

ITF Strategic Communications Initiative

Traveler Intercepts: Random sampling

1. How frequently do you travel?
 - a. Rarely (less than once a year)
 - b. Annually (1-2 times a year)
 - c. Often (5-6 times a year)
 - d. Regularly (1-2 times a month)
 - e. Frequently (Weekly)
2. What is the nature of your travel?
 - a. Business
 - b. Personal
 - c. Both
3. Do you have TSA Pre✓®?
 - a. Yes
 - b. No
4. Do you typically travel through this airport?
 - a. Yes
 - b. No
5. Do you typically travel through any other airports? If so which ones?

TSA is conducting a pilot at this airport, implementing [INSERT TECHNOLOGY NAME] to increase security and/or improve the passenger experience. [EXPLANATION OF THE PROGRAM]

6. Did you go through the pilot as part of your security screening process today?
 - a. Yes – continue to question 7, skip question 10
 - b. No – jump to question 10

IF YES:

7. **[WHEN PILOT IS IN ADDITION TO STANDARD SECURITY (EXAMPLE: CT)]**
Did the pilot experience enhance or detract from your regular security experience; or, do you not have a strong opinion either way?
 - a. *Enhanced*
 - i. *Why? Select all that apply.*
 1. *Because it made me feel more secure*
 2. *Because I recognize the importance of improving overall security*
 3. *Because I was excited to be included / participate in something new*
 4. *Because I understood it and found it easy to participate*
 5. *Because it showcased a new and impressive technology*
 - b. *Detracted*
 - i. *Why? Select all that apply.*
 1. *Because it made me feel less secure*
 2. *Because it took too long/added to my travel burden*
 3. *Because I don't see the value in the new idea/offering*
 4. *Because I didn't want to be part of the pilot*
 5. *Because I didn't understand what was happening – communication about this new process/technology was poor or lacking*
 - c. *No opinion*
 - i. *Why? Select all that apply.*
 1. *Because the impact to my experience was minimal*
 2. *Because I wasn't paying much attention while participating*
 3. *Because I don't care how I go through security*

8. **[WHEN PILOT IS DIFFERENT FROM STANDARD SECURITY (EXAMPLE: ASL)]**
Different security experience: Did you feel that the pilot experience was better or worse when compared to your usual security experience; or, do you not have a strong opinion either way?
- d. *Better*
 - i. *Why? Select all that apply.*
 1. *Because it made me feel more secure*
 2. *Because it was faster/eased my travel burden*
 3. *Because I recognize the importance of improving overall security*
 4. *Because I was excited to participate in something new*
 5. *Because I understood it and found it easy to participate*
 6. *Because it showcased a new and impressive technology*
 - e. *Worse*
 - i. *Why? Select all that apply.*
 1. *Because it made me feel less secure*
 2. *Because it took too long/added to my travel burden*
 3. *Because I don't see the value in the new idea/offering*
 4. *Because I didn't want to be part of the pilot*
 5. *Because I didn't understand what was happening – communication about this new process/technology was poor or lacking*
 - f. *No opinion*
 - i. *Why? Select all that apply.*
 1. *Because there wasn't much of a difference in the new experience*
 2. *Because I wasn't paying much attention while participating*
 3. *Because I don't care how I go through security*
9. *How did you learn about the new experience?*
- g. *I read the signs and posters*
 - h. *I figured it out myself*
 - i. *A TSA Transportation Security Officer explained it to me*
 - j. *I'm still not sure what changed*

IF NO:

10. *Does the pilot experience appear to be better or worse when compared to your regular security experience; or, do you not have a strong opinion either way?*
- a. *Better*
 - i. *Why? Select all that apply.*
 1. *Because it sounds more secure*
 2. *Because it looks faster*
 3. *Because I recognize the importance of improving overall security*
 4. *Because I would be excited to participate in something new*
 5. *Because it looks easy to participate*
 6. *Because it showcases a new and impressive technology*
 - b. *Worse*
 - i. *Why? Select all that apply.*
 1. *Because it sounds less secure*
 2. *Because it looks slow or burdensome*
 3. *Because I don't see the value in the new idea/offering*
 4. *Because I didn't want to be part of the pilot*
 5. *Because I don't understand what was happening – communication about this new process/technology was poor or lacking*
 - c. *No opinion*
 - i. *Why? Select all that apply.*
 1. *Because I don't see much of a difference in the new experience*
 2. *Because I wasn't paying much attention*

3. *Because I don't care how I go through security*

11. Before coming here today, did you know that TSA is conducting pilots like this at airports to help identify new technologies that can improve security and your experience as a passenger?

- k. Yes
- l. No

12. Do you consider TSA to be innovative knowing they have invested in this work?

- m. Yes
- n. No