

Internal Zombie Plan

GB Sample: 16th - 17th August 2017



Total	Gender		Age					Social Grade		Region						
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales

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	2076	945	1131	232	294	325	357	868	1259	817	500	357	186	241	503	1787	99	190
Base: All GB Adults	2076	1007	1069	239	339	350	343	805	1183	893	500	341	187	278	486	1792	103	181
Yes, I do	11%	14%	8%	23%	18%	15%	10%	3%	11%	11%	11%	10%	15%	9%	10%	11%	5%	17%
No, I do not	89%	86%	92%	77%	82%	85%	90%	97%	89%	89%	89%	90%	86%	91%	90%	89%	95%	83%

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	Unweighted base	2076	945	1131	232	294	325	357	868	1259	817	500	357	186	241	503	1787	99	190
What is your zombie plan?																			
Unweighted base		214	120	94	53	52	47	35	27	135	79	55	33	22	20	49	179	5	30
Base		228	139	89	55	62	53	34	24	132	96	57	34	27	24	50	193	5	30
ALL HOLE UP		45%	43%	48%	52%	44%	52%	42%	19%	50%	38%	54%	42%	47%	37%	43%	46%	82%	33%
ALL SUPPLIES		43%	42%	44%	37%	57%	42%	36%	27%	43%	42%	52%	34%	29%	48%	46%	44%	63%	32%
ALL RELOCATE		29%	30%	26%	26%	41%	24%	19%	26%	27%	32%	39%	20%	22%	37%	27%	30%	18%	23%
Supplies: gather supplies		26%	29%	21%	32%	43%	20%	9%	7%	27%	24%	37%	14%	17%	13%	32%	26%	63%	20%
Plan involves weapons		23%	22%	25%	28%	21%	21%	25%	22%	23%	24%	24%	13%	23%	25%	23%	22%	45%	26%
Hole up AT HOME/FAMILY MEMBER'S HOME		18%	16%	20%	18%	16%	20%	17%	16%	19%	15%	24%	19%	18%	9%	17%	19%	18%	11%
Relocate to: remote mainland location		15%	14%	16%	17%	18%	11%	13%	11%	14%	15%	21%	10%	-	37%	8%	15%	-	17%
Involves rescuing/meeting up with family and/or friends		15%	13%	17%	20%	13%	16%	16%	3%	15%	14%	19%	14%	3%	9%	20%	15%	-	15%
Plan mentions killing zombies/other survivors		13%	8%	22%	10%	10%	19%	12%	17%	11%	15%	6%	17%	18%	13%	11%	12%	64%	12%
Hole up AT UNSPECIFIED LOCATION		12%	12%	12%	13%	15%	11%	12%	3%	15%	8%	14%	-	3%	9%	20%	11%	36%	15%
Other		11%	12%	9%	11%	3%	7%	21%	23%	11%	10%	11%	5%	16%	13%	9%	10%	-	14%
Hole up AT OTHER SPECIFIED LOCATION		10%	12%	8%	10%	10%	16%	8%	-	12%	8%	5%	14%	25%	13%	6%	11%	28%	4%
Refuses to reveal plan		9%	8%	10%	8%	6%	8%	13%	15%	9%	9%	5%	14%	7%	4%	12%	8%	-	14%
Supplies: become self sufficient for food/water		8%	8%	8%	8%	7%	9%	13%	4%	9%	7%	10%	11%	-	4%	10%	8%	28%	6%
Relocate to: a boat/an island		8%	10%	5%	8%	11%	11%	-	7%	9%	8%	11%	2%	18%	-	11%	9%	-	3%
Supplies: use pre-stocked supplies		8%	8%	7%	7%	6%	7%	10%	11%	9%	6%	5%	9%	13%	9%	7%	8%	18%	4%
Supplies: unspecified where they come from		8%	5%	11%	2%	8%	13%	9%	6%	7%	8%	8%	3%	-	22%	9%	8%	-	7%
Work with other survivors		6%	4%	10%	7%	5%	7%	9%	4%	5%	8%	3%	9%	-	16%	9%	7%	-	4%
Hole up AT SUPERMARKET/SHOP		6%	4%	8%	12%	4%	4%	6%	-	5%	7%	12%	9%	-	7%	2%	6%	-	3%
Relocate to: other/unspecified		6%	6%	5%	2%	12%	2%	6%	8%	3%	9%	7%	7%	3%	-	7%	6%	18%	3%
n/a		5%	6%	4%	8%	2%	6%	5%	5%	5%	5%	3%	3%	-	4%	6%	4%	-	16%