



# Transportation Security Administration

## **Airport-Initiated Customer Satisfaction Surveys: Gathering Customer Opinion to Measure and Improve Performance**

**Office of Performance Management  
2014**



# 5

## **Survey Design Guidelines**

**Airport-Initiated Customer Satisfaction Surveys:  
Gathering Customer Opinion to Measure and Improve Performance**



# Form Design Overview

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**The survey form must be clean and professional, representing high DHS/TSA standards**

**Forms should be reasonably consistent across airports**

- At a minimum, the standard DHS/TSA logo, footer, and color scheme should be used

**The form can be 5.5"x8.5" or 11"x8.5", one- or two-sided**

**The next two pages provides examples, the CSI-A form and reference card, and an illustration of the design elements used for that form**

***TSA/DHS logos and design guidelines are available at [http://tsaweb.tsa.dot.gov/tsaweb/intraapp/editorial/editorial\\_0285.xml](http://tsaweb.tsa.dot.gov/tsaweb/intraapp/editorial/editorial_0285.xml).***

# Example Survey Reference Card with Design Elements Using QR and Link



**DHS/TSA logo:** Required in this location on all forms. Available in several different color or black-and-white schemes. Be sure to leave sufficient white space around logo.

**Introductory text:** Should have information about the survey, thank you to the respondents for participating, and OMB information.

## Link and Quick Response Code:

This will allow quick access to the survey. The user will be able to either click on the QR code or key in the survey link. The two items will be prominently displayed somewhere on the form, along with survey start date and survey close date.

The screenshot shows a survey reference card for the Transportation Security Administration. It includes the TSA logo, a QR code, and a survey link: <https://apps.tsa.dhs.gov/survey/se.ashx?s=55FEA0E871293DD6>. The card also features introductory text: "TSA seeks to provide world-class customer service and world-class security. Please help us improve our service by completing this anonymous, voluntary survey and dropping it in any mailbox. It is estimated that it will take you about 5 minutes to help us. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. Thank you for your participation!" At the bottom, there is contact information for the TSA Contact Center: "U.S. Department of Homeland Security - Transportation Security Administration, TSA Contact Center, 866-234-9673 or TellTSA@dhs.gov or <http://www.tsa.gov>".

**Example of Form User Will See:** The user will complete survey form and submit the survey online.

**Serial number:** Form information could optionally go here. This is useful to match each return to where and when it was distributed.

**OMB information:** Approval number and expiration date requirement somewhere on the form.

**Contact information:** Might want to include TSA Contact Center phone or e-mail, TSA Travel Tips web site, and/or your airport's contact information.

# Example Survey Reference Card with Design Elements



**DHS/TSA logo:** Required in this location on all forms. Available in several different color or black-and-white schemes. Be sure to leave sufficient white space around logo.

**Introductory text:** Should have information about the survey, thank you to the respondents for participating, and OMB information.

**Substantive questions:** Body of survey. Questions about aspects of customer experience. Could be closed-ended or open-ended. Choose from library of approved questions, or contact OPMM if you wish to use a different question.

**Transportation Security Administration**

**TSA seeks to provide world-class customer service and world-class security.**  
Please help us improve our service by completing this anonymous, voluntary survey and dropping it in any mailbox. It is estimated that it will take you about 5 minutes to help us. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. Thank you for your participation!

- How satisfied were you with the courtesy of the passenger security screeners?
  - Very satisfied
  - Satisfied
  - Dissatisfied
  - Very dissatisfied
  - Don't know
- How satisfied were you with the time it took to screen you and your carry-on items?
  - Very satisfied
  - Satisfied
  - Dissatisfied
  - Very dissatisfied
  - Don't know
- How would you rate the thoroughness of passenger screening you received?
  - Excessive
  - Adequate
  - Inadequate
  - Don't know
- How satisfied were you overall with your experience at the passenger security checkpoint?
  - Very satisfied
  - Satisfied
  - Dissatisfied
  - Very dissatisfied
  - Don't know
- How satisfied were you overall with your experience at the checked baggage screening area?
  - Very satisfied
  - Satisfied
  - Dissatisfied
  - Very dissatisfied
  - Don't know
  - Does not apply
- Was the length of time you waited in line at the passenger security checkpoint...
  - Much shorter than I expected
  - Shorter than I expected
  - About what I expected
  - Longer than I expected
  - Much longer than I expected
  - I had no expectation
- How confident are you in the ability of the TSA security process you experienced to keep air travel secure from individuals with hostile intentions?
  - Very confident
  - Somewhat confident
  - Not very confident
  - Not at all confident
- What is the purpose of your trip today?
  - Business
  - Leisure
  - Other/ Don't know
- Approximately how many round trips have you taken by commercial airline in the last 12 months?
  - 1-2
  - 3-5
  - 6-8
  - 10-19
  - 20 or more
- What is your age range?
  - Under 30
  - 30 - 49
  - 50 - 69
  - 70 or older

U.S. Department of Homeland Security - Transportation Security Administration  
TSA Contact Center: 866-283-9873 or TellTSA@dhs.gov or <http://www.tsa.gov>

**Demographic questions:** Useful both to understand relationship to satisfaction patterns and to measure representativeness of sample

**Serial number:** Form information could optionally go here. This is useful to match each return to where and when it was distributed.

**OMB information:** Approval number and expiration date requirement somewhere on the form.

**Contact information:** Might want to include TSA Contact Center phone or e-mail, TSA Travel Tips web site, and/or your airport's contact information.