**ITF Strategic Communications Initiative**

Traveler Intercepts: Random sampling

1. How frequently do you travel?
	1. Rarely (less than once a year)
	2. Annually (1-2 times a year)
	3. Often (5-6 times a year)
	4. Regularly (1-2 times a month)
	5. Frequently (Weekly)
2. What is the nature of your travel?
	1. Business
	2. Personal
	3. Both
3. Do you have TSA Pre✓®?
	1. Yes
	2. No
4. Do you typically travel through this airport?
	1. Yes
	2. 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]**

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

***IF YES:***

1. ***[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?*

* 1. *Enhanced*
		1. *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*
	2. *Detracted*
		1. *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*
	3. *No opinion*
		1. *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*
1. ***[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?*

* 1. *Better*
		1. *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*
	2. *Worse*
		1. *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*
	3. *No opinion*
		1. *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*
1. *How did you learn about the new experience?*
	1. *I read the signs and posters*
	2. *I figured it out myself*
	3. *A TSA Transportation Security Officer explained it to me*
	4. *I’m still not sure what changed*

***IF NO:***

1. *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?*
	1. *Better*
		1. *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*
	2. *Worse*
		1. *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*
	3. *No opinion*
		1. *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*
2. 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?
	1. Yes
	2. No
3. Do you consider TSA to be innovative knowing they have invested in this work?
	1. Yes
	2. No