

# **Katrina Evacuee Survey**

**September 14 – 16, 2005**

**Research Conducted at Reliant Astrodome,  
Reliant Center, Georgia R. Brown Convention  
Center & St. Agnes Church**

## About Noble Insight

### **Purpose of Work**

Noble Insight, Inc.'s mission is to service our clients using the best combination of skills to deliver the best possible results with integrity, honesty, creativity and unsurpassed quality. Our focus is on servicing businesses, government and community non-profit groups. To this end, Noble Insight worked independently to initiate and complete the attached body of work. It is our way of providing a voice for the Katrina victims. We have received no compensation for the work. Its importance needed to be documented.

### **Noble Insight, Inc....**

Noble Insight, INC. was founded in September 2000. A female and minority owned business located in Atlanta, Noble Insight is DBE/MBE State certified in Georgia and Maryland.

Noble Insight, Inc. specializes in the areas of marketing planning, research, strategy design and implementation.

As President of Noble Insight, Inc., La Detra White has over fifteen years of experience designing, managing and executing marketing research. As a senior consultant, La Detra has managed individual budgets in excess of \$4 billion dollars with leading U.S. and international companies. As a graduate of the Harvard Business School, she brings to this project an analytical business model that focuses on measurable results.

As a project leader/manager, La Detra has managed projects in the U.S. and in Western Europe for many years working with diverse cultures around the world. She is a seasoned marketing strategist with experience working with premier Fortune 100 companies, state governments and nonprofits.

### **Methodology for Body of Work**

Noble Insight signed up as volunteers in Houston. As researchers, the staff gained entry and asked for the voluntary cooperation of New Orleans respondents who were located at various shelters and at St. Agnes Church. A total of 195 interviews were conducted over three days (September 14 to 16, 2005).

Raw data, video and photographs available upon inquiry by contacting Noble Insight at [ladetra@nobleinsight.com](mailto:ladetra@nobleinsight.com) or 770 239-1655.

Summary of findings: N=195 Respondents

**Sample Profile:**

**ALL RESPONDENTS LIVING IN OR DEPENDENT ON SHELTER RESOURCES**

Demographics: 42% Male; 58% Female

Nationality: African American 83%, White 11%, Hispanic 4%, Asian 2%

Age of Sample:

21- 25	9%
26-40	42%
41-60	44%
Over 60	5%

**Personal Situation Prior to the Hurricane: LIVELIEHOOD**

	<u>YES</u>	<u>NO</u>
Employed	69%	31%
Married	36%	64%
Children	80%	20%
Rent	63%	
Own a Home	37%	

Annual HH Income:

Less than \$20K yr	43%
\$20K to \$35K yr	32%
\$36 to 450K yr	18%
More than \$50K yr	7%

**Situation Following the Hurricane:**

Own a cell phone	75%
No cell phone	25%

### Situation Following the Hurricane Continued: LOSS & SHELTER

How often do you recall hearing information regarding evacuating New Orleans or Gulf region by public officials in the couple of days leading up to the hurricane?

None	22%
Once	18%
Greater than once	60%

Are you missing any loved ones?

Yes	33%
No	67%

Do you have any income?

Yes	29% split 44% men; 56% female
No	71% split 44% men; 56% female

How many times have you relocated for shelter since leaving your home?

Once	30%
1 to 3 times	55%
>3 times	15%

How many days did it take you to reach *this* shelter?

Less than 1 day	29%
1 to 3 days	40%
Greater than 3 days	31%

Are your medical needs being met?

Yes	74%
No	26%

Do you feel safe?

Yes	67% split 47% men; 53% female
No	33% split 35% men; 65% female

The one thing I am most in need of today is?

Housing	39%
Money	24%
Job	10%
Medicine	2%
Car	4%
Other	21%

**Situation Following the Hurricane Continued: SAFETY & SECURITY**

Do you *personally* know anyone who has died directly related to the hurricane or its aftermath?

Yes	33%
No	67%

Have *you* seen any crimes committed since the occurrence of the hurricane?

Yes	29%
No	71%

Do you personally know anyone who was harmed or in harms way due a crime since the occurrence of the hurricane?

Yes	24%
No	76%

**Situation Following the Hurricane Continued: GOVERNMENT RESPONSE**

New Orleans officials did an adequate job meeting my needs immediately following the hurricane?

Definitely Agree OR Somewhat Agree	32%
Definitely Disagree OR Somewhat Disagree	59%
Neither Agree OR Disagree	9%

My perceptions of the Federal Government's assistance have changed for the better over the past 7 days?

Definitely Agree OR Somewhat Agree	44%
Definitely Disagree OR Somewhat Disagree	52%
Neither Agree OR Disagree	4%

FEMA does most things better than I expected?

Definitely Agree OR Somewhat Agree	41%
Definitely Disagree OR Somewhat Disagree	48%
Neither Agree OR Disagree	11%

**Situation Following the Hurricane Continued: GOVERNMENT RESPONSE**

The Federal Government's recovery commitment to my community is sincere?

Definitely Agree OR Somewhat Agree	33%
Definitely Disagree OR Somewhat Disagree	54%
Neither Agree OR Disagree	13%

The President of the U.S. cares about me at this time?

Definitely Agree OR Somewhat Agree	29%
Definitely Disagree OR Somewhat Disagree	64%
Neither Agree OR Disagree	7%

FEMA has a positive image among the African-American community?

Definitely Agree OR Somewhat Agree	45%
Definitely Disagree OR Somewhat Disagree	41%
Neither Agree OR Disagree	14%

I feel good about the prospects of receiving adequate help from the federal government over the next 6 to 12 months.

Definitely Agree OR Somewhat Agree	43%
Definitely Disagree OR Somewhat Disagree	45%
Neither Agree OR Disagree	12%

**Situation Following the Hurricane Continued: GOVERNMENT RESPONSE**

In total, I had to rely more on my own resources more than the government's assistance since the hurricane.

Definitely Agree OR Somewhat Agree	82%
Definitely Disagree OR Somewhat Disagree	16%
Neither Agree OR Disagree	2%

I feel disappointed in the way I was treated as an American during the aftermath of Hurricane Katrina.

Definitely Agree OR Somewhat Agree	58%
Definitely Disagree OR Somewhat Disagree	33%
Neither Agree OR Disagree	9%

In your opinion, how do you think Louisiana compares to other states in its treatment of the poor?

Much better OR Somewhat better	16%
Much worse or Somewhat worse	67%
Same as other states	17%