**TSA Pre🗸® Advertising Campaign Creative Concept Survey**

OMB 1652-0058

Exp. 7/31/2019

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| --- |
|  |
| Thank you for your interest in our research! If you qualify for the survey, the survey should take 10 minutes to complete. The contents of this research are strictly confidential. By continuing with this survey, you agree you will not share the information you learn from participation in this survey with anyone.The information you provide here will be kept secure and confidential. Your name will not be associated with your individual answers.If you have read and understand the preceding information and voluntarily agree to participate in this study, check the “I agree to participate” checkbox to provide your consent to participate.

|  |  |
| --- | --- |
| 🞎 | I agree to participate |

 |
|  |

1. **Which of the following categories best describes your age and gender?**

|  |  |
| --- | --- |
| ⭘ | Male <25 years |
| ⭘ | Male 25-34 years |
| ⭘ | Male 35-44 years |
| ⭘ | Male 45-54 years |
| ⭘ | Male 55-64 years |
| ⭘ | Male 65+ years |
| ⭘ | Female <25 years |
| ⭘ | Female 25-34 years |
| ⭘ | Female 35-44 years |
| ⭘ | Female 45-54 years |
| ⭘ | Female 55-64 years |
| ⭘ | Female 65+ years |
|  |  |
|  |  |
| ⭘ | Prefer not to answer |

1. **In the past year, how many trips, if any, have you taken that included air travel?**

 **One trip is defined as the period from when you leave home to when you return home.**

 **If a trip included multiple destinations, please count that as only one trip.**

 **Please provide your best estimate for each type.**

|  |  |
| --- | --- |
|  | **Number of Trips in Past Year** |
| Leisure travel/travel for pleasure |  |
| Business travel |  |

1. **How familiar are you with each of the following expedited screening or trusted traveler programs?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Never heard of it**  | **Only know the name** | **Heard of it, but never enrolled** | **Previously enrolled**  | **Currently enrolled**  |
| TSA Pre🗸® | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |
| Global Entry | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |
| NEXUS | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |
| CLEAR | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |
| SENTRI | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |
| Premium or VIP Passenger Lane (through airline status, credit card, etc.) | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |

1. **For travel by air, how far in advance do you typically book your flights for leisure and business?**

|  | **Leisure Travel** | **Business Travel** |
| --- | --- | --- |
| The week of the travel | ⭘ | ⭘ |
| 2 to 3 weeks  | ⭘ | ⭘ |
| 4 to 5 weeks | ⭘ | ⭘ |
| 6 to 7 weeks | ⭘ | ⭘ |
| 2 months | ⭘ | ⭘ |
| 3 to 4 months | ⭘ | ⭘ |
| 5 or more months | ⭘ | ⭘ |
| Unsure/I don’t know | ⭘ | ⭘ |

1. **What is your overall opinion of each of the following expedited screening or trusted traveler programs?**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Very Unfavorable** |  |  | **Neutral** |  |  | **Very Favorable** | **Don’t know / Not Familiar** |
|  | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** |
| TSA Pre🗸® | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |
| Global Entry | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |
| NEXUS | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |
| CLEAR | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |
| SENTRI | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |
| Premium or VIP Passenger Lane (through airline status, credit card, etc.) | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |

1. **In the next year, how likely are you to consider enrolling in, or renewing, each of the following expedited screening or trusted traveler programs?**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Extremely Unlikely** |  |  | **Neutral** |  |  | **Extremely Likely** |
|  | **1** | **2** | **3** | **4** | **5** | **6** | **7** |
| TSA Pre🗸® | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |
| Global Entry | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |
| NEXUS | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |
| CLEAR | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |
| SENTRI | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |
| Premium or VIP Passenger Lane (through airline status, credit card, etc.) | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |

***Respondents will be presented with a TSA Pre🗸® advertising campaign statement, then asked to answer the following three questions.***

**Please review the following advertising campaign statement and then answer the three questions that follow the statement.**

1. **To what extent do you agree or disagree with each of the following?**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Disagree Completely** |  |  | **Neutral** |  |  | **Agree Completely** |
| **This statement:** | **1** | **2** | **3** | **4** | **5** | **6** | **7** |
| Is easy to understand | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |
| Is relevant to me | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |
| Makes me want to learn more about TSA Pre🗸® | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |
| Clearly conveys benefits for travelers | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |
| Is believable | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |
| Is likeable | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |
| Is trustworthy | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |
| Offers new information | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |
| Fits my personality | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |
| Makes me interested in enrolling | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |

1. **Based on this statement, how likely are you to consider enrolling in, or renewing, the TSA Pre🗸® Application Program in the next year?**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Much Less Likely****to Consider** |  | **No Impact****At All** |  | **Much More Likely****to Consider** |
| **0** | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** |
| ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |

1. **How much, if at all, does the statement impact your overall opinion of the TSA Pre🗸® Application Program?**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Much Less****Favorable** |  | **No Impact****At All** |  | **Much More****Favorable** |
| **0** | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** |
| ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |

***Respondents will be shown three TSA Pre🗸® advertisements, then asked the following questions about each advertisement.***

* 1. **How much, if at all, does the advertisement concept impact your likelihood of enrolling in, or renewing, in TSA Pre🗸® in the next year?**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Much Less Likely****to Consider** |  | **No Impact****At All** |  | **Much More Likely****to Consider** |
| **0** | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** |
| ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |

**13-15. Based on this advertisement, what is your overall opinion of TSA Pre**🗸**®?**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Very Unfavorable** |  |  | **Neutral** |  |  | **Very Favorable** |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** |
| ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |

1. **In your own words, what is the one thing that resonates most with you about Pre**🗸**®, and why? Please be as specific as possible. If unsure or you don't know, please check below the text box.**

|  |  |
| --- | --- |
| ⭘ | Unsure/I don’t know |

1. **Now that you have seen some advertising about TSA Pre🗸®, to what extent do you agree or disagree with each of the following statements?**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Disagree Completely** |  |  | **Neutral** |  |  | **Agree Completely** |
|  | **1** | **2** | **3** | **4** | **5** | **6** | **7** |
| TSA Pre🗸® has an easy application process | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |
| TSA Pre🗸® is convenient | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |
| TSA Pre🗸®enhances my security | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |
| TSA Pre🗸® saves time | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |

1. **Based on everything you just saw, how likely are you to enroll in, or renew, the TSA Pre🗸® Application Program in the next year?**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Extremely Unlikely to Consider** |  |  | **Neutral** |  |  | **Extremely Likely to Consider** |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** |
| ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |

1. **Which if the following, if any, describe reasons that might cause you to hesitate in applying for and/or enrolling in the TSA Pre🗸® Application Program?**

|  | **Not at All a Reason** |  |  | **Neutral** |  |  | **Very Strong Reason** |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **1** | **2** | **3** | **4** | **5** | **6** | **7** |
| Don’t have time to fill out a form | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |
| Don’t like the idea of an in-person interview | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |
| Process is too time consuming  | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |
| Don’t know where to go for the interview | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |
| Enrollment center is too far away | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |
| Don’t travel often enough to be of value | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |
| $85 price is too high | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |
| 5 years is too short for the price | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |
| I don’t think the membership would save me time at the airport | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |
| The wait times at the airport are not a major concern for me | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |
| Considering enrolling in Global Entry instead, which includes TSA Pre🗸® | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |

1. **Please tell us how much the following statements describe you as it relates to TSA Pre🗸®?**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Does Not Describe Me at All** |  |  | **Neutral** |  |  | **Describes Me Completely** |
|  | **1** | **2** | **3** | **4** | **5** | **6** | **7** |
| I am envious when I see others enter the TSA Pre🗸® line | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |
| I didn’t know how to get TSA Pre🗸® clearance before taking this survey | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |
| I thought the TSA Pre🗸® application process was complicated | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |
| I haven't applied because I assumed it would take too long to complete | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |
| I only think of signing up for TSA Pre🗸® when I’m at the airport  | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |
| I didn't know the membership was good for 5 years | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |
| I don’t think the membership would save me time at the airport | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |
| The wait times at the airport are not a major concern for me | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |

**PAPERWORK REDUCTION ACT BURDEN STATEMENT:** TSA is collecting this information to identify ongoing improvement opportunities for TSA Pre🗸® advertisements. The public burden for collecting this information is estimated to be approximately 10 minutes. This is a voluntary collection of information. Send comments regarding this burden estimate or collection to: TSA-11, Attention: PRA 1652-0058, 601 South 12th Street, Arlington, VA 20598. An agency may not conduct or sponsor, and persons are not required to respond to a collection of information, unless it displays a valid OMB control number. The OMB control number assigned to this collection is 1652-0058, TSA Pre🗸® FY19 Creative Concept Survey, which expires 07/31/2019.