

# 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*