



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.

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US_nat_int Sample: 27th - 28th February 2020



Total	Gender		Generation							Region				
	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
	A	B	C	D	E	F	G	H	I	J	K	L	M	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%
			**	**	**	**	*	*	**	**				K	
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%
			**	**	**	D.E	D.E	D.E*	**	**	M				P
Net: Has thought about preparing for an apocalyptic disaster	54%	56%	53%	37%	61%	57%	49%	40%	100%	-	55%	50%	53%	60%	50%
			**	F.G	F.G	*	*	**	**	**				K	

KYE_Q6. Do you have a plan for surviving an apocalyptic disaster that all members of your family know about?

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%
		B	**	**	F.G	F.G	*	**	**	**	KL			KL	
No, I don't	83%	80%	87%	90%	79%	81%	87%	93%	100%	-	74%	91%	86%	79%	88%
		A	**	**	**	D.E	D.E	D.E*	**	**	J.M	J.M	J.M	O.P	

KYE_Q7. If an apocalyptic disaster were to strike tomorrow forcing you to survive on your own, how long do you think you could survive?

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
One day	13%	13%	13%	16%	20%	10%	10%	8%	-	-	14%	15%	10%	16%	10%
			**	**	E.F.G	*	*	**	**	**	L				
A few days	29%	26%	32%	50%	31%	24%	29%	28%	100%	-	35%	27%	30%	25%	28%
		A	**	**	E	*	*	*	**	**	M				
Almost a week	15%	12%	19%	16%	14%	16%	15%	19%	-	-	14%	13%	14%	20%	16%
		A	**	**	*	*	*	*	**	**					
A week or more	42%	49%	36%	18%	34%	51%	46%	45%	-	-	38%	44%	45%	40%	46%
		B	**	**	D	D	D	*	**	**	O.P				
Net: Top 2	42%	39%	45%	66%	52%	33%	39%	35%	100%	-	49%	42%	41%	41%	38%
		**	**	**	E.F.G	*	*	**	**	**					
Net: Bottom 2	58%	61%	55%	34%	48%	67%	61%	65%	-	-	51%	58%	59%	59%	62%
		D	**	**	D	D	D	D*	**	**	O.P.Q				

KYE_Q8. If an apocalyptic disaster were to strike, would you...

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
Remain near your current home	61%	59%	62%	61%	47%	61%	70%	81%	-	-	57%	65%	59%	63%	66%
		**	**	**	D	D	D	D.E	D.E	D.E*	**	**	**	**	O.P
Evacuate the area and look for shelter elsewhere	39%	41%	38%	39%	53%	39%	30%	19%	100%	-	43%	35%	41%	37%	34%
		**	**	**	E.F.G	F.G	G	*	**	**					

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	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
Survive longer	32%	44%	20%	22%	33%	38%	30%	18%	-	-	35%	26%	31%	36%	32%
		B	**	**	G	F.G	G	*	**	**	K				

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US_nat_int Sample: 27th - 28th February 2020



Total	Race			Education				Marital Status						
	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
	O	P	Q	R	S	T	U	V	W	X	Y	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%	19%	15%	14%	10%	8%	8%	10%	20%	17%	19%	11%	12%	7%
		N	N	*	T				**	*	**	V			*
Some	19%	17%	29%	20%	20%	19%	19%	19%	22%	21%	25%	14%	22%	19%	10%
			N.O	*					AB.AC	**	AB.AC*	**	AB.AC	AB	*
A little	24%	19%	20%	27%	21%	26%	25%	26%	23%	35%	22%	25%	23%	24%	25%
				*					**	*	**	**			*
None	46%	49%	32%	38%	45%	45%	49%	46%	45%	24%	36%	42%	43%	45%	58%
		P	*	*					**	*	**	**			V.X.Z.AA*
Net: Has thought about preparing for an apocalyptic disaster	54%	52%	68%	62%	55%	55%	51%	54%	55%	76%	64%	58%	57%	55%	42%
			N.O	*					AB	**	AB*	**	AB	AB	*

KYE_Q6. Do you have a plan for surviving an apocalyptic disaster that all members of your family know about?

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%	32%	14%	20%	14%	15%	15%	18%	16%	21%	28%	19%	15%	11%
		N	N.Q	*	S				**	*	**	**			*
No, I don't	83%	77%	68%	86%	80%	87%	85%	85%	82%	84%	79%	72%	81%	85%	89%
			P*	*	R				**	*	**	**			*

KYE_Q7. If an apocalyptic disaster were to strike tomorrow forcing you to survive on your own, how long do you think you 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%	20%	25%	18%	13%	8%	7%	9%	15%	19%	20%	11%	20%	7%
		N	N	N*	T.U				**	V.AB*	**	V	V.Z.AB		*
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%	12%	17%	14%	9%	17%	16%	13%	16%
			*	*			U		**	*	**	**			*
A week or more	42%	36%	35%	33%	40%	45%	40%	48%	48%	14%	43%	29%	46%	36%	40%
			*	*					Z.AA	**	*	**	AA		*
Net: Top 2	42%	50%	51%	55%	45%	41%	40%	41%	35%	71%	48%	53%	38%	50%	44%
		N	N	N*					**	*	**	**	V	V.Z	*
Net: Bottom 2	58%	50%	49%	45%	55%	59%	60%	59%	65%	29%	52%	47%	62%	50%	56%
			*	*					Z.AA	**	*	**	AA		*

KYE_Q8. If an apocalyptic disaster were to strike, would you...

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
Remain near your current home	61%	47%	48%	58%	59%	59%	67%	61%	65%	70%	54%	46%	63%	56%	60%
			*	*			R.S		Z.AA	**	*	**			*
Evacuate the area and look for shelter elsewhere	39%	53%	52%	42%	41%	41%	33%	39%	35%	30%	46%	54%	37%	44%	40%
		N	N	*	T	T			**	*	**	**	V	V.AC	*

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	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%
			*	*					**	*	**	**			*

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US_nat_int Sample: 27th - 28th February 2020



Total	Parent or guardian of any children										Income				Urban
	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		
	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO		

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	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
A great deal	11%	8%	19%	-	-	18%	9%	12%	9%	9%	16%	10%	9%	3%	16%
Some	19%	10%	6%	64%	16%	24%	19%	21%	17%	25%	20%	20%	22%	15%	22%
A little	24%	29%	21%	19%	22%	26%	22%	23%	25%	19%	24%	26%	21%	23%	21%
None	46%	53%	53%	17%	63%	33%	50%	44%	49%	46%	40%	45%	48%	59%	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%

KYE_Q6. Do you have a plan for surviving an apocalyptic disaster 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%
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 could survive?

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
One day	13%	13%	20%	19%	10%	17%	9%	12%	14%	12%	18%	11%	7%	17%	16%
A few days	29%	33%	25%	17%	23%	29%	27%	28%	32%	25%	30%	29%	30%	25%	32%
Almost a week	15%	18%	20%	23%	7%	15%	14%	15%	16%	12%	14%	19%	16%	11%	16%
A week or more	42%	36%	35%	41%	60%	39%	49%	45%	38%	51%	38%	41%	48%	46%	36%
Net: Top 2	42%	46%	45%	36%	33%	45%	36%	40%	46%	38%	48%	40%	36%	43%	48%
Net: Bottom 2	58%	54%	55%	64%	67%	55%	64%	60%	54%	62%	52%	60%	64%	57%	52%

KYE_Q8. If an apocalyptic disaster were to strike, would you...

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
Remain near your current home	61%	70%	48%	78%	53%	53%	68%	62%	60%	50%	56%	62%	63%	66%	49%
Evacuate the area and look for shelter elsewhere	39%	30%	52%	22%	47%	47%	32%	38%	40%	50%	44%	38%	37%	34%	51%

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	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
Survive longer	32%	23%	30%	-	28%	39%	28%	32%	31%	31%	32%	32%	35%	25%	37%

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US_nat_int Sample: 27th - 28th February 2020



Total	Type of Area Lived in			Thought about preparing for an apocalyptic disaster					has thought about preparing for an apocalyptic disaster
	Suburban/Town	Rural	Other	A great deal	Some	A little	None		
	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		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%
			AQ	**	AZ.BA.BB.BC*	BA.BB	BB		BA.BB
No, I don't	83%	86%	79%	63%	34%	70%	89%	98%	71%
		AR	**	*	AY	AY.AZ.BC	AY.AZ.BA.BC		AY

KYE_Q7. If an apocalyptic disaster were to strike tomorrow forcing 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%
			**		AZ.BA.BB.BC*				BA
A few days	29%	29%	26%	45%	25%	32%	31%	28%	30%
			**	*					
Almost a week	15%	15%	14%	-	6%	19%	18%	15%	16%
			**	*	AY	AY	AY	AY	AY
A week or more	42%	44%	49%	55%	43%	39%	42%	44%	41%
		AP	AP	**	*				
Net: Top 2	42%	41%	37%	45%	51%	42%	41%	41%	43%
			**	*					
Net: Bottom 2	58%	59%	63%	55%	49%	58%	59%	59%	57%
		AP	AP	**	*	BA.BB.BC			

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 you would survive longer than or not survive as long as most of the people in your community?

Unweighted base	1225	597	221	5	124	235	296	570	655
Base: All US Adults	1225	599	218	5	133	237	291	564	661
Survive longer	32%	27%	36%	39%	61%	35%	29%	25%	37%
			AQ	**	AZ.BA.BB.BC*	BB			BA.BB

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US_nat_int Sample: 27th - 28th February 2020



	Total	Gender		Generation						Region					
		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	36%	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%

KYE_Q10. How likely or unlikely do you think it is that an apocalyptic 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

KYE_Q11. Which ONE, if any, do you think will be the most likely cause 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	19%	22% B	16%	11% **	16%	19%	21%	21% *	- **	- **	17%	18%	19%	21%	19%
Worldwide revolution	3%	3%	3%	7% **	3%	2%	3%	1% *	- **	- **	3%	2%	3%	3%	3%
Something else	5%	6%	4%	3% **	3%	5%	6%	9% D*	- **	- **	6%	5%	4%	5%	5%
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/X/Y/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

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US_nat_int Sample: 27th - 28th February 2020



	Total	Race			Education				Marital Status						
		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
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*

KYE_Q10. How likely or unlikely do you think it is that an apocalyptic 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%	- **	* *	**	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% V	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% S	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 cause 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% S	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 (**))

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US_nat_int Sample: 27th - 28th February 2020



	Total	Parent or guardian of any children								Income				Urban	
		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
Survive about as long	38%	36%	56%	19%	20%	38%	45%	42%	35%	24%	34%	40%	48%	30%	35%
		*	**	**	**		AJ,AK	AJ,AK		*		AO	AL,AM,AO		
Not survive as long	12%	26%	11%	22%	4%	9%	9%	9%	15%	9%	14%	11%	9%	12%	11%
		V,Z,AA,AB*	**	**	**				AG,AH,AI	*	AN				
Not sure	18%	14%	4%	59%	48%	14%	18%	17%	19%	38%	19%	17%	9%	33%	18%
		*	**	**	**					AG,AH,AI,AJ*	AN	AN		AL,AM,AN	

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

	Unweighted base	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%	4%	7%	5%	7%	9%	7%	6%	1%	10%
		*	**	**	**	AH,AI,AJ		AH		*	AO	AO	AO		AQ
Somewhat likely	23%	16%	34%	41%	30%	27%	21%	23%	23%	25%	28%	20%	22%	20%	27%
		*	**	**	**			*		*	AM				AQ
Somewhat unlikely	33%	48%	16%	19%	17%	30%	36%	34%	33%	29%	32%	38%	33%	30%	31%
		X,Z,AA*	**	**	**					*					
Very unlikely	37%	31%	43%	17%	50%	32%	38%	36%	39%	38%	32%	36%	40%	48%	32%
		*	**	**	**					*			AL	AL,AM	
Net: Likely	29%	21%	41%	64%	33%	39%	26%	30%	28%	32%	36%	26%	27%	21%	37%
		*	**	**	**	AH,AI,AJ		AH		*	AM,AN,AO				AQ
Net: Unlikely	71%	79%	59%	36%	67%	61%	74%	70%	72%	68%	64%	74%	73%	79%	63%
		X*	**	**	**	AG,AI		AG		*	AL	AL	AL	AL	

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

	Unweighted base	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%	20%	18%	10%	16%
		*	**	**	**					*	AO	AO	AO		
Climate change	19%	13%	8%	19%	17%	21%	11%	15%	25%	11%	19%	19%	22%	15%	22%
		*	**	**	**	AH,AI		AH	AH,AI,AK	*					
Zombies	2%	2%	7%	-	3%	4%	0%	2%	1%	10%	2%	2%	3%	1%	4%
		*	**	**	**	AH,AI,AJ		AH		AH,AI,AJ*					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%	15%	10%	13%	15%	13%	11%	14%	11%
		*	**	**	**	AG,AI,AJ		AJ		*					
Global pandemic	19%	26%	20%	45%	-	18%	21%	20%	17%	17%	17%	18%	24%	17%	18%
		AA*	**	**	**					*			AL		
Worldwide revolution	3%	5%	-	-	4%	4%	3%	4%	2%	-	4%	4%	1%	-	3%
		*	**	**	**					*	AO	AO			
Something else	5%	5%	11%	-	3%	3%	6%	5%	5%	4%	6%	4%	3%	8%	5%
		*	**	**	**	AI				*				AN	
Don't think there will be an apocalypse	21%	17%	13%	17%	57%	19%	21%	21%	20%	32%	20%	20%	16%	34%	19%
		*	**	**	**					*				AL,AM,AN	

Cell Contents (Col

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US_nat_int Sample: 27th - 28th February 2020



	Total	Type of Area Lived in			Thought about preparing for an apocalyptic disaster				
		Suburban/ Town	Rural	Other	A great deal	Some	A little	None	Has thought about preparing for an apocalyptic disaster
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?

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%		-	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%	2%	3%	1%	3%
				**	BB*				BB
Alien invasion	1%	0%	1%	-	2%	1%	1%	1%	1%
				**	*				
Judgment day	13%	13%	19%	19%	10%	15%	10%	15%	12%
			AP,AQ	**	*			BA	
Global pandemic	19%	20%	17%	44%	27%	24%	23%	13%	24%
				**	BB*	BB	BB		BB
Worldwide revolution	3%	3%	2%	-	7%	4%	4%	1%	5%
				**	BB*	BB	BB		BB
Something else	5%	4%	7%	-	8%	4%	5%	5%	5%
				**	*				
Don't think there will be an apocalypse	21%	23%	21%	21%	5%	11%	16%	32%	12%
				**	*		AY,BC	AY,AZ,BA,BC	AY

Cell Contents (Col