



Annual Survey – If You See Something, Say Something® February 2, 2024

Consent: Thank you for your interest in participating in this Department of Homeland Security (DHS) survey for the If You See Something, Say Something® campaign. This survey aims to gain insights into public perception and viewpoints. Your participation is voluntary, and you may choose to stop at any time. Your answers will be kept confidential, and you will not be contacted after the survey regarding any of your responses.

Do you agree to continue?

	ALLOW ONE RESPONSE
Yes	1
No	2

Programming Instructions: ONLY PROCEEDS IF ANSWER IS 1. IF ANSWER IS 2, THE SURVEY IS TERMINATED.

Q1. How old are you? Please choose your age range below.

	ALLOW ONE RESPONSE
Below 18 years old	1
18-24	2
25-34	3
35-44	4
45-54	5
55-64	6
65-74	7
75+	8

Programming Instructions: ONLY PROCEEDS IF ANSWER IS 2,3,4,5,6,7,8. IF ANSWER IS 1, THE SURVEY IS TERMINATED.

Q2. Which most closely describes your gender identity?

	ALLOW ONE RESPONSE
Woman	1
Man	2
Transgender woman	3
Transgender man	4
Non-binary	5

Abinary	6
Gender fluid	7
Not listed	8
Other	9
Prefer not to state	10

Q3. Where do you currently live?

	ALLOW ONE RESPONSE
Alabama	1
Alaska	2
Arizona	3
Arkansas	4
California	5
Colorado	6
Connecticut	7
Delaware	8
District of Columbia	9
Florida	10
Georgia	11
Hawaii	12
Idaho	13
Illinois	14
Indiana	15
Iowa	16
Kansas	17
Kentucky	18
Louisiana	19
Maine	20
Maryland	21
Massachusetts	22
Michigan	23
Minnesota	24
Mississippi	25
Missouri	26
Montana	27

Nebraska	28
Nevada	29
New Hampshire	30
New Jersey	31
New Mexico	32
New York	33
North Carolina	34
North Dakota	35
Ohio	36
Oklahoma	37
Oregon	38
Pennsylvania	39
Rhode Island	40
South Carolina	41
South Dakota	42
Tennessee	43
Texas	44
Utah	45
Vermont	46
Virginia	47
Washington	48
West Virginia	49
Wisconsin	50
Wyoming	51
Guam	52
Puerto Rico	53

Q4. How would you describe your community?

	ALLOW ONE RESPONSE
Urban	1
Rural	2
Suburban	3
Decline to answer	99





Q5. Have you seen or heard of the slogan “If You See Something, Say Something®”?

	ALLOW ONE

	RESPONSE
Yes	1
No	2
Uncertain	98
Decline to answer	99

Programming Instructions: ONLY PROCEEDS TO Q6 IF ANSWER IS 1. ALL OTHER RESPONSES SKIP TO Q8.

Q6. Which image do you most associate with the “If You See Something, Say Something”[®] slogan?

[RANDOMIZE LIST]	ALLOW ONE RESPONSES
	1
	2
	3
	4

Q7. Where have you seen “If You See Something, Say Something”[®] (please check all that apply)?

[RANDOMIZE LIST]	ALLOW MULTIPLE RESPONSES
Airports	1
Local businesses	2
On public transportation	3
Places of worship	4
Community Centers	5
Government buildings	6
Schools/Universities	7
Tourist attractions (e.g., Theme Parks, Resorts, National Parks)	8
Social media (e.g. Facebook, Instagram)	9
Sporting events	10
Radio/TV	11
Concerts & Festivals	12
Billboard	13
Uncertain	98
Decline to answer	99

Programming Instructions: ANCHOR OPTIONS 98 & 99 AT THE END OF RANDOMIZATION.

Q8. When reading the slogan, “If You See Something, Say Something,[®] what first comes to mind? Please select the option that first comes to mind when reading the slogan.

[RANDOMIZE LIST]	ALLOW ONE RESPONSE
Reporting common crime in my community	1
Reporting suspicious activity	2
Reporting a suspicious item	3
Preventing terrorism	4

Keeping airports and public transit systems safe	5
Keeping schools safe from violence	6
Neighborhood watch	7
Reporting Human trafficking	8
Preventing illegal border crossing	9
Preventing suicide or someone from hurting themselves/others	10
Preventing bullying	11
Preventing drug smuggling	12
Preventing drug use	13
Keeping sporting events, concerts, and events safe	14
None of these statements	15
Decline to answer	99

Programming Instructions: ANCHOR OPTIONS 98 & 99 AT THE END OF RANDOMIZATION.

Q9. Which of the following do you think could be related to a terrorist plot? Please select your top five.

[RANDOMIZE LIST]	ALLOW MULTIPLE RESPONSES
A person who owns many weapons, including explosives, chemicals, or other destructive materials.	1
A person storing unusual materials such as radio controllers or toxic materials.	2
A person intentionally damages your area's electricity infrastructure.	3
A person interfering with the operation of an aircraft.	4
Witnessing unauthorized individuals entering a restricted area at an airport.	5
A person impersonating a security guard in a government building.	6
A person asks many questions about the facility, event, personnel, and security at the conference they are not attending.	7
A person stealing materials that belong to a government building.	8
A person who is engaged in a cyberattack to disrupt or compromise an entity's information technology systems.	9
A person intentionally damages a bridge.	10

A person taking photos or videos of buildings in a covert manner.	11
Overhearing threats to commit a crime or to harm another person.	12
A person seeking knowledge of military tactics or flying an aircraft.	13
A criminal group attempting to recruit individuals into their organization.	14
A person who is surveilling a building over several days.	15
A person who vandalizes a home or a business.	16
Uncertain	98
Decline to answer	99

Programming Instructions: ONLY PROCEED ONCE 5 OPTIONS ARE SELECTED. ANCHOR OPTIONS 98 & 99 AT THE END OF RANDOMIZATION TO BYPASS 5 REQUIRED OPTIONS.

Q10. Do you think you would report [Q9 ITEM 1; Q9 ITEM 2; Q9 ITEM 3; Q9 ITEM 3; Q9 ITEM 4; Q9 ITEM 5]?–

	ALLOW ONE RESPONSE
Yes	1
No	2
Uncertain	98
Decline to answer	99

Programming Instructions: ASK Q10 FOR EACH RESPONSE GIVEN AT Q9.

Q11. If you were going to report suspicious activity that you thought may be part of a terrorist plot, how would you prefer to do it? Choose your top choice.

[RANDOMIZE LIST]	ALLOW ONE RESPONSE
Speak to an authority figure (airport security, local police, public transport authority)	1
Report through an app on your phone-	2
Report on a website	3
With a QR code	4
Through Text	5
Call 911	6

Call the non-emergency line at local police	7
Call-a hotline	8
Other (specify)	9
I would probably not report (please specify why)	10
Uncertain	98
Decline to answer	99

[Programming Instructions](#): ANCHOR OPTIONS 8, 9, 98 & 99 AT THE END OF RANDOMIZATION.

* END *

Paperwork Reduction Act Statement

DHS is collecting this information to gain further insights into the general population’s awareness and opinions of the “If You See Something, Say Something®” (S4) campaign. The public burden for collecting this information is estimated to be approximately 10 minutes. This is a voluntary collection of information. 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 1601-0029, which expires 012/31/2026. Send comments regarding this burden estimate or collection to: Attention: PRA 1601-0029 Annual Survey - If You See Something, Say Something® (S4) campaign, DHS-OCIO, 6595 Springfield Center Drive, Springfield, VA 20598.