

# Part of Life Preparedness Profile

**14%** of the U.S. population is categorized in the “Part of Life” Preparedness Profile.

People in this Profile were more likely to have started preparing or have been preparing for an extended period of time. They were more likely to engage in a host of preparedness behaviors and believe that preparing helps in case of a disaster. They were more likely to be White, male, and earn more money than the other profiles. While this Profile was most likely to participate in training, respondents were the least likely to think that training helps people get through a disaster.

## Beliefs and Experiences

Respondents were **MORE** likely to:

- Perceive risk of natural disasters
- Be confident in responding to a natural disaster
- Be confident in responding to terrorism/hazmat/disease
- Believe that preparing for a natural disaster helps
- Believe that preparing for a terrorism/hazmat/disease helps
- Believe they have the time, knowledge, and access to information to prepare
- Have talked about preparing
- Have been encouraged by work or school to have a family disaster plan
- Have had personal disaster experience
- Have volunteered for disaster preparedness/safety or response

Respondents were **LESS** likely to:

- Perceive severity of terrorism/hazmat/disease

## Demographics

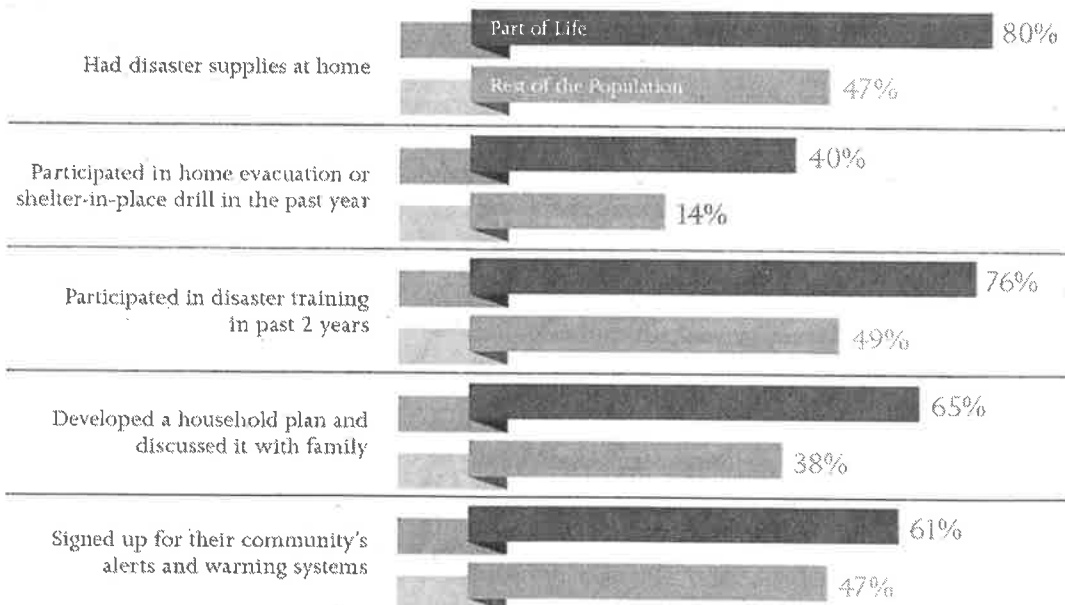
Respondents were **MORE** likely to:

- Be male
- Own a home
- Have a college degree or more
- Work full time
- Earn \$75,000 or more
- Be between the ages of 35–64
- Be White
- Live in a low/medium population density area

Respondents were **LESS** likely to:

- Be Black or Hispanic
- Have less than a high school diploma
- Work part time or be unemployed
- Earn \$25,000 or less

## Preparedness Behaviors



# Working On It Preparedness Profile

**21%** of the U.S. population is categorized in the “Working On It” Preparedness Profile.

Beliefs and behaviors of people in this Profile were generally similar to individuals in the Part of Life Profile, but at a somewhat lower level. However, this Profile did exhibit the following interesting exceptions: they were the most likely to believe that training helps and the least likely to perceive barriers to preparedness, and nearly none of the people in this Profile believed they were at risk for terrorism/hazmat/disease.

## Beliefs and Experiences

Respondents were **MORE** likely to:

- Believe they have time and access to information to preparing
- Consider preparing affordable
- Be willing to consider preparing
- Have thought about preparing
- Have talked about preparing
- Believe that preparedness training helps
- Know people who have taken steps to get prepared
- Have had personal disaster experience
- Have volunteered for disaster preparedness/safety or response

Respondents were **LESS** likely to:

- Perceive risk of natural disasters
- Perceive risk of terrorism/hazmat/disease
- Believe that preparing for terrorism/hazmat/disease helps
- Be confident in responding to a natural disaster
- Have been encouraged by work or school to have a family disaster plan

## Demographics

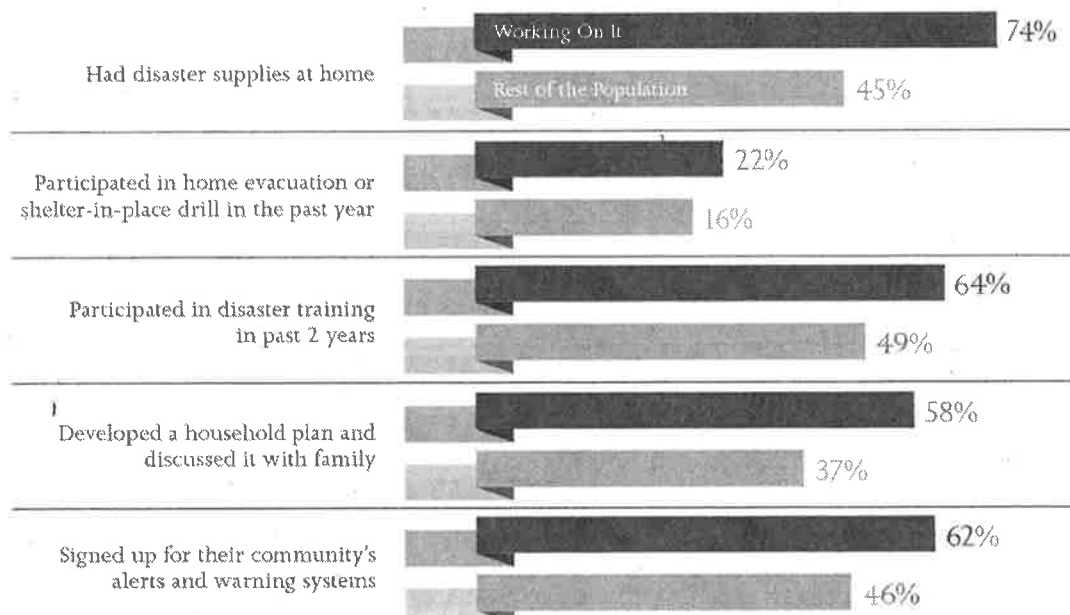
Respondents were **MORE** likely to:

- Be female
- Own a home
- Have a college degree or more
- Work full time or be retired
- Earn \$25,000 or more
- Be between the ages of 35–54 or 65+
- Be White
- Live in a low population density area

Respondents were **LESS** likely to:

- Be Hispanic
- Have less than a high school diploma
- Earn \$25,000 or less

## Preparedness Behaviors



# On Their Mind Preparedness Profile

**18%** of the U.S. population is categorized in the “On Their Mind” Preparedness Profile.

What sets people in this category apart is that they were much more likely to perceive a high risk of terrorism/hazmat/disease disasters and high severity of all disasters, but were less likely to act on those fears and perform preparedness behaviors. This may be related to the fact that they perceived more barriers (access, time, cost) to preparedness. Of all the Profiles, respondents were the most likely to be unemployed, be Black, earn a low income, and complete only a high school education or less. They were the least likely to own a home.

## Beliefs and Experiences

Respondents were **MORE** likely to:

- Perceive risk of terrorism/hazmat/disease
- Perceive severity of terrorism/hazmat/disease
- Perceive severity of natural disasters
- Believe that preparedness training helps

Respondents were **LESS** likely to:

- Believe they have access to information to prepare
- Believe that preparing is affordable
- Have talked about preparing

## Demographics

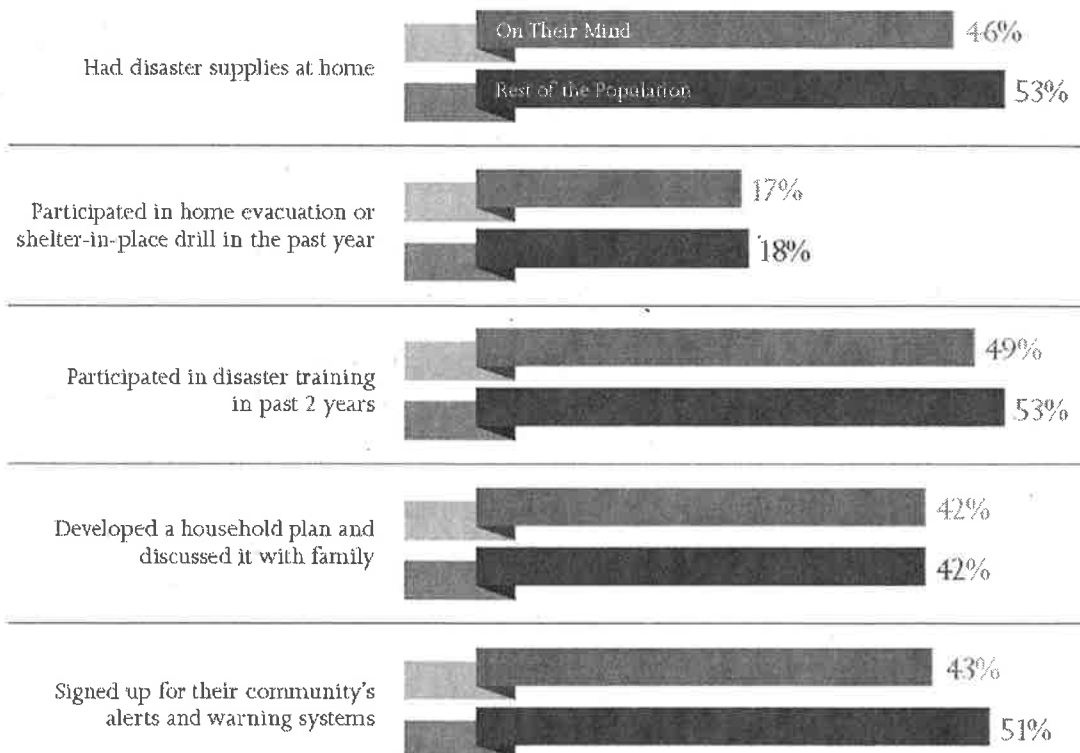
Respondents were **MORE** likely to:

- Live in a high population density area
- Have a high school diploma or less
- Be unemployed
- Earn \$25,000 or less
- Be female
- Be Black or Hispanic
- Be between the ages of 35–64
- Have children at home

Respondents were **LESS** likely to:

- Have a bachelor's degree or more
- Own a home
- Live in a low population density area

## Preparedness Behaviors



# Not On Their Radar Preparedness Profile

**46%** of the U.S. population is categorized in the “**Not On Their Radar**” Preparedness Profile

This Profile comprises people who were less likely than people in the other Profiles to perceive high risk or severity of disasters, and less likely to engage in preparedness behaviors. Because this category is so large, it has very few demographics that stand out. People in this Profile were more likely to be younger and live in medium to high population density areas than the other groups.

## Beliefs and Experiences

Respondents were **MORE** likely to:

- Perceive barriers to preparedness (cost, time, access to information)

Respondents were **LESS** likely to:

- Perceive risk for natural disasters
- Perceive severity of terrorism/hazmat/disease
- Perceive severity of natural disasters
- Perceive severity of terrorism/hazmat/disease
- Be confident in responding to natural disasters
- Be confident in responding to terrorism/hazmat/disease
- Believe that preparing for disasters helps
- Be willing to consider preparing or have thought about preparing
- Have talked about preparing
- Know people who have taken steps to get prepared
- Have had personal disaster experience
- Have volunteered for disaster preparedness/safety or response

## Demographics

Respondents were **MORE** likely to:

- Be between the ages of 18–34
- Be students and/or work part time

Respondents were **LESS** likely to:

- Have children at home
- Own a home

## Preparedness Behaviors

