



## **Zombies**

**Fieldwork Dates: 12th - 13th September 2019**

**Conducted by YouGov  
On behalf of YouGov RealTime**

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## **BACKGROUND**

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

**Methodology:** This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists 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 contact YouGov Plc +1 888.729.0773 or email [omnibus.us@yougov.com](mailto:omnibus.us@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 1209 adults. Fieldwork was undertaken between 12th - 13th September 2019. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

**NOTE:** All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- 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.

# YouGov RealTime

## Zombies

US\_nat\_int Sample: 12th - 13th September 2019



Total	Gender		Generation			
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)
	A	B	C	D	E	F

KIZ\_Q1. For the following question, by "zombie plan", we mean a plan for what you would do in the event of a zombie outbreak...Do you have a zombie plan?

Unweighted base	1209	578	631	35	409	315	382
<b>Base: All US Adults</b>	1209	589	620	31	390	320	392
Yes, I do	14%	15%	14%	21% F.G*	24% E.F.G	15% F.G	6%
No, I do not	86%	85%	86%	79% *	76% D	85% D	94% C.D.E

KIZ\_Q2\_\_coded. You previously said you had a zombie plan. What is your zombie plan?

Unweighted base	177	88	89	7	100	46	21
<b>Base</b>	174	86	87	6	93	48	23
Help the zombies	2%	2% *	1% *	- **	2% *	- *	5% **
Relocate	8%	5% *	10% *	- **	5% *	10% *	10% **
Meet up with family or friends	6%	2% *	10% A*	- **	6% *	6% *	8% **
Work with other survivors	3%	1% *	6% *	14% **	3% *	5% *	- **
Kill zombies / survivors	6%	9% *	3% *	13% **	6% *	7% *	5% **
Run	3%	2% *	4% *	- **	5% *	- *	5% **
Gather supplies (e.g. food)	16%	6% *	26% A*	- **	14% *	20% *	23% **

# YouGov RealTime

## Zombies

US\_nat\_int Sample: 12th - 13th September 2019



Total				Region		
	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South
	G	H	I	J	K	L

KIZ\_Q1. For the following question, by "zombie plan", we mean a plan for what you would do in the event of a zombie outbreak...Do you have a zombie plan?

Unweighted base	1209	68	-	-	265	256	451
<b>Base: All US Adults</b>	1209	76	-	-	215	254	455
Yes, I do	14%	5% *	-	-	14%	11%	16%
No, I do not	86%	95% C.D.E*	-	-	86%	89%	84%

KIZ\_Q2\_\_coded. You previously said you had a zombie plan. What is your zombie plan?

Unweighted base	177	3	-	-	36	30	75
<b>Base</b>	174	3	-	-	29	28	74
Help the zombies	2%	-	-	-	3%	-	1%
		**	**	**	*	**	*
Relocate	8%	35%	-	-	6%	14%	5%
		**	**	**	*	**	*
Meet up with family or friends	6%	-	-	-	3%	9%	6%
		**	**	**	*	**	*
Work with other survivors	3%	-	-	-	-	4%	3%
		**	**	**	*	**	*
Kill zombies / survivors	6%	-	-	-	8%	6%	7%
		**	**	**	*	**	*
Run	3%	-	-	-	5%	3%	2%
		**	**	**	*	**	*
Gather supplies (e.g. food)	16%	-	-	-	18%	9%	13%
		**	**	**	*	**	*

# YouGov RealTime

## Zombies

US\_nat\_int Sample: 12th - 13th September 2019



Total	Race					
	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate
	M	N	O	P	Q	R

KIZ\_Q1. For the following question, by "zombie plan", we mean a plan for what you would do in the event of a zombie outbreak...Do you have a zombie plan?

Unweighted base	1209	237	802	156	178	73	483
<b>Base: All US Adults</b>	1209	285	806	144	188	71	488
Yes, I do	14%	15%	13%	12%	16%	25% N.O*	12%
No, I do not	86%	85%	87%	88%	84%	75% *	88% U

KIZ\_Q2\_\_coded. You previously said you had a zombie plan. What is your zombie plan?

Unweighted base	177	36	109	18	32	18	57
<b>Base</b>	174	43	108	17	31	18	56
Help the zombies	2%	3% *	2%	5% **	- *	- **	2% *
Relocate	8%	9% *	9%	- **	9% *	- **	5% *
Meet up with family or friends	6%	5% *	8%	6% **	4% *	- **	2% *
Work with other survivors	3%	6% *	3%	- **	7% *	- **	2% *
Kill zombies / survivors	6%	3% *	5%	- **	7% *	16% **	6% *
Run	3%	5% *	3%	- **	7% *	6% **	4% *
Gather supplies (e.g. food)	16%	25% *	18%	8% **	13% *	17% **	12% *

# YouGov RealTime

## Zombies

US\_nat\_int Sample: 12th - 13th September 2019



Total	Education			Married	Civil Partnership	Living together, not married or civil partnership
	Some college, 2-year	4-year	Post Grad			
	S	T	U			

KIZ\_Q1. For the following question, by "zombie plan", we mean a plan for what you would do in the event of a zombie outbreak...Do you have a zombie plan?

Unweighted base	1209	385	217	124	542	33	72
<b>Base: All US Adults</b>	1209	375	221	125	552	31	72
Yes, I do	14%	15%	14%	22%	15%	28%	14%
				R	AB	Z.AA.AB.AC*	*
No, I do not	86%	85%	86%	78%	85%	72%	86%
						*	*

KIZ\_Q2\_\_coded. You previously said you had a zombie plan. What is your zombie plan?

Unweighted base	177	61	31	28	84	10	11
<b>Base</b>	174	57	32	28	85	9	10
Help the zombies	2%	3%	-	-	-	10%	-
		*	**	**	*	**	**
Relocate	8%	7%	8%	14%	8%	-	18%
		*	**	**	*	**	**
Meet up with family or friends	6%	10%	10%	3%	4%	-	9%
		*	**	**	*	**	**
Work with other survivors	3%	2%	4%	9%	4%	-	-
		*	**	**	*	**	**
Kill zombies / survivors	6%	7%	6%	3%	3%	-	9%
		*	**	**	*	**	**
Run	3%	5%	2%	-	1%	10%	-
		*	**	**	*	**	**
Gather supplies (e.g. food)	16%	20%	20%	12%	15%	29%	4%
		*	**	**	*	**	**

# YouGov RealTime

## Zombies

US\_nat\_int Sample: 12th - 13th September 2019



Total	Marital Status					
	In a relationship, not living together	NET: In a relationship	Single	Divorced	Widowed	Separated
	Y	Z	AA	AB	AC	AD

KIZ\_Q1. For the following question, by "zombie plan", we mean a plan for what you would do in the event of a zombie outbreak...Do you have a zombie plan?

Unweighted base	1209	34	681	315	112	53	15
<b>Base: All US Adults</b>	1209	31	686	310	112	54	14
Yes, I do	14%	11%	16%	14%	6%	7%	29%
		*	AB	AB		*	**
No, I do not	86%	89%	84%	86%	94%	93%	71%
		*	W	W	V.W.Z.AA	W*	**

KIZ\_Q2\_\_coded. You previously said you had a zombie plan. What is your zombie plan?

Unweighted base	177	4	109	45	7	4	4
<b>Base</b>	174	4	108	43	7	4	4
Help the zombies	2%	-	1%	5%	-	-	-
		**		*	**	**	**
Relocate	8%	-	8%	9%	-	22%	-
		**		*	**	**	**
Meet up with family or friends	6%	26%	5%	7%	30%	-	-
		**		*	**	**	**
Work with other survivors	3%	-	3%	3%	-	-	-
		**		*	**	**	**
Kill zombies / survivors	6%	-	3%	13%	14%	-	-
		**		V.Z*	**	**	**
Run	3%	-	2%	6%	-	32%	-
		**		*	**	**	**
Gather supplies (e.g. food)	16%	-	14%	20%	44%	22%	-
		**		*	**	**	**

# YouGov RealTime

## Zombies

US\_nat\_int Sample: 12th - 13th September 2019



Total	Parent or guardian of any children					
	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian
	AE	AF	AG	AH	AI	AJ

KIZ\_Q1. For the following question, by "zombie plan", we mean a plan for what you would do in the event of a zombie outbreak...Do you have a zombie plan?

Unweighted base	1209	8	25	327	384	657	501
<b>Base: All US Adults</b>	1209	8	25	322	390	657	496
Yes, I do	14%	29%**	22%**	23% AH.AI.AJ	10%	16% AH	12%
No, I do not	86%	71%**	78%**	77%	90% AG.AI.AK	84% AG	88% AG

KIZ\_Q2\_\_coded. You previously said you had a zombie plan. What is your zombie plan?

Unweighted base	177	2	6	77	36	103	63
<b>Base</b>	174	2	5	76	37	103	60
Help the zombies	2%	-**	-**	2%*	-*	2%	2%*
Relocate	8%	-**	-**	7%*	12%*	8%	7%*
Meet up with family or friends	6%	-**	-**	6%*	11%*	7%	6%*
Work with other survivors	3%	-**	17%**	5%*	3%*	4%	4%*
Kill zombies / survivors	6%	-**	12%**	4%*	3%*	4%	10%*
Run	3%	-**	-**	1%*	6%*	3%	3%*
Gather supplies (e.g. food)	16%	-**	-**	13%*	18%*	15%	19%*



# YouGov RealTime

## Zombies

US\_nat\_int Sample: 12th - 13th September 2019



Total	Income					
	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	Urban
	AK	AL	AM	AN	AO	AP

KIZ\_Q1. For the following question, by "zombie plan", we mean a plan for what you would do in the event of a zombie outbreak...Do you have a zombie plan?

Unweighted base	1209	51	396	351	280	182	395
<b>Base: All US Adults</b>	1209	55	398	356	275	181	396
Yes, I do	14%	20% AH*	11%	14%	20% AL	13%	20% AQ.AR
No, I do not	86%	80% *	89% AN	86%	80%	87%	80%

KIZ\_Q2\_\_coded. You previously said you had a zombie plan. What is your zombie plan?

Unweighted base	177	11	48	51	54	24	83
<b>Base</b>	174	11	45	50	54	24	80
Help the zombies	2%	- **	4% *	2% *	- *	- **	1% *
Relocate	8%	- **	8% *	6% *	9% *	6% **	5% *
Meet up with family or friends	6%	- **	8% *	10% *	2% *	5% **	7% *
Work with other survivors	3%	- **	3% *	2% *	7% *	- **	3% *
Kill zombies / survivors	6%	- **	8% *	3% *	7% *	6% **	6% *
Run	3%	7% **	7% *	4% *	2% *	- **	2% *
Gather supplies (e.g. food)	16%	10% **	19% *	15% *	15% *	15% **	17% *

# YouGov RealTime

## Zombies

US\_nat\_int Sample: 12th - 13th September 2019



Total	Type of Area Lived in		
	Suburban/ Town	Rural	Other
	AQ	AR	AS

KIZ\_Q1. For the following question, by "zombie plan", we mean a plan for what you would do in the event of a zombie outbreak...Do you have a zombie plan?

Unweighted base	1209	594	212	8
<b>Base: All US Adults</b>	1209	596	210	7
Yes, I do	14%	12%	11%	15%
				**
No, I do not	86%	88%	89%	85%
		AP	AP	**

KIZ\_Q2\_\_coded. You previously said you had a zombie plan. What is your zombie plan?

Unweighted base	177	71	22	1
<b>Base</b>	174	70	22	1
Help the zombies	2%	3%	-	-
		*	**	**
Relocate	8%	11%	4%	-
		*	**	**
Meet up with family or friends	6%	6%	-	-
		*	**	**
Work with other survivors	3%	3%	5%	-
		*	**	**
Kill zombies / survivors	6%	6%	-	100%
		*	**	**
Run	3%	3%	9%	-
		*	**	**
Gather supplies (e.g. food)	16%	11%	31%	-
		*	**	**

# YouGov RealTime

## Zombies

US\_nat\_int Sample: 12th - 13th September 2019



	Total	Gender		Generation			
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)
Refused to divulge plan	12%	14% *	10% *	- **	13% *	13% *	14% **
Get guns, ammo, or weapons	26%	25% *	27% *	30% **	21% *	28% *	39% **
Hide or Hole Up	21%	16% *	26% *	14% **	16% *	37% <i>D</i> *	5% **
Other	7%	6% *	7% *	14% **	8% *	5% *	3% **
Don't know	1%	- *	2% *	- **	- *	3% *	- **
NA	24%	29% *	18% *	30% **	34% <i>E</i> *	14% *	5% **

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E/F/G/H

# YouGov RealTime

## Zombies

US\_nat\_int Sample: 12th - 13th September 2019



					Region		
Total		Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South
Refused to divulge plan	12%	- **	- **	- **	6% *	20% **	15% *
Get guns, ammo, or weapons	26%	40% **	- **	- **	31% *	20% **	24% *
Hide or Hole Up	21%	65% **	- **	- **	11% *	23% **	25% *
Other	7%	- **	- **	- **	3% *	6% **	9% *
Don't know	1%	- **	- **	- **	- *	- **	- *
NA	24%	- **	- **	- **	36% *	17% **	24% *

Cell Contents (C/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, AF

# YouGov RealTime

## Zombies

US\_nat\_int Sample: 12th - 13th September 2019



	Total	Race					No HS, High school graduate
		West	White	Black	Hispanic	Other (NET)	
Refused to divulge plan	12%	8% *	18% P	5% **	- *	6% **	12% *
Get guns, ammo, or weapons	26%	31% *	24%	31% **	22% *	38% **	29% *
Hide or Hole Up	21%	20% *	26%	27% **	13% *	- **	20% *
Other	7%	6% *	4%	6% **	10% *	19% **	3% *
Don't know	1%	3% *	-	- **	4% N*	- **	2% *
NA	24%	19% *	19%	42% **	33% *	21% **	26% *

Cell Contents (C/AQ/AR/AS, Minimum Base: 30 (\*\*), Small Base: 100 (\*))

# YouGov RealTime

## Zombies

US\_nat\_int Sample: 12th - 13th September 2019



	Total	Education			Living together, not married or civil partnership		
		Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership
Refused to divulge plan	12%	17% *	4% **	15% **	13% *	21% **	30% **
Get guns, ammo, or weapons	26%	22% *	39% **	14% **	25% *	41% **	14% **
Hide or Hole Up	21%	19% *	31% **	16% **	26% *	21% **	10% **
Other	7%	12% *	3% **	7% **	4% *	- **	8% **
Don't know	1%	- *	- **	- **	2% *	- **	- **
NA	24%	19% *	25% **	26% **	26% *	17% **	20% **

Cell Contents (C)

# YouGov RealTime

## Zombies

US\_nat\_int Sample: 12th - 13th September 2019



		Marital Status					
	Total	In a relationship, not living together	NET: In a relationship	Single	Divorced	Widowed	Separated
Refused to divulge plan	12%	21% **	16%	8% *	14% **	- **	- **
Get guns, ammo, or weapons	26%	26% **	25%	28% *	42% **	- **	27% **
Hide or Hole Up	21%	26% **	24%	20% *	- **	28% **	- **
Other	7%	28% **	5%	11% *	- **	- **	25% **
Don't know	1%	- **	1%	- *	- **	- **	- **
NA	24%	25% **	25%	15% *	13% **	18% **	48% **

Cell Contents (C)

# YouGov RealTime

## Zombies

US\_nat\_int Sample: 12th - 13th September 2019



	Total	Parent or guardian of any children					
		Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian
Refused to divulge plan	12%	- **	- **	13% *	9% *	11%	16% *
Get guns, ammo, or weapons	26%	53% **	12% **	22% *	29% *	24%	28% *
Hide or Hole Up	21%	- **	16% **	26% *	19% *	24%	15% *
Other	7%	- **	- **	7% *	5% *	7%	8% *
Don't know	1%	- **	- **	2% *	- *	1%	- *
NA	24%	47% **	56% **	30% *	19% *	25%	17% *

Cell Contents (C)



# YouGov RealTime

## Zombies

US\_nat\_int Sample: 12th - 13th September 2019



		Income					
	Total	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	Urban
Refused to divulge plan	12%	- **	7% *	13% *	15% *	16% **	8% *
Get guns, ammo, or weapons	26%	32% **	39% AM*	16% *	26% *	22% **	25% *
Hide or Hole Up	21%	28% **	18% *	13% *	30% AM*	25% **	23% *
Other	7%	- **	13% *	4% *	6% *	- **	7% *
Don't know	1%	- **	- *	3% *	- *	- **	2% *
NA	24%	53% **	12% *	33% AL*	24% *	23% **	29% *

Cell Contents (C)

# YouGov RealTime

## Zombies

US\_nat\_int Sample: 12th - 13th September 2019



	Total	Type of Area Lived in		
		Suburban/ Town	Rural	Other
Refused to divulge plan	12%	19% *	9% **	- **
Get guns, ammo, or weapons	26%	20% *	50% **	- **
Hide or Hole Up	21%	18% *	24% **	- **
Other	7%	7% *	3% **	- **
Don't know	1%	- *	- **	- **
NA	24%	20% *	15% **	- **

Cell Contents (C)