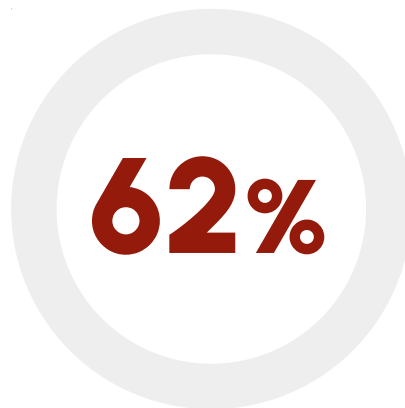


- BACKGROUND
- REASONS TO PREPARE
- GOVERNMENT RESPONSE
- PRIVATE RESPONSE
- FUTURE PROSPECTS
- START PREPPING TODAY

GENERAL BACKGROUND

We are living in a time of increasing frequency and severity of disasters, often met by an inefficient government emergency response. As a result, many citizens are losing faith in the government to protect them from those disasters and instead taking matters into their own hands. This is fuelling an unprecedented rise in interest in self-reliance. These newly-minted "resilient citizens" - often referred to as preppers - are joining the ranks of millions of others who have been preparing for years. A survey conducted by [National Geographic in 2012](#) found that **62% of Americans thought the world would experience a major catastrophe in less than twenty years** (which proved correct) and **40% believed that stocking up on supplies or building a bomb shelter was a wiser investment than saving for retirement.**



of Americans thought the world would experience a major catastrophe



40%

X

believed that stocking up on supplies or building a bomb shelter was a wiser investment than saving for retirement.

The COVID-19 pandemic has supercharged this movement. A 2020 survey by the financial company Finder suggested that in 2019 alone, 20% of Americans - over 65 million people - purchased survival equipment. But by the next year, the same source reported that roughly 45% of Americans -; or about 115.6 million people -; said they spent money preparing or on survival materials. According to John Ramey, the founder of a popular how-to prepping website called The Prepared , the site experienced a 25-fold boost in traffic the week COVID shut down parts of the U.S. Membership and traffic has grown steadily over the last 18 months.

AMERICAN'S WHO PURCHASED SURVIVAL EQUIPMENT



43%

X

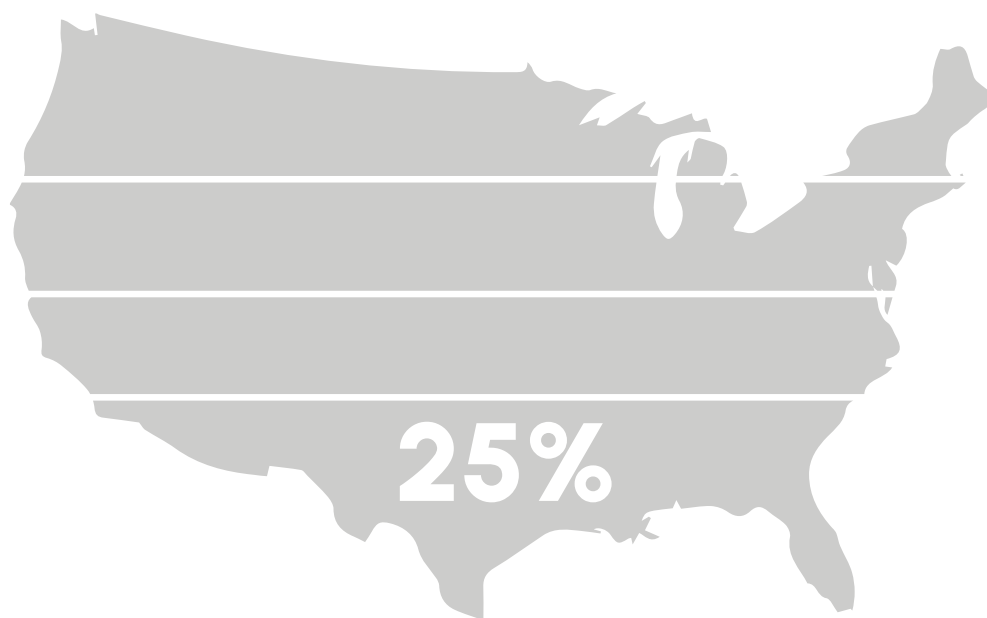
in urban areas of the United States were considering relocating to less populated areas after living through the COVID pandemic - a once-in-a-generation event. In his book *The Black Swan* Nassim Taleb writes that these sorts of events are outliers, that they have an extreme impact, and that people tend to explain them away after the fact, which deludes us into thinking they could have been predicted. A natural response to such an event is to catalyze a 'prepper mindset'.

So who are these new preppers? Chris Ellis from Cornell University released a working paper in 2020 in which he used data from the 2017 and 2018 FEMA National Household Survey to shed new light on prepper demographics. After crunching survey data collected from more than 5,000 individuals in every US state and territory, Ellis suggests that **11.7 million Americans are "resilient citizens" who can survive 31 days** or more without power, running water, or transportation. Even more surprising perhaps, he found that **5.8 million "highly resilient citizens" could survive 90 days or more** without state infrastructure. Finally, **2.5 million "ultra-highly resilient citizens" reported that they could survive more than 97 days** on their own. Ellis suggests these 2.5 million people in the latter category are "gearing up for a disaster of epic proportions."

HOW LONG WILL THESE NEW PREPPERS LAST?

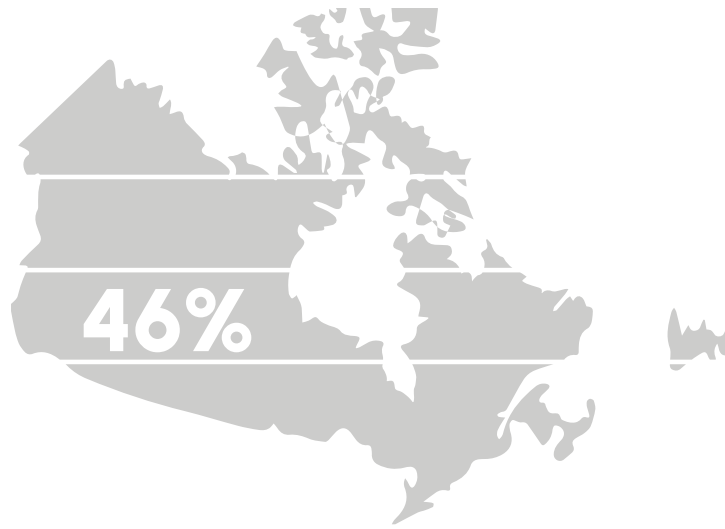


Perhaps even more surprising than how widespread prepping practices have become are the demographics of those involved. Ellis found that although the majority of preppers are male (as one might expect), **almost 25% of US preppers identified as Hispanic, Native Hawaiian, Pacific Islander, American Indian, Asian, or Black.** Among these groups, Native Hawaiians and Pacific Islanders are far more prepared, per capita, than any other group, perhaps because many of them already live off-grid and grow or harvest their own food. **Whereas 4.5% of the total US population are resilient citizens - having built the infrastructure for 31 days or more of preparedness - 7.7% of island residents are resilient citizens.**



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There is no meaningful difference in education or income levels between preppers and non-preppers in American society: the desire to stockpile for future disasters cuts right across these disparities. In a great piece of complementary research, Anna Maria Bounds, a sociologist at the City University of New York, points out that most of the five hundred members of the **NYC Preppers Network** are people of color on tight household budgets who've lived through disasters like 9/11, Hurricane Sandy, and now Ida, and were motivated to become preppers by the challenges of growing up in poor and dangerous neighborhoods, where emergencies were



approximately 46% of Canadians are in some way prepared for a catastrophe

Three other statistics from Ellis's work are significant here. Preppers tend to have more savings in the bank, despite their differing income levels; indicated that they would be more willing to help their neighbors in an emergency; and were pretty evenly split politically. All this portrays preppers–;contrary to the public imagination–;as a diverse group of people who are simply more prudent, better organized, and more willing to offer assistance.

Perhaps even more astounding, recent research has found that approximately **46% of Canadians are in some way prepared for a catastrophe**, with an estimated 13.8 million Canadian adults prepped for events like civil unrest, failure of the government, natural disasters, a pandemic and other emergencies.

REASONS TO PREP

According to Oxford University researcher Toby Ord, the probability of the annihilation of billions of people and/or the irreversible collapse of civilization in the next hundred years is one in six. In other words, we are playing Russian roulette with the future of our species. In

far outstripped by anthropogenic risks (like nuclear war). However, most preppers don't prepare for "existential risks" - the vast majority prepare for "everyday disasters". All can be outlined as follows:



NATURAL DISASTERS

Primarily wildfires and hurricanes, both of which are getting worse because of a manmade disaster (climate change). 'Black swan' natural disasters include new pathogens, volcanic eruptions, asteroid impacts, earthquakes, and solar flares, all of which could severely cripple our complicated infrastructure.



Nuclear disasters or war, lab leaks, unaligned artificial intelligence, or an electromagnetic pulse are all possible scenarios.



FINANCIAL CHALLENGES

Resource shortages, financial collapse, job loss are no longer speculative, they are past, present and future risks.



PERSONAL CHALLENGES

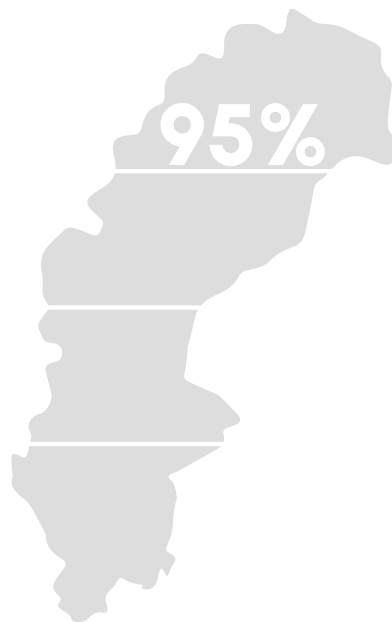
Ill health, breakups, and deaths in the family are facts



SOCIAL UNREST

War, crime, supply chain breakdown, civil unrest, and labour strikes are likely to increase over time.

GOVERNMENT RESPONSE



Sweden maintains space in nuclear, biological and chemical-filtered bunkers for 95% of its residents

It's impossible to ignore that governments have been 'prepping' heavily for the unexpected since



ago, many of which are not visible from the earth's surface. In the event of a serious global disaster, tens of thousands of elites, government officials, and military will be able to survive underground for a month or more. It is only in rare instances that these preparations have been put in place for citizens.

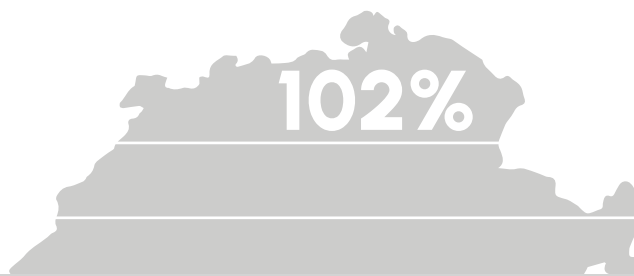
Today, **Sweden maintains space in nuclear, biological and chemical-filtered bunkers for 95% of its residents**, though they have never been used in war. In 2018, the Swedish government triggered minor hysteria when they **sent pamphlets** to every one of the 4.8 million households in the country reminding them where shelters were and telling them how to prepare for an enemy attack by running through a checklist for food, water, warmth and communications.

In Switzerland, a 1963 law still in place dictates that every citizen have access to a nuclear fallout shelter. **As of 2016 there was bunker space for 8.6 million individuals in a country of less than 8.4 million . There are 5000 public shelters and more than 300,000 private bunkers across the country.** One of the public shelters in Lucerne, inside a road tunnel that can be sealed by four 320-tonne gates, can house 20,000 people over seven floors.

Bunkers are also ubiquitous in much of Israel, a country in conflict since its founding in 1948. Merhav mugan dirati or '**apartment protected space**', commonly known as mamads, can be found in almost half of Israeli houses .

Finally, both South and North Korea have extensive shelters available for citizens.

In most other parts of the world, including the USA, the burden to prepare falls on citizens themselves.





5000
public shelters



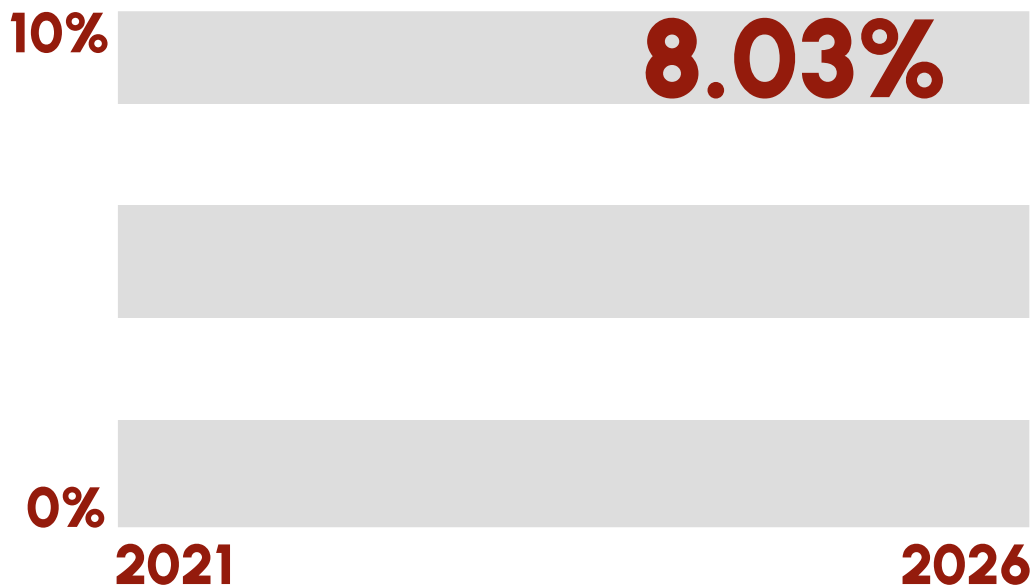
300,000+
private bunkers



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PRIVATE RESPONSE

Some of the ultra-wealthy are going so far as to invest in multi-million dollar bunkers where communities of people can ride out crises. These include Survival Condo in Kansas, xPoint in South Dakota and Sanctum in Chiang Mai. Recently, the data analytic firm Palantir **bought gold bars** as hedge against 'a Black Swan Event'.



The freeze-dried food market is projected to reach a compound annual growth rate of 8.03% from 2021-2026

The freeze dried food market, meanwhile, has seen a spike in sales as supply lines broke down during the pandemic. **The freeze-dried food market is projected to reach a compound annual growth rate of 8.03% from 2021-2026**. Wise Foods, a private company that produces dehydrated food in Mylar bags that survive well in humid climates, is a leader in the



prepared, food was missing from the kit. In an [interview with Bloomberg](#), Jackson said that his food was a staple 'that every American household in this age of uncertainty should have.'

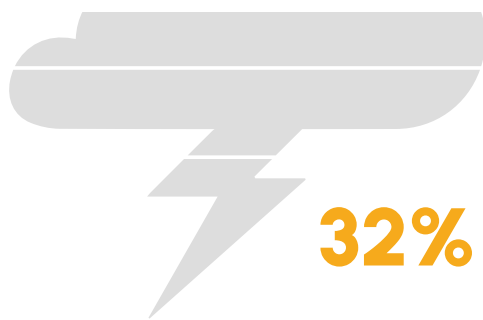
If there was any doubt that the private market for preparedness has gone mainstream, Wise Foods buckets can now be bought at Kmart and Bed, Bath and Beyond. **The wholesaler Costco has a page dedicated to 'Emergency Food by the Pallet', where they sell 1-Year of Food Storage - 3,986 Servings for \$4,999**, or 1,986 calories per-person, per-day, of grains, fruits, vegetables, proteins and dairy. Costco is also selling a two-person, seven-day day bug-out-bag on wheels for \$179.99.

Meanwhile, Lowe's Home Improvement offers 4000 PSI steel reinforced Precast Concrete bunkers with 5-inch thick walls for just under \$3000, delivered. Though it is marketed as a 'tornado shelter', preppers are installing them all over the country. For those with a bigger budget, Ultimate Bunker, Atlas Shelters and Rising S are the primary suppliers of bury-in-your-backyard bunkers.

FUTURE PROSPECTS

FEMA [recently reported](#) that over the summer of 2021, **32% of Americans resided in a county where a weather disaster was declared**. This is unprecedented, and portentous. Between 2017 and 2025, [Allied Research Marketing](#) projects that the global market for "incident and emergency management" will jump in value from \$75.5 billion to \$423 billion.

Research and Markets, slightly less bullish, still suggests that **the global disaster preparedness systems market size is expected to reach USD 255.19 billion by 2028**, registering a CAGR (Compound Annual Growth Rate) of 7.4%. The authors of the report suggest that growth can be attributed to the increasing terrorism and criminal activity coupled with unpredictable natural disasters as a result of the climate crisis.



32% of Americans resided in a county where a weather disaster was declared.

John Ramey from [The Prepared](#) has suggested that young, urban-dwelling women are the fastest-growing audience for the website. It is likely that as "practical prepping" narratives overtake caricatures of prepper communities in media, the base will become more diverse.

An [updated Finder.com survey](#) shows the number of people prepping for doomsday more than doubling from the start of 2020 to the start of 2021, now reaching seventy-two percent of adults in the United States. **The fastest growing group is millennials, 77.7% of whom have emergency supplies on hand or stated that they bought them in the past 12 months.** The breakdown of what all respondents bought is as follows:

FOOD AND WATER

\$258

41.6% of Americans spent an average of \$258 on stockpiling their essential food and water supplies.

HOME RENOVATIONS

\$530

18.0% of Americans spent an average of \$530 renovating or making additions to their home.

MEANS OF EVACUATION

MEDICAL EXPENSES

\$119

27.4% of Americans spent an average of \$119 toward insurance premiums, doctor visits, prescriptions, assistive devices and more.

WHAT YOU CAN DO NOW

According to [a recent article in the New York Times](#), the first and most important step in beginning to take emergency preparation seriously is to build a "go bag" and a "stay bin". The go bag should contain everything you need to evacuate quickly and might include:

- A first aid kit
- Water and a sturdy container
- Non-perishable snacks
- Headlamp
- Cash
- Multitool
- Trash/Storage bags
- Pen and paper
- Solar charger, battery pack, and cables for devices
- Medication
- Glasses/sunglasses
- Items needed for pets and children
- Copies of ID cards and vaccination records

Meanwhile, your "stay bin" should have enough non-perishable supplies to see you through a few weeks without needing to shop, should the need arise. Your stay bin should be watertight,

- Tools for basic repairs
- Extra toilet paper
- A crank weather radio
- Portable stove
- Heating device



With these simple supplies in place, you can then move on to acquiring more expensive but useful items, such as a propane fuel backup generator that can be used to keep a refrigerator and gadgets going during an event such as a blackout.

Prepping is no longer a quirky, kooky, or fringe activity. Over the past few decades, we have created a more interconnected, complicated and fragile world, a world that is now being threatened by a plethora of threats at a range of scales. Taking time to give yourself an advantage over future risks is time well-spent.



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