



The Prepper Movement

DANISH ONLINE SEARCH TRENDS



Chris Zimmerman
Senior Analyst

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Hello my name is

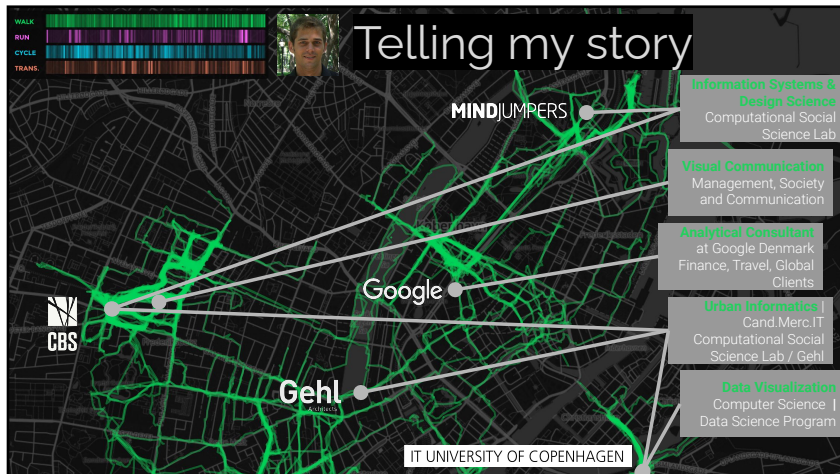
Chris
Zimmerman

Senior Analyst
ciz@google.com

in cizimmerman/

Senior Analyst
ciz@google.com

Specialists Team



Telling my story

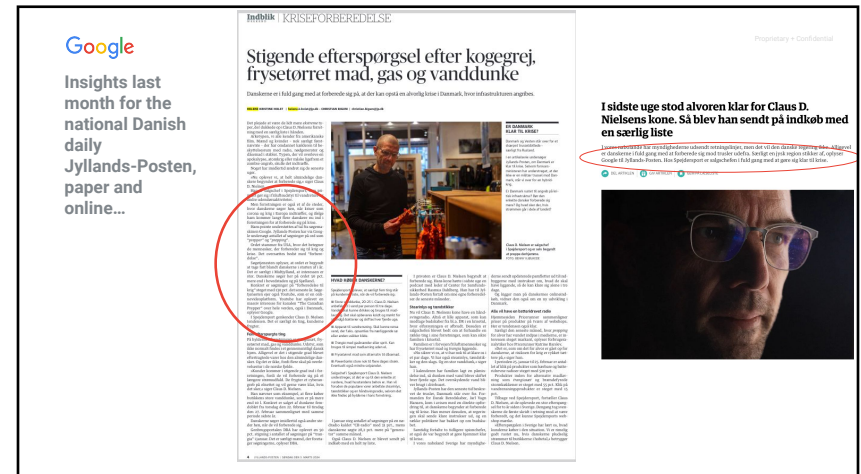
MINDJUMPERS

Google

Gehl

IT UNIVERSITY OF COPENHAGEN

- Information Systems & Design Science
Computational Social Science Lab
- Visual Communication
Management, Society and Communication
- Analytical Consultant
at Google Denmark
Finance, Travel, Global Clients
- Urban Informatics
Cand. Merc. IT
Computational Social Science Lab / Gehl
- Data Visualization
Computer Science | Data Science Program



Google

Insights last month for the national Danish daily Jyllands-Posten, paper and online...

Indblik | KRISEFORBEREDELSE

Stigende efterspørgsel efter kogegrej, frysetørret mad, gas og vandkøle

Enkeltene er i fuld gang med at forberede sig, at der kan gå en drøgt vinter i træk. Hver informerer om angreb.

Det er blevet et sæt af ting, som mange danskere har købt i de seneste måneder. Det er ikke kun kogegrej, frysetørret mad, gas og vandkøle, der er blevet efterspurgt. Det er også ting som vandkøle, gas og vandkøle, der er blevet efterspurgt.

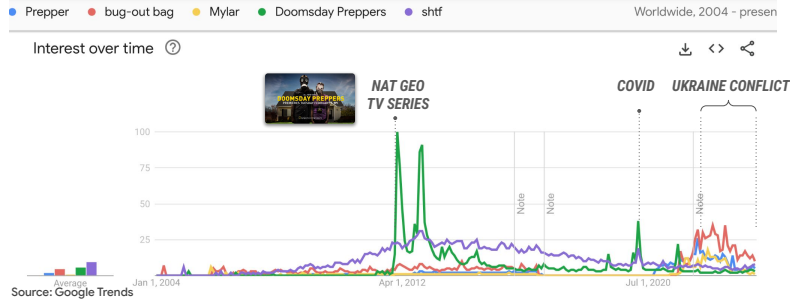
I sidste uge stod alvoren klar for Claus D. Nielsens kone. Så blev han sendt på indkøb med en særlig liste

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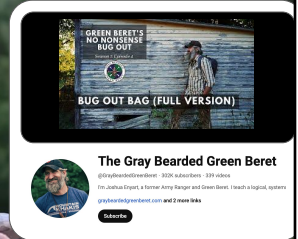
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FULL HISTORY

Going back 20 years, we now see a resurgence in topics relevant to “Preppers”; particularly



1-in-3 Americans
consider themselves
preppers.



74 million Americans prepping for disaster

Prepping is big business, with roughly a third (29%) of the adult population in the US dropping a collective \$11 billion in the last 12 months on emergency preparedness, according to a Finder survey.

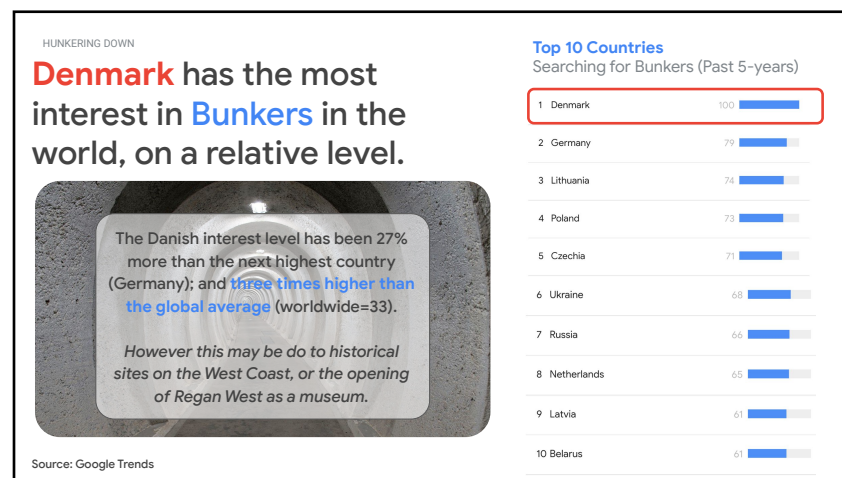
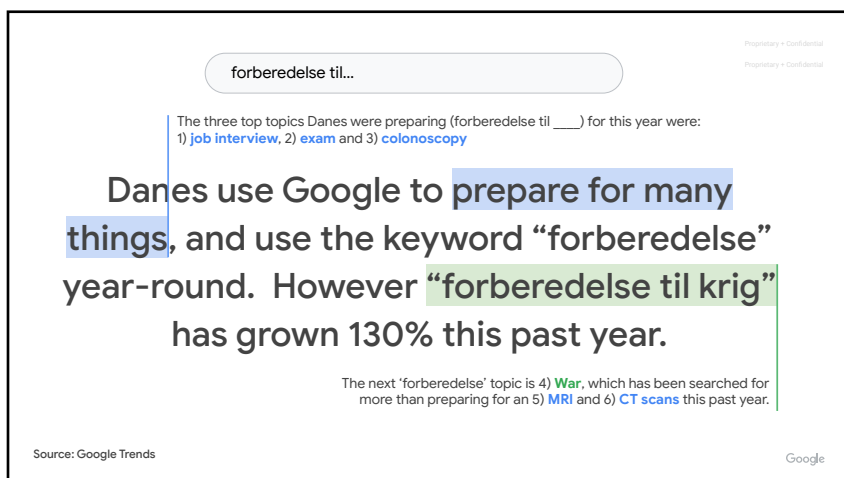
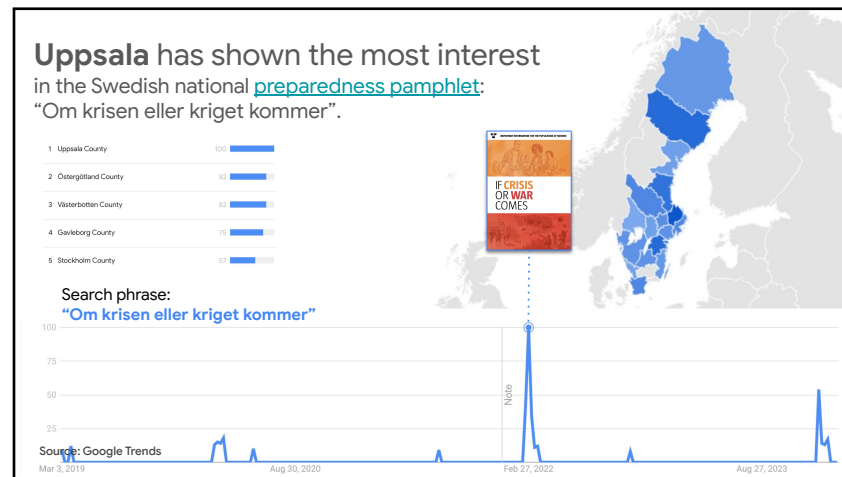
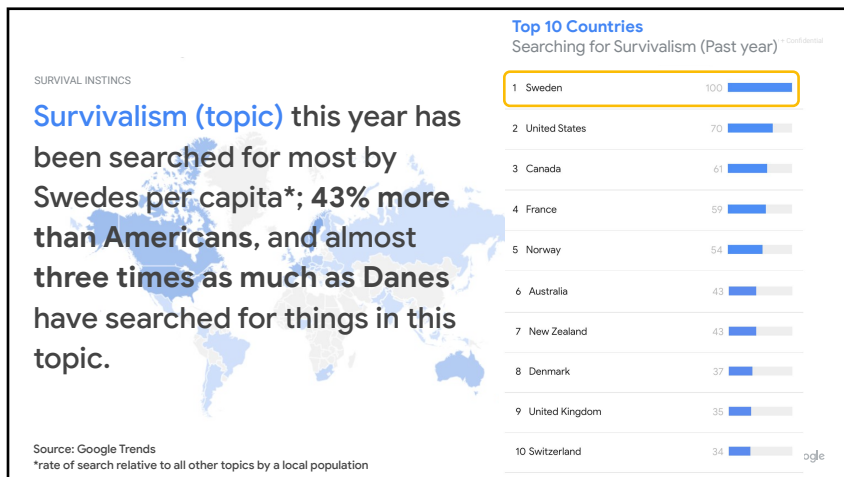
<https://www.finder.com/personal-loans/doomsday-prepper-statistics>

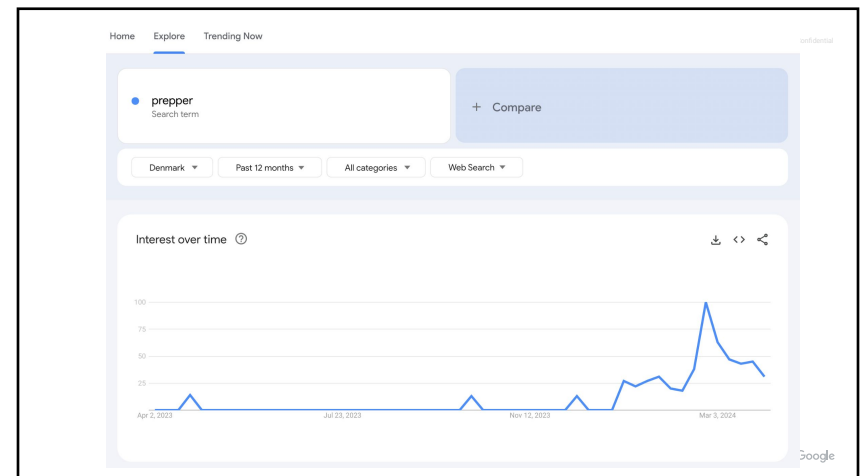
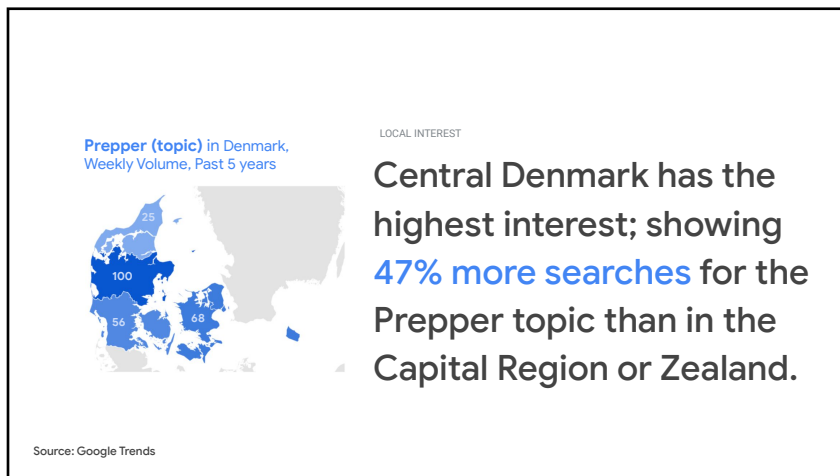
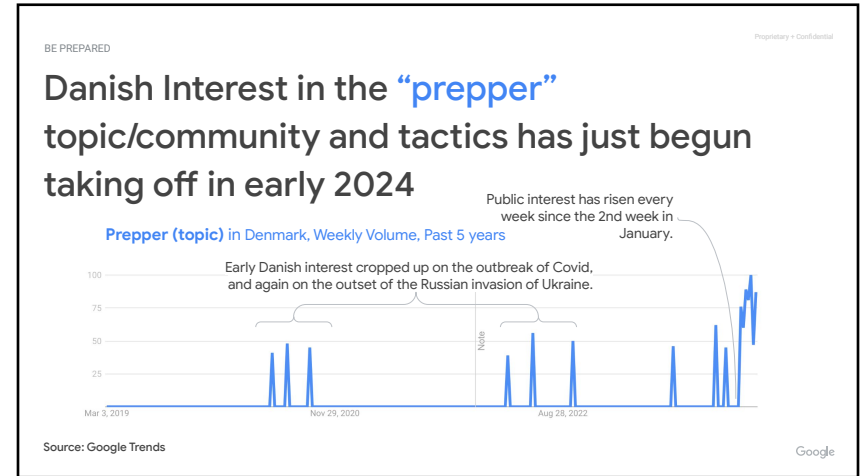
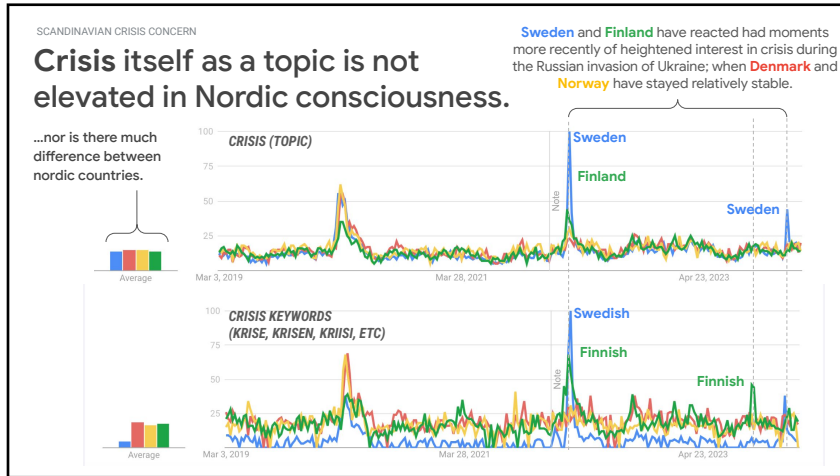
Food and water	21%	\$146
Toilet paper	15%	\$48
Medical supplies	14%	\$70
Survival kits	12%	\$65
Stash of cash	9%	\$468
Home renovations	8%	\$580
Self-defense e.g. classes or weaponry	6%	\$150
Insurance	6%	\$368
Investment into savings account	6%	\$1,057
Means of evacuation e.g. car, boat, etc.	5%	\$129
Survival courses	4%	\$50

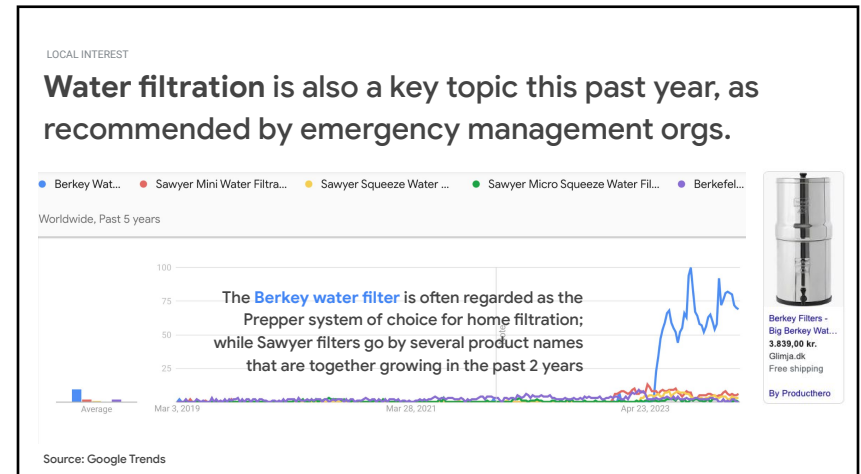
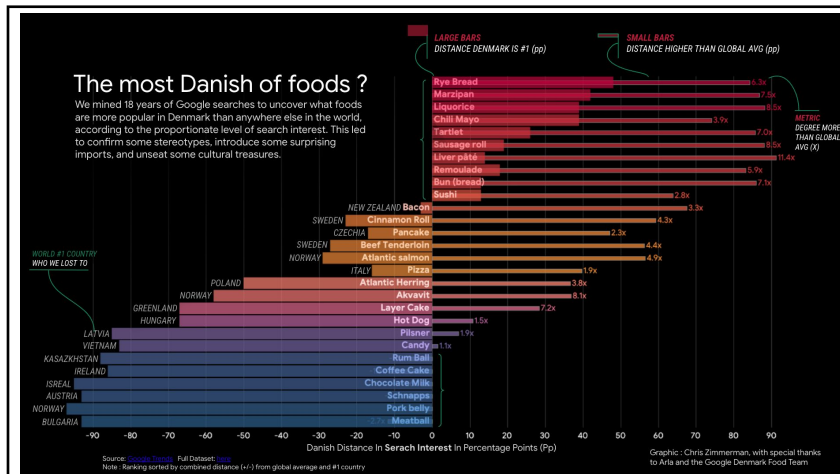
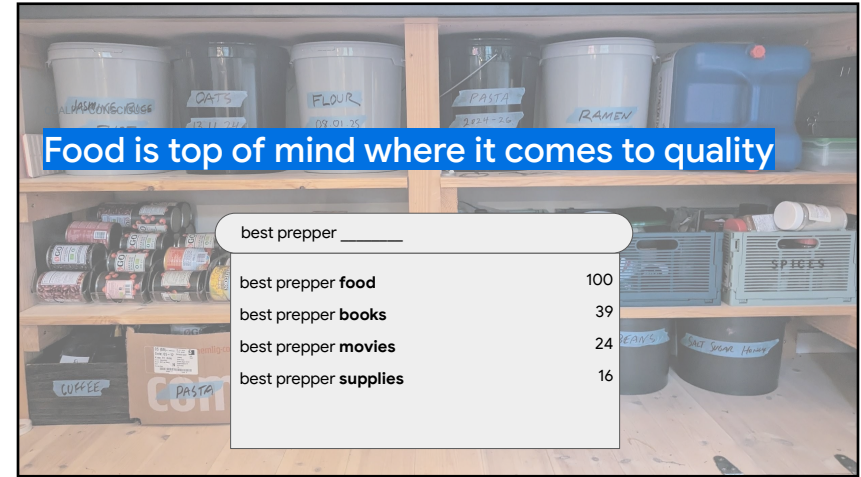


US preppers spent \$11 billion on emergency preparedness in the last year.

But Americans are not the only ones preparing.







Learning to Prep is often on YouTube



The **Canadian Prepper** (YouTube channel) has been the #1 Prepper channel in Denmark over the past 5 years, and globally growing at +500% YoY.



REFLECTION | CASE STUDY

A look back at the most recent crisis.

via online behaviour from Google during the COVID 19 pandemic and lockdown;
in six charts I made that illustrate trends across populations.

