

The sad legacy of terrorism is the change in behaviour to cope with a perceived unknown threat. A majority of UK and Indonesian respondents – 60% and 80% respectively – said they now look twice at other passengers on public transport. Roughly a third of respondents in these markets said they have minimised or stopped taking public transport altogether.

The way terrorism, just like personal tragedy, changes people's lives forever is highlighted by the heightened sense of *carpe diem*. Six out of 10 Americans said they live more for today knowing anything could happen tomorrow. Indonesia was the highest among all markets surveyed at 73%, but Synovate Indonesia managing director Robby Susatyo says this is "a reflection of the fatalistic attitude of people who live in poverty, regardless of terrorism."

Do you agree with the following statements?

	Hungary	Serbia	Slovakia	Hong Kong	India	Indonesia	USA	Poland	UK	Netherlands	France	Germany	Singapore
I don't feel as safe as I used to	40%	24%	32%	43%	53%	49%	66%	55%	77%	44%	61%	64%	37%
I have not made any changes to my behaviour at all because I don't perceive a threat	78%	47%	60%	78%	38%	52%	37%	51%	30%	51%	60%	45%	47%
I live more for today knowing anything could happen tomorrow	30%	20%	33%	62%	42%	73%	61%	42%	54%	34%	49%	60%	63%
I look twice at other passengers on public transport now	20%	13%	13%	42%	32%	80%	57%	34%	60%	46%	40%	41%	33%
I have minimised or stopped taking public transport	26%	21%	7%	11%	11%	33%	21%	7%	31%	15%	23%	23%	7%
I sometimes feel sympathy with certain terrorist groups, even if I do not agree with their methods	9%	8%	7%	29%	21%	18%	8%	9%	18%	14%	10%	28%	24%

At the other end of the spectrum is Hong Kong. Despite being a major financial centre and, arguably, a potentially attractive target for terrorism, only 12% of respondents think it could ever be attacked. Seventy-eight per cent have not made any changes in their behaviour at all as they don't perceive any threat.

"We don't have many highly politicised ethnic minority groups here," observes Scott Lee, a Synovate director based in Hong Kong. "It's generally very easy to control and safe. Not everyone feels safe though, and I suspect this may be because of SARS and bird flu. Hong Kong probably worries more about disease than political troubles."

About Synovate

Synovate, the market research arm of Aegis Group plc, generates consumer insights that drive competitive marketing solutions. The network provides clients cohesive global support and a comprehensive suite of research solutions. Synovate employs almost 5,000 staff in 46 countries. More information on Synovate can be found at www.synovate.com.