



Homeland Security

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Structured Interview Questions for Business Managers

Paperwork Reduction Act Burden Statement

The public reporting burden to complete this information collection is estimated at 30 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and the completing and reviewing the collected information. 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 and expiration date. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to the DHS/CISA 245 Murray Ln, SW STOP 0608 Washington, DC 20528-0608 ATTN: PRA [OMB Control Number 1670-NEW].

1. General awareness and perception of countermeasures: *This section is intended to examine how managers learn about guests' awareness of <<countermeasure X>>, and managers' perceptions of the effectiveness of the security measures at <X Venue>*

The management team has recently upgraded currently existing security measures and initiated new ones at <X Venue>. These measures include the installation of additional CCTV cameras, security guards, metal detectors, perimeter restrictions, and bomb detection K9 teams.

- Have you received any compliments from guests about any of the security changes?
- Have you received any complaints from guests about security changes?
- Do you believe the newly installed or enhanced security measures are effective at deterring criminals and terrorists? Why?
- Do you believe the newly installed or enhanced security measures are effective at apprehending criminals and terrorists after a crime? Why?
- Do you believe the newly installed or enhanced security measures have either increased or decreased attendance? Why?

2. Psychological impacts of security measures: *This section is intended to examine managers' beliefs about guests' reactions to <countermeasure X>.*

- What impacts do you believe <countermeasure X> had on your guests?
 - Feel more safe?
 - Visit more enjoyable?
 - Invasion of privacy?
 - Other?

3. Business Willingness to Pay for Security: *This section is intended to assess how much businesses are willing to pay as compensation to guests for the negative side effects of more security.*

- Would you offer a discount to offset potential negative impacts of enhanced security on the game experience and to increase attendance?
 - If “Yes”, ask how much?
 - If “No”, ask why?

4. Decision to install countermeasures: *This section is intended to examine the reasons why managers decided to implement <countermeasure X>. Managers will be given the option to skip any questions deemed sensitive.*

- What countermeasures have you introduced or substantially upgraded in the past 3 years?
- Please provide approximate dates for when each countermeasure was installed or upgraded.
- Tell us why you (or someone else in your organization) chose to install or upgrade specific countermeasures. Below are some response options
 - Actual experience with terrorism at <X Venue> in the last three years
 - Actual experience with terrorism at a neighboring site
 - Actual experience at a similar site somewhere in the US
 - Actual experience at a similar site elsewhere in the world
 - A study of <X Venue> performed by your company
 - A study of <X Venue> by a consultant or government agency
 - A general warning issued by DHS or other government agency
 - A general warning issued by a local, state or regional government agency
 - Other (please explain)

5. Effects on revenues: *This section is intended to examine managers’ perceptions on the effects of security measures on revenues. We will be validating these responses where possible by using actual data from <X Venue> and other sources.*

- Tell us your overall perception of the effect <countermeasure X> has had on sales revenue. Managers respond to the question by using a 5-point scale [Very Negative to Very Positive]
- Do you think <X Venue>’s ANNUAL revenue has increased, decreased, or remained the same from security measures?
 - If “Increase”, ask “How much do you think your monthly revenue will increase?”
 - If “Decrease”, ask “How much do you think your monthly revenue will decrease?”

6. Background questions:

- How did you inform your guests about the presence of <countermeasure X>:
 - Company website
 - Press release/newspaper/radio/TV

- Social media announcement
- Mass mailing
- Postings at your site
- Other (please explain)
- Did not inform customers
- What is your Job Title?
- In which department do you work? How long have you been in your current position?