



# Baseline Intercept Survey Results: Pearson Terminal One

## **FINAL REPORT**

Submitted to:

Communications  
CATSA

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# HIGHLIGHTS

This section provides a brief overview of the main findings from this research. These findings are discussed in more detail throughout the remainder of this report.

## ***Experience with security screening***

Most travellers (at least 8 in 10) reported that they were satisfied with their security screening experience on the day they were interviewed. When issues do arise, these tend to centre on either the performance of screening officers (i.e., a perceived lack of professionalism, inability to clearly articulate instructions) or with the application of screening procedures (i.e., lack of consistency from airport to airport, measures seen as “excessive”). These concerns are particularly acute among the most frequent travellers (i.e., those travelling for business).

## ***Awareness of restrictions***

Awareness of restrictions in place at Canadian airports about bringing liquids, aerosols, and gels (LAGs) through security screening is very high: 95 per cent are “certain” such restrictions exist and an additional 4 per cent are “pretty sure” there are restrictions. Only 1 per cent reported that they were not aware of any restrictions.

## ***Understanding of restrictions***

Understanding of the restrictions on LAGs is somewhat more modest. While a majority of travellers (63 per cent) recognize that the restrictions pertain to the amount of LAGs, there is some confusion about how this is measured (i.e., is it the size of the container or the amount of product?). This uncertainty is especially common among the least travelled. Despite some confusion, however, most recognize that the restrictions are in place to prevent dangerous or explosive materials from being brought onboard an aircraft.

## ***Impact of restrictions***

Most travellers indicate that they have either already changed their behaviour as a result of the restrictions on LAGs (i.e., put these items in their checked luggage, packed the LAGs in containers of 100 ml or less and placed them in a 1 L bag), or plan to do so in the future (most of which will involve packing their LAGs in their checked baggage).

### ***Attitudes towards restrictions***

While a majority of the travelling public feels that the restrictions on LAGs are “reasonable”, there is a sizable proportion (39 per cent) that considers this policy to be “annoying”. Those who have the most exposure to the restrictions on LAGs (i.e., the most frequent travellers) are particularly likely to be aggravated by the policy. In addition, about 1 in 10 (15 per cent) simply does not support the restrictions – mainly because they see them as inconvenient, unnecessary, and ineffective. However, even among those who do not take issue with the restrictions, there is a strong perception that some travellers continue to try and proceed through security screening with their LAGs. Disagreement with the policy (demonstrated through defiance and/or indifference to the rules) is considered the main reason for non-compliance. Forgetfulness and lack of awareness are also considered factors, but to a lesser extent.

These mixed attitudes towards the policy on LAGs suggest that resources should be devoted less to informing travellers of the restrictions (especially in light of the already high awareness levels), and more to convincing them of their necessity.

### ***Preferred communications***

Travellers overwhelmingly say that the best time to find out about the restrictions on LAGs is *before* arriving at the airport (i.e., either when booking a trip or through the media in general). In terms of how these restrictions should be communicated, most prefer a straightforward approach; a sign that, first and foremost, tells you what you need to know in a simple manner, and to a lesser degree, is attention-grabbing.

### ***Implications***

The results suggest that there are 2 main target groups from a communications perspective. The first group, the “accidental non-compliant”, is made up of a small segment of infrequent travellers who do not comply with the restrictions because they are unaware of them. Communications with this group should therefore focus on informing them of the restrictions – preferably *before* they arrive at the airport (i.e., when booking their trip). The second group, the “informed sceptic”, is the more difficult group to reach with messaging. Comprised of a core segment of frequent travellers, this group is aware of the restrictions on LAGs; but is not convinced of the value or necessity of this policy. The strategy for communicating with the “informed non-compliant” should be to focus on convincing (rather than informing) them of the need for this policy. As these are experienced travellers, communications should capitalize on various opportunities *inside* the airport to alter their behaviour (i.e., what they purchase, how they pack their carry-on, when they decide to discard LAGs such as water bottles, etc.).

Regardless of the target group, any new communications materials that are developed should consider incorporating the following: clear instructions, straightforward signage, tips for remembering / conforming to the policy, and ways to reduce annoyance with the policy (e.g., alternatives to having LAGs confiscated).

# 1. INTRODUCTION

## 1.1 BACKGROUND

In order to better monitor and evaluate the effectiveness of its ongoing communications activities, the Canadian Air Transport Security Authority (CATSA) has identified the need for a public opinion research plan covering a period of 3 years. The primary focus for the first year of research (i.e., 2008) will be the development of communications messaging, materials, and strategy designed to increase awareness, understanding, and acceptance/support for policies in effect at Canadian airports with regard to liquids, aerosols and gels (LAGs). The 2008 research plan takes an incremental approach to defining the communications problem and how best to address it, including the type of awareness, attitudes and behaviour that needs to be addressed, the type of messaging needed to address it and the best strategy of how and where to address it in order to reduce the non-compliance at airports regarding LAGs.

The 2008 research plan is currently in Phase I (i.e., the exploratory phase). In this phase, the level of awareness that currently exists with regard to LAGs will be explored, as will travellers' knowledge of the purpose of the policy and their associated acceptance of or support for it. Phase I will also begin to examine how best to communicate to the public about LAGs.

## 1.2 METHODOLOGY

The findings presented in this report are drawn from an on-site intercept survey that was conducted with air travellers at Pearson International Airport (Terminal 1) between June 23 and July 5, 2008. Air travellers were intercepted immediately following screening and asked to participate in a short (7-minute) survey relating to the restrictions on LAGs (e.g., awareness, whether or not they had anything confiscated, experience with the process, attitudes towards the policy, etc). Surveys were collected by trained interviewers in 2 shifts: 1) 7:00 a.m. – 11:00 a.m., and 2) 2:30 p.m. - 6:30 p.m. A total of 871 surveys were completed. The margin of error associated with a sample this size is +/- 3.3 per cent, 19 times out of 20. The margin of error increases for population sub-group results. A detailed profile of respondents is provided in the following pages.

**Table 1 – Demographic Profile:**

<b>Residence</b>	
Newfoundland and Labrador	4%
New Brunswick	3%
Nova Scotia	5%
Quebec	8%
Ontario	49%
Manitoba	2%
Saskatchewan	3%
Alberta	6%
British Columbia	5%
United States	5%
Western Europe	3%
Eastern Europe	1%
Asia	1%
Australia	1%
South America	1%
<b>Gender</b>	
Male	53%
Female	47%
<b>Highest Level of Education Completed</b>	
Some high school	2%
Graduated from high school (grade 12-13)	14%
Community/Technical college or CEGEP	10%
Trade certification	2%
Some community college or university	10%
Bachelor's degree	31%
Professional certification	6%
Graduate degree	25%
<b>Age</b>	
Under 25	12%
25-29 years	12%
30-34 years	11%
35-44 years	20%
45-54 years	22%
55-64 years	15%
65 years or older	8%



**Table 2 – Travel Profile:**

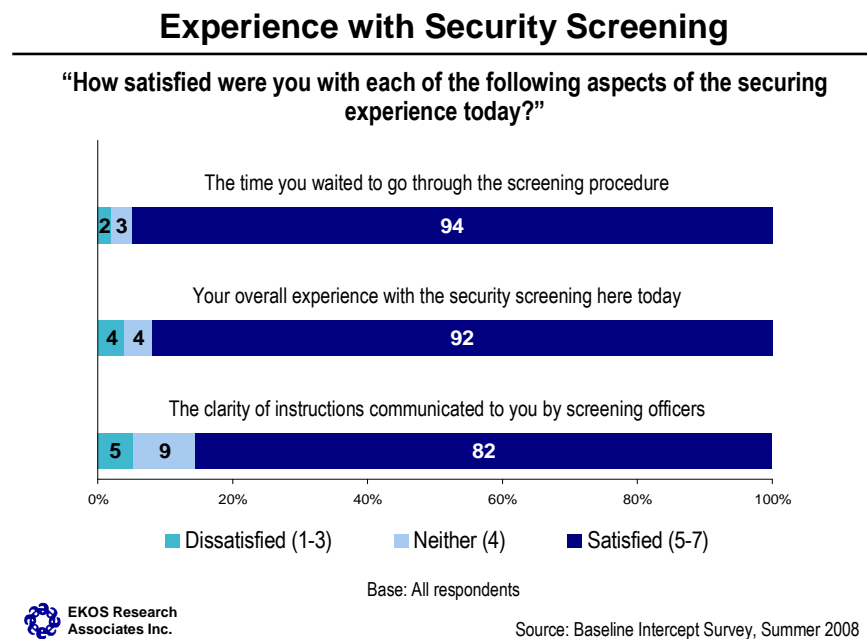
<b>Frequency of Travel (in past year)</b>	
1-2 times	24%
3-5 times	27%
6-10 times	22%
More than 10 times	27%
<b>Nature of Travel</b>	
Personal	46%
Business	33%
Both equally	21%
<b>Typical Travel</b>	
Alone	61%
With family	19%
Alone and with family equally	12%
In a larger group	6%



## 2. DETAILED FINDINGS

### 2.1 EXPERIENCE WITH SECURITY SCREENING

Overall, most travellers reported that they were satisfied with their experience with security screening procedures on the day they were interviewed. Virtually all (94 per cent) were satisfied with the time they waited to go through the screening procedure, with more than half (55 per cent) indicating they were extremely satisfied. This is followed closely by 92 per cent who are satisfied with their overall experience with security screening on the day the survey was taken. Of the 3 aspects of security screening measured, the clarity of instructions communicated by screening officers saw relatively lower ratings, with 4 in 5 (82 per cent) travellers saying that they were satisfied. This is a first indication that travellers are not unilaterally positive about screening officers and how security is handled. Other findings (discussed later in this report) also point to some concern with the consistency of security screening.

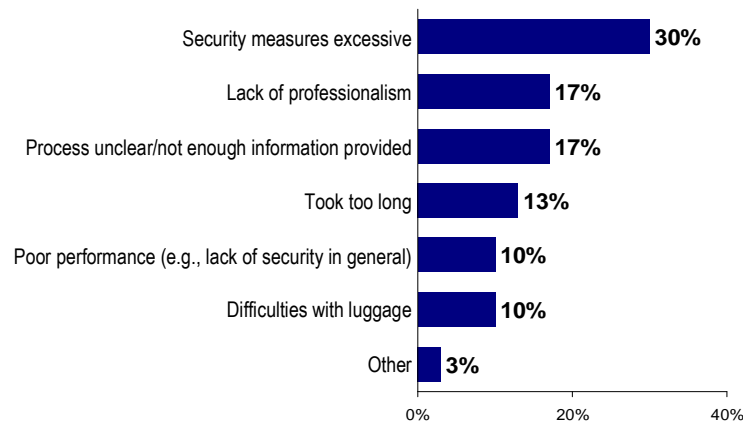


- Satisfaction in all 3 areas is higher among those who say they are “very comfortable” with the entire security screening process.
- Those who have mostly flown for personal travel in the past year tend to be more satisfied with both the clarity of instructions communicated and the overall screening experience than those who typically travel for business purposes.

While satisfaction with the security screening process was mostly positive, there were a few (4 per cent overall) who expressed dissatisfaction with the process at the time of the survey. Among those expressing some level of dissatisfaction, nearly 1 in 3 (30 per cent) said it was because they perceived security measures to be excessive, and close to 1 in 5 (17 per cent each) were either dissatisfied with the level of professionalism exhibited by screening officers or with the clarity of the process (e.g., the information provided was seen as insufficient). A few others felt that the process took too long (13 per cent), and 1 in 10 (10 per cent each) cited either poor performance (e.g., lack of security in general) or difficulties with baggage.

### Reason for Dissatisfaction with Security Screening

“Can you tell me why you were dissatisfied (with the overall experience)?”



Base: Those dissatisfied with overall screening (n=30)



Source: Baseline Intercept Survey, Summer 2008

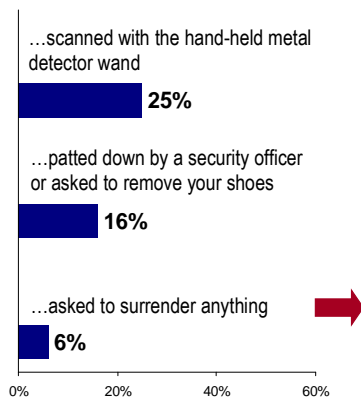
- There are too few cases of dissatisfaction (n=30) to make subgroup analysis feasible.

Among respondents intercepted for the survey (which took place in the last week of June and first week of July), 1 in 4 (25 per cent) reported that they had been scanned with a hand-held metal detector wand when going through security screening on that particular day. Slightly fewer (16 per cent of travellers) were patted down by a screening officer or asked to remove their shoes, and an even smaller proportion (six per cent) was asked to surrender something in their possession.

Of those who were asked to surrender an item, the most common was water bottles (44 per cent). Nearly 1 in 5 (18 per cent) were asked to surrender cosmetics, and 1 in 10 (11 per cent) were asked to forfeit a sharp object. A few others (4 per cent each) were requested by screening officers to surrender beverages, perfume, spreadable condiments (such as jam), or other unspecified liquids. In addition, two per cent surrendered alcohol, and another 7 per cent were asked to surrender some other material.

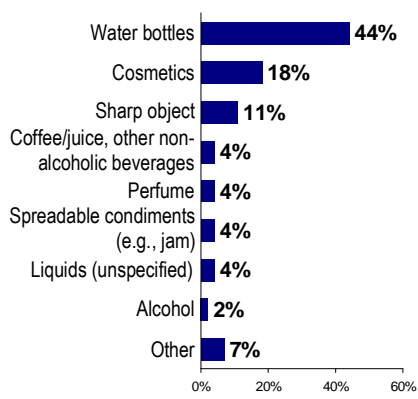
### Intensity of Security Screening Experience

**"During security screening today were you...?"**



Base: All respondents

**"What were you asked to surrender?"**



Base: Those asked to surrender something (n=45)



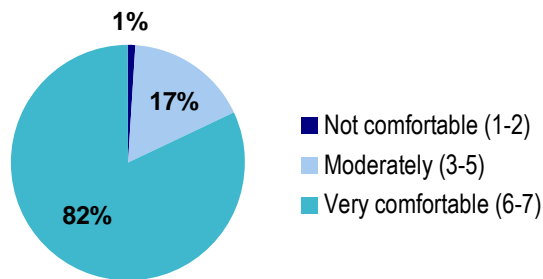
Source: Baseline Intercept Survey, Summer 2008

- Less frequent travellers (i.e., those travelling by air 1 or 2 times within the past year) are more apt than those travelling more frequently to have been scanned with a hand-held metal detector wand or asked to surrender something on the date of the survey.

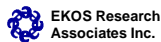
Most Canadian travellers are comfortable with the security screening process. Four in 5 (82 per cent) of those intercepted said that they are “very comfortable” with the process, and another 17 per cent said that they are “moderately comfortable” with it. Only 1 per cent indicated they are “not comfortable” with the security screening process.

## Overall Comfort with Security Screening Process

“How comfortable are with the entire security screening process?”



Base: All respondents



Source: Baseline Intercept Survey, Summer 2008

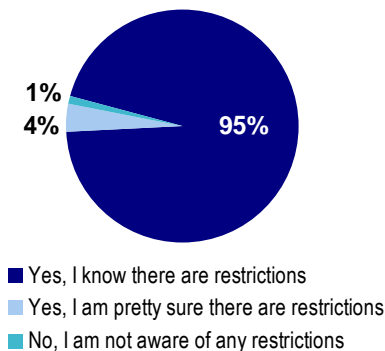
- Travellers from Quebec are more apt than those from other regions to indicate they are comfortable with the security screening process (although the sample is relatively small from most individual regions outside Ontario).
- Those who did not have any additional screening procedures (such as being scanned by a hand-held metal detector wand, removing shoes, or surrendering material) are more apt to indicate they are comfortable with the entire security screening process than those who experienced one or more of the aforementioned procedures. This is likely due to the fact that those who experienced some of these additional security procedures are also less frequent travellers who are not as familiar with this process.

## 2.2 AWARENESS OF RESTRICTIONS ON LAGS

Awareness of restrictions in place at Canadian airports about bringing liquids, aerosols, and gels through security screening is very high. Ninety-five per cent of air travellers indicate that they know there are restrictions, and an additional 4 per cent said that they are pretty sure there are restrictions. Only 1 per cent reported that they were not aware of any restrictions.

### Awareness of Restrictions on LAGS

“Are you aware of any restrictions in place at Canadian airports about bringing liquids, aerosols and gels through security screening?”



Base: All respondents



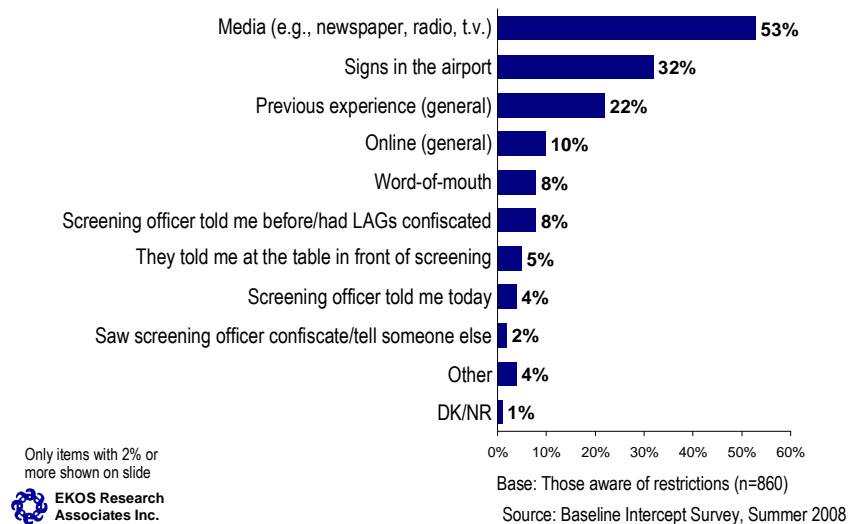
Source: Baseline Intercept Survey, Summer 2008

- While travellers from Quebec were more apt than those from other regions to indicate they are comfortable with the security screening process, they are less likely to say that they were aware of any restrictions in place at Canadian airports.
- Younger travellers (i.e., age 25 and under) are more likely to indicate they are “pretty sure there are restrictions”, whereas those age 35 and over are more apt to indicate with certainty that they know there are restrictions.
- Travellers with high school education or less are more apt to say they are not aware of any restrictions, while those with a university education are more likely to say they know there are restrictions.

Among those who are aware of the restrictions, over half (53 per cent) say they learned about them from the media (including newspaper, radio, and television) in advance of their arrival at the airport. An additional one-third (32 per cent) said that they learned about restrictions from signs in the airport (although it is not clear if this was on the day of the intercept or at another point in time). One in 5 (22 per cent) indicated previous experience as the source of their knowledge of the restrictions on liquids, aerosols, and gels, and about 1 in 10 said they found out about the restrictions either on-line (10 per cent) or through word-of-mouth (8 per cent). Quite a few cited screening officers as their source for this information (i.e., 8 per cent had been informed of the restrictions by a screening officer in the past, 5 per cent were told while at the table in front of the screening checkpoint, 4 per cent by a screening officer during their current travel, and 2 per cent learned of the restrictions by witnessing a screening officer interact with another traveller). In total, no more than 45 per cent of those interviewed would have found out about the LAGs policy on the day of the intercept, and some of these may have found out on a previous trip to a Canadian airport (e.g., they may have seen a sign or been told by a screening officer at another airport on another day).

### Source for Information on Restrictions

“How did you learn about these restrictions?”



- Younger travellers (aged 25 and under) are more likely to indicate having heard about the restrictions by word-of-mouth, whereas those age 65 and over are more apt to have been informed by tourism professionals.
- Women are more likely than men to indicate having learned of the restrictions on-line.
- Those with university education are more apt than those with lesser education to have learned of the restrictions through the media or from signs at the airport.
- Infrequent travellers (i.e., those who have travelled 1 or 2 times in the past year) are more likely than those who have travelled more frequently to have learned of the restrictions from

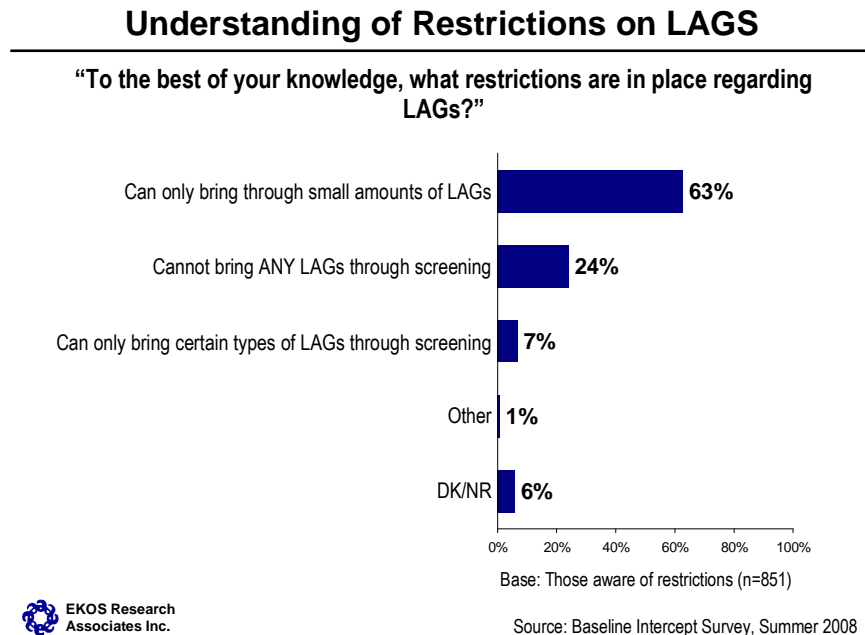


the media. Very frequent travellers (i.e., those who have travelled by air 11 or more times in the past 12 months) are more likely to cite signs in the airport as the source for their information on the LAGs policy.

- The media is the more likely source for information for those travelling for personal reasons (i.e., as opposed to those travelling for business).

## 2.3 UNDERSTANDING OF RESTRICTIONS

Understanding of the restrictions on liquids, aerosols, and gels is modest overall, with slightly less than two-thirds (63 per cent) recognizing that travellers are only permitted to bring small amounts of LAGs through security screening. One in 4 (24 per cent) incorrectly believes that there is a complete ban on bringing liquids, aerosols, and gels through screening, and another 7 per cent feels that only certain types of LAGs can be brought through screening.



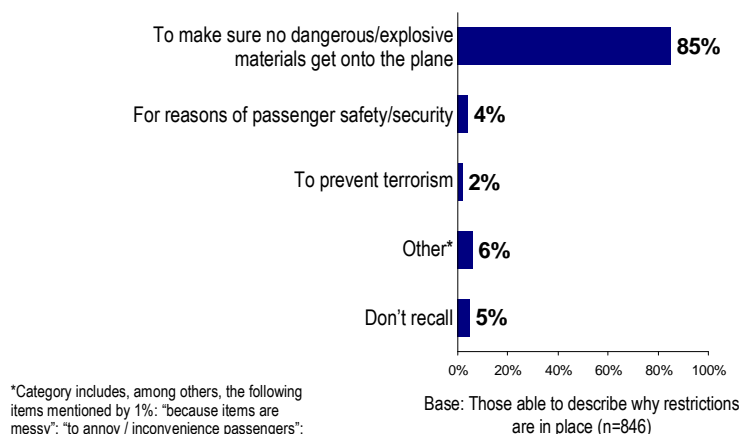
- There are not many clear patterns of what people know, based on how they found out about the policy. That said, those who saw airport signs were somewhat more apt to report that you cannot bring any LAGs through. Those who had spoken with a screening officer had a more precise understanding (i.e., that certain amounts under certain conditions were acceptable).
- Women are more apt to correctly identify the restrictions on LAGs (i.e., that travellers can only bring small amounts of LAGs through the screening checkpoint), whereas men are more likely to think that there is an outright ban on bringing these items through screening.

- The youngest travellers (aged 25 and under), along with the oldest (aged 65 and over), are both more apt to say that they do not know what restrictions are in place.
- Frequent travellers are more apt to know that you can only bring small amounts of LAGs through the screening checkpoint, whereas less frequent travellers (i.e., those that fly 1 or 2 times a year) are more apt to believe that travellers cannot bring any LAGs through screening. Infrequent travellers are also more likely to say that they do not know what restrictions are in place.

By and large, travellers recognize that the restrictions on LAGs are in place to make sure no dangerous or explosive materials get on to the plane (85 per cent), and most others understand that the restrictions are in place for reasons related to security (i.e., 4 per cent cite “passenger safety and security” and 2 per cent “to prevent terrorism”). Only 6 per cent of passengers cited a different reason for the restrictions, such as that the items are messy, that restrictions are in place to annoy or inconvenience passengers, or that they are a reaction/overreaction to the terrorist attacks of September 11, 2001.

### Justification for Restrictions

“Why do you think these restrictions are in place?”



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Associates Inc.

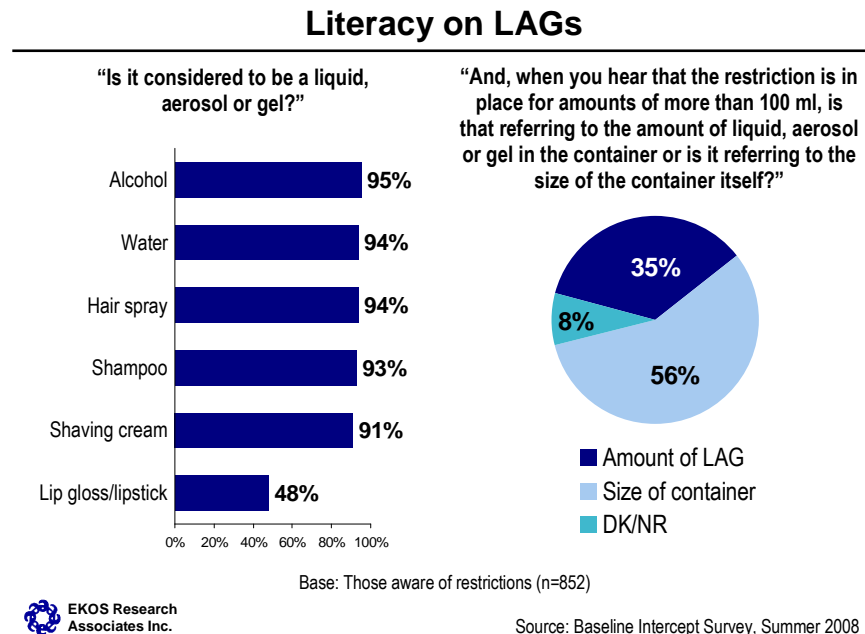
Source: Baseline Intercept Survey, Summer 2008

- Younger travellers (age 25 and under) are less apt to know why the restrictions are in place.

The vast majority of those who say they are aware of the restrictions correctly identify the items classified as liquids, aerosols, or gels under this policy. Travellers identified alcohol (95 per cent), water, hairspray (94 per cent each), shampoo (93 per cent), and shaving cream (91 per cent) as being included with the liquid, aerosol, and gel restrictions at security screening. The fact that lip gloss (which is

restricted) and lipstick (which is not) were combined in the survey instrument, likely caused some confusion and the results should therefore be dismissed.

Although travellers seem to be quite fluent in the types of LAGs that are restricted, many are confused when it comes to the amount of liquids, aerosols, and gels that are permitted. While over half (56 per cent) understands that the restrictions pertain to the size of the container, more than 1 in 3 (35 per cent) believe the 100 ml restriction refers to the quantity of the liquid, aerosol, or gel, and another 8 per cent are simply not sure. These results point to a need for communications that clarify the policy (i.e., that restrictions pertain to the size of the container, not the amount of liquid). Confusion over the application of the policy is likely cause for some frustration among travellers who bring small amounts of LAGs in containers that are larger than 100 ml – particularly those who thought that they understood the policy, only to find out at screening that they are going to have several items confiscated.



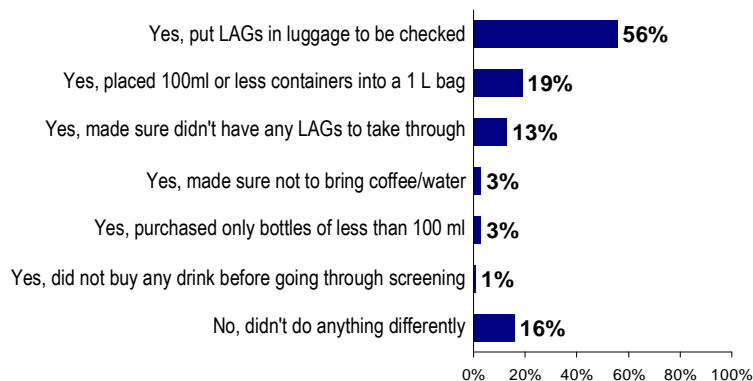
- Less educated travellers (i.e., those with a high school level of education or less) are not as likely as those that have reached higher levels of educational attainment to understand that items such as water, hairspray, shampoo, and shaving cream are considered LAGs.
- Women are more likely than men to believe that lip gloss (and lip stick, because it was erroneously combined with gloss in the survey instrument) is considered a LAG.
- Frequent travellers and individuals who did not go through any additional screening procedures (such as being scanned with a hand-held metal detector wand or asked to surrender something) on the date of the survey are more apt to realize that the restrictions apply to the size of the container.

## 2.4 IMPACT OF RESTRICTIONS

One in 6 travellers (16 per cent) say they did nothing in response to the restrictions on LAGs (for some this is perhaps because they never intended to bring LAGs through the screening checkpoint and therefore did not have to adjust their behaviour). Most travellers, however, say that they have changed their behaviour as a result of finding out about the restrictions. Over half (56 per cent) say that they placed the liquids, aerosols, or gels in their checked baggage, and 1 in 5 (19 per cent) placed their LAGs in the appropriate packaging (i.e., in containers of 100 ml or less in a 1 L bag). A few others (13 per cent) made sure that they did not have any liquids, aerosols, or gels to take through screening, and some (3 per cent each) made sure to not bring coffee or water to the screening area or they purchased liquid, aerosol, or gel bottles of less than 100 ml for the purposes of their air travel. Only 1 per cent says they responded to the restrictions by deciding not to buy a drink before going through screening.

### Action Taken as a Result of Restrictions

“Did you do anything in response to these restrictions  
(e.g., packed your bag differently)?”



Base: Those able to describe why restrictions  
are in place (n=837)

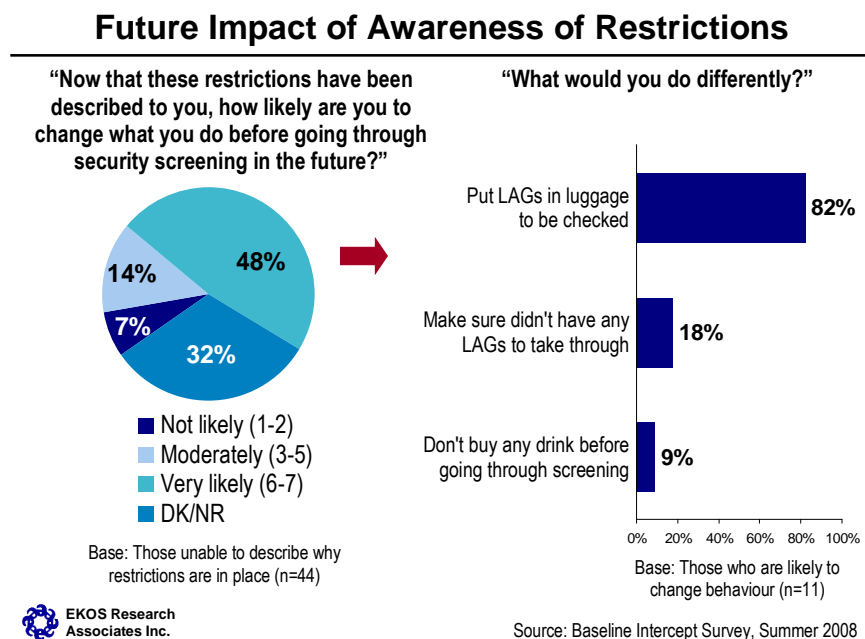


Source: Baseline Intercept Survey, Summer 2008

- Women are more apt to have placed LAGs in checked baggage, whereas men are more likely (than women) to indicate that they did not do anything differently as a result of the restrictions (perhaps because they were not being compliant or because they never intended to bring LAGs through in the first place).
- Those who fly for personal travel are more likely to have placed LAGs in checked baggage. Business travellers, on the other hand, are more apt to have either placed their LAGs in the appropriate packaging in their carry-on (possibly because they did not have baggage to check) or to report that they did not take any different action as a result of the restrictions.

Nearly half of travellers who are unable to describe why the restrictions are in place (48 per cent) feel that it is “very likely” that they will change what they do before going through screening in the future. Another 14 per cent indicate that it is “moderately likely” that they will change their behaviour due to the restrictions, while 7 per cent believe it is “not likely” they will do anything. There is also nearly one-third (32 per cent) that are not sure if the restrictions will change what they do before going through security screening in the future.

Of the half who intend to change what they do before going through security screening, most reported that they would place liquids, aerosols, and gels in their checked baggage in the future. One in 5 (18 per cent) will make sure they do not have any liquids, aerosols, and gels to take through, and 1 in 10 (9 per cent) plan to not buy any drink before going through screening.



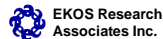
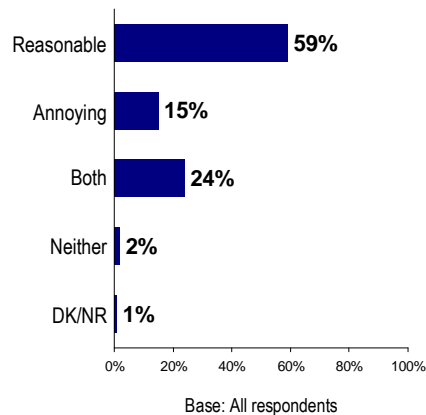
- Younger travellers (aged 25 and younger), infrequent travellers (i.e., those that fly 1 or 2 times a year), and those who were dissatisfied with the clarity of screening instructions are all more likely to plan to change what they do before going through security screening in the future.
- Travellers who were more aware of the policy (i.e., knew that they were allowed to bring through 100 ml or less in a plastic bag), were also more apt to have made the appropriate arrangements for their LAGs.
- Those with the least knowledge regarding the LAGs policy (e.g., what it restricts and the amount) are the most apt to have not reacted (or changed their behaviour).

## 2.5 ATTITUDES TOWARDS RESTRICTIONS

Nearly 6 in 10 travellers (59 per cent) who have knowledge of the purpose of restrictions view these as being reasonable. There are, however, sizable proportions that find the restrictions either annoying (15 per cent), or a mix of reasonable and annoying (24 per cent). All told, more than 1 in 3 (39 per cent) travellers finds the restrictions to be annoying, which is a concern for receptivity to communications and general compliance levels.

### Tolerance for the Restrictions

**“Knowing about the purpose of these restrictions, do you find the restrictions to be reasonable, just a source of annoyance or both?”**



Source: Baseline Intercept Survey, Summer 2008

- Women are marginally more inclined to be annoyed about the restrictions (although they are more apt to consider the restrictions to be a combination of reasonable and annoying), whereas men who are annoyed simply describe the restrictions as annoying and not both.
- Frequent travellers and those with higher levels of education are more apt to describe the restrictions as annoying (20 per cent in each case), whereas those with a high school level of education or less (and who travel less frequently) tend to view these restrictions as reasonable. This is also reflected in the finding that those with the greatest awareness of the policy (i.e., understanding about the types and amounts of LAGs permissible) are also more apt to express annoyance than those with less awareness about the restrictions.
- Similarly, it is those most comfortable with the screening process (who are also the most frequent travellers) that are also more inclined to describe the restrictions as annoying.
- Although the sample of travellers from outside of Canada is relatively small (n=118) these travellers are also marginally more apt to describe the policy as annoying (22 per cent).

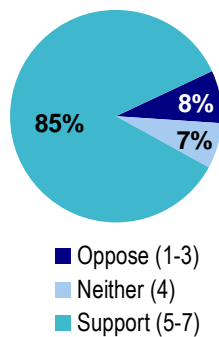
- Related to when and how travellers find out about the policy, those who found out about it from screening officers were also more apt to say that the policy is annoying (presumably because when they found out was considered to late in the process to be of use to them).

Once travellers are reminded that the policy on LAGs is in place to prevent dangerous items from being carried aboard an aircraft, a majority (85 per cent) support these restrictions. Only a small proportion (8 per cent) opposes them, and another 7 per cent are neither supportive nor clearly opposed to these restrictions. When combined, the proportion not in favour of the policy is similar in size to the 16 per cent of travellers who indicated that they had not changed their behaviour as a result of this policy. Naturally, those who are annoyed with the policy are also most apt to oppose it (or at the very last not support it). This core of 15 per cent of travellers who are not supportive of the policy represent the primary target for communications, as well as for tracking performance measurement of ongoing communications about this policy.

Since awareness of the restrictions on LAGs is relatively high, the purpose of the communications would likely be less about informing the unaware, as it would be about convincing the sceptical, annoyed, and non-compliant that the policy has a purpose. The primary objective of communications might be to reduce this proportion of the travelling public, particularly since this segment is over represented by frequent travellers (although we are talking about only 15 per cent of the travelling public, this segment might actually represent 20-30 per cent of passengers screened from month to month, particularly in the off-season).

### Overall Support / Opposition to Restrictions

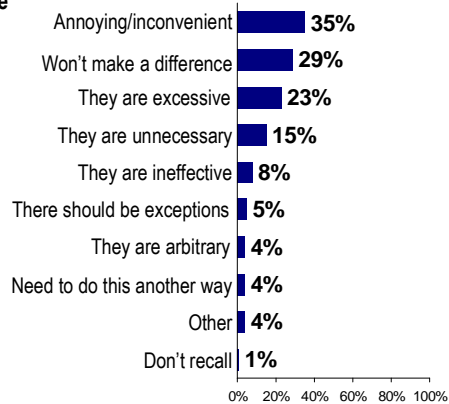
"In fact, these restrictions are in place to prevent dangerous items such as liquid explosives from being carried aboard an aircraft. How supportive are you of these restrictions?"



Base: All respondents



"Why are you opposed to these restrictions?"



Base: Those opposed to restrictions (n=80)

Source: Baseline Intercept Survey, Summer 2008

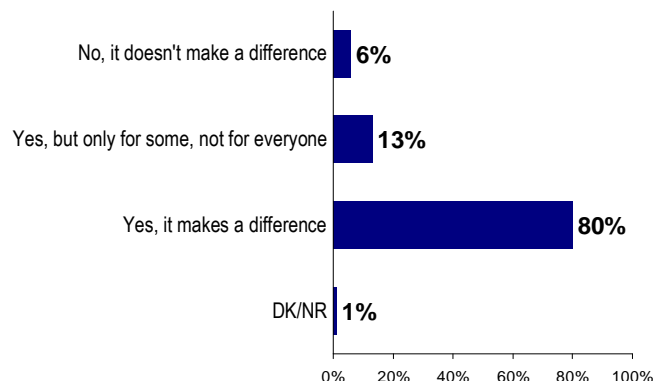
- It is the most frequent travellers (and the university educated, in the middle age cohorts) who are the least supportive of the policy, with 18 to 22 per cent saying that they are either opposed or at least not in support of the restrictions.

When asked to provide reasons for their opposition to the restrictions, one-third (35 per cent) believe it to be an inconvenience and/or annoying; more than one-quarter (29 per cent) do not believe that it will make a difference, and over 1 in 10 (15 per cent) feel the restrictions are unnecessary (i.e., people do not take explosives onboard planes). Others believe the restrictions to be ineffective (8 per cent); that there should be exceptions to the rules (5 per cent); that they are arbitrary (4 per cent); and, finally that this needs to be done another way (4 per cent). As already indicated, most of the non-compliant seem to be those who do not believe in the restrictions (rather than those who do not know about them), and as such, communications core message might include elements designed to “convince” the sceptical traveller.

Travellers were then asked if they believe that telling people about the restrictions makes a difference, and whether this changes what people do with LAGs before going through screening. Most (80 per cent) travellers believe that this does make a difference, although 1 in 7 (13 per cent) believes that it only makes a difference for some, but not for everyone, and an even smaller proportion (6 per cent) believes it does not make a difference. Again, combining these latter 2 opinions, there is a core segment (19 per cent) of travellers who are not convinced that the policy is “worth it” given the trade off in convenience for passengers. It would once again seem that a core job of future communications would be to try to address and reduce some of this scepticism (thereby increasing compliance at the checkpoint). To further support this point, those who indicated annoyance with the policy are more apt to say that it does not make a difference than those who find the policy reasonable.

## Attitudes to Raising Awareness of Restrictions

**“Do you think that telling people about the restrictions makes a difference, and changes what people do with LAGs before going through screening?”**



Base: All respondents

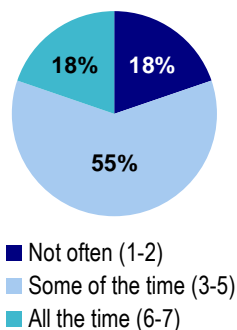


- Travellers from the Atlantic region, and to a lesser extent those from the West (including British Columbia, Alberta, Saskatchewan, and Manitoba), are more likely than those in Ontario and Quebec to feel that telling people about these restrictions makes a difference, but only for some people.
- Individuals who were satisfied with the clarity of instructions feel that telling people about the restrictions makes a difference, while those who were dissatisfied with the clarity are more pessimistic and feel that informing people will not make a difference.
- Frequent flyers are less apt to be convinced that it makes a difference than those who travel less frequently (and those who travel for personal rather than business reasons).

Most people are convinced that at least some travellers try to bring LAGs through security screening even though they know about the restrictions. Over half (55 per cent) of respondents think people do this some of the time and a further 18 per cent believe this happens all of the time. A similar proportion (18 per cent) thinks it does not happen very often.

### Perceptions of Compliance with Restrictions

“How often do you think people already know about LAGs or see signs about LAGs, but bring them through screening anyway?”



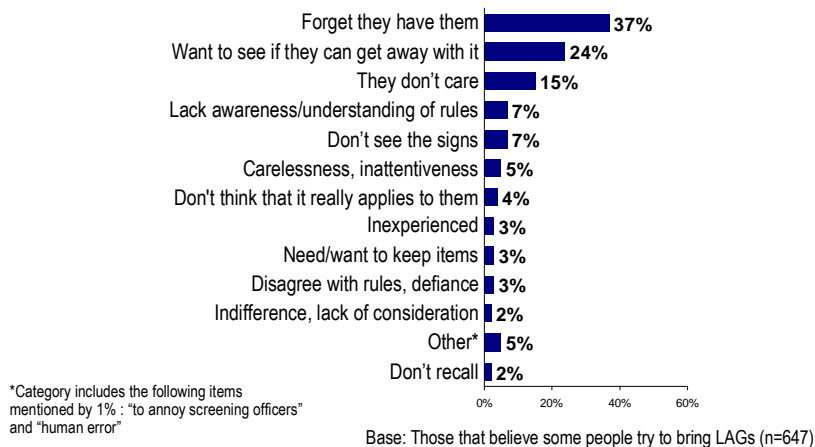
Base: All respondents

- The youngest travellers (under 25) are the most sceptical, with 27 per cent believing that this happens all the time.

Further to this, travellers who believe that some passengers bring LAGs to screening even though they are aware of the restrictions were asked why this is the case. Although forgetfulness is the most commonly cited reason (37 per cent), there is a large proportion of travellers who believe that passengers are simply not complying with the restrictions (i.e., to see if they can get away with it, or because they simply do not care). Considering all of the different categories of responses (and keeping in mind that respondents were able to provide more than one response) just over half of responses pointed to a lack of compliance, just under half of the responses attribute it to forgetfulness and human error, and only a small proportion (14 per cent) attribute it to a lack of awareness or understanding of the issue. This has major implications for the content of communications materials, as travellers perceive very little of the problem to be about making travellers aware of the restrictions so much as either reminding them about them or convincing them to comply. It should also be noted that those who judge the policy to be annoying are more apt to attribute people bringing LAGs through as non-compliance.

### Reasons for Non-Compliance with Restrictions

**“Why do you think that people who are informed about LAGS, through signs and posters, bring LAGS through screening?”**



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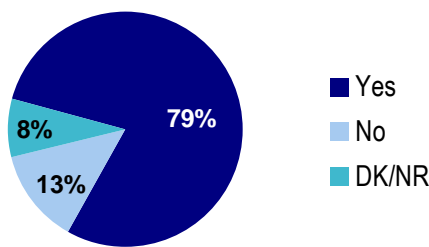
Source: Baseline Intercept Survey, Summer 2008

- Travellers from outside of Canada, as well as respondents between the ages of 35 and 44, are more apt to believe that travellers simply forget they have LAGs and therefore bring them through screening absentmindedly.
- Older travellers (between 55 and 64 years of age) are more likely to cite a lack of awareness and/or understanding of the rules.
- Individuals who scored low in terms of their knowledge of LAGs are more apt to think these restrictions don't really apply to them, as well lack consideration or feel indifferent toward their applicability.

Most travellers (79 per cent) feel that restrictions are applied in a consistent manner, although 13 per cent do not believe this to be the case and a further 8 per cent are not sure. Those who are not convinced about the consistency of the application of the policy are also more apt to be the people who are annoyed by it, do not support it and are not convinced that it has the desired results (although numbers are small and the relationships are modest at best).

### Perceived Consistency of Application of Restrictions

“As far as you've seen, is this policy applied in an even and consistent fashion across Canadian airports you've been to?”



Base: Those aware of restrictions (n=850)



Source: Baseline Intercept Survey, Summer 2008

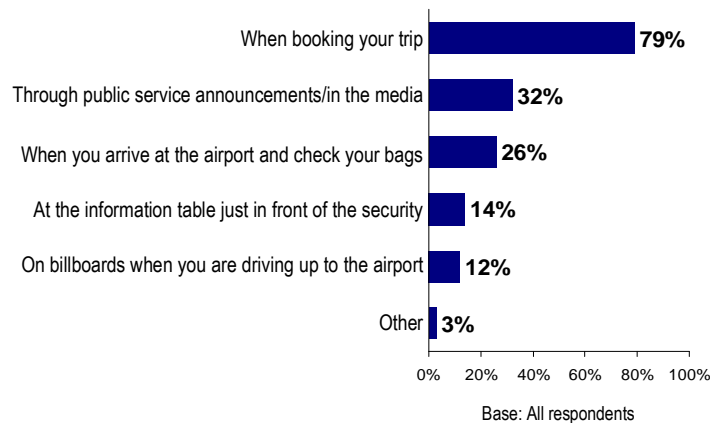
- Travellers who live in the West (including British Columbia, Alberta, Saskatchewan, and Manitoba) are more apt than those who live in other regions or outside Canada to feel that restrictions are applied in a consistent manner.
- Those who are less comfortable with security screening are more apt to say that the restriction policy is not consistent.
- Frequent flyers and business travellers are more likely than others to feel that the travel restriction policy has not been consistently applied across Canadian airports. These are also the travellers who are generally less convinced of the legitimacy or value of the restrictions.

## 2.6 PREFERRED COMMUNICATIONS

Over three-quarters (79 per cent) of respondents feel the best time to inform travellers about the LAG restrictions is while booking their trip. One third (32 per cent) believe this should be done through public service announcements and/or in the media. One quarter (26 per cent) feel travellers should be informed about these restrictions when they arrive at the airport and/or when checking their bags. A smaller proportion (14 per cent) believe this should be communicated at the information table in front of the screening checkpoint, while a similar proportion (12 per cent) believe this information should be on billboards located along the road leading to the airport, in full view for drivers.

### Best Time to Inform Travellers About Restrictions

“When is the BEST time to inform travellers about these restrictions?”

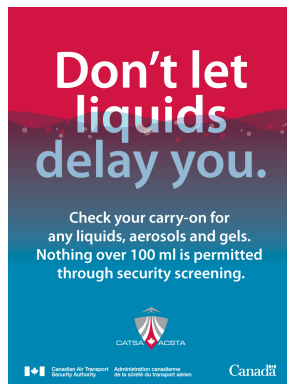


Source: Baseline Intercept Survey, Summer 2008

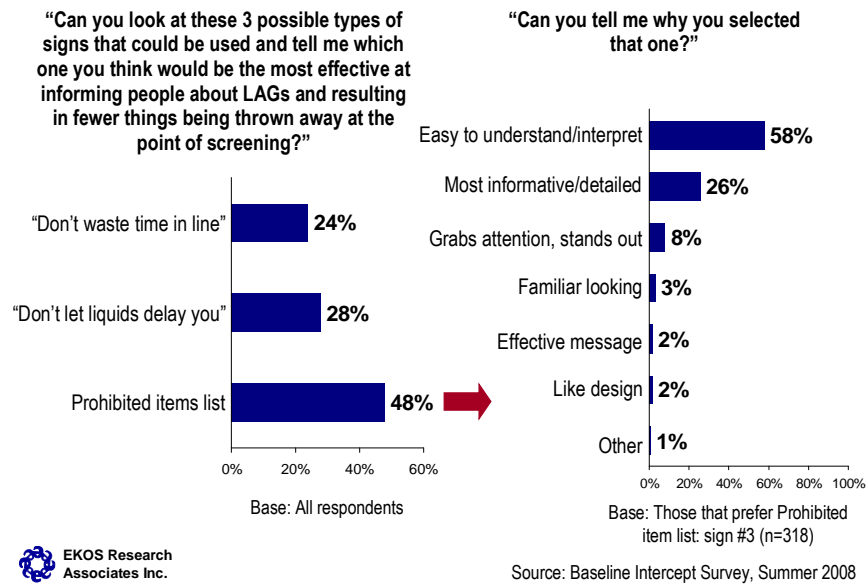
- Travellers from outside of Canada are more likely than residents of Canada to feel that the best time or place to inform travellers about LAGs is either at the airport (i.e., at the baggage check) or on billboards located along the drive to the airport.
- Women are more inclined than men to feel the best time to inform travellers about these restrictions is when individuals are booking their trip (whether on-line or through a travel agent).
- Business travellers are more likely than those who tend to fly for personal reasons or for both business and pleasure to consider baggage check-in as one of the best times to inform travellers of the restrictions.

Travellers were shown 3 possible types of signs that could be used to inform travellers about the restrictions on LAGs. They were then asked which one they thought was the most effective (i.e., which one would result in fewer things being thrown away at the screening checkpoint) and why. The sign showing the prohibited items list was selected most often by a factor of nearly 2 to 1 over the other options. Nearly half (48 per cent) of travellers indicated this to be the most effective. The sign chosen second had the message 'don't let liquids delay you' (favoured by 28 per cent of respondents), while fewer (24 per cent) chose the sign with the message 'don't waste time in line'.

Travellers seem to be expressing a preference for a more straightforward approach with greater information. Supporting this, the prohibited item list was considered the most effective because of its clarity and simplicity; the message is straightforward, easy to understand and/or interpret (noted by 58 per cent of the individuals who chose this sign). One-quarter (26 per cent) found it to be informative and detailed. On the other hand, one might interpret the results as an even showing for ads with a caption (combining "Don't waste your time in line" and "Don't let liquids delay you" at 52 per cent) versus a picture with no caption. Not shown in the chart, among those preferring "Don't let liquids delay you" the most popular response was "because it grabs your attention" according to 53 per cent of those preferring that particular sign, suggesting that, although secondary to clear information in a straightforward approach, something that commands attention is also of value to travellers.



## Preferred Communications



- There were virtually no clear differences or patterns that stood out in who preferred which approach given how they found out about the restrictions or what their views are about them (or their demographics).

### 3. IMPLICATIONS

The results suggest that there are 2 main target groups from a communications perspective: 1) the “accidental non-compliant” and, 2) the “informed sceptic”.

The “accidental non-compliant” is made up of a small group of infrequent travellers (representing about 8 to 10 per cent of the travelling public). Perhaps due to their inexperience, they tend to be less comfortable with the whole screening process. They are also less likely to be familiar with the restrictions on LAGs. Importantly, however, they support the policy (i.e., they think it's reasonable) and any non-compliance that occurs on their part is unintentional. As a result, communications with this group should focus on informing them of the restrictions – preferably *before* they arrive at the airport (i.e., when booking their trip).

The “informed sceptic” is the greater communications challenge. The group is comprised of a core segment of frequent travellers (representing approximately 13 to 18 per cent of the travelling public). Members of this group are well aware of the restrictions on LAGs; they are simply not convinced of the value or necessity of this policy. In fact, they are downright annoyed that these restrictions are in place, and frankly quite sceptical of their effectiveness. As a result, the strategy for communicating with this group should focus on convincing (rather than informing) them of the need for this policy. As these are experienced travellers, communications should capitalize on various opportunities *inside* the airport to alter their behaviour (i.e., what they purchase, how they pack their carry-on, when they decide to discard LAGs such as water bottles, etc.). The message for this group needs to be clear and communicated by screening officers in a consistent and professional manner.

The following elements should be considered in the development of any new communications materials:

- *Clear instructions.* Messages should aim to remove any confusion regarding the amount of LAGs that are permitted (e.g., emphasize that it is the *size* of the container, not the amount of the product)
- *Straightforward signage.* Signs should be simple and carry informative messages (e.g., this is what you absolutely need to know about LAGs). If pictures are included, they should be meaningful (e.g., relate to the policy). Bold colours will make the signs more noticeable, and hence, effective.
- *Tips.* Advice on ways to remember how to pack or how to purchase appropriately sized LAGs (e.g., containers should be “no bigger than the palm of your hand”).
- *Alternative solutions.* Different ways to diffuse the annoyance factor should be developed (e.g., offer alternatives to having item confiscated such as being able to re-pack or mail products to themselves).





# APPENDIX A

## SURVEY INSTRUMENT



# Baseline Intercept Questionnaire

Hello, my name is \_\_\_\_\_ and I'm conducting a brief survey of air travellers on security screening issues at Canadian airports. I'd like to take 5 minutes to ask you a few questions, if I may? The survey is intended for travellers who are at least 18 years of age.

[IF ASKED WHO SURVEY IS FOR: Since I will be asking you about the organization responsible for security at airports, I cannot go into details before we start the interview, but I can tell you that this survey has been authorized and approved by authorities involved in this airport.]

## \*\*\* ENSURE TRAVELLER HAS PASSED THROUGH THE SECURITY GATES AT THIS AIRPORT

First I'd like to verify that you have just come through security screening today here at Pearson International Airport?

Yes..... 1  
No..... 2

If no → What airport did you come through security screening at?

Record city and do not interview if came from outside of Canada

- 1.** How satisfied were you with each of the following aspects of the securing experience today, rating your answer on a 7-point scale where 1 means extremely dissatisfied, 4 means neither satisfied nor dissatisfied, and 7 means extremely satisfied?

		EXTREMELY DISSATISFIED		NEITHER SATISFIED NOR DISSATISFIED			EXTREMELY SATISFIED		NOT APPLICABLE
a.	The time you waited to go through the screening procedure .....	1	2	3	4	5	6	7	8
b.	The clarity of instructions communicated to you by screening officers .....	1	2	3	4	5	6	7	8
c.	Your overall experience with the security screening here today .....	1	2	3	4	5	6	7	8

**2. IF 1-3 ON Q1C, BUT HIGHER ON Q1A AND Q1B ASK: (IF NEGATIVE OVERALL BUT NOT BECAUSE OF TIME OR CLARITY)**

Can you tell me why you were dissatisfied?

---



---

**3. During security screening today were you .....?**

	Yes	No
a. Scanned with the hand-held metal detector wand .....	1	2
b. Patted down by a security officer or asked to remove your shoes.....	1	2
c. Were you asked to surrender anything .....	1	2

**3d. IF YES TO Q3C: (SURRENDERED SOMETHING)**

What were you asked to surrender?

Water bottles .....	1
Coffee/juice, other non-alcoholic beverages.....	2
Alcohol (wine, liquor).....	3
Perfume .....	4
Cosmetics .....	5
Sharp object.....	6
Other (specify) .....	7
Won't say .....	9

**4. How comfortable are with the entire security screening process on a scale, where 1 is not at all comfortable, 7 is completely comfortable, and the mid-point 4 is moderately comfortable?**

VERY UNCOMFORTABLE		MODERATELY COMFORTABLE		COMPLETELY COMFORTABLE		NOT APPLICABLE
1	2	3	4	5	6	7
						8

**5.** Are you aware of any restrictions in place at Canadian airports about bringing liquids, aerosols and gels through security screening?

- Yes, I know there are restrictions..... 1  
 Yes, I am pretty sure there are restrictions ..... 2  
 No, I am not aware of any restrictions..... 3

**6a.** *IF AWARE OF RESTRICTIONS IN Q5 ASK:*

To the best of your knowledge, what restrictions are in place regarding LAGs?

- Cannot bring ANY** LAGs through screening ..... 1  
 Can only bring **certain types** of LAGs through screening ..... 2  
 Can only bring through **small amounts** of LAGs through screening, in plastic bags..... 3  
 Other (please specify) ..... 4  
 Don't know ..... 9

**6b.** From what you understand, which of the following is considered to be a liquid, aerosol or gel?

	YES	NO	NOT SURE/ DON'T KNOW
a. Shaving cream .....	1	2	3
b. Hair spray.....	1	2	3
c. Shampoo.....	1	2	3
d. Lip gloss/lipstick .....	1	2	3
e. Alcohol .....	1	2	3
f. Water.....	1	2	3

**6c.** And, when you hear that the restriction is in place for amounts of more than 100 ml, is that referring to the amount of liquid, aerosol or gel in the container or is it referring to the size of the container itself?

- The amount of LAG..... 1  
 The size of container..... 2  
 Don't know ..... 9

**6d.** How did you learn about these restrictions? (Take as many as apply)

From the media (specify what).....	1
From signs in the airport (specify what signs and which airport).....	2
They told me at the table in front of screening .....	3
Screening officer told me today .....	4
Screening officer told me before/had LAGs confiscated before.....	5
Saw screening officer confiscate/tell someone else in line before .....	6
Someone told me-overheard it from someone .....	7
Other (please specify) .....	8
Don't recall .....	9

**6e.** *IF Q6A=#1-#3 ASK: CAN DESCRIBE RESTRICTIONS*

Did you do anything in response to these restrictions (e.g., packed your bag differently)? (Take all than apply )

Yes, put LAGs in luggage to be checked.....	1
Yes, made sure didn't have any LAGs to take through.....	2
Yes, made sure not to bring coffee/water – left in the car/drank before got to screening .....	3
Yes, placed 100ml or less containers into a 1L re-sealable plastic bag.....	4
Yes, purchased only bottles of less than 100 ml .....	5
Yes, did not buy any drink before going through screening .....	6
No, didn't do anything differently.....	7

**6f.** *IF Q6A=#1-#3 ASK: CAN DESCRIBE RESTRICTIONS*

Why do you think these restrictions are in place?

To make sure no dangerous/explosive materials get onto the plane .....	1
Because they're messy and can spill .....	2
To annoy/inconvenience passengers .....	3
Other (specify) .....	4
Don't know .....	9

**7.** In fact, passengers are only permitted to bring liquids, gels and aerosols through security screening at Canadian airports if the items are packed in small containers 100 mls or less and sealed in a clear plastic bag.

**7a.** Knowing about the purpose of these restrictions, do you find the restrictions to be reasonable, just a source of annoyance or both?

Reasonable.....	1
Annoying.....	2
Both .....	3
Neither .....	4
Don't know .....	9

**7b.** As far as you've seen, is this policy applied in an even and consistent fashion across Canadian airports you've been to?

Yes.....	1
No .....	2
Don't know .....	9

**7c.** IF Q6a not=#1-#3 ASK: ***CANNOT DESCRIBE RESTRICTIONS***

Now that these restrictions have been described to you, how likely are you to change what you do before going through security screening in the future on a scale where 1 is not at all likely, 7 is very likely and the midpoint 4 is moderately likely?

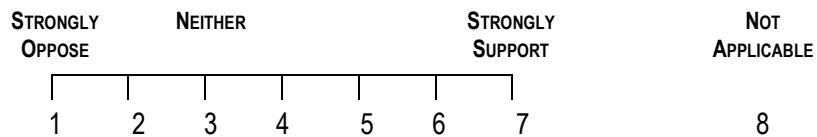
NOT AT ALL LIKELY	MODERATELY LIKELY		VERY LIKELY	DON'T KNOW
1	2	3	4	5
6	7			9

**7d.** IF Q7c=#4-#7 ASK: **DID NOT KNOW ABOUT RESTRICTIONS BUT LIKELY TO DO SOMETHING DIFFERENTLY IF KNEW**

What would you do differently?

Put LAGs in luggage to be checked.....	1
Make sure didn't have any LAGs to take through .....	2
Make sure not to bring coffee/water – left in the car/drank before got to screening .....	3
Don't buy any drink before going through screening.....	4
Wouldn't do anything differently – I don't carry LAGs .....	5
Wouldn't do anything differently – I don't care if they confiscate my LAGs.....	6

- 8a.** In fact, these restrictions are in place to prevent dangerous items such as liquid explosives from being carried aboard an aircraft. How supportive are you of these restrictions? Please respond using a 7-point scale where 1 means you strongly oppose these restrictions, 7 means you strongly support these restrictions, and the mid-point 4 means you neither oppose nor support them.



- 8b.** *IF Q8=1-3 ASK: IF OPPOSED TO THE RESTRICTIONS*

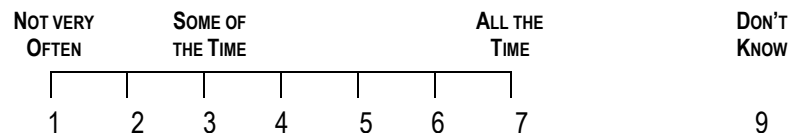
Why are you opposed to these restrictions?

- |   |   |
|---|---|
| It's annoying/an inconvenience .....  | 1 |
| I don't believe it will make a difference/people will get stuff through anyway..... | 2 |
| I don't think that people take explosives onboard planes.....                       | 3 |
| I think that they need to do this another way (specify) .....                       | 4 |
| Other (please specify) .....  | 5 |
| Don't know .....  | 9 |

- 9a.** Do you think that telling people about the restrictions makes a difference, and changes what people do with LAGs before going through screening?

- |  |   |
|--|---|
| No, it doesn't make a difference .....         | 1 |
| Yes, but only for some, not for everyone ..... | 2 |
| Yes, it makes a difference.....                | 3 |
| Don't know .....                               | 9 |

- 9b.** How often do you think people already know about LAGs or see signs about LAGs, but bring them through screening anyway?





**9c. IF Q9B=#4-#7 ASK:IF THINK PEOPLE BRING LAGS THROUGH ANYWAY**

Why do you think that people who are informed about LAGS, through signs and posters, bring LAGS through screening?

- |   |   |
|---|---|
| They forget they have them .....  | 1 |
| They don't really see the signs – learn from them .....   | 2 |
| They don't care – will surrender at screening instead of before<br>(keep to the last minute, such as drinks)..... | 3 |
| They want to see if they can get away with bringing them through.....   | 4 |
| They want to annoy the screening officers.....  | 5 |
| They don't think that it really applies to them .....   | 6 |
| Other (please specify) .....  | 7 |
| Don't know .....  | 9 |

**11. When is the BEST time to inform travellers about these restrictions? READ LIST. Take as many as apply**

- |  |   |
|--|---|
| Through public service announcements/in the media (TV, radio,<br>newspaper) .....                  | 1 |
| When booking your trip (on-line or through travel agent).....                                      | 2 |
| On billboards when you are driving up to the airport.....  | 3 |
| When you arrive at the airport and check your bags.....  | 4 |
| At the information table just in front of the security screening<br>checkpoint at the airport..... | 5 |
| (DO NOT READ) Other (please specify) .....   | 6 |
| (DO NOT READ) DK/NR .....  | 9 |

**13a. Can you look at these 3 possible types of signs that could be used and tell me which one you think would be the most effective at informing people about LAGs and resulting in fewer things being thrown away at the point of screening?**

- |  |   |
|--|---|
| Sign #1 (Don't waste time in line).....    | 1 |
| Sign #2 (Don't let liquids delay you)..... | 2 |
| Sign #3 (Prohibited items list) .....      | 3 |

**14.** Can you tell me why you selected that one?

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Now I have a few more questions to be used for statistical purposes only.

**15.** Including your current trip, how many times have you traveled by air in the past year?

		RECORD NUMBER OF TRIPS
--	--	------------------------

**16.** Over the past year, was your flying largely business or personal travel?

Business .....	1
Personal.....	2
Both equally .....	3
DK/NR.....	9

**17.** Do you typically travel by yourself, with family, or in a larger group?

Alone.....	1
With family .....	2
In a larger group.....	3
Alone and with family equally.....	4
Other (specify) .....	5
DK/NR.....	9

**18.** Where do you live?

Newfoundland and Labrador.....	01
Prince Edward Island .....	02
New Brunswick .....	03
Nova Scotia.....	04
Quebec .....	05
Ontario .....	06
Manitoba .....	07
Saskatchewan.....	08
Alberta .....	09
British Columbia.....	10
United States .....	11

Mexico .....	12
Western Europe .....	13
Eastern Europe .....	14
Middle East .....	15
Asia .....	16
Africa .....	17
Australia .....	18
South America .....	19
Other (please specify) .....	20

**19.** What is the highest level of schooling that you have completed?

Public/Elementary school or less (grade 1-8) .....	01
Some high school .....	02
Graduated from high school (grade 12-13) .....	03
Community/Technical college or CEGEP .....	04
Trade certification .....	05
Some community college or university .....	06
Bachelor's degree .....	07
Professional certification .....	08
Graduate degree .....	09
DK/NR .....	99

**20a.** In what year were you born?

1	9		
---	---	--	--

**20b.** *IF REFUSED YEAR OF BIRTH ASK:*

In what age group do you fall within?

Under 25 .....	1
25-29 years .....	2
30-34 years .....	3
35-44 years .....	4
45-54 years .....	5
55-64 years .....	6
65 years or older .....	7
(DO NOT READ) DK/NR .....	9

**21a.** Other than <English-French –whatever language interviewing in>, what language(s) do you speak?

English .....	1
French.....	2
Other .....	3

**21b.** Other than <English-French –whatever language interviewing in>, what language(s) do you read?

English.....	1
French.....	2
Other .....	3

**22.** Record Gender (observed)

Male .....	1
Female.....	2

**23.** Record Language of interview (observed)

English.....	1
French.....	2

**Thank you for your cooperation and time!**