February 25 - 27, 2015



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

		Ge	nder		Α	ge			3 Point Party ID	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
A great deal	15%	15%	15%	9%	17%	18%	14%	14%	12%	22%
Some	40%	41%	40%	38%	40%	39%	45%	44%	36%	43%
A little	28%	30%	26%	33%	23%	30%	24%	25%	33%	24%
None	17%	15%	19%	19%	20%	13%	16%	17%	20%	11%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(479)	(519)	(191)	(278)	(369)	(160)	(359)	(404)	(235)

			Race		F	amily Income	<b>;</b>		Regi	on	
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
A great deal	15%	15%	19%	10%	13%	21%	17%	14%	12%	19%	13%
Some	40%	40%	39%	40%	40%	40%	39%	40%	38%	42%	39%
A little	28%	29%	17%	29%	27%	25%	31%	25%	34%	23%	31%
None	17%	15%	25%	20%	20%	14%	13%	21%	16%	15%	17%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(753)	(118)	(127)	(383)	(260)	(200)	(166)	(245)	(357)	(230)

February 25 - 27, 2015



### 2. Natural disaster plan

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

		Ge	nder		Α	ge		3 Point Party ID			
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	
Yes	24%	26%	23%	14%	24%	30%	26%	18%	24%	35%	
No	76%	74%	77%	86%	76%	70%	74%	82%	76%	65%	
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
(Unweighted N)	(998)	(478)	(520)	(191)	(278)	(369)	(160)	(359)	(404)	(235)	

			Race			amily Income			Regi	on	
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Yes	24%	27%	19%	14%	22%	30%	25%	26%	21%	26%	23%
No	76%	73%	81%	86%	78%	70%	75%	74%	79%	74%	77%
Totals (Unweighted N)	100% (998)	100% (754)	100% (117)	100% (127)	100% (382)	100% (261)	100% (200)	100% (165)	100% (245)	100% (358)	100% (230)

February 25 - 27, 2015



3. Natural disaster likely

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

		Ge	Gender		Α	ge		3 Point Party ID			
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	
Very likely	6%	6%	7%	6%	10%	6%	1%	8%	5%	6%	
Somewhat likely	26%	23%	29%	30%	23%	26%	28%	25%	25%	32%	
Somewhat unlikely	43%	42%	43%	41%	45%	41%	44%	41%	45%	40%	
Very unlikely	25%	29%	21%	23%	22%	27%	28%	26%	25%	23%	
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
(Unweighted N)	(996)	(478)	(518)	(190)	(277)	(369)	(160)	(359)	(403)	(234)	

			Race		F	amily Income			Regi	on	
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Very likely	6%	4%	17%	8%	9%	5%	3%	4%	5%	11%	3%
Somewhat likely	26%	25%	27%	32%	29%	29%	14%	23%	26%	33%	19%
Somewhat unlikely	43%	44%	41%	34%	39%	46%	48%	45%	53%	36%	39%
Very unlikely	25%	26%	15%	26%	23%	20%	35%	27%	16%	20%	39%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(996)	(752)	(117)	(127)	(382)	(260)	(200)	(166)	(245)	(356)	(229)

February 25 - 27, 2015



#### 4. Natural disaster survival

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?

		Ge	nder		А	ge			3 Point Party ID	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Less than one day	8%	5%	11%	11%	11%	7%	2%	10%	8%	4%
A few days	38%	37%	39%	52%	39%	34%	29%	42%	39%	28%
Almost a week	25%	25%	24%	21%	27%	21%	32%	26%	22%	27%
A week or more	29%	33%	26%	15%	24%	39%	36%	21%	30%	41%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(995)	(477)	(518)	(189)	(277)	(369)	(160)	(359)	(402)	(234)

			Race		F	amily Income			Regi	on	
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Less than one day	8%	6%	20%	10%	11%	5%	4%	6%	10%	11%	4%
A few days	38%	36%	35%	48%	42%	33%	34%	31%	36%	42%	39%
Almost a week	25%	26%	28%	15%	22%	28%	30%	30%	30%	20%	21%
A week or more	29%	32%	17%	26%	25%	34%	32%	33%	24%	26%	36%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(995)	(751)	(117)	(127)	(382)	(260)	(199)	(165)	(245)	(357)	(228)

February 25 - 27, 2015



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

		Ge	nder		A	ge			3 Point Party ID	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
A great deal	11%	11%	12%	11%	11%	14%	8%	11%	13%	10%
Some	22%	24%	19%	19%	26%	19%	24%	19%	22%	24%
A little	22%	23%	21%	24%	20%	23%	18%	22%	20%	24%
None	45%	42%	48%	46%	43%	45%	49%	48%	44%	42%
Totals (Unweighted N)	100% (998)	100% (478)	100% (520)	100% (190)	100% (280)	100% (368)	100% (160)	100% (359)	100% (405)	100% (234)

			Race		F	amily Income			Regi	on	
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
A great deal	11%	10%	13%	17%	15%	9%	10%	7%	9%	18%	8%
Some	22%	22%	29%	14%	21%	24%	19%	29%	26%	19%	16%
A little	22%	23%	14%	23%	23%	22%	24%	20%	27%	18%	24%
None	45%	45%	43%	46%	41%	44%	48%	44%	38%	45%	53%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(752)	(118)	(128)	(384)	(260)	(199)	(166)	(244)	(359)	(229)

February 25 - 27, 2015



### 6. Apocalyptic survival plan

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

		Ge	nder		Α	ge		3 Point Party ID			
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	
Yes	14%	15%	12%	9%	16%	16%	9%	11%	16%	13%	
No	86%	85%	88%	91%	84%	84%	91%	89%	84%	87%	
Totals (Unweighted N)	100% (997)	100% (478)	100% (519)	100% (191)	100% (278)	100% (368)	100% (160)	100% (360)	100% (403)	100% (234)	

		Race			F	amily Income		Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Yes	14%	13%	14%	15%	14%	13%	16%	16%	13%	16%	9%
No	86%	87%	86%	85%	86%	87%	84%	84%	87%	84%	91%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(752)	(118)	(127)	(383)	(260)	(199)	(166)	(245)	(357)	(229)

February 25 - 27, 2015



7. Apocalyptic survival

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

		Gender			Α	ge	3 Point Party ID			
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Less than one day	10%	8%	12%	15%	11%	9%	6%	10%	11%	9%
A few days	28%	19%	37%	30%	27%	27%	27%	36%	23%	25%
Almost a week	16%	16%	16%	20%	16%	13%	17%	14%	18%	15%
A week or more	46%	57%	36%	35%	46%	51%	49%	40%	49%	51%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(996)	(479)	(517)	(191)	(277)	(368)	(160)	(360)	(402)	(234)

		Race			Family Income			Region				
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West	
Less than one day	10%	9%	20%	9%	11%	9%	7%	9%	11%	13%	6%	
A few days	28%	26%	27%	40%	31%	29%	24%	24%	28%	28%	31%	
Almost a week	16%	16%	22%	10%	16%	18%	14%	19%	21%	15%	10%	
A week or more	46%	49%	31%	41%	42%	45%	55%	48%	40%	45%	53%	
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
(Unweighted N)	(996)	(751)	(118)	(127)	(383)	(259)	(199)	(165)	(245)	(357)	(229)	

February 25 - 27, 2015



8. Stay or flee

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

		Gend		ender Age					3 Point Party ID	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Remain near your current home Evacuate the area and look for shelter	62%	58%	67%	46%	64%	64%	78%	57%	64%	68%
elsewhere	38%	42%	33%	54%	36%	36%	22%	43%	36%	32%
Totals (Unweighted N)	100% (991)	100% (475)	100% (516)	100% (188)	100% (277)	100% (366)	100% (160)	100% (360)	100% (398)	100% (233)

		Race			F	amily Income	•	Region				
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West	
Remain near your												
current home	62%	67%	49%	47%	57%	69%	70%	63%	64%	61%	63%	
Evacuate the area and												
look for shelter												
elsewhere	38%	33%	51%	53%	43%	31%	30%	37%	36%	39%	37%	
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
(Unweighted N)	(991)	(748)	(117)	(126)	(381)	(258)	(199)	(164)	(244)	(354)	(229)	

February 25 - 27, 2015



### 9. Apocalyptic survival comparison

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?

		Gender			Α	ge	3 Point Party ID			
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Survive longer	32%	38%	26%	28%	38%	33%	24%	22%	33%	43%
Survive about as long	42%	39%	44%	44%	33%	43%	50%	47%	40%	36%
Not survive as long	11%	9%	13%	13%	11%	12%	9%	12%	12%	10%
Not sure	15%	13%	17%	15%	18%	13%	17%	19%	14%	11%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(477)	(521)	(190)	(280)	(368)	(160)	(360)	(404)	(234)

		Race			F	amily Income		Region				
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West	
Survive longer	32%	34%	23%	27%	31%	34%	37%	33%	28%	32%	33%	
Survive about as long	42%	43%	40%	37%	37%	45%	46%	48%	41%	42%	37%	
Not survive as long	11%	12%	11%	10%	16%	7%	7%	9%	17%	8%	12%	
Not sure	15%	12%	26%	26%	17%	14%	10%	10%	13%	17%	18%	
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
(Unweighted N)	(998)	(753)	(118)	(127)	(384)	(259)	(200)	(166)	(244)	(358)	(230)	

February 25 - 27, 2015



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

		Ge	Gender		Α	ge	3 Point Party ID			
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very likely	7%	7%	8%	5%	10%	8%	5%	6%	8%	7%
Somewhat likely	24%	23%	25%	21%	29%	24%	21%	21%	27%	24%
Somewhat unlikely	30%	29%	30%	29%	26%	33%	30%	36%	26%	27%
Very unlikely	39%	41%	37%	45%	36%	35%	44%	37%	39%	42%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(990)	(476)	(514)	(187)	(276)	(368)	(159)	(358)	(400)	(232)

		Race			Family Income			Region				
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West	
Very likely	7%	7%	16%	4%	9%	5%	7%	8%	9%	8%	3%	
Somewhat likely	24%	21%	29%	37%	24%	29%	19%	26%	22%	29%	17%	
Somewhat unlikely	30%	30%	28%	31%	34%	30%	28%	25%	29%	28%	36%	
Very unlikely	39%	43%	27%	28%	34%	36%	46%	41%	39%	35%	43%	
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
(Unweighted N)	(990)	(747)	(116)	(127)	(382)	(259)	(197)	(163)	(245)	(355)	(227)	

February 25 - 27, 2015



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

		Ge	nder		Α	ge			3 Point Party ID	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Nuclear war	28%	24%	32%	26%	23%	31%	32%	23%	27%	36%
Climate change	16%	19%	13%	21%	13%	19%	8%	27%	12%	5%
Zombies	2%	1%	2%	3%	3%	1%	_	2%	2%	2%
Alien invasion	1%	1%	2%	2%	1%	2%	0%	1%	2%	2%
Judgment day	16%	14%	18%	14%	17%	17%	14%	12%	18%	20%
Worldwide revolution	9%	12%	6%	8%	15%	8%	5%	8%	9%	13%
Something else	8%	10%	6%	3%	8%	9%	13%	6%	12%	6%
Don't think there will be										
an apocalypse	20%	18%	21%	24%	20%	14%	27%	23%	19%	17%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(992)	(479)	(513)	(190)	(276)	(368)	(158)	(359)	(400)	(233)

			Race		F	amily Income	<b>;</b>		Regi	on	
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Nuclear war	28%	30%	23%	19%	30%	20%	33%	29%	32%	23%	30%
Climate change	16%	14%	18%	23%	18%	17%	13%	21%	11%	19%	12%
Zombies	2%	2%	2%	2%	2%	1%	1%	3%	1%	1%	3%
Alien invasion	1%	1%	_	2%	1%	1%	2%	0%	1%	1%	2%
Judgment day	16%	15%	21%	18%	17%	15%	10%	14%	19%	17%	13%
Worldwide revolution	9%	9%	9%	13%	8%	13%	10%	9%	9%	9%	11%
Something else	8%	9%	7%	5%	7%	11%	10%	8%	8%	9%	8%
Don't think there will be											
an apocalypse	20%	20%	21%	18%	18%	22%	21%	16%	20%	21%	21%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(992)	(749)	(117)	(126)	(381)	(258)	(199)	(165)	(244)	(355)	(228)