

TSA Pre✓[®] Advertising Campaign Creative Concept Survey

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?

<input type="radio"/>	Male <25 years
<input type="radio"/>	Male 25-34 years
<input type="radio"/>	Male 35-44 years
<input type="radio"/>	Male 45-54 years
<input type="radio"/>	Male 55-64 years
<input type="radio"/>	Male 65+ years
<input type="radio"/>	Female <25 years
<input type="radio"/>	Female 25-34 years
<input type="radio"/>	Female 35-44 years
<input type="radio"/>	Female 45-54 years
<input type="radio"/>	Female 55-64 years
<input type="radio"/>	Female 65+ years
<input type="radio"/>	Prefer not to answer

2. 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	

3. 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✓®	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Global Entry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NEXUS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CLEAR	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SENTRI	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Premium or VIP Passenger Lane (through airline status, credit card, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. 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	<input type="radio"/>	<input type="radio"/>
2 to 3 weeks	<input type="radio"/>	<input type="radio"/>
4 to 5 weeks	<input type="radio"/>	<input type="radio"/>
6 to 7 weeks	<input type="radio"/>	<input type="radio"/>
2 months	<input type="radio"/>	<input type="radio"/>
3 to 4 months	<input type="radio"/>	<input type="radio"/>
5 or more months	<input type="radio"/>	<input type="radio"/>
Unsure/I don't know	<input type="radio"/>	<input type="radio"/>

5. 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✓®	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Global Entry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NEXUS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CLEAR	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SENTRI	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Premium or VIP Passenger Lane (through airline status, credit card, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. 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✓®	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Global Entry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NEXUS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CLEAR	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SENTRI	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Premium or VIP Passenger Lane (through airline status, credit card, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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.

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

	Disagree Completel y			Neutra l			Agree Completel y
This statement:	1	2	3	4	5	6	7
Is easy to understand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is relevant to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Makes me want to learn more about TSA Pre [✓] ®	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clearly conveys benefits for travelers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is believable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is likeable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is trustworthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Offers new information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fits my personality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Makes me interested in enrolling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. 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
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. 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
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Respondents will be shown three TSA Pre[✓]® advertisements, then asked the following questions about each advertisement.

10-12. 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
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. 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 |

17. 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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TSA Pre✓® is convenient	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TSA Pre✓® enhances my security	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TSA Pre✓® saves time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. 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
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. 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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Don't like the idea of an in-person interview	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Not at All a Reason			Neutral			Very Strong Reason
	1	2	3	4	5	6	7
Process is too time consuming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Don't know where to go for the interview	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enrollment center is too far away	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Don't travel often enough to be of value	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
\$85 price is too high	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5 years is too short for the price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't think the membership would save me time at the airport	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The wait times at the airport are not a major concern for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Considering enrolling in Global Entry instead, which includes TSA Pre✓®	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

20. 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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I didn't know how to get TSA Pre✓® clearance before taking this survey	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I thought the TSA Pre✓® application process was complicated	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I haven't applied because I assumed it would take too long to complete	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I only think of signing up for TSA Pre✓® when I'm at the airport	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I didn't know the membership was good for 5 years	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't think the membership would save me time at the airport	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The wait times at the airport are not a major concern for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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.