

Consumer and Emergency Manager Study

Objective Determine future terrorist threats (conducted on the 10th 911 Anniversary)

Data Source Online surveys among 775 Americans and 905 Emergency Management, homeland security, law enforcement and public health officials

Question *“Who are you most concerned about?”*

ThoughtSCAN[®]

<u>VERBATIMS</u>	<u>Managers</u>	<u>Consumers</u>
Americans	83	15
radical/ized	48	6
terrorists	27	69
Infiltrated	19	42

ThoughtTalk *“EM professionals fear **radicalized Americans** the most.”*
*“It’s **terrorists** who entered the country illegally.”*
*“ It’s cells of **terrorists** who **infiltrated** the U.S. years ago.”*

Results The research revealed the major differences in concerns between consumers and EM officials. A rash of recent terrorist acts in the US indicates that EM’s were correct.
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