



Results of the Pearson Testing Intercept on Liquids, Aerosols and Gels (LAGs)

FINAL REPORT

Submitted to:

CATSA

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1. INTRODUCTION AND METHODOLOGY

1.1 CONTEXT/RATIONALE

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 II (i.e., the testing phase). In this phase, travellers' knowledge of the purpose of the policy and their associated acceptance of or support for it are explored in further detail and testing is conducted to measure which of 2 sets of ad campaigns seem to have the greater impact on awareness, attitudes and behaviour regarding LAGs.

1.2 METHODOLOGY

a) Interviewing

Data collection for the survey was conducted at Pearson International Airport between Sunday, August 10 and Thursday, August 28, 2008. In order to correspond with peak travel times, interviewing was done at 2 separate times during the day: between 6:30 a.m. and 11:00 a.m. as well as between 2:30 p.m. and 7:00 p.m. During each shift, 3 interviewers were intercepting and interviewing passengers. Passengers were intercepted in secure areas only (past screening/security at Domestic Level 2 in Terminal 1). Two interviewers were stationed at the bottom of the escalators and intercepted passengers who had just passed through screening at either Domestic Level 2 or Level 3. One interviewer was designated as a "floater", intercepting screened passengers along the corridor near various airport gates. Interviewers were advised to approach every fourth passenger to ensure a random selection.

On average, the interview took approximately 7 to 8 minutes. The number of refusals and the reason for refusing was logged by the interviewer. The most commonly cited reason for refusing to participate in the survey was a lack of time. Roughly 1 intercepted passenger refused to be interviewed for every 2 interviews completed. (That is, roughly 1 in 3 passengers approached refused, while the other

2 participated in the survey). On average, about 110 interviews were completed each day during the 19-day period. The total number of interviews conducted was 2,440. Interviews were conducted in English or French depending on the passenger's preference.

b) Ad Concepts

During the survey period, 2 series of ad concepts were being displayed and tested. On the first day of interviewing, neither of the new ad concepts were displayed. On the second day of interviewing, ad Concept A (silhouettes of containers) was displayed in selected areas of Terminal 1. On the third day, ad Concept B (for your security) was displayed. This was repeated throughout the duration of the survey, with 6 days used for the testing of campaign A and 6 for campaign B, and 7 for no campaign. The schedule was as follows:

- Concept A ads were displayed on: August 11, 14, 17, 20, 23, 26
- Concept B ads were displayed on: August 12, 15, 18, 21, 24, 27
- None of the new ads were displayed on: August 10, 13, 16, 19, 22, 25, 28

Interviewers ensured that the appropriate concept/series was displayed on the scheduled days throughout data collection. Interviews were conducted in the same secure areas and at the same times (mentioned above) each day over the survey period.

c) Screened Passenger Counts

In addition to the interviewing that took place, the number of people who passed through security between 7:00 a.m. and 7:00 p.m. was being recorded everyday. Using the airport's metal detector computer system — which records the number of individuals who walk through the metal detector — EKOS staff recorded the number of individuals passing through screening at Domestic Levels 2 and 3. These counts were conducted on an hourly basis and recorded for data analysis purposes over the course of the 19 days of data collection.

d) Discarded Item Counts

Each day, between 7:00 a.m. and 7:00 p.m., at Domestic Level 3 screening areas, the number of discarded liquid, aerosols and gels was also counted and recorded.

Discarded Items at Domestic Level 3 Pre-Screening Area

Garbage bins were set up at the pre-screening area at Domestic Level 3. An EKOS staff member counted the number of items that were thrown away, coordinating with cleaning staff, for a full and detailed inventory of all items discarded by passengers in the pre-screening (welcome) area of security. The discarded items were categorized into water, other beverages, cosmetics/toiletries and other.

Discarded Items in Security Lanes at Domestic Level 3

EKOS staff also counted the items that were discarded inside the screening checkpoint, at each security lane (leading to the metal detectors) at Domestic Level 3. This began with a count of items in each bin (at each lane), but moved at the end of 6 days to a system of global counts of all items discarded. In order to accomplish this, discarded items from each security lane were collected by cleaning staff and taken to a private area where EKOS staff could count the items without disrupting passengers. An EKOS staff member counted the number of discarded items categorizing them by object (water bottle, other beverage, cosmetics/toiletries, other) in an AM and PM shift. A measure of weight was also recorded each day between August 18 and 28th.

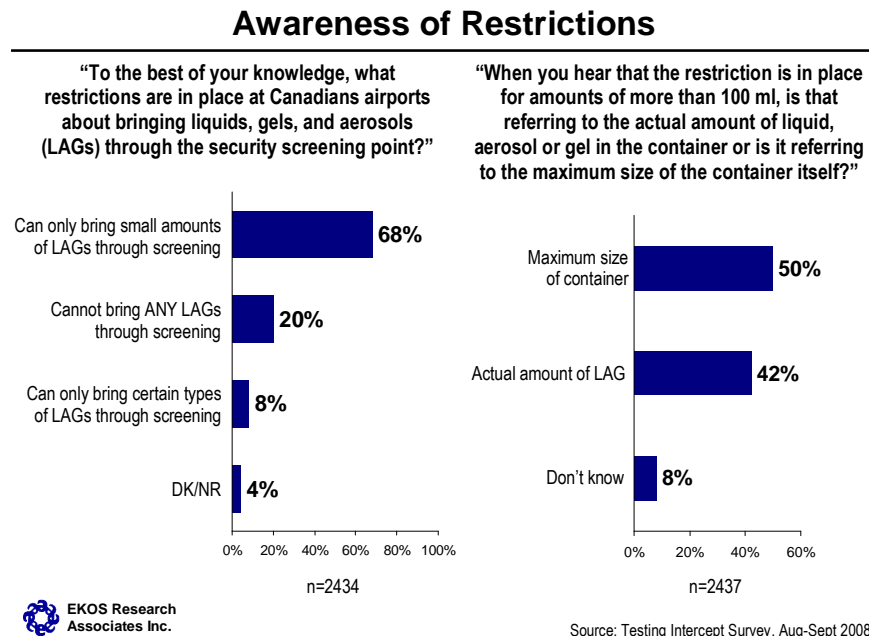
These objective measures of impact were added to the analysis of survey results in order to explore the impact of the ad campaigns on throughput and on discard behaviour.

2. RESULTS

2.1 AWARENESS OF RESTRICTIONS ON LAGS

As shown in the baseline, top of mind awareness of the restrictions on liquids, aerosols, and gels is fairly high. A full two-thirds (68 per cent) said that the restrictions in place at Canadian airports centre around a ceiling on the amounts of liquids, aerosols, and gels that travellers are permitted to bring through security screening. One in 10 (20 per cent) believe that an individual cannot bring any liquids, aerosols, and gels through screening, and a further 8 per cent feel that they can only bring certain types of liquids, aerosols, and gels (LAGs) through screening. Four per cent are uncertain what LAG restrictions are in place.

While overall awareness is fairly high, there is confusion among many travellers on specific elements of the policy and how it is applied. The baseline survey suggested some confusion regarding the type of products considered to be LAGs, and the current survey points to confusion about whether the 100 ml refers to the amount of liquid or the container. Half (50 per cent) said that the restriction refers to the size of the container itself. Four in 10 (42 per cent) believe the 100 ml restriction refers to the quantity of liquid, aerosol, or gel remaining in the container. Another 8 per cent are not sure.

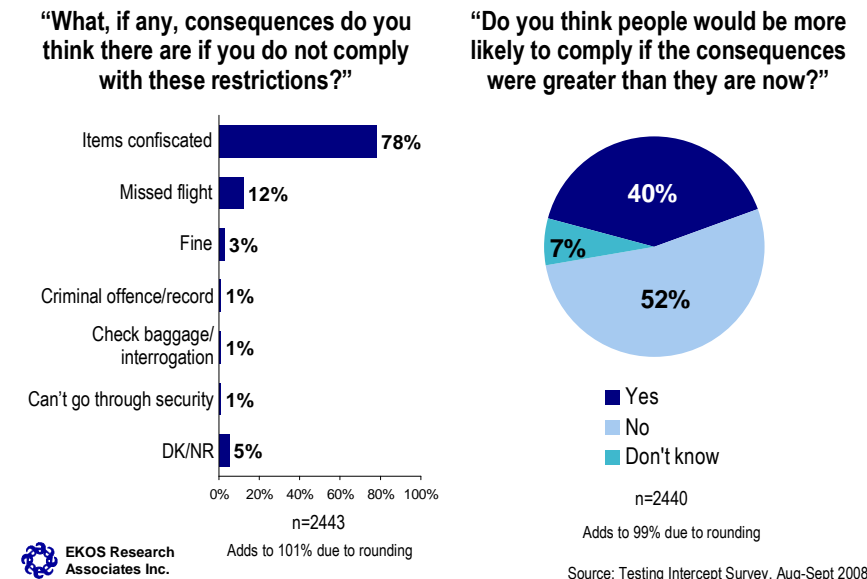


- Frequency of travel is the strongest predictor of knowledge. Those travelling 5 or more times in the past year, particularly business travellers, have a greater propensity to identify that individuals can only bring through small amounts of LAGs, and that it is the size of the container that is used to determine what products are admissible through screening and what are not.
- Awareness is moderately higher among women. They are somewhat more apt to indicate that travellers can only bring through small amounts of LAGs, and also to know that it is the size of the container that is being judged under the restrictions (not the amount of liquid).

2.2 UNDERSTANDING OF RESTRICTIONS

Greater consequences are not, on the face of it, an obvious solution for many travellers. Most travellers (78 per cent) are aware that items will be confiscated if they do not fit within the regulations. Although 4 in 10 (40 per cent) believe that people would be more likely to comply with the restrictions if the consequences were made to be greater than they are now. Just over half (52 per cent) do not believe this to be the case. Those who understand that confiscation is the current consequence are more apt to believe that stiffer consequences would have an impact.

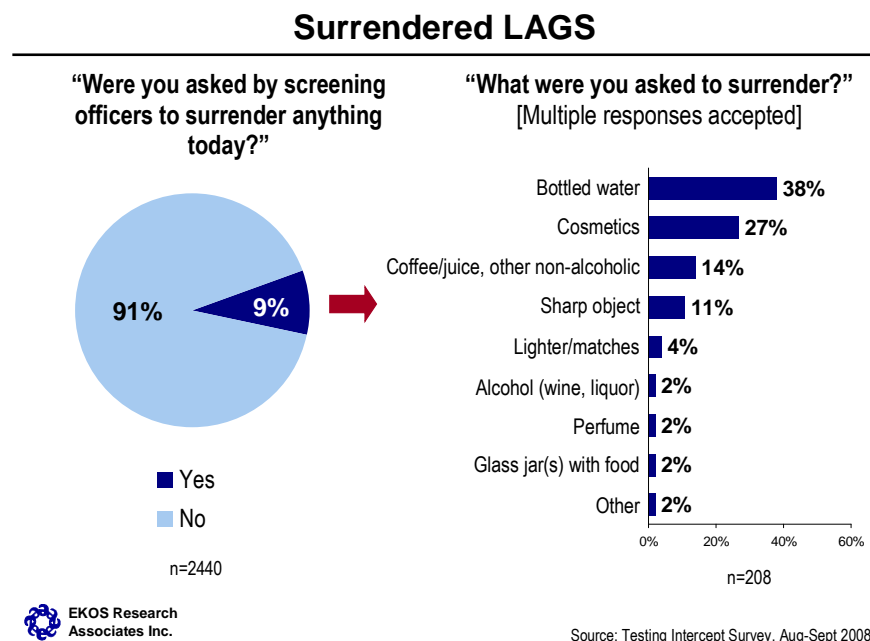
Consequences



- As with the previous items, women show a slightly greater awareness than men regarding the restrictions (and what the consequences are).
- Naturally, those who surrendered LAGs on the day of the interview are more familiar with the consequences.
- Those who believe people would be more likely to comply if consequences were greater include those with low awareness of LAG restrictions (including personal travellers, men, those with high school or less education), as well as those who feel that the restrictions are reasonable.

2.3 EXPERIENCE WITH SECURITY SCREENING

Over the course of data collection for the survey¹, just under 1 in 10 (9 per cent), were asked to surrender some material in their possession, almost all of which were LAGs. Of the 1 in 10 who were asked to surrender an item, the most common was water bottles (38 per cent). That said, more than 1 in 4 (27 per cent) were asked to surrender cosmetics/toiletries, followed by other beverages (14 per cent) and sharp objects (11 per cent). Lighters/matches, alcohol, perfume, glass jars containing food, or some other material make up a small part of the surrender.



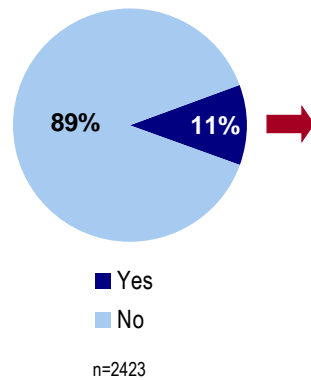
¹ Survey period was from August 10 to 28 – during the height of personal travel season, and just prior to the Labour Day weekend.

- Travellers reporting the least trips, along with personal travellers, are more apt than frequent travellers to have been asked to surrender something on the date of the survey. This is important to note given that the national telephone survey (see national telephone survey report), which asks about surrender during the past 2 years indicates that it is the most frequent travellers who have surrendered the most materials. This suggests that greater opportunity is a key driver of this result; that frequent travellers have learned over the last few years since the start of the restrictions what they can and cannot bring through screening. It is the least frequent travellers who have had less opportunity to learn about the LAG restrictions (and may also not remember from trip to trip given the infrequency of travel).

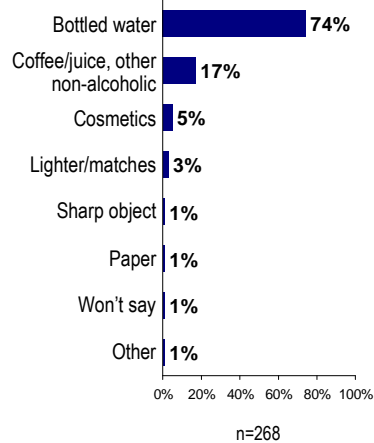
One in 10 (11 per cent) travellers threw something away at the airport before going through security screening as a result of the restrictions. Of the items thrown away, most were water bottles (74 per cent), followed by other non-alcoholic beverages such as coffee and juice (17 per cent). The remaining items discarded include cosmetics (5 per cent), lighter/matches (3 per cent), a sharp object, paper, an unnamed item, or other (1 per cent each). The difference between cosmetics and toiletries that are voluntarily thrown away and those that are surrendered at screening is noteworthy. This suggests that travellers are either less clear on the application of the policy when it comes to cosmetics and toiletries or they have a greater vested interest in these products; and likely it is a combination of both of these factors for many travellers.

Discard in Advance of Screening

“Did you throw anything away here at the airport before you got to security screening because of the restrictions?”



“What did you throw away?”
[Multiple responses accepted]



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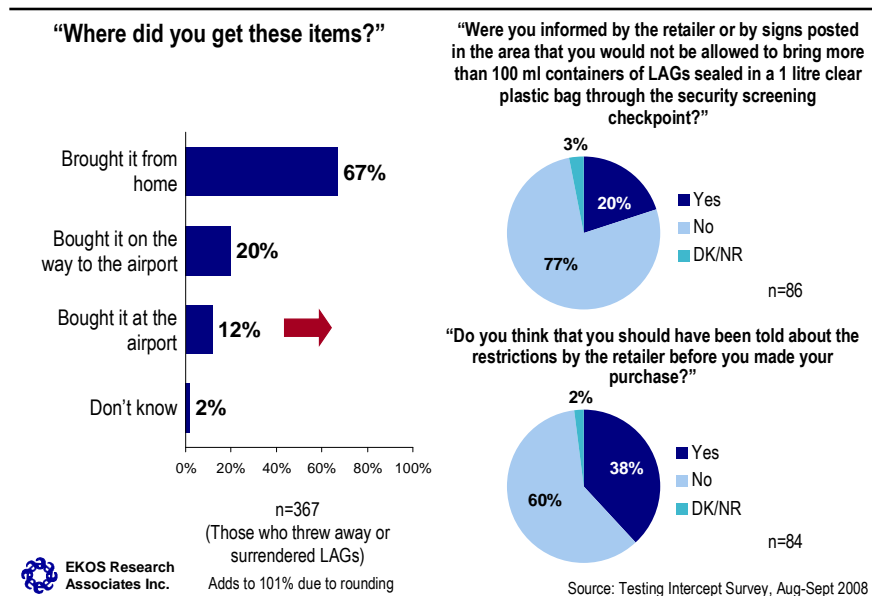
Source: Testing Intercept Survey, Aug-Sept 2008

- Business travellers are less apt to have thrown items away at the airport.
- Women, along with older travellers (age 65 and over) are more likely to have thrown items away prior to security screening.
- Women are much more likely than men to indicate they threw away bottled water (82 per cent vs. 66 per cent respectively). Additionally, those who threw away bottled water were more apt to have brought the water from home, whereas those who discarded coffee or juice are more likely to have bought the beverage on the way to the airport or at the airport.

Two-thirds (67 per cent) of those who threw an item away or surrendered it at screening brought the item from home. One in 5 (20 per cent) purchased it on the way to the airport, and 1 in 10 (12 per cent) bought it at the airport. There is little difference in this distribution between those who threw items away and those who surrendered them.

Most travellers who bought their discarded item at the airport were not informed by the retailer or by signs posted in the area about LAG restrictions. Only 1 in 5 saw a sign or were informed by the retailer that they are not allowed to bring more than 100 ml containers of LAGs sealed in a 1 litre clear plastic bag through the security screening checkpoint. That said, most travellers do not believe that it is the retailer's responsibility to inform them of the restrictions. Two in 5 feel that they should have been told about the restrictions by the retailer before they made their purchase.

Source of LAGS and Airport Purchases



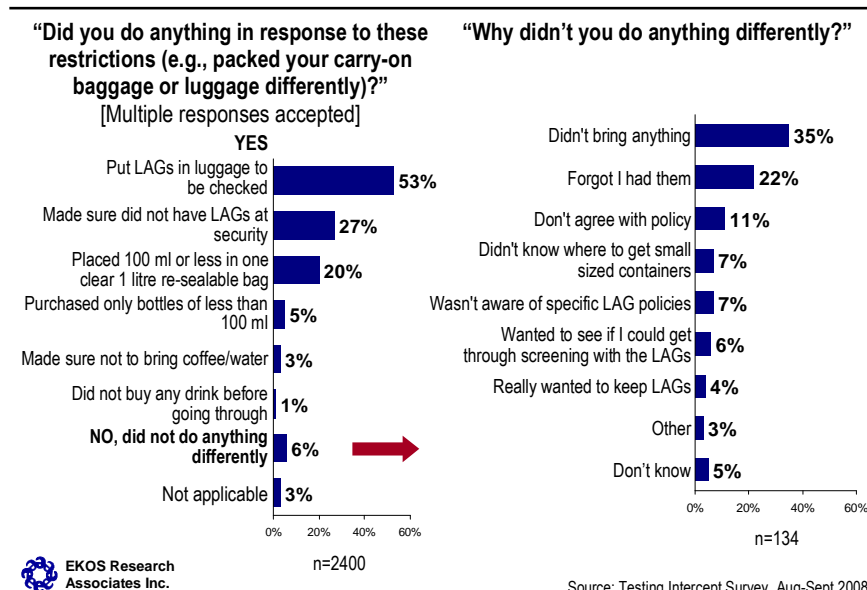
- Results do not vary by sub group.

2.4 REPORTED IMPACT OF RESTRICTIONS

Most travellers changed their behaviour as a result of the liquid, aerosol, or gel restrictions. Over half (53 per cent) indicate that they placed the liquids, aerosols, or gels in their checked baggage as a result of the restrictions. One-quarter (27 per cent) ensured that they did not have any liquids, aerosols, or gels at screening. One in 5 (20 per cent) placed the carry-on containers of 100 ml or less into a clear re-sealable bag due to the restrictions. Five per cent purchased liquid, aerosol, or gel bottles of less than 100 ml for the purposes of their air travel, while 3 per cent made sure to not bring coffee or water to the security screening area. One per cent did not buy any drink before going through screening. One per cent did not buy any drink before going through screening. One per cent did not buy any drink before going through screening.

Very few people reported that they did not do anything differently and among those who did not act, the main reasons were lack of awareness or forgetfulness. Very few travellers overall are willing to admit that they did not react to the policy because they are trying to “get away” with bringing LAGs through or are intentionally trying to fight the restrictions. Only 6 per cent indicate they did not do anything differently as a result of the liquid, aerosol, or gel restrictions. Of the few who did not do anything differently, one-third (35 per cent) did not bring any LAGs past the baggage check-in. One in 5 (22 per cent) did not recall they had any of the restricted items with them. One in 10 (11 per cent) intentionally did not do anything differently because they do not agree with the policy. A variety of other reasons include that the traveller did not know where to get containers of 100 ml or less, they were not aware of the specific LAG policies (7 per cent each), they wanted to see if they could get through screening with the LAGs (6 per cent), or they really wanted to keep the LAG.

Compliance Behaviour

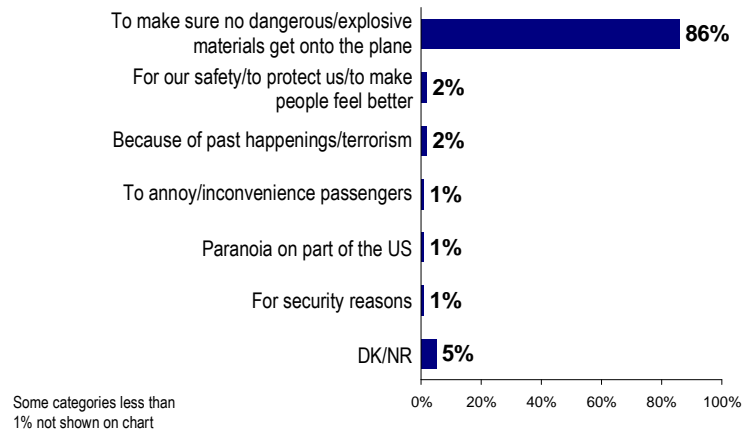


- Women are more apt than men to have placed LAGs in checked baggage or collected 100 ml containers in a clear re-sealable bag, while men are more likely to make sure they did not have any LAGs to take through or not do anything differently.
- Frequent travellers, along with business travellers, are more apt to have placed containers of 100 ml or less into a bag.
- Travellers identified as having a high level of awareness on LAGs are more apt than those with lower levels of awareness to have purchased only bottles of 100 ml and less, and to have placed 100 ml and less containers in a clear re-sealable bag.
- Those who indicated they did not do anything differently as a result of the restrictions are more apt to have had to surrender LAGs at the screening checkpoint.
- Travellers who had to surrender their LAGs are less apt to have done anything differently in advance of screening because they forgot they had the items or they were not aware of specific LAG policies.

Most travellers (86 per cent) understand that LAG restrictions are in place to make sure no dangerous or explosive materials get on to the plane. Five per cent are not sure why the restrictions are in place.

Views about Rationale

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



n=2412

Source: Testing Intercept Survey, Aug-Sept 2008

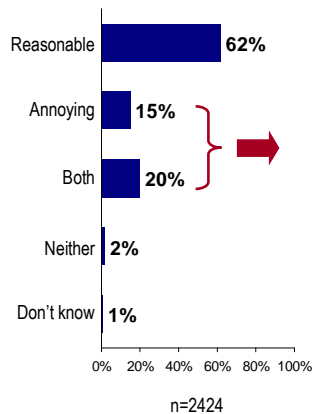
- Older travellers (age 65 and over) are more apt to say they do not know why the restrictions are in place.

Travellers were told that these restrictions are in place to prevent dangerous items from being carried aboard an aircraft. Knowing the purpose of these restrictions, just under two-thirds (62 per cent) find the restrictions to be reasonable. On the other hand, 15 per cent find the restrictions to be a source of annoyance. One in 5 (20 per cent) feels that the restrictions are both a source of annoyance and a reasonable precaution. That is, fully 1 in 3 travellers finds the policy annoying.

Of those who are annoyed by the LAG policy (including those who are both annoyed but feel it is reasonable), three-quarters (77 per cent), nonetheless, feel that the security line would move faster if everyone complies with the restrictions; seemingly a good message to communicate to travellers. Only 1 in 5 (19 per cent) thinks that the security line would not move faster, while 4 per cent are not sure.

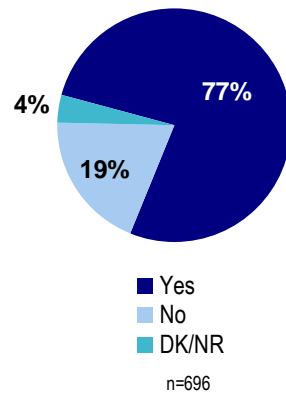
Acceptance of Policy

“In fact, these restrictions are in place....Knowing about the purpose of these restrictions, do you find the restrictions to be reasonable, just a source of annoyance or both?”



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“Even though you are annoyed by the policy, do you think that the security line moves faster if everyone complies?”



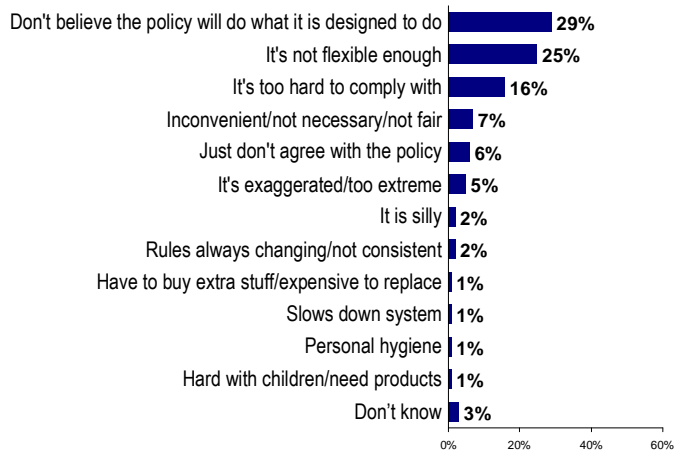
Source: Testing Intercept Survey, Aug-Sept 2008

- Frequent travellers (10 or more times per year), along with business travellers and those with university education, are more often annoyed by the restrictions. Less frequent travellers, as well as those travelling primarily for personal reasons, are more apt to find the restrictions reasonable.
- Similarly, travellers with less awareness about the policy more often find the restrictions to be reasonable. Those more knowledgeable about LAG restrictions are more often both annoyed and understanding of the policy.
- Frequent travellers are marginally less convinced that the security line will move faster if everyone complies.

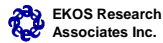
There are varied reasons why 35 per cent of travellers find the LAG policy annoying (including those who feel that it is both annoying and reasonable). Primarily, these individuals do not believe the policy will do what it is designed to do (29 per cent), it is not flexible enough (25 per cent), or that it is too hard to comply with (16 per cent). Other lesser mentioned reasons include that the policy is inconvenient or unfair (7 per cent), they simply do not agree with the policy (6 per cent), or that the policy is too extreme (5 per cent).

Reasons for Lack of Acceptance

“What is the MAIN reason why you find the policy annoying? Is it because...?”



n=709
(Those who say annoying or both)



Adds to 99% due to rounding

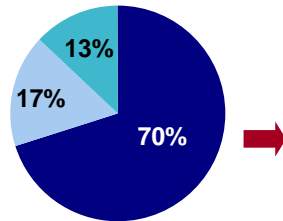
Source: Testing Intercept Survey, Aug-Sept 2008

- Travellers who are annoyed by the policy are less apt to believe the policy will do what it is designed to do.
- Those who find the policy both annoying and reasonable are more likely to identify that it is because it is not flexible enough and that the policy is hard to comply with.

The nature of the behaviour is such that virtually no one would call themselves “non-compliant” on this policy. After having the restrictions described to them, most travellers indicate they are not likely to change what they do before going through security screening in the future. Seven in 10 (70 per cent) indicate they are not likely to change. Nearly 2 in 5 (17 per cent) feel they are moderately likely to change and only 13 per cent believe they are very likely to change. Of those who are not likely to change what they do before going through security screening in the future, virtually everyone (98 per cent) says that this is because they believe they already comply with the restrictions. The remainder declare that they are either not interested in complying, or are not sure why they are not likely to change.

Non-compliance

“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?”



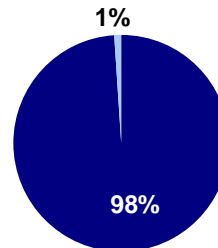
■ Not likely (1-2)
 ■ Moderately (3-5)
 ■ Very likely (6-7)

n=2430



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“Is this because you already comply with the restrictions or because you are not interested in complying?”



■ Already comply
 ■ Not interested in complying

n=1881

Adds to 99% due to rounding

Source: Testing Intercept Survey, Aug-Sept 2008

- Travellers who are annoyed are more resistant to changing their behaviour as a result of the policy.
- Business travellers, men, and younger travellers (age 35 and under) are all less apt to say they would change their behaviour in the future.
- Travellers who surrendered LAGs at the screening checkpoint on the day of the intercept (who are also the least frequent travellers) are more apt to say they would change in the future.

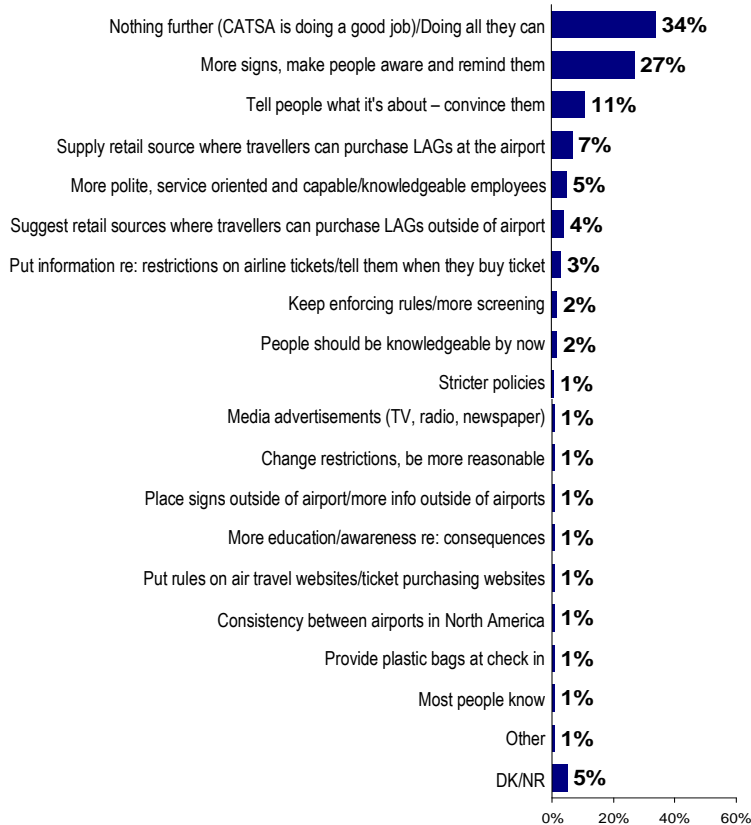
While one-third (34 per cent) of travellers feel that the screening officers are doing all they can to help travellers to comply with restrictions, a collection of suggested improvements are offered. One-quarter (27 per cent) feel that more signs would be helpful to make people aware and remind them of the restrictions. One in 10 (11 per cent) suggest that other communication would be helpful such as telling people what the restrictions are about to convince them to comply. Offering a retail source where travellers can purchase LAGs at the airport is suggested by 7 per cent.

Over and above the categories offered in the questionnaire, some other responses were provided with some frequency. Five per cent said that travellers would comply if screening officers were more polite, service oriented, and competent. Four per cent offer that retail sources to purchase LAGs outside of the airport would be helpful to help people comply with the restrictions. Some travellers talked about putting information regarding the restrictions on airline tickets or informing them at the time they buy the ticket (3 per cent), continued efforts to enforce the rules, and that people should simply be knowledgeable by now (2 per cent each). A collection of other advice offered by 1 per cent each include

stricter policies, media advertisements, change restrictions to be more reasonable, place signs and more information outside of airports, more education regarding the consequences of non-compliance, place the requirements on air travel Web sites, create a consistency in restrictions between airports in North America, provide the plastic bags at check-in, and that most people do already know.

Support to Increase Awareness

“What, if anything, can the security screening people do to help travellers to comply with the restrictions?” [Multiple responses accepted]



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n=2373

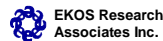
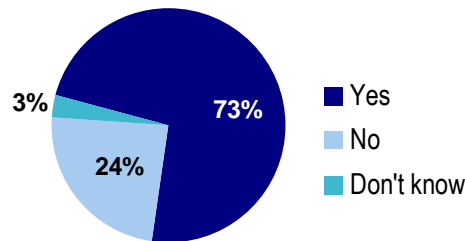
Source: Testing Intercept Survey, Aug-Sept 2008

- Those travelling for personal reasons are more apt than business travellers to feel that more signs should be placed to make people aware of restrictions.
- Frequent travellers (10 or more times per year) are more likely than infrequent travellers to indicate that nothing further is needed and CATSA is doing all they can.

Nearly three-quarters (73 per cent) of travellers feel that knowing about specific retailers that sell products that fit the restrictions would help to increase compliance. One-quarter (24 per cent) believe that this would not help, and 3 per cent are undecided.

Retailers Part in Supporting Policy

“Do you think that knowing about specific retailers that sell products that fit the restrictions would help to increase compliance?”



n=2419

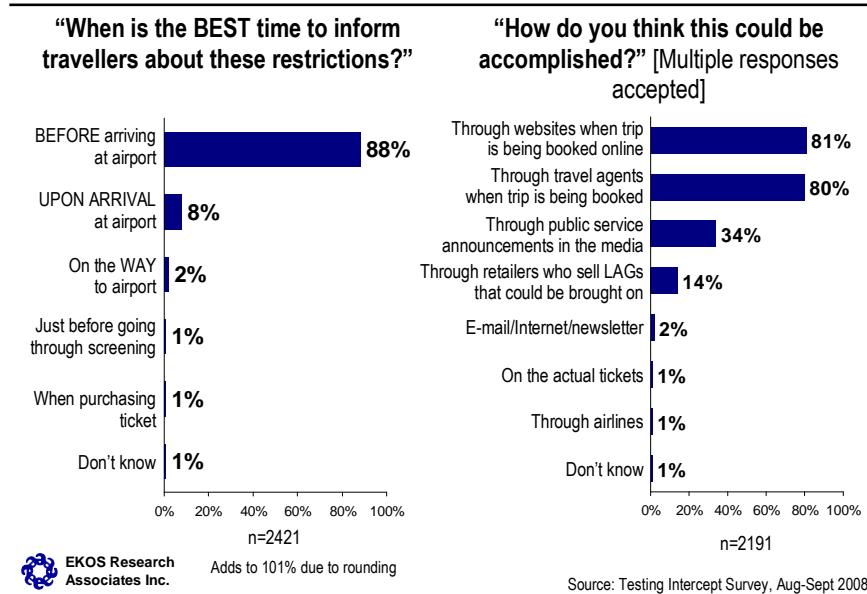
Source: Testing Intercept Survey, Aug-Sept 2008

- Women are more open to the idea of information about retailers helping to increase compliance.
- Those who feel the restrictions are reasonable are more likely (than those who feel they are annoying) to believe that knowing about retailers that sell products that fit the restrictions will help increase compliance.

An overwhelming majority of travellers (88 per cent) feel that the best time to inform them about LAG restrictions is before they arrive at the airport. Eight per cent indicate the best time would be upon arrival at the airport such as when checking in baggage. The remainder specify that the best time would be on the way to the airport (2 per cent), just before going through screening or when purchasing a ticket (1 per cent each).

Of those who feel that the best time to inform is before arrival at the airport, 4 in 5 indicate that this is best accomplished through Web sites when a trip is being booked on-line (81 per cent) or through travel agents when the trip is being booked (80 per cent)². One-third (34 per cent) suppose this could be accomplished through public service announcements in the media. Fourteen per cent feel communication can be achieved through retailers who sell LAGs. The remainder feel that travellers can be informed through e-mail, the Internet, or newsletters (2 per cent), on the actual tickets, or through the airlines (1 per cent each).

Methods of Informing Passengers



- Women are more apt than men to feel the best time to inform travellers is before arriving at the airport. Given the 8 and 1 per cent overall, men are more likely (than women) to indicate the best time is upon arrival at the airport, or just before going through security screening.
- Women are more apt than men to believe the information could be relayed through travel agents or Web sites when the trip is being booked, and through retailers who sell LAGs.

² Each category was treated as a single item, therefore responses to each are based on 100%. For example, 81 per cent said that Web sites where trips are booked is a good source, while 19 per cent did not think that this was a good place to accomplish this.

3. COMMUNICATIONS TESTING

As described in the methods section of this report (section 1.2), 2 types of campaigns or concepts were tested in this intercept survey. These were tested against the absence of any campaign materials, and also against each other. The purpose was to measure whether there was any impact on recall or impression left by signage, as well as to test the impact on actual passenger behaviour in terms of LAGs brought into the security area, and specifically into screening. Throughput at the screening lanes was also measured to determine if there was any efficiencies to be gained by the reduction of LAGs at screening. If an impact was found on either passenger perception and attitudes or on actual amount of LAGs, the next objective was to determine which of the 2 campaigns had the larger impact. To this end, travellers were intercepted each day for 19 days and the campaign conditions were rotated each day (i.e., no campaign material in view on day 1, campaign A materials on display on day 2, campaign B materials on display on day 3, and so on). The number of passengers that went through the walk-through metal detectors was also recorded and LAGs discarded at the welcome table in advance of screening, and surrendered at screening were also counted and weighed.

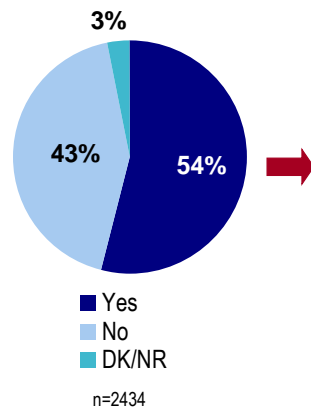
Over half of all travellers recalled seeing signs as they came through the airport on the day of the survey. Forty-three per cent did not recall any signs, and the remaining 3 per cent are unsure. Certainly by far the most puzzling finding in the survey, however, is that the percentage of passengers recalling a sign as they went through the terminal is roughly the same across all of the days in the data collection period. That is, passengers were not quite, but almost as likely to say that they had seen signs on the days when no ad campaign was in place (50 per cent), compared with days when campaign A was in place or campaign B was in place (when 56 and 54 per cent, respectively recalled signs).

During the days when neither campaign A nor campaign B were in place, all signs from those or previous campaigns were removed from the terminal. That said, there was one sign in place in the security area that listed categories of prohibited items (e.g., weapons, sharp objects, etc.) and also included LAGs of 100 ml or more. This single, free standing sign (of roughly 56 cm by 71 cm) was in place at the start of the snake line in the waiting area before security screening. Since the survey question only asked about whether they saw “any signs” and given that all passengers saw the prohibited item list last before going through screening and were intercepted just after screening, it may be that this is the sign that passengers travelling on these non-campaign days were recalling (as well as, presumably, some of the passengers travelling on campaign A and campaign B days). While this distorts the findings with regard to the impact of campaigns A and B, it says something about the impact of the prohibited item list, as a strong reminder about LAGs. It is also interesting to note that the prohibited item list is also the sign that travellers intercepted in the baseline survey in June said that they preferred by a margin of 2 to 1 over either of 2 other signs presented to them (see Baseline Survey Report).

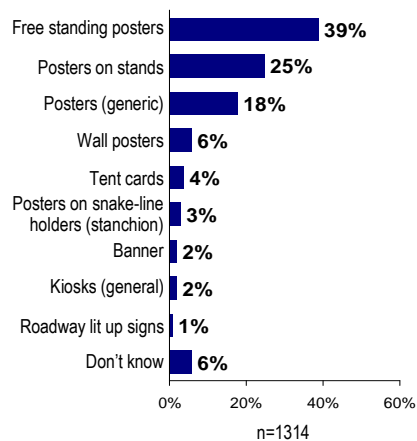
Of those who did recall seeing signs, 2 in 5 (39 per cent) indicate they saw free standing posters. One-quarter specify that they saw posters on stands, and 18 per cent recall seeing posters in a generic sense. Other signs recalled are wall posters (6 per cent), tent cards (4 per cent), stanchion posters on snake-line holders (3 per cent), banners, kiosks (2 per cent each), and roadway lit-up signs (1 per cent). Six per cent are not sure what types of signs they recalled seeing. One of the difficulties in interpreting these results is whether or not one can be confident about what travellers describe as the type of signs they saw (and whether this resembles the actual type of signs they saw).

Communications Testing - Signage

“Do you recall seeing any signs today as you came through the airport?”



“What types of signs did you see?”
[Multiple responses accepted]



EKOS Research
Associates Inc.

Source: Testing Intercept Survey, Aug-Sept 2008

- Travellers with a high level of awareness of LAG restrictions (and least likely to have surrendered items at screening) are more apt than those with lower levels of awareness to recall seeing signs.
- Infrequent travellers (4 or less times per year) are more apt than frequent travellers to recall posters on stands.
- In terms of specific campaigns, travellers who were intercepted on days when campaign B was in place were more apt than other travellers to recall seeing posters on stands specifically.

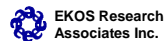
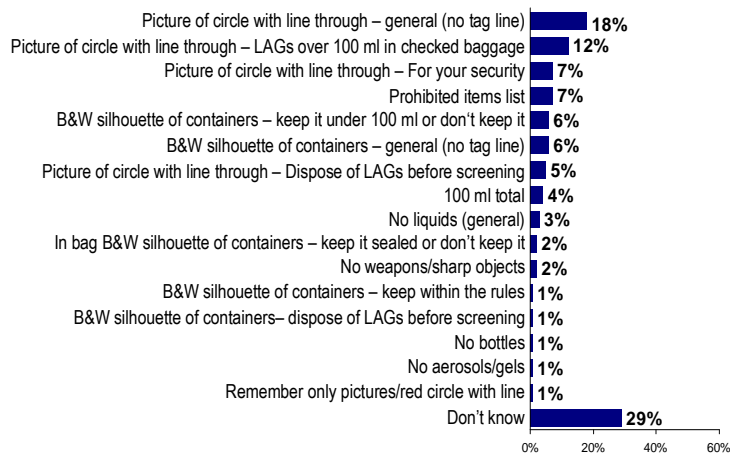
For those travellers who recall seeing a sign as they came through the airport, 3 in 10 (29 per cent) could not recall the content of the sign. The most frequent type of sign recalled describes a picture of a circle with a line through it (in general, with no tag line) (18 per cent) and a picture of a circle with a line through it along with the tag line “LAGs over 100 ml in checked baggage” (12 per cent). Seven per cent each picture the “no” circle and the phrase “for your security” or a sign with a list of prohibited items. Signs

with black and white silhouette of containers are mentioned by 6 per cent each with either the tag line of “keep it under 100 ml or don’t keep it” or in general with no tag line specified. Five per cent recall the “no” circle with the phrase “dispose of LAGs before screening”. Four per cent recall the message of 100 ml in total, while 3 per cent recall the sign saying no liquids in general.

Other messages on the signs mentioned by a few travellers include a black and white silhouette of containers in a bag with the tag line “keep it sealed or don’t keep it”, no weapons or sharp objects allowed, a black and white silhouette of containers with the tag line “keep within the rules”, or the similar silhouettes with the tag line “dispose of LAGs before screening”, no bottles, no aerosols or gels, or the traveller remembers only pictures and a red circle with a line through it.

Recall of Messaging

“Can you tell me what the sign(s) said?” [Multiple responses accepted]



n=1313

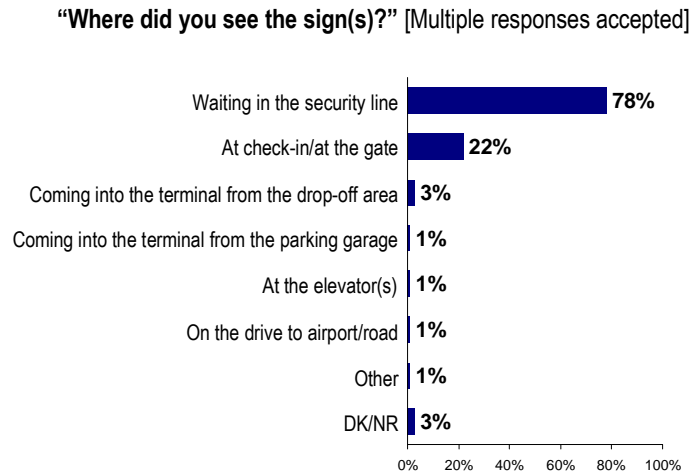
Source: Testing Intercept Survey, Aug-Sept 2008

- Men are less apt than women to recall the specific content of the sign.

By far, most travellers (78 per cent) who recall seeing a sign saw it while waiting in the security line. A further 22 per cent saw the sign at check-in or at the gate. A few (3 per cent) recall seeing the sign coming in to the terminal from the drop-off area. One per cent each recall seeing the sign coming into the terminal from the parking garage, at the elevator(s), on the drive to the airport, or another location. Given that the campaign A and campaign B signs were placed in all of these locations with the exception of the screening area, it argues strongly for travellers recalling the prohibited item list, which was the only sign related to LAGs that was featured in the screening area. It is also interesting to note that the rate of recall of a sign in the screening area is relatively flat across all days of the data collection, including campaign A and campaign B days. This suggests that while passengers may or may not have seen other signs placed throughout the terminal, it is the prohibited item list that they are describing. This may simply be because it

was the most recent sighting they had of a sign related to LAGs or it may be that it is truly the one that stands out most for passengers.

Recall of Locations



n=1316

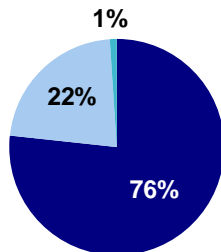
Source: Testing Intercept Survey, Aug-Sept 2008

Signs are seen to have an impact on the behaviour of travellers. Three-quarters (76 per cent) of travellers who recall seeing a sign said that the sign helped remind them about the restrictions on LAGs. In terms of comprehension of the restrictions, 62 per cent say that the sign helped them to understand the restrictions on LAGs. While the sign served as a reminder and source of understanding, only 7 per cent indicate they did anything differently with their LAGs as a result of seeing the sign, most likely because travellers did not feel that they had anything to change (i.e., that they did not have any LAGs on them).

It is interesting to note that it is passengers intercepted on days where there was no campaign in view who said that the signs they recall had an impact on them (i.e., reminding them about LAGs). That is, presumably it is the prohibited item list that served as the greatest reminder (according to 82 per cent of those who saw a sign on a non-campaign day) compared with 74 to 75 per cent on the campaign A and B days). This may be because the prohibited item list serves as a particularly good reminder or simply that this was the only sign placed in the screening area (which travellers are more likely to focus on as they are standing in line waiting for security screening). That said, travellers noting signs on campaign B days were more apt to say that the signs helped them to understand the policy and signs on campaign A days were more apt to have travellers reporting that they actually did something differently.

Impact of Signs

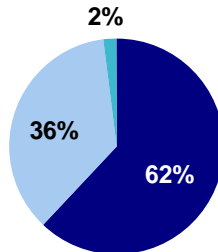
“Did the sign(s) remind you about the restrictions on LAGs?”



n=1289

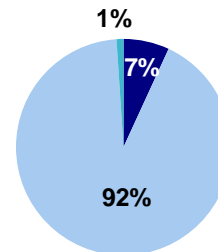
Adds to 99% due to rounding

“Did the sign(s) help you to understand the restrictions on LAGs?”



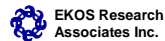
n=1290

“Did you do anything differently with your LAGs after seeing the sign?”



n=1266

■ Yes ■ No ■ Don't know



EKOS Research Associates Inc.

Source: Testing Intercept Survey, Aug-Sept 2008

- Less frequent travellers are more apt to say that the signs reminded them or helped them understand about the restrictions on LAGs. This is also the case with older travellers (age 65 and over).

As previously indicated, an item count was performed for LAGs discarded at the welcome table outside screening at Level 3, as well as for items surrendered at screening (also at Level 3). These items were counted for the full 19 days of the intercept and recorded according to broad type of material (i.e., water, other beverages, cosmetics/toiletries, sharp objects, and other items/LAGs). As per the chart below (and as reported by travellers and shown earlier in the report), bottles of water are the main source of discarded materials (54.4 per cent), with other beverages as a distant second (24.7 per cent). On the other hand, bottles of water are rivalled by cosmetics and toiletries in the distribution of items that are surrendered to screening officers (33.5 per cent versus 29.8). This suggests that while bottled water is a more obvious LAG, cosmetics and toiletries are less obvious to travellers (or passengers simply have a greater vested interest in them and want to try and hold on to them, if possible).

Item Count of LAGs Over 7 days – No Campaign

Type of LAG	Discarded at Welcome Table		Surrendered at Screening	
	# of Items	%	# of Items	%
Water	1868	54.4%	905	33.5%
Other beverages	849	24.7%	407	15.1%
Cosmetics/toiletries	495	14.4%	805	29.8%
Sharp objects	90	2.6%	433	16.0%
Other	134	3.9%	151	5.6%
Total	3436		2701	

In terms of impact of the signs, results of the item count of LAGs shows that the number of items surrendered at screening is marginally reduced under campaign A and campaign B, when 9.4/9.6 per cent of passengers surrendered LAGs. This is in contrast to 10.6 per cent of passengers surrendering LAGs when no campaign is in place, indicating that LAGs brought into screening are reduced by the presence of these 2 campaigns. Neither campaign is better than the other in reducing the amount of items surrendered. Further, the combined volume of items discarded at the welcome table and surrendered to screening officers shows that the campaigns are also more effective than no signs at prompting travellers not to bring LAGs into the screening area. In this case, campaign A does a better job than campaign B at reducing the amount of items brought into the screening area (prompting more passengers to throw away their LAGs before reporting for security screening).

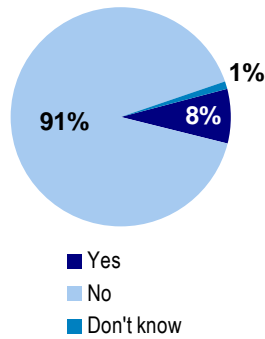
Second Testing of Signage

Conditions	Percentage of Surrender – At screening	Percentage Thrown Away/Surrendered – Entire screening area
	(% of travellers)	
Test campaign A	8.8%	17.1%
Test campaign B	8.0%	18.3%
No campaign	10.2%	23.8%

Nearly 1 in 10 (8 per cent) travellers recalled seeing a kiosk that talked about restrictions on LAGs on their way through the airport on the intercept date. Recall of the kiosk is more prevalent on days when campaign A was in place in the terminal. It was lowest on days when there was no campaign in place (although 5 per cent said that they recalled a kiosk).

Communications Testing - Kiosk

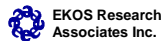
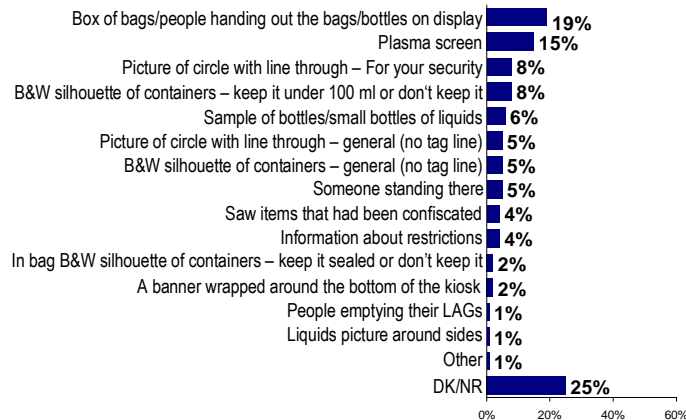
“On your way through the airport today, do you recall seeing a kiosk that talked about restrictions on LAGs?”



For those travellers who recall seeing a kiosk as they came through the airport, one-quarter (25 per cent) could not recall what they saw on the kiosk. The most frequent mentions of those who did recall specifics are boxes of bags available/ people handing out the bags/ bottles on display (19 per cent) or a plasma screen (15 per cent). Eight per cent each could recall a picture of a circle with a line through it and the tag line “for your security”, or a black and white silhouette of containers with the tag line “keep it under 100 ml or don’t keep it”. Six per cent said they saw samples of bottles or small bottles with liquids. Some travellers saw that the kiosk generally had a picture of a circle with a line through, a black and white silhouette of containers, or someone standing at the kiosk (5 per cent each). Others saw items that had been surrendered or information about the restrictions (4 per cent each). Fewer still recalled black and white silhouette of containers in a clear bag with the message “keep it sealed or don’t keep it” or a banner wrapped around the bottom of the kiosk (2 per cent each). The remaining 1 per cent described people emptying their LAGs, liquids picture around the sides, or another element.

Details of Kiosk

“What do you recall about what you saw on the kiosk?”
[Multiple responses accepted]



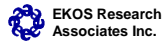
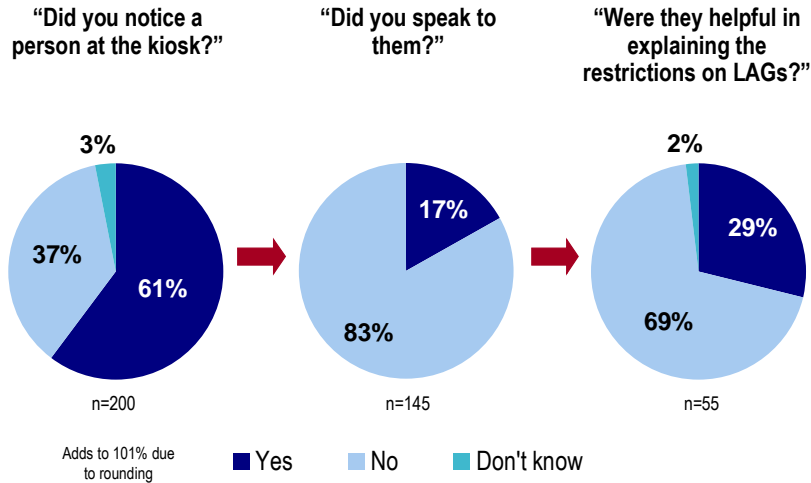
n=185

Source: Testing Intercept Survey, Aug-Sept 2008

- Less frequent travellers are more likely than frequent travellers to recall the plasma screen at the kiosk. Frequent travellers are more apt to recall a box of bags, people handing out the bags, or small bottles of liquids, which is also what travellers intercepted on days when there was no campaign in place were most apt to say. Presumably these travellers were recalling the welcome table at security.

Of travellers who saw a kiosk as they came through the airport, 3 in 5 (61 per cent) noticed a person at the kiosk. Of those who saw a person, nearly 1 in 5 (17 per cent) spoke to them and 3 in 10 (29 per cent) found them to be helpful in explaining the restrictions on LAGs.

Specifics of Kiosk Recall



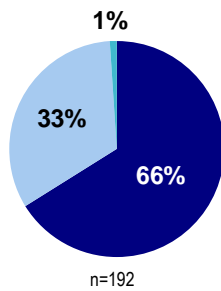
Source: Testing Intercept Survey, Aug-Sept 2008

- Results do not vary by sub group.

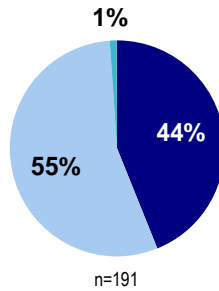
Two-thirds (66 per cent) of travellers who recall seeing the kiosk said that the kiosk helped remind them about the restrictions on LAGs. Further, 44 per cent say that the kiosk helped them to understand the restrictions on LAGs. Similar to the impact reported on the sign recall, 7 per cent said they did something differently with their LAGs as a result of seeing the kiosk.

Impact of Kiosk

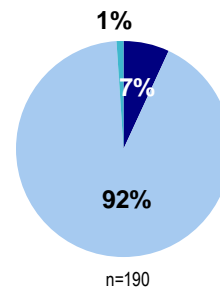
“Did the kiosk remind you about the restrictions on LAGs?”



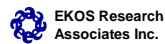
“Did the kiosk help you to understand the restrictions on LAGs?”



“Did you do anything differently with your LAGs after seeing the kiosk?”



■ Yes ■ No ■ Don't know



Source: Testing Intercept Survey, Aug-Sept 2008

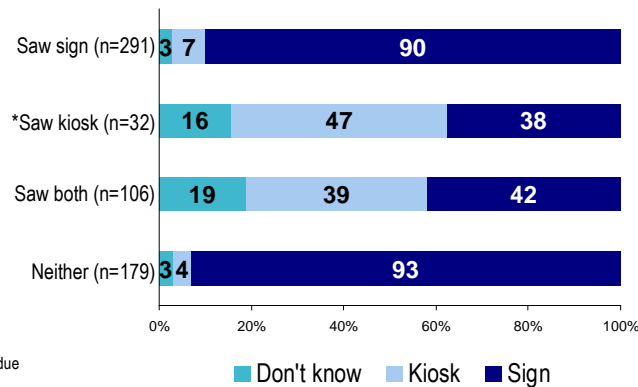
- Women are much more likely than men to say the kiosk helped remind them about the restrictions on LAGs.

Travellers who saw a sign (but not the kiosk) on the date of the intercept survey expressed a greater preference for the sign rather than a kiosk (90 per cent prefer the sign). For those who saw only the kiosk, preference is more divided between the sign (38 per cent) and the kiosk (47 per cent). Individuals who have had the advantage of seeing both the sign and the kiosk prefer the sign by a narrow margin. Forty-two per cent of those who saw both believe the sign is more effective in informing travellers about LAG restrictions while 39 per cent indicate the kiosk is more effective.

This preference for the sign is likely driven in part by the fact that everyone can imagine what a “sign” might look like and the impact it might have (whether or not they actually saw a sign). It is more difficult for those who did not see the kiosk to imagine what a “kiosk” might look like and the impact it might have. It is for this reason that it may not be useful to rely on the results of those who saw only the sign or saw neither the sign nor the kiosk. Among those who saw both the sign and kiosk, there is an almost equal split between those leaning towards the sign and those preferring the kiosk as a means of conveying the information/messaging about the LAG policy.

Preference for Communications

“Between the signs you saw today and the kiosk, which do you think is more effective in informing air travellers about the restrictions on LAGs?”



Source: Testing Intercept Survey, Aug-Sept 2008

- Older travellers (age 65 and over) have a greater leaning towards the signs being effective.
- Travellers intercepted while campaign B was in place are more likely than those who saw campaign A (or none) to indicate the signs are more effective in informing about restrictions. Those who saw campaign A are more apt to prefer the kiosk.

4. SUMMARY OF KEY FINDINGS

There is strong evidence that in order to be effective, communications to travellers about the LAG policy needs to occur prior to arrival at the airport. Virtually all passengers intercepted for the survey said that communications should take place before they arrive. In addition, while the 2 campaigns tested in the airport did show that signs and kiosks and other communications materials placed in the airport do have an impact on the traveller, there is no evidence to show whether travellers were informed early enough to be able to place their LAGs in their checked baggage or if they simply divested themselves of their LAGs in an earlier garbage receptacle. In other words, while airport signs may have reduced the amount of LAGs being brought into the screening area it may not necessarily have reduced the degree to which travellers are required to throw away their personal belongings, or been flustered or annoyed by the policy. While signage in the airport serves as a good last minute reminder about the policy, advance communications about the policy are much more likely to result in a real awareness and change in behaviour, in a way that will not leave travellers scrambling at the last minute.

The survey points to several elements of confusion for travellers with regard to how the policy is applied. How the 100 ml is judged and products that may not be obvious as LAGs are areas that travellers could use some clarification on. Generally speaking, concrete details seem to be required. Travellers need enough information to understand what is considered a LAG, including examples of the least straightforward products (e.g., shaving cream, hand cream, lip gloss). They also need to understand how much 100 ml is, judging by the size of the container, using either the volume indicated on the labelling, or by some concrete description of size (e.g., a bottle that is no bigger than 15 cm tall and 5 cm wide). Any efforts to clarify these areas of confusion so that travellers can prepare in advance by bringing specially sized products or by packing them in their checked baggage will ease the misunderstandings and tensions in the screening area, in addition to reducing the amount of LAGs discarded or surrendered). Related to this, some travellers are interested in buying specially sized products or containers, particularly women (likely because cosmetics are a bigger source of confusion). Any assistance that CATSA can provide on this front will also show travellers that CATSA wants to help and support travellers to become prepared.

Bottles of water are a different type of concern, but an equally prevalent issue. Most travellers who surrendered bottles of water bring them from home, according to survey respondents. As such, promotion of the concept of carrying water bottles from home is a good opportunity to help make travellers more compliant. If travellers are informed and reminded that water bottles can be emptied prior to screening and then re-filled on the secure side, there will be a reduction in the bottles thrown away. Combining this with an environmentally friendly message should sell well to the public. Similarly, concessions need to be responsible corporate citizens when it comes to the LAG policy. They should be taking steps to inform travellers about the LAG policy when their customers are purchasing LAGs. There should be prominently displayed signs that inform passengers about to go through screening that there is a 100 ml cap in place on carry-on baggage. This ensures that travellers are informed and shows the concessions' customers that

they care enough to inform them rather than hoodwink them into buying a product without full disclosure. Otherwise, according to survey results, it is likely not the concessions that take the blame but screening officers.

It should be understood in any messaging to travellers about the LAG policy that travellers don't really see themselves as being non-compliant. Very few people report that they are 'trying to get away with bringing through a product that they should not be bringing through', and they fully understand that these products are almost invariably going to be found and required to be surrendered (making an intentional smuggling of LAGs through screening an exercise in futility). So, if passengers bring through LAGs because they were unclear on the rules or because they forgot, they do not consider themselves as being at fault. This is an important condition to bear in mind. Under these circumstances, people will almost always react sheepishly or defensively, and an authoritarian attitude or message is very likely to push them toward a more defensive (rather than conciliatory) reaction.

Also, given that most of the passengers who do not support the policy do so because they do not believe that it is an effective or useful tool to prevent a terrorist attack, it is unlikely that they will be convinced about the usefulness in a single communications message. They may, however, be moved by the argument that universal preparedness on the part of travellers will speed up the process for everyone. By extension, if CATSA is seen to be making considerable efforts at outreach to inform and prepare passengers then they will be met with a more positive reaction than if they are seen to be uncommunicative. And, using a message that conveys that everyone being prepared helps all passengers enables CATSA to begin to shift the responsibility to travellers to be prepared or be isolated for more intensive treatment, given that CATSA has gone out of its way to prepare travellers in advance.

In terms of specific conduits for informing travellers, the survey results point to a number of good opportunities with travel agents and carriers, in person and on-line, particularly at the time that flights are being booked. There are also useful patterns of results for the frequent and infrequent traveller, each of whom tends to use different methods of booking trips. Targeted advertising through these conduits is a good way to get focused attention on the policy and on how to be prepared for screening. Also, working with partners such as air carriers and travel agents to inform and remind passengers would seem, from the results of the survey, to be a very effective method of getting the information across in a contextualized and timely fashion.

APPENDIX A
SURVEY INSTRUMENT

APPENDIX B

DETAILED TABLES

