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Are Americans Living Their Lives Differently a Decade after 9/11?

**Emergency Management and Disaster Preparedness Groups Seek Input from
Americans on Post-9/11 Attitudes**

Survey Available at www.911OpinionSurvey.org

Washington, D.C...Are Americans living their lives differently today because of the events of September 11, 2001? Are people traveling less or changing their mode of travel? Are Americans more willing to personally intervene to stop a terrorist attack? What about listening more carefully to conversations in public places in case anything suspicious is being discussed? Would Americans be willing to give up some personal freedoms if it enabled homeland security and law enforcement officials to better protect them from terrorists?

These are among the probing questions that several leading emergency management and disaster preparedness groups want answered as part of a national survey to measure Americans' attitudes about terrorism and natural disasters a decade after the 9/11 Attack on America. Other questions will assess the degree to which Americans are becoming more self-reliant when it comes to disasters by creating family disaster plans and stocking disaster supplies.

The consumer survey can be taken at www.911opinionsurvey.org.

The 9/11 Opinion Survey is being jointly launched by the National Emergency Management Association (NEMA), the International Association of Emergency Mangers (IAEM), the Association of State and Territorial Health Officials (ASTHO), and Rx Response, an initiative of the bio-pharmaceutical supply chain to help ensure the flow of medicine following a major disaster.

These organizations will distribute a parallel survey to their members to compare the attitudes of professional emergency managers and public health professionals with the views of citizens. The surveys were authored by Cote & D'Ambrosio and Wallace and Washburn, two leading research and communications firms heavily involved in disaster safety communications.

“Emergency managers and public health professionals are always looking to understand the current attitudes and practices of the American people when it comes preparing for a disaster, whether manmade or natural,” said Eric Cote of Cote & D’Ambrosio. “The insight we gain from the survey can help these professionals achieve greater success in getting Americans to become better prepared.”

Much has changed since 9/11 in terms of how homeland security officials, emergency managers and public health professionals do their job. A massive investment in homeland security after 9/11 enabled the United States to significantly build up its capacity to thwart terrorist attacks and better respond to natural disasters. A key question asked of professionals in the 9/11 Opinion Survey today is whether this capability will remain as robust going forward in light of current budget conditions that threaten funding for many programs. The survey will also measure how emergency managers feel about the challenges they face a decade after 9/11.

Results of the 9/11 Opinion Survey will be released prior to September 11, 2011 and will be available at www.911opinionsurvey.org.

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