

1. Have you seen - zombie shows

Have you ever seen any of the zombie movies or television series listed below? Select all that apply.

	Gender		Age				Party ID			Voter Registration		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
World War Z	20%	23%	18%	34%	26%	14%	7%	27%	16%	16%	19%	29%
Dawn of the Dead (1978 original)	22%	25%	20%	21%	27%	27%	6%	25%	22%	19%	22%	28%
Warm Bodies	12%	11%	13%	22%	20%	6%	1%	16%	10%	11%	11%	24%
28 Days Later	26%	32%	21%	43%	38%	17%	6%	29%	26%	22%	26%	28%
Shaun of the Dead	25%	30%	21%	41%	35%	18%	3%	28%	24%	22%	24%	32%
None of them	42%	36%	48%	21%	32%	44%	80%	36%	45%	47%	43%	37%
Night of the Living Dead (1968 original)	30%	37%	24%	27%	33%	38%	13%	35%	28%	26%	30%	32%
Return of the Living Dead	22%	23%	21%	24%	30%	23%	6%	28%	20%	17%	21%	30%
Resident Evil	30%	33%	28%	41%	43%	26%	6%	36%	28%	25%	29%	37%
Zombieland	28%	34%	21%	51%	37%	18%	4%	33%	25%	24%	26%	44%
The Walking Dead	36%	40%	31%	53%	43%	33%	8%	42%	31%	35%	34%	49%
Totals	(1,000)	(466)	(534)	(170)	(271)	(393)	(166)	(330)	(437)	(233)	(906)	(94)

	Total	Race			Education					Region			
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
World War Z	20%	17%	24%	31%	25%	19%	24%	14%	20%	18%	13%	20%	28%
Dawn of the Dead (1978 original)	22%	22%	24%	25%	28%	23%	24%	19%	16%	28%	16%	21%	25%
Warm Bodies	12%	10%	11%	24%	18%	13%	14%	8%	6%	13%	7%	11%	17%
28 Days Later	26%	25%	30%	30%	38%	28%	26%	20%	23%	32%	21%	25%	29%
Shaun of the Dead	25%	25%	20%	32%	26%	23%	27%	24%	27%	29%	19%	20%	34%
None of them	42%	43%	31%	45%	45%	47%	35%	43%	44%	36%	50%	42%	39%
Night of the Living Dead (1968 original)	30%	31%	34%	25%	43%	28%	32%	31%	27%	32%	24%	33%	30%
Return of the Living Dead	22%	19%	33%	30%	47%	23%	22%	18%	12%	29%	15%	24%	20%
Resident Evil	30%	27%	49%	32%	49%	32%	31%	24%	22%	33%	24%	33%	30%
Zombieland	28%	25%	30%	38%	39%	29%	30%	21%	20%	29%	21%	26%	34%
The Walking Dead	36%	33%	38%	48%	44%	34%	39%	33%	31%	40%	28%	37%	37%
Totals	(1,000)	(811)	(113)	(76)	(31)	(336)	(352)	(191)	(90)	(172)	(225)	(368)	(235)

2. zombie_screen

Is it okay if we ask you a few more questions about zombies?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Yes	86%	84%	89%	82%	91%	91%	75%	88%	84%	87%	86%	86%
No	14%	16%	11%	18%	9%	9%	25%	12%	16%	13%	14%	14%
Totals (Unweighted N)	100% (997)	100% (465)	100% (532)	100% (168)	100% (271)	100% (392)	100% (166)	100% (330)	100% (434)	100% (233)	100% (905)	100% (92)

	Race				Education					Region			
	Total	White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Yes	86%	87%	86%	83%	88%	86%	84%	90%	85%	87%	85%	87%	87%
No	14%	13%	14%	17%	12%	14%	16%	10%	15%	13%	15%	13%	13%
Totals (Unweighted N)	100% (997)	100% (808)	100% (113)	100% (76)	100% (30)	100% (334)	100% (352)	100% (191)	100% (90)	100% (171)	100% (225)	100% (366)	100% (235)

3. Best weapon in a zombie apocalypse

What is the best weapon to have in case of a zombie apocalypse?

Asked of those interested in answering questions about zombies

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Shotgun	42%	51%	34%	54%	40%	43%	26%	37%	46%	43%	41%	48%
Baseball bat	8%	13%	5%	14%	11%	5%	4%	9%	7%	10%	8%	11%
Sledgehammer	4%	2%	5%	8%	3%	2%	2%	5%	3%	2%	3%	5%
Crowbar	6%	5%	7%	9%	10%	3%	3%	7%	6%	3%	6%	4%
A near fatal virus	6%	4%	8%	5%	6%	7%	5%	6%	6%	7%	6%	12%
Not sure	34%	25%	42%	9%	29%	40%	60%	35%	32%	35%	35%	20%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(873)	(398)	(475)	(143)	(248)	(357)	(125)	(293)	(379)	(201)	(794)	(79)

	Race				Education					Region			
	Total	White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Shotgun	42%	41%	52%	39%	48%	43%	44%	38%	35%	52%	41%	41%	36%
Baseball bat	8%	8%	5%	12%	—	5%	12%	11%	8%	7%	4%	8%	14%
Sledgehammer	4%	3%	2%	6%	4%	3%	5%	2%	2%	4%	3%	4%	4%
Crowbar	6%	5%	5%	10%	3%	8%	4%	7%	5%	7%	5%	5%	9%
A near fatal virus	6%	7%	6%	6%	12%	7%	6%	5%	4%	9%	7%	5%	7%
Not sure	34%	36%	29%	27%	33%	34%	28%	37%	46%	21%	40%	38%	31%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(873)	(710)	(96)	(67)	(26)	(289)	(305)	(174)	(79)	(151)	(199)	(318)	(205)

4. Better tactic to remain in place or keep on the move

Is it better to defend yourself from zombies by keeping mobile and moving around, setting up camp away from urban areas, or taking refuge in an urban hideout?

Asked of those interested in answering questions about zombies

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Keeping mobile and moving around	35%	38%	33%	42%	38%	32%	27%	36%	33%	37%	36%	26%
Setting up camp away from urban areas	28%	32%	24%	40%	31%	27%	6%	25%	30%	28%	26%	40%
Taking refuge in an urban hideout	8%	8%	8%	10%	7%	8%	9%	9%	9%	5%	8%	11%
Not sure	29%	22%	35%	8%	24%	33%	58%	29%	29%	30%	30%	23%
Totals (Unweighted N)	100% (871)	100% (397)	100% (474)	100% (143)	100% (247)	100% (358)	100% (123)	100% (293)	100% (378)	100% (200)	100% (792)	100% (79)

	Total	Race			Education					Region			
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Keeping mobile and moving around	35%	33%	40%	44%	24%	43%	30%	32%	31%	46%	36%	31%	31%
Setting up camp away from urban areas	28%	29%	20%	26%	33%	20%	33%	32%	30%	21%	24%	28%	34%
Taking refuge in an urban hideout	8%	8%	10%	7%	3%	9%	9%	9%	4%	14%	6%	7%	7%
Not sure	29%	30%	29%	24%	39%	28%	28%	27%	36%	18%	34%	33%	28%
Totals (Unweighted N)	100% (871)	100% (708)	100% (96)	100% (67)	100% (26)	100% (290)	100% (304)	100% (173)	100% (78)	100% (151)	100% (199)	100% (318)	100% (203)

5. Better tactic to be in a group or on your own

Do you think your chances of surviving a zombie apocalypse are best if you are part of a small group, join a large group, or go it alone?

Asked of those interested in answering questions about zombies

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
A part of a small group	42%	48%	37%	57%	43%	37%	31%	41%	43%	40%	41%	47%
Join a large group	32%	32%	31%	32%	34%	29%	31%	33%	31%	31%	32%	29%
Go it alone	5%	4%	6%	5%	6%	5%	4%	4%	5%	7%	5%	6%
Not sure	22%	16%	27%	6%	17%	28%	35%	23%	21%	22%	22%	18%
Totals (Unweighted N)	100% (865)	100% (394)	100% (471)	100% (142)	100% (245)	100% (357)	100% (121)	100% (292)	100% (374)	100% (199)	100% (786)	100% (79)

	Race				Education					Region			
	Total	White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
A part of a small group	42%	42%	31%	51%	50%	35%	45%	47%	46%	44%	37%	37%	52%
Join a large group	32%	29%	47%	31%	19%	38%	30%	27%	25%	35%	36%	32%	24%
Go it alone	5%	6%	3%	3%	2%	6%	5%	4%	3%	5%	5%	6%	4%
Not sure	22%	23%	19%	16%	28%	21%	20%	22%	26%	16%	22%	25%	21%
Totals (Unweighted N)	100% (865)	100% (702)	100% (96)	100% (67)	100% (25)	100% (289)	100% (301)	100% (173)	100% (77)	100% (150)	100% (198)	100% (315)	100% (202)

6. Survive a zombie apocalypse

Do you think you would survive a zombie apocalypse?

Asked of those interested in answering questions about zombies

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Yes	45%	58%	34%	51%	48%	44%	36%	46%	46%	42%	44%	57%
No	17%	12%	22%	23%	17%	15%	16%	17%	17%	19%	17%	16%
Not sure	37%	29%	45%	25%	35%	42%	48%	37%	37%	39%	39%	27%
Totals (Unweighted N)	100% (865)	100% (394)	100% (471)	100% (142)	100% (247)	100% (356)	100% (120)	100% (293)	100% (374)	100% (198)	100% (786)	100% (79)

	Race				Education					Region			
	Total	White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Yes	45%	42%	52%	55%	78%	40%	51%	42%	35%	44%	38%	46%	53%
No	17%	19%	10%	12%	2%	19%	13%	22%	24%	21%	22%	14%	15%
Not sure	37%	38%	38%	33%	20%	40%	37%	37%	41%	35%	40%	40%	33%
Totals (Unweighted N)	100% (865)	100% (702)	100% (96)	100% (67)	100% (26)	100% (288)	100% (301)	100% (173)	100% (77)	100% (151)	100% (196)	100% (316)	100% (202)

7. Effectiveness of federal government handling zombies

How effective do you think the federal government would be in handling a zombie apocalypse?

Asked of those interested in answering questions about zombies

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Very effective	6%	8%	4%	6%	6%	6%	5%	9%	4%	3%	6%	4%
Somewhat effective	13%	15%	11%	19%	18%	8%	9%	18%	11%	8%	12%	16%
Not very effective	19%	22%	18%	25%	20%	17%	18%	24%	17%	17%	18%	29%
Not effective at all	47%	44%	49%	45%	38%	54%	46%	27%	55%	63%	48%	36%
Not sure	16%	13%	18%	6%	18%	16%	22%	22%	13%	9%	16%	16%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(867)	(395)	(472)	(142)	(247)	(356)	(122)	(292)	(376)	(199)	(788)	(79)

	Race				Education					Region			
	Total	White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Very effective	6%	4%	16%	5%	3%	7%	4%	5%	7%	6%	6%	7%	3%
Somewhat effective	13%	10%	25%	20%	8%	14%	13%	13%	10%	11%	10%	14%	14%
Not very effective	19%	19%	13%	27%	30%	16%	19%	23%	20%	24%	17%	16%	23%
Not effective at all	47%	54%	18%	28%	23%	49%	48%	44%	48%	49%	50%	47%	41%
Not sure	16%	13%	28%	20%	36%	14%	16%	14%	15%	10%	17%	16%	19%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(867)	(704)	(96)	(67)	(26)	(290)	(301)	(173)	(77)	(151)	(198)	(315)	(203)