

# YouGov Survey Results

Sample Size: 1745 GB Adults  
Fieldwork: 8th - 9th March 2015

	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region					
	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b>	<b>1745</b>	X	X	X	X	517	444	355	846	899	208	441	597	499	995	750	223	567	373	429	152
Unweighted Sample	1745	483	418	96	217	534	427	344	840	905	171	330	682	562	1176	569	192	578	390	423	162
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Very likely	3	2	3	1	5	3	3	3	3	2	6	2	3	2	3	3	5	2	4	3	3
Somewhat likely	20	19	20	19	26	19	21	19	20	21	19	24	20	17	18	23	23	22	18	19	16
<b>TOTAL LIKELY</b>	<b>23</b>	<b>21</b>	<b>23</b>	<b>20</b>	<b>31</b>	<b>22</b>	<b>24</b>	<b>22</b>	<b>23</b>	<b>23</b>	<b>25</b>	<b>26</b>	<b>23</b>	<b>19</b>	<b>21</b>	<b>26</b>	<b>28</b>	<b>24</b>	<b>22</b>	<b>22</b>	<b>19</b>
Somewhat unlikely	46	48	46	49	45	50	44	49	43	49	38	45	43	54	48	44	46	45	52	42	51
Very unlikely	31	32	32	31	25	28	32	29	34	28	37	29	34	26	31	30	27	31	26	36	30
<b>TOTAL UNLIKELY</b>	<b>77</b>	<b>80</b>	<b>78</b>	<b>80</b>	<b>70</b>	<b>78</b>	<b>76</b>	<b>78</b>	<b>77</b>	<b>77</b>	<b>75</b>	<b>74</b>	<b>77</b>	<b>80</b>	<b>79</b>	<b>74</b>	<b>73</b>	<b>76</b>	<b>78</b>	<b>78</b>	<b>81</b>

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

A great deal	3	2	2	5	3	2	2	3	4	2	10	3	1	1	3	2	4	2	3	3	1
Some	8	6	9	7	9	8	6	6	8	7	11	11	6	6	8	7	9	8	9	6	7
<b>TOTAL A GREAT DEAL / SOME</b>	<b>11</b>	<b>8</b>	<b>11</b>	<b>12</b>	<b>12</b>	<b>10</b>	<b>8</b>	<b>9</b>	<b>12</b>	<b>9</b>	<b>21</b>	<b>14</b>	<b>7</b>	<b>7</b>	<b>11</b>	<b>9</b>	<b>13</b>	<b>10</b>	<b>12</b>	<b>9</b>	<b>8</b>
A little	21	20	21	36	19	20	19	27	21	20	28	20	20	19	21	21	20	23	21	18	22
None	69	73	68	53	69	70	72	64	66	71	51	66	72	75	68	69	68	66	67	74	69
<b>TOTAL A LITTLE / NONE</b>	<b>90</b>	<b>93</b>	<b>89</b>	<b>89</b>	<b>88</b>	<b>90</b>	<b>91</b>	<b>91</b>	<b>87</b>	<b>91</b>	<b>79</b>	<b>86</b>	<b>92</b>	<b>94</b>	<b>89</b>	<b>90</b>	<b>88</b>	<b>89</b>	<b>88</b>	<b>92</b>	<b>91</b>

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	7	5	7	7	10	6	8	9	6	8	7	5	8	7	6	8	8	6	8	6	7
A few days	25	24	28	17	26	25	23	27	19	30	21	24	23	29	25	25	26	25	28	22	21
Almost a week	14	15	14	11	10	14	13	14	13	15	23	15	12	13	14	15	13	18	14	12	11
A week or more	54	56	51	64	54	55	56	50	62	47	48	56	57	52	55	53	53	50	51	61	62

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

Remain near your current home	68	72	70	80	68	71	68	72	66	71	46	65	70	79	69	68	62	71	70	67	66
Evacuate the area and look for shelter elsewhere	32	28	30	20	32	29	32	28	34	29	54	35	30	21	31	32	38	29	30	33	34

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Sample Size: 1745 GB Adults  
Fieldwork: 8th - 9th March 2015

	UKIP	All Excluding UKIP Voters		
Total	Voters 40+	Under 40	40+	
<b>Weighted Sample</b>	<b>1745</b>	<b>153</b>	<b>614</b>	<b>943</b>
Unweighted Sample	1745	193	477	1051
	%	%	%	%

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

Very likely	3	5	3	2
Somewhat likely	20	25	22	18
<b>TOTAL LIKELY</b>	<b>23</b>	<b>30</b>	<b>25</b>	<b>20</b>
Somewhat unlikely	46	48	44	48
Very unlikely	31	22	31	32
<b>TOTAL UNLIKELY</b>	<b>77</b>	<b>70</b>	<b>75</b>	<b>80</b>

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

A great deal	3	2	5	1
Some	8	9	11	5
<b>TOTAL A GREAT DEAL / SOME</b>	<b>11</b>	<b>11</b>	<b>16</b>	<b>6</b>
A little	21	20	23	20
None	69	70	61	74
<b>TOTAL A LITTLE / NONE</b>	<b>90</b>	<b>90</b>	<b>84</b>	<b>94</b>

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	7	11	6	7
A few days	25	28	23	25
Almost a week	14	8	18	13
A week or more	54	53	53	55

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

Remain near your current home	68	71	59	75
Evacuate the area and look for shelter elsewhere	32	29	41	25

Fieldwork: 8th - 9th March 2015

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	<b>26</b>	28	23	26	28	28	24	24	36	17	35	40	22	15	29	22	29	23	24	28	33
Survive about as long	<b>44</b>	48	46	41	38	47	42	48	40	48	42	38	46	49	46	42	41	47	45	42	41
Not survive as long	<b>11</b>	9	11	15	15	8	10	15	9	13	10	8	13	12	10	12	9	13	12	9	9
Not sure	<b>19</b>	15	20	18	19	17	24	14	16	21	12	14	19	24	15	24	21	17	19	21	17

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

Nuclear war	<b>37</b>	41	38	21	41	38	39	33	34	40	37	40	37	35	35	39	34	36	39	38	36
Climate change	<b>13</b>	9	16	18	8	10	14	18	15	11	15	18	11	10	15	10	18	15	11	10	9
Worldwide revolution	<b>5</b>	5	3	7	8	5	4	6	5	5	6	5	6	4	6	4	5	5	6	5	3
Zombies	<b>3</b>	2	1	1	1	2	2	3	4	1	5	5	2	0	3	2	2	1	3	4	4
Judgement day	<b>3</b>	3	3	4	3	4	3	3	3	4	6	2	3	3	3	4	7	3	1	3	4
Alien invasion	<b>1</b>	1	1	0	2	0	1	1	2	0	3	0	1	0	1	1	2	1	1	1	0
Something else	<b>8</b>	7	7	18	12	7	6	9	9	7	4	8	9	8	8	8	10	8	8	6	11
Don't think there will be an apocalypse	<b>31</b>	33	31	31	25	35	32	26	29	32	25	23	30	40	30	31	23	30	31	33	33

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<b>Weighted Sample</b>	<b>1745</b>	614	943
Unweighted Sample	1745	477	1051
	%	%	%

**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	<b>26</b>	22	37	18
Survive about as long	<b>44</b>	42	41	48
Not survive as long	<b>11</b>	14	8	12
Not sure	<b>19</b>	21	14	22

**What do you think will be the most likely cause of the apocalypse?**

Nuclear war	<b>37</b>	36	37	36
Climate change	<b>13</b>	10	17	11
Worldwide revolution	<b>5</b>	9	5	4
Zombies	<b>3</b>	2	5	1
Judgement day	<b>3</b>	2	3	3
Alien invasion	<b>1</b>	1	1	1
Something else	<b>8</b>	12	6	8
Don't think there will be an apocalypse	<b>31</b>	29	25	36