

End of the World

Fieldwork Dates: 27th - 28th February 2020

Conducted by YouGov YouGov RealTime

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BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of individuals who have agreed to take part in surveys. Emails are sent to panelists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please email uspress@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1225 adults. Fieldwork was undertaken between 27th - 28th February 2020. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

US_nat_int Sample: 27th - 28th February 2020

V/-		

YouGov		Ge	ender				Generation					Reg	jion		
	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982- 1999)	Gen X (1965- 1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
		Α	В	С	D	E	F	G	Н	I	J	K	L	М	N
KYE_Q5. How much, if at all, have you thought about preparing for an apocalyptic disaster which ends civilization as you know it?															
unweighted base	1225	546	679	29	397	290	426	82	1	-	241	231	464	289	829
Base: All US Adults	1225	596	629	33	408	274	424	86	1		218	257	461	289	825
A great deal	11%	13%	9%	10%	14%	13%	8%	3%	-	-	14%	8%	10%	12%	8%
				**	F.G	F.G		*	**	**	K				
Some	19%	22%	17%	9%	22%	21%	17%	16%	-	-	19%	14%	20%	23%	18%
				**				*	**	**				К	
A little	24%	21%	26%	17%	25%	24%	23%	20%	100%	**	22%	27%	23%	24%	25%
None	46%	44%	47%	63%	39%	43%	51%	60%	-	_	45%	50%	47%	40%	50%
None	4070	77.70	47,0	**	5570	40/0	D.E	D.E*	**	**	4070	M	47.70	10/0	90% P
Net: Has thought about preparing for an apocalyptic disaster	54%	56%	53%	37%	61%	57%	49%	40%	100%	_	55%	50%	53%	60%	50%
The rise thought about proparing for an apocarypub diodotor	0170	5570	0070	**	F.G	F.G	1070	*	**	**	5570	0070	0070	K	0070
KYE_Q6. Do you have a plan for surviving an apocalyptic disaster that all members of your family know about?					1.5	1.0									
Unweighted base	1225	546	679	29	397	290	426	82	1	-	241	231	464	289	829
Base: All US Adults	1225	596	629	33	408	274	424	86	1	-	218	257	461	289	825
Yes, I do	17%	20%	13%	10%	21%	19%	13%	7%	-	-	26%	9%	14%	21%	12%
		В		**	F.G	F.G		*	**	**	K.L			K.L	
No, I don't	83%	80%	87%	90%	79%	81%	87%	93%	100%	-	74%	91%	86%	79%	88%
could survive?	4005	540	070	20	207	200	400	00			J. 244	1 004	404	1 200	000
could survive? Unweighted base	1225	546 596	679	29	397	290	426	82 86	1	-	241	231	464 461	289	829 825
could survive? Unweighted base Base: All US Adults	1225	596	629	33	408	274	424	86	1 1 -	- -	218	257	461	289	825
could survive? Unweighted base									1 1 - **	- - - **					
could survive? Unweighted base Base: All US Adults	1225	596	629 13% 32%	33 16%	408 20% E.F.G 31%	274	424	86 8%	-	-	218 14% 35%	257	461	289 16%	825
ould survive? Unweighted base Base: All US Adults One day A few days	1225 13%	596 13%	629 13%	33 16% ** 50%	408 20% E.F.G	274 10%	424 10%	86 8% *	- ** 100%	- ** -	218 14%	257 15%	461 10%	289 16% L	825 10%
could survive? Unweighted base Base: All US Adults One day	1225 13% 29%	596 13% 26%	629 13% 32% A	33 16% ** 50% **	408 20% E.F.G 31% E	274 10% 24%	424 10% 29%	86 8% * 28% *	- ** 100% **	- ** - **	218 14% 35% M	257 15% 27%	461 10% 30%	289 16% L 25%	825 10% 28%
Dould survive? Unweighted base Base: All US Adults One day A few days	1225 13% 29%	596 13% 26%	629 13% 32% A 19%	33 16% ** 50% **	408 20% E.F.G 31% E	274 10% 24%	424 10% 29%	86 8% * 28% *	100%	- ** - **	218 14% 35% M	257 15% 27%	461 10% 30%	289 16% L 25%	825 10% 28%
Dould survive? Unweighted base Base: All US Adults One day A few days Almost a week	1225 13% 29% 15%	596 13% 26% 12% 49% B	629 13% 32% A 19% A	33 16% ** 50% ** 16%	408 20% E.F.G 31% E 14%	274 10% 24% 16% 51% D	424 10% 29% 15% 46%	86 8% * 28% * 19% *	100%	- ** - ** -	218 14% 35% M 14%	257 15% 27% 13%	461 10% 30% 14%	289 16% L 25% 20%	825 10% 28% 16% 46% O.P
Dould survive? Unweighted base Base: All US Adults One day A few days Almost a week	1225 13% 29% 15%	596 13% 26% 12% 49%	629 13% 32% A 19% A	33 16% ** 50% ** 16% ** 18% **	408 20% E.F.G 31% E 14% 34%	274 10% 24% 16% 51%	424 10% 29% 15% 46%	86 8% * 28% * 19% * 45% *	100%	- ** - ** - **	218 14% 35% M 14%	257 15% 27% 13%	461 10% 30% 14%	289 16% L 25% 20%	825 10% 28% 16% 46%
Base: All US Adults One day A few days Almost a week A week or more Net: Top 2	1225 13% 29% 15% 42%	596 13% 26% 12% 49% B 39%	629 13% 32% A 19% A 36%	33 16% 50% 16% 18% 66%	408 20% E.F.G 31% E 14% 34% 52% E.F.G	274 10% 24% 16% 51% D 33%	424 10% 29% 15% 46% D 39%	86 8% * 28% * 19% * 45% *	100%	-	218 14% 35% M 14% 38%	257 15% 27% 13% 44% 42%	461 10% 30% 14% 45% 41%	289 16% L 25% 20% 40% 41%	825 10% 28% 16% 46% O.P 38%
Dould survive? Unweighted base Base: All US Adults One day A few days Almost a week A week or more	1225 13% 29% 15% 42%	596 13% 26% 12% 49% B	629 13% 32% A 19% A 36%	33 16% ** 50% ** 16% ** 18% **	408 20% E.F.G 31% E 14% 34%	274 10% 24% 16% 51% D 33% 67%	424 10% 29% 15% 46% D 39% 61%	86 8% - 28% - 19% - 45% - 5%	100%	- ** - ** - **	218 14% 35% M 14% 38%	257 15% 27% 13% 44%	461 10% 30% 14% 45%	289 16% L 25% 20% 40%	825 10% 28% 16% 46% O.P 38%
Dould survive? Unweighted base Base: All US Adults One day A few days Almost a week A week or more Net: Top 2 Net: Bottom 2	1225 13% 29% 15% 42%	596 13% 26% 12% 49% B 39%	629 13% 32% A 19% A 36%	33 16% 50% 16% 18% 66% 34%	408 20% E.F.G 31% E 14% 34% 52% E.F.G	274 10% 24% 16% 51% D 33%	424 10% 29% 15% 46% D 39%	86 8% * 28% * 19% * 45% *	100%		218 14% 35% M 14% 38%	257 15% 27% 13% 44% 42%	461 10% 30% 14% 45% 41%	289 16% L 25% 20% 40% 41%	825 10% 28% 16% 46% O.P 38%
A few days Almost a week A week or more Net: Top 2 Net: Bottom 2	1225 13% 29% 15% 42% 42%	596 13% 26% 12% 49% B 39%	629 13% 32% A 19% A 36% 45%	33 16% *** 50% *** 16% ** 66% **	408 20% E.F.G 31% E 14% 34% 52% E.F.G 48%	274 10% 24% 16% 51% D 33% 67% D	424 10% 29% 15% 46% D 39% 61%	86 8% * 28% * 19% * 45% * 35% * 65%	100%		218 14% 35% M 14% 38% 49%	257 15% 27% 13% 44% 42% 58%	461 10% 30% 14% 45% 41%	289 16% L 25% 20% 40% 41%	825 10% 28% 16% 46% O.P 38% 62% O.P.Q
Could survive? Unweighted base Base: All US Adults One day A few days Almost a week A week or more Net: Top 2 Net: Bottom 2 KYE_Q8. If an apocalyptic disaster were to strike, would you Unweighted base	1225 13% 29% 15% 42% 42% 58%	596 13% 26% 12% 49% B 39% 61%	629 13% 32% A 19% A 36% 45%	33 16% 50% 16% 18% 66% 	408 20% E.F.G 31% E 14% 34% 52% E.F.G 48%	274 10% 24% 16% 51% D 33% 67% D	424 10% 29% 15% 46% D 39% 61% D	86 8% * 28% * 19% * 45% * 35% * 65% D*	100%		218 14% 35% M 14% 38% 49% 51%	257 15% 27% 13% 44% 42% 58%	461 10% 30% 14% 45% 41% 59%	289 16% L 25% 20% 40% 41% 59%	825 10% 28% 16% 46% O.P. 38% 62% O.P.Q
Dould survive? Unweighted base Base: All US Adults One day A few days Almost a week A week or more Net: Top 2 Net: Bottom 2 KYE_Q8. If an apocalyptic disaster were to strike, would you Unweighted base Base: All US Adults	1225 13% 29% 15% 42% 42% 58%	596 13% 26% 12% 49% B 39% 61%	629 13% 32% A 19% A 36% 45% 55%	33 16% 50% 16% 18% 66% 34% 	408 20% E.F.G 31% E 14% 34% 52% E.F.G 48%	274 10% 24% 16% 51% D 33% 67% D	424 10% 29% 15% 46% D 39% 61% D	86 8% • 28% • 19% • 45% • 35% • 65% D*	100%	- - - - - - - -	218 14% 35% M 14% 38% 49% 51%	257 15% 27% 13% 44% 42% 58%	461 10% 30% 14% 45% 41% 59%	289 16% L 25% 20% 40% 41% 59%	825 10% 28% 16% 46% O.P. 38% 62% O.P.Q
Base: All US Adults One day A few days Almost a week A week or more Net: Top 2 Net: Bottom 2 KYE_Q8. If an apocalyptic disaster were to strike, would you Unweighted base	1225 13% 29% 15% 42% 42% 58%	596 13% 26% 12% 49% B 39% 61%	629 13% 32% A 19% A 36% 45%	33 16% 50% 16% 18% 66% 	408 20% E.F.G 31% E 14% 34% 52% E.F.G 48%	274 10% 24% 16% 51% D 33% 67% D	424 10% 29% 15% 46% D 39% 61% D	86 8% * 28% * 19% * 45% * 35% * 65% D*	100%	-	218 14% 35% M 14% 38% 49% 51%	257 15% 27% 13% 44% 42% 58%	461 10% 30% 14% 45% 41% 59%	289 16% L 25% 20% 40% 41% 59%	825 10% 28% 16% 46% O.P. 38% 62% O.P.Q
Unweighted base Base: All US Adults One day A few days Almost a week A week or more Net: Top 2 Net: Bottom 2 XYE_Q8. If an apocalyptic disaster were to strike, would you Unweighted base Base: All US Adults	1225 13% 29% 15% 42% 42% 58%	596 13% 26% 12% 49% B 39% 61%	629 13% 32% A 19% A 36% 45% 55%	33 16% 50% 16% 66% 34% 	408 20% E.F.G 31% E 14% 34% 52% E.F.G 48%	274 10% 24% 16% 51% D 33% 67% D	424 10% 29% 15% 46% D 39% 61% D	86 8% • 28% • 19% • 45% • 35% • 65% D*	100%	-	218 14% 35% M 14% 38% 49% 51%	257 15% 27% 13% 44% 42% 58%	461 10% 30% 14% 45% 41% 59%	289 16% L 25% 20% 40% 41% 59%	825 10% 28% 16% 46% O.P. 38% 62% O.P.Q
Could survive? Unweighted base Base: All US Adults One day A few days Almost a week A week or more Net: Top 2 Net: Bottom 2 KYE_Q8. If an apocalyptic disaster were to strike, would you Unweighted base Base: All US Adults Remain near your current home Evacuate the area and look for shelter elsewhere KYE_Q9. If an apocalyptic disaster were to strike, do you think you would survive longer than or not survive as long as most of	1225 13% 29% 15% 42% 42% 58%	596 13% 26% 12% 49% B 39% 61%	629 13% 32% A 19% A 36% 45% 55%	33 16% 50% 16% 18% 66% 34%	408 20% E.F.G 31% E 14% 34% 52% E.F.G 48%	274 10% 24% 16% 51% D 33% 67% D	424 10% 29% 15% 46% D 39% 61% D	86 8% * 28% * 19% * 45% * 65% D*	100%		218 14% 35% M 14% 38% 49% 51%	257 15% 27% 13% 44% 42% 58%	461 10% 30% 14% 45% 41% 59%	289 16% L 25% 20% 40% 41% 59%	825 10% 28% 16% 46% O.P. 38% 62% O.P.Q
Could survive? Unweighted base Base: All US Adults One day A few days Almost a week A week or more Net: Top 2 Net: Bottom 2 KYE_Q8. If an apocalyptic disaster were to strike, would you Unweighted base Base: All US Adults Remain near your current home Evacuate the area and look for shelter elsewhere KYE_Q9. If an apocalyptic disaster were to strike, do you think you would survive longer than or not survive as long as most of the people in your community?	1225 13% 29% 15% 42% 42% 58%	596 13% 26% 12% 49% B 39% 61% 546 596 59%	629 13% 32% A 19% A 36% 45% 55%	33 16% 50% 16% 66% 34% 	408 20% E.F.G 31% E 14% 34% 52% E.F.G 48% 397 408 47% E.F.G 55% E.F.G	274 10% 24% 16% 51% D 33% 67% D 290 274 61% D 39% F.G	424 10% 29% 15% 46% D 39% 61% D 426 424 70% D.E 30% G	86 8% • 28% • 19% • 45% • 35% • 65% D* 82 86 81% D.E.F*	100%	-	218 14% 35% M 14% 38% 49% 51% 241 218 57% 43%	257 15% 27% 13% 44% 42% 58% 231 257 65% 35%	461 10% 30% 14% 45% 41% 59% 464 461 59% 41%	289 16% L 25% 20% 40% 41% 59%	825 10% 28% 16% 46% O.P. 38% 62% O.P.Q 829 825 66% O.P. 34%
could survive? Unweighted base Base: All US Adults One day A few days Almost a week A week or more Net: Top 2 Net: Bottom 2 KYE_Q8. If an apocalyptic disaster were to strike, would you Unweighted base Base: All US Adults Remain near your current home Evacuate the area and look for shelter elsewhere KYE_Q9. If an apocalyptic disaster were to strike, do you think you would survive longer than or not survive as long as most of the people in your community? Unweighted base	1225 13% 29% 15% 42% 42% 58% 1225 61% 39%	596 13% 26% 12% 49% B 39% 61%	629 13% 32% A 19% A 36% 45% 55%	33 16% 50% 16% 18% 34% 3396	408 20% E.F.G 31% E 14% 34% 52% E.F.G 48%	274 10% 24% 16% 51% D 33% 67% D 290 274 61% D 39% F.G	424 10% 29% 15% 46% D 39% 61% D 426 424 70% D.E 30% G	86 8% * 28% * 19% * 45% * 65% D* 82 86 81% D.E.F* 19% *	100% ** 100% ** 100% ** 100% ** 100% ** 1	-	218 14% 35% M 14% 38% 49% 51% 241 218 57% 43%	257 15% 27% 13% 44% 42% 58% 231 257 65% 35%	461 10% 30% 14% 45% 41% 59% 464 461 599% 41%	289 16% L 25% 20% 40% 41% 59% 289 289 33% 37%	825 10% 28% 16% 46% O.P. 38% 62% O.P.Q 829 825 66% O.P. 34%
Base: All US Adults One day A few days Almost a week A week or more Net: Top 2 Net: Bottom 2 KYE_Q8. If an apocalyptic disaster were to strike, would you Unweighted base Base: All US Adults Remain near your current home Evacuate the area and look for shelter elsewhere KYE_Q9. If an apocalyptic disaster were to strike, do you think you would survive longer than or not survive as long as most of the people in your community?	1225 13% 29% 15% 42% 42% 58%	596 13% 26% 12% 49% B 39% 61% 546 596 59%	629 13% 32% A 19% A 36% 45% 55%	33 16% 50% 16% 66% 34% 	408 20% E.F.G 31% E 14% 34% 52% E.F.G 48% 397 408 47% E.F.G 55% E.F.G	274 10% 24% 16% 51% D 33% 67% D 290 274 61% D 39% F.G	424 10% 29% 15% 46% D 39% 61% D 426 424 70% D.E 30% G	86 8% • 28% • 19% • 45% • 35% • 65% D* 82 86 81% D.E.F*	100%	-	218 14% 35% M 14% 38% 49% 51% 241 218 57% 43%	257 15% 27% 13% 44% 42% 58% 231 257 65% 35%	461 10% 30% 14% 45% 41% 59% 464 461 59% 41%	289 16% L 25% 20% 40% 41% 59%	825 10% 28% 16% 46% O.P. 38% 62% O.P.Q 829 825 66% O.P. 34%

US_nat_int Sample: 27th - 28th February 2020

YouGov		F	tace			Educa	ation							Marital Status	
	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2- year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
		0	Р	Q	R	S	Т	U	٧	w	х	Υ	z	AA	AB
KYE_Q5. How much, if at all, have you thought about preparing				-						-					
for an apocalyptic disaster which ends civilization as you know it?															
Unweighted base	1225	160	173	63	456	405	234	130	551	19	76	33	679	323	102
Base: All US Adults	1225	144	192	64	495	380	224	127	553	19	76	32	680	325	102
A great deal	11%	16% N	19% N	15%	14% T	10%	8%	8%	10%	20%	17%	19%	11% V	12%	7% *
Some	19%	17%	29% N.O	20%	20%	19%	19%	19%	22% AB.AC	21%	25% AB.AC*	14%	22% AB.AC	19% AB	10%
Alittle	24%	19%	20%	27%	21%	26%	25%	26%	23%	35%	22%	25%	23%	24%	25%
None	46%	49% P	32%	38%	45%	45%	49%	46%	45%	24%	36%	42%	43%	45%	58% V.X.Z.AA*
Net: Has thought about preparing for an apocalyptic disaster	54%	52%	68% N.O	62%	55%	55%	51%	54%	55% AB	76%	64% AB*	58%	57% AB	55% AB	42%
KYE_Q6. Do you have a plan for surviving an apocalyptic disaster that all members of your family know about?			N.O						AB		AB		AB	AB	
Unweighted base	1225	160	173	63	456	405	234	130	551	19	76	33	679	323	102
Base: All US Adults	1225	144	192	64	495	380	224	127	553	19	76	32	680	325	102
Yes, I do	17%	23% N	32% N.Q	14%	20% S	14%	15%	15%	18%	16%	21%	28%	19%	15%	11%
No, I don't	83%	77%	68%	86% P*	80%	87% R	85%	85%	82%	84%	79%	72%	81%	85%	89%
could survive? Unweighted base	1225	160	173	63	456	405	234	130	551	19	76	33	679	323	102
Base: All US Adults	1225	144	192	64	495	380	224	127	553	19	76	32	680	325	102
One day	13%	21% N	20% N	25% N*	18% T.U	13%	8%	7%	9%	15%	19% V.AB*	20%	11% V	20% V.Z.AB	7% *
A few days	29%	30%	31%	30%	27%	28%	32%	34%	26%	56%	29%	33%	28%	30%	37% V*
Almost a week	15%	14%	13%	12%	15%	14%	20% U	12%	17%	14%	9%	17%	16%	13%	16%
A week or more	42%	36%	35%	33%	40%	45%	40%	48%	48% Z.AA	14%	43%	29%	46% AA	36%	40%
Net: Top 2	42%	50%	51%	55%	45%	41%	40%	41%	35%	71%	48%	53%	38% V	50%	44%
Net: Bottom 2	58%	N 50%	N 49%	N* 45%	55%	59%	60%	59%	65%	29%	52%	47%	62%	V.Z 50%	56%
10/5 00 1/5 1/5 1/5 1/5 1/5 1/5 1/5 1/5 1/5 1/5									Z.AA	**	•	**	AA		
KYE_Q8. If an apocalyptic disaster were to strike, would you	4005	400	470		450	405	224	420	554	40	70	22	070	202	400
Unweighted base Base: All US Adults	1225 1225	160 144	173 192	63 64	456 495	405 380	234 224	130 127	551 553	19 19	76 76	33 32	679 680	323 325	102 102
Remain near your current home	61%	47%	48%	58%	59%	59%	67% R.S	61%	65%	70%	54%	46%	63%	56%	60%
Evacuate the area and look for shelter elsewhere	39%	53%	52%	42%	41%	41%	33%	39%	Z.AA 35%	30%	46%	54%	37%	44%	40%
KYE_Q9. If an apocalyptic disaster were to strike, do you think you would survive longer than or not survive as long as most of		N	N	,	Т	Т				**	,	**	V	V.AC	
the people in your community?															
Unweighted base	1225	160	173	63	456	405	234	130	551	19	76	33	679	323	102
Base: All US Adults	1225	144	192	64	495	380	224	127	553	19	76	32	680	325	102
Survive longer	32%	26%	37%	26%	32%	32%	29%	36%	33%	46%	38%	32%	34%	32%	28%

YouGov RealTime

End of the World

US_nat_int Sample: 27th - 28th February 2020

YouGov							Parent	or guardian of any	children			Inco	me		
	Total	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	Urban
		AC	AD	AE	AF	AG	AH	Al	AJ	AK	AL	AM	AN	AO	AP
KYE_Q5. How much, if at all, have you thought about preparing															
for an apocalyptic disaster which ends civilization as you know															
it?	4005		0.4		00	070	440	050	510	54	110	044	000	105	100
Unweighted base Base: All US Adults	1225 1225	64 62	24	5	28 27	278 284	418 422	658 669	516 505	51 52	413 422	344 345	283 276	185 182	402 403
A great deal	11%	8%	19%	-	-	18%	9%	12%	9%	9%	16%	10%	9%	3%	16%
/ · g. ca. aca	,0	*	**	**	**	AH.AI.AJ	0,0	AH	0,0	*	AM.AN.AO	AO	AO	0,0	AQ
Some	19%	10%	6%	64%	16%	24%	19%	21%	17%	25%	20%	20%	22%	15%	22%
			**	**	**	AJ				*					
A little	24%	29%	21%	19%	22%	26%	22%	23%	25%	19%	24%	26%	21%	23%	21%
	400/	*	**	** 170/	**	000/	500/	440/	100/	*	400/	450/	400/	500/	440/
None	46%	53%	53%	17%	63%	33%	50% AG.AI	44% AG	49% AG	46%	40%	45%	48% AL	59% AL.AM.AN	41%
Net: Has thought about preparing for an apocalyptic disaster	54%	47%	47%	83%	37%	67%	50%	56%	51%	54%	60%	55%	52%	41%	59%
Not. This thought about proparing for all apocalyptic disaster	3470	*	**	**	**	AH.AI.AJ	3070	AH	3170	*	AN.AO	AO	AO	4170	AQ
KYE Q6. Do you have a plan for surviving an apocalyptic disaster						741.74.740		741			AUNO	AO	AO		Au
that all members of your family know about?															
Unweighted base	1225	64	24	5	28	278	418	658	516	51	413	344	283	185	402
Base: All US Adults	1225	62	23	5	27	284	422	669	505	52	422	345	276	182	403
Yes, I do	17%	12%	11%	36%	12%	28%	16%	20%	11%	19%	21%	18%	14%	8%	18%
	000/	*	**	**	**	AH.AI.AJ	0.40/	AH.AJ	200/	*	AN.AO	AO	000/	000/	000/
No, I don't	83%	88%	89%	64%	88%	72%	84%	80%	89%	81%	79%	82%	86%	92%	82%
KYE_Q7. If an apocalyptic disaster were to strike tomorrow forcing you to survive on your own, how long do you think you		*	**	**	**		AG.AI	AG	AG.AI	*			AL	ALAM	
forcing you to survive on your own, how long do you think you could survive?	1225	64		**		278				51	413	344			402
forcing you to survive on your own, how long do you think you	1225 1225	64 62	24 23	** 5 5	28 27	278 284	418 422	AG 658 669	AG.AI 516 505	51 52	413 422	344 345	283 276	185 182	402 403
forcing you to survive on your own, how long do you think you could survive? Unweighted base			24	5	28		418	658	516				283	185	
forcing you to survive on your own, how long do you think you could survive? Unweighted base Base: All US Adults One day	1225 13%	62 13% *	24 23 20%	5 5 19%	28 27 10%	284 17% AH.AI	418 422 9%	658 669 12% AH	516 505 14% AH	52 12% *	422 18% AM.AN	345 11%	283 276 7%	185 182 17% AM.AN	403 16%
forcing you to survive on your own, how long do you think you could survive? Unweighted base Base: All US Adults	1225	62 13% * 33%	24 23 20% ** 25%	5 5 19% **	28 27 10% **	284 17%	418 422	658 669 12%	516 505 14%	52 12%	422 18%	345	283 276	185 182 17%	403
forcing you to survive on your own, how long do you think you could survive? Unweighted base Base: All US Adults One day A few days	1225 13% 29%	62 13% * 33% *	24 23 20% 25%	5 5 19% ** 17%	28 27 10% •• 23%	284 17% AH.AI 29%	418 422 9% 27%	658 669 12% AH 28%	516 505 14% AH 32%	52 12% * 25%	422 18% AM.AN 30%	345 11% 29%	283 276 7% 30%	185 182 17% AM.AN 25%	403 16% 32%
forcing you to survive on your own, how long do you think you could survive? Unweighted base Base: All US Adults One day	1225 13%	62 13% * 33%	24 23 20% ** 25%	5 5 19% **	28 27 10% **	284 17% AH.AI	418 422 9%	658 669 12% AH	516 505 14% AH	52 12% *	422 18% AM.AN	345 11% 29% 19%	283 276 7%	185 182 17% AM.AN	403 16%
forcing you to survive on your own, how long do you think you could survive? Unweighted base Base: All US Adults One day A few days Almost a week	1225 13% 29% 15%	62 13% * 33% * 18%	24 23 20% •• 25% ••	5 5 19% *** 17% ***	28 27 10% 23% 	284 17% AH.AI 29% 15%	418 422 9% 27% 14%	658 669 12% AH 28%	516 505 14% AH 32%	52 12% * 25% * 12%	422 18% AM.AN 30%	345 11% 29% 19% AO	283 276 7% 30%	185 182 17% AM AN 25%	403 16% 32% 16%
forcing you to survive on your own, how long do you think you could survive? Unweighted base Base: All US Adults One day A few days	1225 13% 29%	62 13% * 33% *	24 23 20% ** 25% **	5 5 19% ** 17% **	28 27 10% 23% 	284 17% AH.AI 29%	418 422 9% 27%	658 669 12% AH 28%	516 505 14% AH 32%	52 12% * 25%	422 18% AM.AN 30%	345 11% 29% 19%	283 276 7% 30%	185 182 17% AM.AN 25%	403 16% 32%
forcing you to survive on your own, how long do you think you could survive? Unweighted base Base: All US Adults One day A few days Almost a week	1225 13% 29% 15%	62 13% * 33% * 18% *	24 23 20% *** 25% ** 20% ** 35% ** 45%	5 19% 17% 23% 41%	28 27 10% 23% 7% 60% 33%	284 17% AH.AI 29% 15%	418 422 9% 27% 14%	658 669 12% AH 28% 15%	516 505 14% AH 32%	52 12% * 25% * 12% *	422 18% AM.AN 30%	345 11% 29% 19% AO	283 276 7% 30% 16% 48%	185 182 17% AM AN 25%	403 16% 32% 16%
forcing you to survive on your own, how long do you think you could survive? Unweighted base Base: All US Adults One day A few days Almost a week A week or more Net: Top 2	1225 13% 29% 15% 42%	62 13% • 33% • 18% • 46%	24 23 20% 25% 20% 35% 	5 19% 17% 23% 41%	28 27 10% 23% 7% 60% 	284 17% AH.AI 29% 15% 39% 45% AH.AI	418 422 9% 27% 14% 49% AG.AI.AJ 36%	658 669 12% AH 28% 15% 45% AG AJ 40% AH	516 505 14% AH 32% 16% 38%	52 12% * 25% * 12% * 51% *	422 18% AM.AN 30% 14% 38% 48% AM.AN	345 11% 29% 19% AO 41% 40%	283 276 7% 30% 16% 48% AL 36%	185 182 17% AM AN 25% 11% 46% 43%	403 16% 32% 16% 36% 48% AQ.AR
forcing you to survive on your own, how long do you think you could survive? Unweighted base Base: All US Adults One day A few days Almost a week A week or more	1225 13% 29% 15% 42%	62 13% * 33% * 18% *	24 23 20% ** 25% ** 20% ** 35% ** 45%	5 5 1996 *** 1796 *** 2396 *** 4196 *** 3696 ***	28 27 10% 23% 60% 33% 	284 17% AH.AI 29% 15% 39%	418 422 9% 27% 14% 49% AG.AI.AJ 36%	658 669 12% AH 28% 15% 45% AG AJ 40% AH 60%	516 505 14% AH 32% 16% 38%	52 12% • 25% • 12% •	422 18% AM.AN 30% 14% 38%	345 11% 29% 19% AO 41% 40% 60%	283 276 7% 30% 16% 48% AL 36%	185 182 17% AM.AN 25% 11%	403 16% 32% 16% 36% 48%
forcing you to survive on your own, how long do you think you could survive? Unweighted base Base: All US Adults One day A few days Almost a week A week or more Net: Top 2 Net: Bottom 2	1225 13% 29% 15% 42%	62 13% • 33% • 18% • 46%	24 23 20% 25% 20% 35% 	5 19% 17% 23% 41%	28 27 10% 23% 7% 60% 	284 17% AH.AI 29% 15% 39% 45% AH.AI	418 422 9% 27% 14% 49% AG.AI.AJ 36%	658 669 12% AH 28% 15% 45% AG AJ 40% AH	516 505 14% AH 32% 16% 38%	52 12% * 25% * 12% * 51% *	422 18% AM.AN 30% 14% 38% 48% AM.AN	345 11% 29% 19% AO 41% 40%	283 276 7% 30% 16% 48% AL 36%	185 182 17% AM AN 25% 11% 46% 43%	403 16% 32% 16% 36% 48% AQ.AR
forcing you to survive on your own, how long do you think you could survive? Unweighted base Base: All US Adults One day A few days Almost a week A week or more Net: Top 2 Net: Bottom 2 KYE_Q8. If an apocalyptic disaster were to strike, would you	1225 13% 29% 15% 42% 42%	62 13% • 33% • 18% • 36% • 46% •	24 23 20% *** 25% *** 20% *** 35% *** 45% **	5 5 1996 *** 1796 *** 2396 *** 4196 *** 3696 ***	28 27 10% 23% 7% 50% 33% 	284 17% AH-AI 29% 15% 39% 45% AH-AI 55%	418 422 9% 27% 14% 49% AG.AI.AJ 36% 64% AG.AI.AJ	658 669 12% AH 28% 15% 45% AG AJ 40% AH 60% AG	516 505 14% AH 32% 16% 38% 46% AH 54%	52 12% • 25% • 12% • 51% • 38% •	422 18% AM.AN 30% 14% 38% 48% AM.AN 52%	345 11% 29% 19% AO 41% 40% 60% AL	283 276 7% 30% 16% 48% AL 36% 64% AL	185 182 17% AM AN 25% 11% 46% 43%	403 16% 32% 16% 36% 48% AQ.AR 52%
forcing you to survive on your own, how long do you think you could survive? Unweighted base Base: All US Adults One day A few days Almost a week A week or more Net: Top 2 Net: Bottom 2 KYE_Q8. If an apocalyptic disaster were to strike, would you Unweighted base	1225 13% 29% 15% 42% 42% 58%	62 13% 33% 18% 36% 46%	24 23 20% 25% 20% 35% 45% 	5 5 19% 17% 23% 41% 64%	28 27 10% 23% 7% 60% 67%	284 17% AH.AI 29% 15% 39% 45% AH.AI 55%	418 422 9% 27% 14% 49% AG.AI.AJ 36% AG.AI.AJ	658 669 12% AH 28% 15% 45% AG AJ 40% AH 60% AG	516 505 14% AH 32% 16% 38% 46% AH 54%	52 12% • 25% • 12% • 51% • 62%	422 18% AM.AN 30% 14% 38% 48% AM.AN 52%	345 11% 29% 19% AO 41% 40% 60% AL	283 276 7% 30% 16% 48% AL 36% 64% AL	185 182 17% AM AN 25% 11% 46% 43% 57%	403 16% 32% 16% 36% 48% AQ.AR 52%
forcing you to survive on your own, how long do you think you could survive? Unweighted base Base: All US Adults One day A few days Almost a week A week or more Net: Top 2 Net: Bottom 2 KYE_Q8. If an apocalyptic disaster were to strike, would you Unweighted base Base: All US Adults	1225 13% 29% 15% 42% 42% 58%	62 13% . 33% . 18% . 36% . 46% .	24 23 20% *** 25% *** 20% *** 45% ** ** 55% **	5 5 19% ** 17% ** 23% ** 41% ** 36% ** 64%	28 27 10% 23% 60% 67% 	284 17% AH.AI 29% 15% 39% 45% AH.AI 55%	418 422 9% 27% 14% 49% AG.AI.AJ 36% 64% AG.AI.AJ	658 669 12% AH 28% 15% 45% AG AJ 40% AH 60% AG	516 505 14% AH 32% 16% 38% 46% AH 54%	52 12% • 25% • 12% • 51% • 62% •	422 18% AM.AN 30% 14% 38% 48% AM.AN 52%	345 11% 29% 19% AO 41% 40% 60% AL	283 276 7% 30% 16% 48% AL 36% 64% AL	185 182 17% AM AN 25% 11% 46% 43% 57%	403 16% 32% 16% 36% 48% AQ.AR 52%
forcing you to survive on your own, how long do you think you could survive? Unweighted base Base: All US Adults One day A few days Almost a week A week or more Net: Top 2 Net: Bottom 2 KYE_Q8. If an apocalyptic disaster were to strike, would you Unweighted base	1225 13% 29% 15% 42% 42% 58%	62 13% · 33% · 18% · 36% · 46% · 54% ·	24 23 20% 25% 20% 35% 45% 	5 5 19% 17% 23% 41% 64%	28 27 10% 23% 7% 60% 67%	284 17% AH.AI 29% 15% 39% 45% AH.AI 55%	418 422 9% 27% 14% 49% AG.AI.AJ 36% 64% AG.AI.AJ	658 669 12% AH 28% 15% AG AJ 40% AH 60% AG	516 505 14% AH 32% 16% 38% 46% AH 54%	52 12% • 25% • 12% • 51% • 62%	422 18% AM.AN 30% 14% 38% 48% AM.AN 52%	345 11% 29% 19% AO 41% 40% 60% AL	283 276 7% 30% 16% 48% AL 36% 64% AL	185 182 17% AM AN 25% 11% 46% 43% 57%	403 16% 32% 16% 36% 48% AQ.AR 52%
forcing you to survive on your own, how long do you think you could survive? Unweighted base Base: All US Adults One day A few days Almost a week A week or more Net: Top 2 Net: Bottom 2 KYE_Q8. If an apocalyptic disaster were to strike, would you Unweighted base Base: All US Adults	1225 13% 29% 15% 42% 42% 58%	62 13% . 33% . 18% . 36% . 46% .	24 23 20% *** 25% *** 20% *** 35% *** 45% ** **	5 5 19% 17% 23% 41% 36% 64%	28 27 10% 23% 50% 33% 67% 28 27 53%	284 17% AH.AI 29% 15% 39% 45% AH.AI 55%	418 422 9% 27% 14% 49% AG.AI.AJ 36% 64% AG.AI.AJ	658 669 12% AH 28% 15% 45% AG AJ 40% AH 60% AG	516 505 14% AH 32% 16% 38% 46% AH 54%	52 12% • 25% • 12% • 51% • 62% •	422 18% AM.AN 30% 14% 38% 48% AM.AN 52%	345 11% 29% 19% AO 41% 40% 60% AL	283 276 7% 30% 16% 48% AL 36% 64% AL	185 182 17% AM AN 25% 11% 46% 43% 57%	403 16% 32% 16% 36% 48% AQ.AR 52%
forcing you to survive on your own, how long do you think you could survive? Unweighted base Base: All US Adults One day A few days Almost a week A week or more Net: Top 2 Net: Bottom 2 KYE_Q8. If an apocalyptic disaster were to strike, would you Unweighted base Base: All US Adults Remain near your current home	1225 13% 29% 15% 42% 42% 58%	62 13%	24 23 20% 25% 35% 45% 55% 	5 5 19% 17% 23% 41% 64% 5 78%	28 27 10% 23% 60% 60% 67% 	284 17% AH AI 29% 15% 39% 45% AH AI 55%	418 422 9% 27% 14% 49% AG.AI.AJ 36% 64% AG.AI.AJ 418 422 68% AG.AI.AJAK	658 669 12% AH 28% 15% 45% AG AJ 40% AH 60% AG	516 505 14% AH 32% 16% 38% 46% AH 54%	52 12% • 25% • 12% • 51% • 62% • 51 52 50%	422 18% AM.AN 30% 14% 38% 48% AM.AN 52% 413 422 56%	345 11% 29% 19% AO 41% 40% 60% AL 344 345 62%	283 276 7% 30% 16% 48% AL 36% 64% AL	185 182 17% AM.AN 25% 11% 46% 43% 57%	403 16% 32% 16% 36% 48% AQ.AR 52%
forcing you to survive on your own, how long do you think you could survive? Unweighted base Base: All US Adults One day A few days Almost a week A week or more Net: Top 2 Net: Bottom 2 KYE_Q8. If an apocalyptic disaster were to strike, would you Unweighted base Base: All US Adults Remain near your current home Evacuate the area and look for shelter elsewhere KYE_Q9. If an apocalyptic disaster were to strike, do you think you would survive longer than or not survive as long as most of	1225 13% 29% 15% 42% 42% 58%	62 13%	24 23 20% *** 25% *** 20% *** 35% *** 55% **	5 5 19% ** 17% ** 23% ** 41% ** 64% ** 5 5	28 27 10% 23% 60% 67% 47%	284 17% AH.AI 29% 15% 39% 45% AH.AI 55% 278 284 53%	418 422 9% 27% 14% 49% AG.AI.AJ 36% 64% AG.AI.AJ 418 422 68% AG.AI.AJAK	658 669 12% AH 28% 15% 45% AG AJ 40% AH 60% AG	516 505 14% AH 32% 16% 38% 46% AH 54% 516 505 60% 40%	52 12% • 25% • 12% • 51% • 62% • 51 52 50% •	422 18% AM.AN 30% 14% 38% 48% AM.AN 52% 413 422 56% 44%	345 11% 29% 19% AO 41% 40% 60% AL 344 345 62%	283 276 7% 30% 16% 48% AL 36% 64% AL	185 182 17% AM.AN 25% 11% 46% 43% 57%	403 16% 32% 16% 36% 48% AQ.AR 52% 402 403 49% 51%
forcing you to survive on your own, how long do you think you could survive? Unweighted base Base: All US Adults One day A few days Almost a week A week or more Net: Top 2 Net: Bottom 2 KYE_Q8. If an apocalyptic disaster were to strike, would you Unweighted base Base: All US Adults Remain near your current home Evacuate the area and look for shelter elsewhere KYE_Q9. If an apocalyptic disaster were to strike, do you think you would survive longer than or not survive as long as most of the people in your community?	1225 13% 29% 15% 42% 42% 58% 1225 61% 39%	62 13% . 33% . 18% . 36% . 46% . 54% .	24 23 20% *** 25% *** 35% *** 45% ** 55% **	5 5 19% ** 17% ** 23% ** 41% ** 64% ** 5 5	28 27 10% 23% 60% 67% 47% 47%	284 17% AH.AI 29% 15% 39% 45% AH.AI 55% 284 53% AH.AI	418 422 9% 27% 14% 49% AG.AI.AJ 36% 64% AG.AI.AJ 418 422 68% AG.AI.AJAK 32%	658 669 12% AH 28% 15% 45% AG AJ 40% AH 60% AG 658 669 62% AG 38% AH	516 505 14% AH 32% 16% 38% 46% AH 54% 516 505 60% 40% AH	52 12% • 25% • 12% • 51% • 62% • 51 52 50% AH*	422 18% AM.AN 30% 14% 38% 48% AM.AN 52% 413 422 56% 44% AO	345 11% 29% 19% AO 41% 40% 60% AL 344 345 62%	283 276 7% 30% 16% 48% AL 36% 64% AL 283 276 63%	185 182 17% AM.AN 25% 11% 46% 43% 57% 185 182 66% AL 34%	403 16% 32% 16% 36% 48% AQ.AR 52% 403 49% 51% AQ.AR
forcing you to survive on your own, how long do you think you could survive? Unweighted base Base: All US Adults One day A few days Almost a week A week or more Net: Top 2 Net: Bottom 2 KYE_Q8. If an apocalyptic disaster were to strike, would you Unweighted base Base: All US Adults Remain near your current home Evacuate the area and look for shelter elsewhere KYE_Q9. If an apocalyptic disaster were to strike, do you think you would survive longer than or not survive as long as most of the people in your community? Unweighted base	1225 13% 29% 15% 42% 42% 58% 1225 61% 39%	62 13% 33% 18% 46% 46% 54%	24 23 20% 25% 35% 55% 55% 	5 5 19% 17% 23% 41% 36% 64% 5 5 78%	28 27 10% 23% 60% 60% 67% 28 27 53% 	284 17% AH AI 29% 15% 39% 45% AH AI 55% 278 284 53% 47% AH AI	418 422 9% 27% 14% 49% AG.AI.AJ 36% 64% AG.AI.AJ 418 422 88% AG.AI.AJAK 32%	658 669 12% AH 28% 15% AG_AJ 40% AH 60% AG 658 669 62% AG 38% AH	516 505 14% AH 32% 16% 38% 46% AH 54% 516 505 60% AH	52 12% • • 25% • 51% • 62% • 51 52 50% • 60% •	422 18% AM.AN 30% 14% 38% 48% AM.AN 52% 413 422 56% 44% AO	345 11% 29% 19% AO 41% 40% 60% AL 344 345 62% 38%	283 276 7% 30% 16% 48% AL 36% 64% AL 283 276 63% 37%	185 182 17% AM AN 25% 11% 46% 43% 57% 185 182 66% AL 34%	403 16% 32% 16% 36% 48% AQ.AR 52% 403 49% 51% AQ.AR
forcing you to survive on your own, how long do you think you could survive? Unweighted base Base: All US Adults One day A few days Almost a week A week or more Net: Top 2 Net: Bottom 2 KYE_Q8. If an apocalyptic disaster were to strike, would you Unweighted base Base: All US Adults Remain near your current home Evacuate the area and look for shelter elsewhere KYE_Q9. If an apocalyptic disaster were to strike, do you think you would survive longer than or not survive as long as most of the people in your community?	1225 13% 29% 15% 42% 42% 58% 1225 61% 39%	62 13% . 33% . 18% . 36% . 46% . 54% .	24 23 20% *** 25% *** 35% *** 45% ** 55% **	5 5 19% ** 17% ** 23% ** 41% ** 64% ** 5 5	28 27 10% 23% 60% 67% 47% 47%	284 17% AH.AI 29% 15% 39% 45% AH.AI 55% 284 53% AH.AI	418 422 9% 27% 14% 49% AG.AI.AJ 36% 64% AG.AI.AJ 418 422 68% AG.AI.AJAK 32%	658 669 12% AH 28% 15% 45% AG AJ 40% AH 60% AG 658 669 62% AG 38% AH	516 505 14% AH 32% 16% 38% 46% AH 54% 516 505 60% 40% AH	52 12% • 25% • 12% • 51% • 62% • 51 52 50% AH*	422 18% AM.AN 30% 14% 38% 48% AM.AN 52% 413 422 56% 44% AO	345 11% 29% 19% AO 41% 40% 60% AL 344 345 62%	283 276 7% 30% 16% 48% AL 36% 64% AL 283 276 63%	185 182 17% AM.AN 25% 11% 46% 43% 57% 185 182 66% AL 34%	403 16% 32% 16% 36% 48% AQ.AR 52% 403 49% 51% AQ.AR

US_nat_int Sample: 27th - 28th February 2020

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YouGov		Type of Are	a Lived in			Thought about p	reparing for an ap	ocalyptic disast	er
	Total	Suburban/ Town	Rural	Other	A great deal	Some	A little	None	about preparing for an apocalyptic
		AQ	AR	AS	AY	AZ	BA	BB	BC
KYE_Q5. How much, if at all, have you thought about preparing									
for an apocalyptic disaster which ends civilization as you know									
it?									
Unweighted base	1225	597	221	5	124	235	296	570	655
Base: All US Adults	1225	599	218	5	133	237	291	564	661
A great deal	11%	7%	13%	-	100%	-	-	-	20%
			AQ	**	AZ.BA.BB.BC*				AZ.BA.BB
Some	19%	19%	17%	-	-	100%	-	-	36%
				**	•	AY.BA.BB.BC			AY.BA.BB
A little	24%	24%	28%	55%	-	-	100%	-	44%
				**			AY.AZ.BB.BC		AY.AZ.BB
None	46%	51%	42%	45%	-	-	-	100%	-
		AP.AR		**				AY.AZ.BA.BC	
Net: Has thought about preparing for an apocalyptic disaster	54%	49%	58%	55%	100%	100%	100%	_	100%
			AQ	**	BB*	BB	BB		BB
KYE_Q6. Do you have a plan for surviving an apocalyptic disaster									
that all members of your family know about?									
Unweighted base	1225	597	221	5	124	235	296	570	655
Base: All US Adults	1225	599	218	5	133	237	291	564	661
Yes, I do	17%	14%	21%	37%	66%	30%	11%	2%	29%
163,140	1770	1470	AQ	**	AZ.BA.BB.BC*	BA.BB	BB	270	BA.BB
No, I don't	83%	86%	79%	63%	34%	70%	89%	98%	71%
140,1 doi11	0376	AR	1370	**	3476 *	AY			AY
		AR				AY	AY.AZ.BC	AY.AZ.BA.BC	At
YYE_Q7. If an apocalyptic disaster were to strike tomorrow orcing you to survive on your own, how long do you think you could survive?									
Unweighted base	1225	597	221	5	124	235	296	570	655
Base: All US Adults	1225	599	218	5	133	237	291	564	661
One day	13%	12%	11%	-	26%	10%	10%	14%	13%
One day	1070	1270	1170	**	AZ.BA.BB.BC*	1070	1070	1470	BA
A few days	29%	29%	26%	45%	25%	32%	31%	28%	30%
A lew days	2576	2570	2076	**	2576	32/6	31/6	2076	3076
Almost a week	15%	15%	14%		6%	19%	18%	15%	16%
Almost a week	13%	13%	1470	**	076 *	AY	AY	AY	AY
A week or more	42%	44%	49%	55%	43%	39%	42%	44%	41%
A week or more	42%			35%	43%	39%	42%	44%	41%
N. T. O	100/	AP	AP			400/	440/	440/	400/
Net: Top 2	42%	41%	37%	45%	51%	42%	41%	41%	43%
N . B #	500/	500/	000/		400/	500/	500/	500/	570/
Net: Bottom 2	58%	59%	63%	55%	49%	58%	59%	59%	57%
		AP	AP		1				
KYE_Q8. If an apocalyptic disaster were to strike, would you									
Unweighted base	1225	597	221	5	124	235	296	570	655
Base: All US Adults	1225	599	218	5	133	237	291	564	661
Remain near your current home	61%	62%	78%	79%	62%	52%	63%	63%	59%
		AP	AP.AQ	**			AZ	AZ	AZ
Evacuate the area and look for shelter elsewhere	39%	38%	23%	21%	38%	48%	37%	37%	41%
		AR		**		BA.BB.BC			
KYE_Q9. If an apocalyptic disaster were to strike, do you think									
the people in your community? Unweighted base	1225	597	221	5	124	235	296	570	655
you would survive longer than or not survive as long as most of the people in your community? Unweighted base Base: All US Adults Survive longer	1225 1225 32%	597 599 27%	221 218 36%	5 5 39%	124 133 61%	235 237 35%	296 291 29%	570 564 25%	655 661 37%

** AZ.BA.BB.BC*

US_nat_int Sample: 27th - 28th February 2020

YouGov		Ge	nder				Generation					Reg	ion		
	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982- 1999)	Gen X (1965- 1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Survive about as long	38%	36%	40%	46%	39% E	31%	39% E	53% D.E.F*	- **	-	39%	40%	37%	37%	38%
Not survive as long	12%	7%	16% A	14%	14%	11%	10%	13%	100%	-	14%	14%	10%	11%	13%
Not sure	18%	13%	23% A	18%	14%	20% D	22% D	16%	-	-	12%	20% J	22% J	16%	17%
YE_Q10. How likely or unlikely do you think it is that an pocalyptic disaster will strike in your lifetime?															
Unweighted base	1225	546	679	29	397	290	426	82	1	-	241	231	464	289	829
Base: All US Adults	1225	596	629	33	408	274	424	86	1	-	218	257	461	289	825
Very likely	6%	7%	5%	- **	9% F.G	8% F	4%	2%	-	-	10% K	3%	6%	6%	5%
Somewhat likely	23%	20%	26% A	19%	25% G	22% G	24% G	10%	- **	-	24%	21%	22%	26%	20%
Somewhat unlikely	33%	33%	34%	37%	32%	30%	35%	39% *	100%	**	35%	30%	36%	31%	33%
Very unlikely	37%	40%	35%	44%	34%	40%	37%	48% D*	**	**	31%	47% J.L.M	36%	37%	42% O.P.Q
Net: Likely	29%	27%	31%	19%	34% G	30% G	28% G	13%	**	**	34% K	24%	28%	32%	25%
Net: Unlikely	71%	73%	69%	81%	66%	70%	72%	87% D.E.F*	100%	**	66%	76% J	72%	68%	75% O.P
YE_Q11. Which ONE, if any, do you think will be the most likely ause of an apocalypse?															
Unweighted base	1225	546	679	29	397	290	426	82	1	-	241	231	464	289	829
Base: All US Adults	1225	596	629	33	408	274	424	86	1	-	218	257	461	289	825
Nuclear war	17%	13%	20% A	17%	16%	14%	20% E	15% *	100%	**	16%	20%	15%	18%	18%
Climate change	19%	20%	19%	21%	26% E.F.G	18%	14%	11% *	**	**	26% K.L	17%	16%	21%	19%
Zombies	2%	2%	2%	**	3% F	4% F	0%	*	**	**	3%	1%	3%	2%	1%
Alien invasion	1%	1%	1%	2%	2%	2% F	0%	*	**	**	1%	2%	1%	1%	1%
Judgment day	13%	13%	13%	18%	11%	13%	15%	14%	**	**	9%	14%	16% J.M	10%	13%
Global pandemic Worldwide revolution	19%	22% B 3%	16%	11% ** 7%	16%	19%	21%	21% * 1%	**	**	17%	18%	19%	21%	19%
Something else	5%	6%	4%	7% ** 3%	3%	5%	6%	1% * 9%	**	**	6%	5%	4%	5%	5%
		20%	22%	**		23%	20%	9% D* 29%	**	**	19%		23%	19%	
Don't think there will be an apocalypse	21%	20%	22%	22%	20%	23%	20%	29% *	**	**	19%	22%	23%	19%	21%

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E/F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U, V/W/XY/Z/AA/AB/AC/AD/AE/AF, AG/AH/AI/AJ/AK, AL/AM/AN/AO, AP/AQ/AR/AS, AT/AU/AV/AW/AX, AY/AZ/BA/BB/BC, Minimum Ba

US_nat_int Sample: 27th - 28th February 2020

YouGov		R	ace			Educa	tion							Marital Status	
	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2- year	4-year	Post Grad	Married	Civil Partnership		In a relationship, not living together	NET: In a relationship	Single	Divorced
Survive about as long	38%	38%	34%	51% N.P*	37%	35%	43% S	45% S	44% Z.AA	43%	31%	25%	41% AA	33%	37%
Not survive as long	12%	8%	8%	10%	10%	14%	12%	11%	9%	11%	14%	17%	10% V	14% V	9%
Not sure	18%	28% N.Q	20%	13%	21% U	20% U	16% U	8%	15%	- **	17%	25%	15%	21%	26% V.Z*
(YE_Q10. How likely or unlikely do you think it is that an spocalyptic disaster will strike in your lifetime?															
Unweighted base	1225	160	173	63	456	405	234	130	551	19	76	33	679	323	102
Base: All US Adults	1225	144	192	64	495	380	224	127	553	19	76	32	680	325	102
Very likely	6%	8%	13% N.Q	2%	8%	5%	5%	6%	6%	- **	5%	17%	6% AB	9% AB	1%
Somewhat likely	23%	28% N	29% N	28%	22%	28% T	18%	22%	21%	34%	35% V.Z.AC*	17%	23% V	23%	23%
Somewhat unlikely	33%	31%	33%	42%	37%	30%	35%	27%	36%	46%	28%	22%	34%	31%	33%
Very unlikely	37%	33%	25%	28%	34%	37%	41%	46% R	38%	20%	32%	45% **	37%	37%	44% *
Net: Likely	29%	36% N	42% N	30%	29%	33% T	23%	27%	27%	34%	40% V.AB.AC*	33%	29% V	32%	24%
Net: Unlikely	71%	64%	58%	70% *	71%	67%	77% S	73%	73% X.Z	66%	60%	67%	71%	68%	76% X*
KYE_Q11. Which ONE, if any, do you think will be the most likely rause of an apocalypse?															
Unweighted base	1225	160	173	63	456	405	234	130	551	19	76	33	679	323	102
Base: All US Adults	1225	144	192	64	495	380	224	127	553	19	76	32	680	325	102
Nuclear war	17%	13%	14%	19%	14%	19% R	22% R	15%	17%	23%	19%	19%	17%	16%	19%
Climate change	19%	23%	17%	22%	18%	16%	23% S	27% R.S	17%	9%	21%	29%	18%	25% V.Z.AC	17%
Zombies	2%	2%	5% N	3%	2%	2%	3%	2%	2%	9%	2%	3%	2%	2%	*
Alien invasion	1%	1%	2%	2%	2%	1%	0%	-	1%	5% **	*	5% **	1%	1%	1%
Judgment day	13%	12%	17%	7% *	17% S.T.U	12%	10%	7%	17% Z.AA	6%	6%	6%	15%	11%	10%
Global pandemic	19%	18%	19%	20%	18%	17%	20%	22%	19%	32%	25%	16%	20%	15%	23%
Worldwide revolution	3%	3%	2%	*	4% T	3%	1%	1%	3%	**	6%	**	3%	3%	2% *
Something else	5%	5%	5%	9%	4%	7% R	3%	6%	5%	12%	7%	6%	5%	5%	3%
Don't think there will be an apocalypse	21%	22%	20%	19%	22%	21%	18%	21%	20%	4%	14%	16%	19%	23%	25%

Cell Contents (Colse: 30 (**), Small Base: 100 (*))

US_nat_int Sample: 27th - 28th February 2020

YouGov							Parent	or guardian of any	children			Inco	ome		
	Total	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	Urban
Survive about as long	38%	36%	56%	19%	20%	38%	45% AJ.AK	42% AJ.AK	35%	24%	34%	40% AO	48% AL.AM.AO	30%	35%
Not survive as long	12%	26% V.Z.AA.AB*	11%	22%	4%	9%	9%	9%	15% AG.AH.AI	9%	14% AN	11%	9%	12%	11%
Not sure	18%	14%	4% **	59% **	48%	14%	18%	17%	19%	36% AG.AH.AI.AJ*	19% AN	17% AN	9%	33% AL.AM.AN	18%
KYE_Q10. How likely or unlikely do you think it is that an apocalyptic disaster will strike in your lifetime?															
Unweighted base	1225	64	24	5	28	278	418	658	516	51	413	344	283	185	402
Base: All US Adults	1225	62	23	5	27	284	422	669	505	52	422	345	276	182	403
Very likely	6%	4% *	7% **	23%	3%	12% AH.AI.AJ	4%	7% AH	5%	7% *	9% AO	7% AO	6% AO	1%	10% AQ
Somewhat likely	23%	16%	34%	41%	30%	27%	21%	23%	23%	25%	28% AM	20%	22%	20%	27% AQ
Somewhat unlikely	33%	48% X.Z.AA*	16%	19%	17%	30%	36%	34%	33%	29%	32%	38%	33%	30%	31%
Very unlikely	37%	31%	43%	17%	50%	32%	38%	36%	39%	38%	32%	36%	40% AL	48% AL.AM	32%
Net: Likely	29%	21%	41%	64%	33%	39% AH.AI.AJ	26%	30% AH	28%	32% *	36% AM.AN.AO	26%	27%	21%	37% AQ
Net: Unlikely	71%	79% X*	59%	36%	67%	61%	74% AG.AI	70% AG	72% AG	68%	64%	74% AL	73% AL	79% AL	63%
KYE_Q11. Which ONE, if any, do you think will be the most likely cause of an apocalypse?															
Unweighted base	1225	64	24	5	28	278	418	658	516	51	413	344	283	185	402
Base: All US Adults	1225	62	23	5	27	284	422	669	505	52	422	345	276	182	403
Nuclear war	17%	19%	25%	-	-	17%	17%	17%	18%	13%	17% AO	20% AO	18% AO	10%	16%
Climate change	19%	13%	8%	19%	17%	21% AH.AI	11%	15% AH	25% AH.AI.AK	11%	19%	19%	22%	15%	22%
Zombies	2%	2%	7% **	-	3%	4% AH.AI.AJ	0%	2% AH	1%	10% AH.AI.AJ*	2%	2%	3%	1%	4% AQ
Alien invasion	1%	:	3%	-	3%	1%	1%	1%	1%	÷	2%	1%	0%	1%	2% AQ
Judgment day	13%	14%	11%	19%	13%	12%	18% AG.AI.AJ	15% AJ	10%	13%	15%	13%	11%	14%	11%
Global pandemic	19%	26% AA*	20%	45%	**	18%	21%	20%	17%	17%	17%	18%	24% AL	17%	18%
Worldwide revolution	3%	5%	**	**	4%	4%	3%	4%	2%	*	4% AO	4% AO	1%	-	3%
Something else	5%	5%	11%	**	3%	3%	6% Al	5%	5%	4% *	6%	4%	3%	8% AN	5%
Don't think there will be an apocalypse	21%	17%	13%	17%	57%	19%	21%	21%	20%	32%	20%	20%	16%	34% AL.AM.AN	19%

Cell Contents (Col

YouGov RealTime

End of the World

US_nat_int Sample: 27th - 28th February 2020

V /			\sim		
v	\sim			\sim	•
	u	u	J	u	v

		Type of Ar	ea Lived in			Thought about p	reparing for an ap	ocalyptic disaste	r
	Total	Suburban/ Town	Rural	Other	A great deal	Some	A little	None	about preparing for an apocalyptic
Survive about as long	38%	43%	33%	45%	28%	45%	40%	37%	39%
		AP.AR		**		AY.BB			AY
Not survive as long	12%	14%	8%	-	5%	10%	14%	13%	11%
				**	*		AY.BC	AY	
Not sure	18%	17%	23%	16%	5%	11%	17%	25%	13%
				**	•		AY.AZ.BC	AY.AZ.BA.BC	AY

KYE_Q10. How likely or unlikely do you think it is that an apocalyptic disaster will strike in your lifetime?

iiiie:									
Unweighted base	1225	597	221	5	124	235	296	570	655
Base: All US Adults	1225	599	218	5	133	237	291	564	661
Very likely	6%	3%	7%	-	37%	6%	1%	2%	10%
			AQ	**	AZ.BA.BB.BC*	BA.BB			AZ.BA.BB
Somewhat likely	23%	20%	24%	-	37%	43%	25%	10%	34%
				**	BA.BB*	BA.BB.BC	BB		BA.BB
Somewhat unlikely	33%	36%	30%	82%	14%	37%	44%	31%	35%
				**		AY	AY.BB.BC	AY	AY
Very unlikely	37%	41%	39%	18%	11%	14%	29%	57%	20%
		AP		**			AY.AZ.BC	AY.AZ.BA.BC	AY.AZ
Net: Likely	29%	24%	31%	-	75%	49%	27%	11%	44%
			AQ	**	AZ.BA.BB.BC*	BA.BB	BB		BA.BB
Net: Unlikely	71%	76%	69%	100%	25%	51%	73%	89%	56%
		AP.AR		**		AY	AY.AZ.BC	AY.AZ.BA.BC	AY

KYE_Q11. Which ONE, if any, do you think will be the most likely cause of an apocalypse?

Unweighted base	1225	597	221	5	124	235	296	570	655
Base: All US Adults	1225	599	218	5	133	237	291	564	661
Nuclear war	17%	19%	15%	-	12%	17%	19%	17%	17%
Climate change	19%	18%	16%	16%	25%	22%	19%	16%	21% BB
Zombies	2%	1%	1%	- **	4% BB*	2%	3%	1%	3% BB
Alien invasion	1%	0%	1%	-	2%	1%	1%	1%	1%
Judgment day	13%	13%	19% AP.AQ	19%	10%	15%	10%	15% BA	12%
Global pandemic	19%	20%	17%	44%	27% BB*	24% BB	23% BB	13%	24% BB
Worldwide revolution	3%	3%	2%	-	7% BB*	4% BB	4% BB	1%	5% BB
Something else	5%	4%	7%	-	8%	4%	5%	5%	5%
I't think there will be an apocalypse	21%	23%	21%	21%	5%	11%	16% AY.BC	32% AY.AZ.BA.BC	12% AY

Cell Contents (Col