

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 and were more likely to live in high population density areas. 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

