

# Crying Wolf:

Implications for repeat response to  
hurricane evacuation orders

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# Hurricanes Bertha and Fran

## Bertha's Landfall

- July 12, 1996
- Category 1 storm  
(105 mph winds)
- Wrightsville  
Beach, NC
- Losses estimated at  
\$270 million
- 8 related deaths

## Fran's Landfall

- September 5, 1996
- Category 3 storm  
(115 mph winds)
- Cape Fear, NC
- Losses estimated at  
\$3.2 billion
- 34 related deaths

## Evacuation Rates

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	<i>Bertha - Evacuated</i>	<i>Bertha - Did not Evacuate</i>	<i>Total</i>
<i>N=271</i>			
Fran - Evacuated	39%	21%	<b>60%</b>
Fran - Did not Evacuate	3%	37%	40%
Total	<b>42%</b>	<b>58%</b>	

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## What Convinced You to Evacuate? (first reason)

<i>First Reason Given</i>	<i>Bertha (% of evacuees, N=106)</i>	<i>Fran (% of evacuees, N=153)</i>
• Governor's order/advice	24.5	22.9
• Local officials/ emerg. response	11.3	5.2
• WeatherChannel/NW S/ local news	26.4	26.8
• Actions/advice from friends or family	6.6	7.8
• Severity of storm/ probability of a "hit"	6.6	13.1
• Other	24.5	24.2

## Reasons for Non-Evacuation (both hurricanes)

<i>Reason</i>	<i>Hilton Head (% non- evacuees)</i>	<i>Myrtle Beach (% non- evacuees)</i>
● Severity of storm/ prob. of a "hit"	24.5	14.0
● Low risk based on the Weather Channel	24.5	3.5
● Perception of safety of home and/or location	8.8	36.5
● Job Requirements	7.0	8.2
● Delayed departure, traffic, change in track	10.5	0
● Other	24.6	37.6

## Reliability of Information Sources

<i>Source</i>	<i>Bertha</i> <i>(%responses</i> <i>n= 116)</i>	<i>Fran</i> <i>(%responses,</i> <i>n= 155)</i>
Governor's order	7.8	5.8
Media --Total	84.5	86.4
Media Subtotals		
Media general	54.3	52.3
Local media	8.6	9.0
The Weather Channel	15.5	18.1
Radio	6.0	7.1
Actions of friends/neighbors	2.6	2.6
Personal experience	2.6	1.9
Other	2.6	2.6