	2.5%
89052	2.4%
89103	2.4%

Top 20 Zip Codes (cont.)	Percentage
89110	2.4%
89031	2.2%
89115	2.2%
89002	2.1%
89074	2.1%
89147	2.1%
89101	2.0%
89119	2.0%
89104	1.8%
Other	43.1%
Don't Know/Refused	3.2%



# 2017 Flood Awareness Survey