

Sample 1000 Adult Interviews
 Conducted February 25 - 27, 2015
 Margin of Error ±4%

1. How much have you thought about preparing for a natural disaster?

A great deal	15%
Some	40%
A little	28%
None	17%

2. Do you have a natural disaster plan that all members of your family know about?

Yes	24%
No	76%

3. How likely do you think it is that extreme weather will cause a natural disaster in your community in the next year?

Very likely	6%
Somewhat likely	26%
Somewhat unlikely	43%
Very unlikely	25%

4. If a natural disaster happened in your community tomorrow which left all the homes in your area in tact but without any functioning utilities (e.g. water, power, gas, phone, internet), how long do you think you could go without any outside help with just the supplies you already have on hand?

Less than one day	8%
A few days	38%
Almost a week	25%
A week or more	29%

5. How much have you thought about preparing for an apocalyptic disaster which ends civilization as you know it?

A great deal	11%
Some	22%
A little	22%
None	45%

6. Do you have a plan for surviving an apocalyptic disaster that all members of your family know about?

Yes	14%
No	86%

7. If an apocalyptic disaster were to strike tomorrow forcing you to survive on your own, how long do you think you could survive?

Less than one day	10%
A few days	28%
Almost a week	16%
A week or more	46%

8. If an apocalyptic disaster were to strike, would you...

Remain near your current home	62%
Evacuate the area and look for shelter elsewhere	38%

9. 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?

Survive longer	32%
Survive about as long	42%
Not survive as long	11%
Not sure	15%

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

Very likely	7%
Somewhat likely	24%
Somewhat unlikely	30%
Very unlikely	39%

11. What do you think will be the most likely cause the apocalypse?

Nuclear war	28%
Climate change	16%
Zombies	2%
Alien invasion	1%
Judgment day	16%
Worldwide revolution	9%
Something else	8%
Don't think there will be an apocalypse	20%