YouGovNY

Zombies

US_nat Sample: 23rd - 25th October 2017

	Total	Gender		Age			Region				Race			
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

HYZ_q1_1. How likely or unlikely do you think the following situations are to happen at any point in the future? Please select one option on each row. - A zombie outbreak where dead humans come back to life and are hostile to living humans

	Total	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)
Unweighted base	2248	977	1271	583	708	957	406	503	828	511	1654	242	186	166
Base	2204	1074	1130	672	687	845	417	472	818	496	1460	277	309	158
Very likely	4%	6%	3%	8%	5%	1%	8%	2%	4%	4%	4%	6%	6%	4%
Somewhat likely	5%	6%	5%	9%	6%	1%	5%	4%	7%	5%	4%	7%	10%	9%
Somewhat unlikely	7%	6%	8%	13%	6%	3%	7%	8%	7%	6%	6%	9%	7%	10%
Very unlikely	77%	79%	76%	61%	76%	91%	76%	81%	75%	79%	82%	67%	69%	68%
Not sure	6%	4%	9%	9%	7%	4%	5%	6%	7%	6%	5%	11%	8%	9%
Net: Likely	10%	12%	8%	17%	11%	2%	13%	5%	11%	9%	7%	13%	16%	14%
Net: Unlikely	84%	84%	84%	74%	82%	94%	83%	89%	81%	85%	88%	76%	76%	78%

HYZ_q1_2. How likely or unlikely do you think the following situations are to happen at any point in the future? Please select one option on each row. - A worldwide epidemic of a neurological disease (e.g., rabies) that makes people more aggressive and lose control of their thoughts and motor functions

	Total	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)
Unweighted base	2248	977	1271	583	708	957	406	503	828	511	1654	242	186	166
Base	2204	1074	1130	672	687	845	417	472	818	496	1460	277	309	158
Very likely	9%	9%	8%	13%	11%	4%	10%	5%	10%	9%	7%	13%	11%	9%
Somewhat likely	19%	19%	19%	23%	21%	14%	19%	19%	18%	21%	18%	21%	18%	26%
Somewhat unlikely	23%	23%	23%	25%	22%	22%	25%	22%	23%	23%	23%	18%	26%	22%
Very unlikely	40%	41%	39%	29%	34%	53%	39%	45%	38%	39%	43%	35%	34%	31%
Not sure	9%	7%	12%	11%	11%	7%	7%	9%	11%	9%	8%	13%	11%	12%
Net: Likely	28%	28%	27%	35%	32%	18%	29%	24%	28%	29%	25%	34%	29%	35%
Net: Unlikely	63%	65%	61%	53%	57%	75%	64%	67%	61%	61%	67%	52%	60%	53%

HYZ_q2. For the following question, by "zombie plan", we mean a plan for what you would do in the event of a zombie outbreak…

Do you have a zombie plan?

	Total	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)
Unweighted base	2248	977	1271	583	708	957	406	503	828	511	1654	242	186	166
Base	2204	1074	1130	672	687	845	417	472	818	496	1460	277	309	158
Yes, I do	12%	16%	9%	22%	14%	3%	14%	7%	14%	14%	11%	17%	12%	18%
No, I don't	88%	84%	91%	78%	86%	97%	86%	93%	86%	86%	89%	83%	88%	82%

HYZ_q3. And which of the following BEST describes your zombie plan? Please select the option that best applies.

	Total	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)
Unweighted base	246	130	116	124	90	32	44	34	102	66	166	34	20	26
Base	274	169	105	151	97	27	59	32	116	68	162	47	37	29
Stay at home or a family/friend's home and take shelter	27%	27%	28%	25%	33%	21%	35%	33%	26%	20%	32%	15%	18%	36%
Find shelter somewhere else (e.g., supermarket, shopping mall, etc.)	17%	15%	19%	19%	16%	9%	20%	17%	17%	14%	16%	23%	18%	12%
Gather weapons and go hunting for zombies	18%	18%	18%	18%	18%	22%	6%	13%	22%	24%	17%	17%	21%	22%
Relocate to the wilderness	16%	19%	12%	20%	11%	14%	24%	10%	15%	15%	16%	20%	20%	10%
Relocate to a remote island	9%	9%	9%	10%	11%	-	5%	14%	10%	9%	7%	11%	18%	7%
Other	8%	8%	8%	5%	9%	25%	6%	9%	6%	13%	10%	8%	3%	6%
Don't know	4%	3%	6%	3%	4%	9%	4%	4%	3%	5%	3%	6%	2%	7%
Net: Take Shelter	44%	42%	48%	44%	48%	30%	55%	50%	43%	34%	47%	37%	37%	48%
Net: Relocate	26%	29%	21%	30%	22%	14%	28%	23%	26%	24%	23%	31%	37%	17%

Cell Contents (Column Percentages)

YouGovNY

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	Total	Education				Marital Status						Children under the age of 18		Inco	
		No HS, High school graduate	Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under $40k	$40k to $80k
HYZ_q1_1. How likely or unlikely do you think the following situations are to happen at any point in the future? Please select one option on each row. - A zombie outbreak where dead humans come back to life and are hostile to living humans															
Unweighted base	2248	819	773	413	243	1113	38	228	127	643	64	581	1613	780	620
Base	2204	904	705	383	212	1056	39	205	124	683	59	593	1554	811	592
Very likely	4%	6%	4%	3%	3%	4%	7%	5%	2%	5%	4%	7%	3%	5%	4%
Somewhat likely	5%	6%	5%	6%	3%	6%	12%	7%	2%	5%	5%	11%	3%	7%	5%
Somewhat unlikely	7%	8%	7%	6%	3%	5%	15%	3%	3%	10%	7%	8%	6%	8%	6%
Very unlikely	77%	72%	78%	82%	87%	80%	50%	81%	86%	71%	81%	65%	82%	70%	80%
Not sure	6%	8%	7%	3%	3%	5%	17%	5%	7%	8%	3%	9%	5%	10%	5%
Net: Likely	10%	12%	9%	9%	6%	10%	18%	11%	4%	10%	9%	18%	6%	11%	9%
Net: Unlikely	84%	80%	85%	88%	90%	85%	64%	84%	89%	82%	89%	73%	88%	79%	86%
HYZ_q1_2. How likely or unlikely do you think the following situations are to happen at any point in the future? Please select one option on each row. - A worldwide epidemic of a neurological disease (e.g., rabies) that makes people more aggressive and lose control of their thoughts and motor functions															
Unweighted base	2248	819	773	413	243	1113	38	228	127	643	64	581	1613	780	620
Base	2204	904	705	383	212	1056	39	205	124	683	59	593	1554	811	592
Very likely	9%	11%	8%	8%	3%	7%	9%	9%	10%	12%	8%	12%	8%	11%	9%
Somewhat likely	19%	19%	21%	17%	17%	18%	26%	19%	9%	20%	27%	23%	17%	21%	18%
Somewhat unlikely	23%	20%	24%	26%	28%	23%	25%	21%	20%	24%	31%	23%	23%	21%	24%
Very unlikely	40%	39%	38%	42%	48%	45%	30%	41%	50%	32%	28%	30%	44%	34%	42%
Not sure	9%	12%	9%	7%	3%	8%	10%	9%	11%	12%	5%	12%	9%	13%	7%
Net: Likely	28%	30%	29%	25%	20%	24%	35%	28%	19%	32%	35%	35%	24%	31%	27%
Net: Unlikely	63%	58%	62%	68%	77%	68%	55%	62%	70%	56%	60%	53%	67%	55%	66%
HYZ_q2. For the following question, by "zombie plan", we mean a plan for what you would do in the event of a zombie outbreak…															
Do you have a zombie plan?															
Unweighted base	2248	819	773	413	243	1113	38	228	127	643	64	581	1613	780	620
Base	2204	904	705	383	212	1056	39	205	124	683	59	593	1554	811	592
Yes, I do	12%	12%	13%	14%	9%	11%	14%	8%	7%	15%	12%	19%	10%	12%	13%
No, I don't	88%	88%	87%	86%	91%	89%	86%	92%	93%	85%	88%	81%	91%	88%	87%
HYZ_q3. And which of the following BEST describes your zombie plan? Please select the option that best applies.															
Unweighted base	246	85	96	48	17	112	6	17	9	84	8	103	129	91	65
Base	274	109	92	55	18	118	5	17	9	105	7	110	148	95	78
Stay at home or a family/friend's home and take shelter	27%	21%	31%	28%	45%	30%	71%	14%	11%	25%	23%	25%	28%	28%	23%
Find shelter somewhere else (e.g., supermarket, shopping mall, etc.)	17%	13%	17%	26%	12%	15%	15%	11%	9%	22%	26%	14%	20%	20%	21%
Gather weapons and go hunting for zombies	18%	19%	16%	18%	25%	18%	14%	40%	11%	16%	-	21%	15%	17%	16%
Relocate to the wilderness	16%	22%	12%	15%	9%	20%	-	13%	23%	16%	13%	21%	14%	13%	21%
Relocate to a remote island	9%	15%	8%	3%	-	10%	-	-	14%	9%	14%	9%	9%	11%	7%
Other	8%	5%	12%	8%	5%	6%	-	13%	22%	7%	24%	5%	10%	3%	8%
Don't know	4%	5%	4%	2%	5%	2%	-	9%	10%	5%	-	4%	4%	6%	3%
Net: Take Shelter	44%	33%	48%	54%	57%	45%	86%	25%	20%	47%	49%	39%	48%	49%	44%
Net: Relocate	26%	37%	19%	18%	9%	29%	-	13%	37%	25%	27%	31%	22%	25%	28%

Cell Contents (Col

YouGovNY

Zombies

US_nat Sample: 23rd - 25th October 2017

![YouGov logo: What the world thinks]

	Total	...ome $80k+	Prefer not to say

HYZ_q1_1. How likely or unlikely do you think the following situations are to happen at any point in the future? Please select one option on each row. - A zombie outbreak where dead humans come back to life and are hostile to living humans

	Total	$80k+	Prefer not to say
Unweighted base	2248	515	315
Base	2204	476	304
Very likely	4%	5%	2%
Somewhat likely	5%	5%	4%
Somewhat unlikely	7%	4%	8%
Very unlikely	77%	85%	79%
Not sure	6%	2%	7%
Net: Likely	10%	10%	6%
Net: Unlikely	84%	88%	87%

HYZ_q1_2. How likely or unlikely do you think the following situations are to happen at any point in the future? Please select one option on each row. - A worldwide epidemic of a neurological disease (e.g., rabies) that makes people more aggressive and lose control of their thoughts and motor functions

	Total	$80k+	Prefer not to say
Unweighted base	2248	515	315
Base	2204	476	304
Very likely	9%	6%	8%
Somewhat likely	19%	18%	15%
Somewhat unlikely	23%	25%	24%
Very unlikely	40%	47%	41%
Not sure	9%	4%	12%
Net: Likely	28%	24%	23%
Net: Unlikely	63%	72%	65%

HYZ_q2. For the following question, by "zombie plan", we mean a plan for what you would do in the event of a zombie outbreak…

Do you have a zombie plan?

	Total	$80k+	Prefer not to say
Unweighted base	2248	515	315
Base	2204	476	304
Yes, I do	12%	12%	12%
No, I don't	88%	88%	88%

HYZ_q3. And which of the following BEST describes your zombie plan? Please select the option that best applies.

	Total	$80k+	Prefer not to say
Unweighted base	246	54	32
Base	274	59	35
Stay at home or a family/friend's home and take shelter	27%	27%	26%
Find shelter somewhere else (e.g., supermarket, shopping mall, etc.)	17%	13%	8%
Gather weapons and go hunting for zombies	18%	24%	14%
Relocate to the wilderness	16%	20%	8%
Relocate to a remote island	9%	6%	17%
Other	8%	10%	20%
Don't know	4%	-	7%
Net: Take Shelter	44%	41%	34%
Net: Relocate	26%	26%	25%

Cell Contents (Col

YouGovNY

Zombies

US_nat Sample: 23rd - 25th October 2017

	Total	Social networks membership													
		Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None

HYZ_q1_1. How likely or unlikely do you think the following situations are to happen at any point in the future? Please select one option on each row. - A zombie outbreak where dead humans come back to life and are hostile to living humans

	Total	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None
Unweighted base	2248	1699	766	612	599	121	631	180	613	6	316	41	32	15	269
Base	2204	1653	776	569	622	131	579	192	637	5	348	45	45	17	251
Very likely	4%	5%	5%	5%	7%	12%	5%	8%	6%	16%	5%	26%	3%	-	1%
Somewhat likely	5%	6%	5%	3%	8%	12%	5%	4%	8%	-	11%	12%	6%	28%	2%
Somewhat unlikely	7%	6%	8%	4%	8%	12%	6%	9%	9%	-	10%	2%	3%	18%	5%
Very unlikely	77%	78%	77%	85%	70%	58%	79%	76%	69%	84%	67%	54%	89%	14%	83%
Not sure	6%	6%	5%	3%	7%	6%	5%	3%	7%	-	7%	6%	-	40%	8%
Net: Likely	10%	10%	10%	8%	16%	24%	10%	12%	15%	16%	17%	38%	8%	28%	3%
Net: Unlikely	84%	84%	85%	89%	78%	70%	85%	85%	78%	84%	77%	56%	92%	32%	88%

HYZ_q1_2. How likely or unlikely do you think the following situations are to happen at any point in the future? Please select one option on each row. - A worldwide epidemic of a neurological disease (e.g., rabies) that makes people more aggressive and lose control of their thoughts and motor functions

	Total	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None
Unweighted base	2248	1699	766	612	599	121	631	180	613	6	316	41	32	15	269
Base	2204	1653	776	569	622	131	579	192	637	5	348	45	45	17	251
Very likely	9%	10%	11%	9%	15%	19%	10%	16%	13%	16%	16%	29%	33%	8%	3%
Somewhat likely	19%	19%	20%	18%	22%	33%	20%	24%	21%	19%	23%	24%	10%	20%	14%
Somewhat unlikely	23%	22%	25%	26%	23%	23%	22%	24%	24%	50%	22%	18%	22%	24%	21%
Very unlikely	40%	40%	36%	43%	33%	20%	41%	30%	32%	15%	31%	25%	32%	7%	51%
Not sure	9%	9%	7%	5%	8%	4%	7%	6%	9%	-	9%	3%	2%	42%	12%
Net: Likely	28%	29%	31%	26%	37%	53%	30%	40%	35%	35%	38%	53%	43%	28%	17%
Net: Unlikely	63%	62%	62%	69%	55%	43%	63%	54%	56%	65%	53%	44%	55%	30%	71%

HYZ_q2. For the following question, by "zombie plan", we mean a plan for what you would do in the event of a zombie outbreak…

Do you have a zombie plan?

	Total	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None
Unweighted base	2248	1699	766	612	599	121	631	180	613	6	316	41	32	15	269
Base	2204	1653	776	569	622	131	579	192	637	5	348	45	45	17	251
Yes, I do	12%	13%	16%	13%	20%	30%	15%	23%	20%	16%	23%	43%	12%	22%	5%
No, I don't	88%	87%	84%	87%	80%	70%	85%	77%	80%	84%	77%	57%	88%	78%	95%

HYZ_q3. And which of the following BEST describes your zombie plan? Please select the option that best applies.

	Total	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None
Unweighted base	246	188	106	62	101	30	79	37	105	1	58	13	5	3	14
Base	274	210	121	74	123	40	84	44	127	1	79	19	6	4	13
Stay at home or a family/friend's home and take shelter	27%	28%	30%	32%	26%	13%	25%	14%	29%	-	28%	21%	46%	-	16%
Find shelter somewhere else (e.g., supermarket, shopping mall, etc.)	17%	18%	16%	4%	19%	12%	12%	18%	21%	-	19%	11%	23%	-	6%
Gather weapons and go hunting for zombies	18%	17%	15%	16%	12%	20%	21%	20%	15%	-	16%	12%	-	-	19%
Relocate to the wilderness	16%	16%	19%	25%	21%	32%	22%	27%	16%	100%	22%	42%	-	-	27%
Relocate to a remote island	9%	10%	11%	12%	10%	12%	7%	13%	11%	-	10%	14%	-	66%	10%
Other	8%	7%	7%	9%	9%	9%	8%	7%	5%	-	3%	-	31%	-	22%
Don't know	4%	4%	3%	2%	3%	2%	4%	-	3%	-	1%	-	-	34%	-
Net: Take Shelter	44%	46%	46%	36%	45%	25%	38%	33%	50%	-	47%	32%	69%	-	22%
Net: Relocate	26%	26%	30%	37%	31%	44%	29%	40%	27%	100%	32%	56%	-	66%	37%

Cell Contents (Col