

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

