



Doomsday Preppers Survey

Sample: 1,007 Nationally Representative Americans
Ages 18 and Over



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RESEARCH

This survey is being conducted by Kelton Research, a leading national public opinion company. We are not trying to sell you anything, but would like to ask you a few questions for a national opinion study, the results of which will appear in the nation’s leading media outlets in the coming weeks. Your answers will be confidential and anonymous.

1. Which of the following, if any, do you think might happen in the United States in the next 25 years? Please choose all that apply.

<i>Response</i>	<i>Total</i>	<i>%</i>
Significant Earthquake	641	64%*
Significant Hurricane	632	63%
Terrorist Attack	549	55%
Financial Collapse	518	51%
Significant Blackout	374	37%
Pandemic, Such as From a Super-Virus	293	29%
Nuclear Fallout	142	14%
None of These	127	13%

2. Which of the following movies, if any, do you think depict events that could happen in the next 25 years? Please choose all that apply.

<i>Response</i>	<i>Total</i>	<i>%</i>
The Day After Tomorrow	372	37%
Armageddon	315	31%
2012	305	30%
Independence Day	193	19%
The Day the Earth Stood Still	190	19%
I Am Legend	151	15%
The Stand	100	10%
Waterworld	93	9%
Planet of the Apes	66	7%
Other	203	20%

*All decimals are rounded to the nearest percentage point. This may result in certain numerical totals adding up to slightly more or slightly less than 100%

3. Some people believe that Earth will experience a major catastrophic event on December 21, 2012, as predicted by ancient calendars used by the Mayans. How likely or unlikely do you think it is that these predictions will be at least partly correct?

<i>Response</i>	<i>Total</i>	<i>%</i>
Extremely Likely	76	8%
Somewhat Likely	200	20%
Likely Net	276	27%
Somewhat Unlikely	245	24%
Extremely Unlikely	486	48%
Unlikely Net	731	73%

4. Which of the following would you be most likely to do the night before you thought the world might end?

<i>Response</i>	<i>Total</i>	<i>%</i>
Resolve Any Feuds or Disagreements With Loved Ones	273	27%
Have Sex	240	24%
Stock Up on Resources Such as Canned Food or Water	199	20%
Eat an Expensive Meal at a Fancy Restaurant	60	6%
An Extreme Sport or Activity Such as Skydiving	30	3%
Other	205	20%

We're going to ask a few questions about catastrophes. These could include hurricanes, blackouts, earthquakes, terrorist attacks, nuclear fallout, economic crises, or other major events that might result in depleted resources, dangerous conditions, or the need to either evacuate your area or stay inside your home for a long period of time. Please answer these questions to the best of your ability.

5. About how many years from now, if ever, do you think it's likely that the world will experience a major catastrophe? Your best guess is fine.

Average = 1,532 Years		
<i>Response</i>	<i>Total</i>	<i>%</i>
Less than a Year	175	17%
1-4 Years	117	12%
5-9 Years	148	15%
10-19 Years	176	17%
20-99 Years	169	17%
100 Years or More	56	6%
Never	166	16%

6. If a major catastrophe were to happen in your lifetime, do you think it would be...?

<i>Response</i>	<i>Total</i>	<i>%</i>
Natural, Such as a Hurricane or Earthquake	712	71%
Man-Made, Such as a Terrorist Attack	295	29%

7. Do you think that you are more prepared, less prepared, or about as prepared for a catastrophe as the rest of the country?

<i>Response</i>	<i>Total</i>	<i>%</i>
More Prepared	234	23%
Less Prepared	244	24%
About as Prepared	529	53%

8. Which of the following do you think is a smarter investment?

<i>Response</i>	<i>Total</i>	<i>%</i>
Saving for Retirement, Such as Through a 401(k)	599	59%
Preparing for a Catastrophe in Some Way, Such as Stocking Up on Resources or Building a Bomb Shelter	408	41%

9. Which of the following, if any, have you ever done to prepare for a potential catastrophe? Please choose all that apply.

<i>Response</i>	<i>Total</i>	<i>%</i>
Collect or Store Canned or Non-Perishable Food	454	45%
Collect or Store Drinking Water	437	43%
Stock Up on Batteries	426	42%
Keep a Full Tank of Gas in My Car	341	34%
Have a "Go Bag" With the Most Necessary Supplies	337	33%
Learn Basic Survival Skills, Such as How to Start a Fire or Stitch a Wound	298	30%
Own at Least One Weapon, Such as a Fully Loaded Shotgun	260	26%
Have a Substantial Amount of Cash On Hand	243	24%
Grow My Own Food, Such as Fruit or Vegetables	212	21%
Plan an Escape Route to Leave Their Neighborhoods or Towns	201	20%
Run Practice Drills to Ensure They Can Leave Their Neighborhoods or Towns Quickly if Needed	94	9%
Develop My Own Source of Water	92	9%
Develop My Own Source of Power, Such as Wind or Solar	87	9%
Build a Bomb Shelter or Safe Room	82	8%
Keep My Own Livestock	63	6%
Other	30	3%
Nothing	251	25%

10. If you only had to take care of yourself during a catastrophe, about how long do you think you would survive based on the supplies you currently have in your home? Your best guess is fine.

<i>Response</i>	<i>Total</i>	<i>%</i>
Less than a Day	82	8%
1-6 Days	131	13%
7-13 Days	184	18%
14-27 Days	157	16%
28-59 Days	226	22%
60-99 Days	108	11%
100 Days or More	119	12%

11. If you had to vacate your town during a catastrophe, about how quickly would you be able to leave your home with everything you needed to survive? Your best guess is fine.

Average = 42 Minutes		
<i>Response</i>	<i>Total</i>	<i>%</i>
Less than a Minute	84	8%
1-9 Minutes	88	9%
10-14 Minutes	107	11%
15-19 Minutes	97	10%
20-29 Minutes	106	11%
30-59 Minutes	286	28%
60-112 Minutes	173	17%
120+ Minutes	66	7%

12. How strongly do you agree or disagree with the following statement: Right now, I am as prepared as I think I need to be for a potential catastrophe.

<i>Response</i>	<i>Total</i>	<i>%</i>
Strongly Agree	156	15%
Somewhat Agree	338	34%
Agree Net	494	49%
Somewhat Disagree	326	32%
Strongly Disagree	187	19%
Disagree Net	513	51%

13. Which of the following explain why you are not as prepared as you think you need to be for a potential catastrophe? Please choose all that apply. (AMONG RESPONDENTS WHO THINK THEY ARE NOT FULLY PREPARED)

<i>Response</i>	<i>Total</i>	<i>%</i>
I Can't Afford to Buy or Stock Up on Certain Supplies	343	40%
I Don't Know What I Should be Doing to Prepare	234	27%
I Don't Think any Catastrophes Will Happen	200	24%
I Won't be in Danger Because of Where I Live	119	14%
I Don't Have Time to Take the Necessary Measures	108	13%
Other People in My Family or Household Prepare for Me	58	7%
Other	80	9%

14. If all other factors were equal, would you be more likely to purchase a home that had...?

<i>Response</i>	<i>Total</i>	<i>%</i>
Brand New High-End Appliances	510	51%
A Bomb Shelter or Safe Room	497	49%

15. If you could have unlimited access to one thing during a potential catastrophe, what would it be?

<i>Response</i>	<i>Total</i>	<i>%</i>
Water	552	55%
Canned or Non-Perishable Food	250	25%
Electricity	80	8%
Bullets	40	4%
Gas	38	4%
Batteries	27	3%
Other	20	2%

16. In the event of a catastrophe, who would you be willing to share your own resources or supplies with?
Please choose all that apply.

<i>Response</i>	<i>Total</i>	<i>%</i>
Immediate Family Members Such as Parents and Siblings	764	76%
Significant Other	641	64%
Close Friends	552	55%
Extended Family Members Such as Aunts and Uncles	490	49%
Neighbors that I Know Very Well	426	42%
Acquaintances or Friends of Friends	288	29%
My Children (AMONG PARENTS)	285	28%
Neighbors that I Don't Know Very Well	242	24%
Colleagues	214	21%
Other	60	6%
Nobody	27	3%

17. In the event of a catastrophe, do you think that most Americans will be...?

<i>Response</i>	<i>Total</i>	<i>%</i>
Under-Prepared	851	85%
Prepared	140	14%
Over-Prepared	16	2%

18. Which of the following statements do you agree with more?

<i>Response</i>	<i>Total</i>	<i>%</i>
Everyone Can Do at least a Little Bit to Ensure Their Preparedness For a Possible Catastrophe	644	64%
There's Nothing Anyone Can Ever Do to be Truly Prepared For a Catastrophe	363	36%

19. Do you think that a man-made catastrophe, such as a terrorist attack or economic collapse, would be more likely with a Democrat or Republican President in charge of the U.S.?

<i>Response</i>	<i>Total</i>	<i>%</i>
Republican	528	52%
Democrat	479	48%

Methodological Notes:

The Doomsday Preppers Survey was conducted by Kelton Research between January 3rd and January 10th, 2012 using an email invitation and an online survey. Quotas are set to ensure reliable and accurate representation of the total U.S. population ages 18 and over.

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results.

In this particular study, the chances are 97 in 100 that a survey result does not vary, plus or minus, by more than 3.1 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.