



Results of the Pearson & Dorval Testing Intercept on LAGs

FINAL REPORT

Submitted to:

CATSA

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EXECUTIVE SUMMARY

Objectives and Methodology

The current survey was collected among travellers arriving at the Montreal and Toronto airports for domestic flights between December 19th and January 4th. Data collection took place over 12 days in each airport. Signs from the new communications campaign implemented for the holiday season were in place over the 12 days. Greeters were also placed in the two airports over roughly half of the days during which data were collected. The data collected included the perception of travellers, as well as hourly traffic counts from walk through metal detectors, and counts of LAGs discarded at the Welcome Tables or surrendered inside the security screening checkpoint. The survey was designed to further explore awareness of the restrictions, attitudes regarding security and the LAGs policy, as well as compliance behaviour on the current and most recent trips. Also, travellers were asked about seeing signs or greeters in place at the airports, as well as any information that they may have heard or seen before their trip to the airport. Opportunities for communications (e.g., method of arrival or booking their trip) were also explored. The overarching dual purpose of the survey was to test the communications campaign (including signs and greeters) and to further explore gaps in the research to date.

Overall Ratings of Security Screening

Overall ratings of the quality and speed of processing of security were high (over 80 per cent in each airport), as well the clarity of instructions and level of knowledge of screening officers in Montreal, although results were somewhat lower in Toronto. The biggest gap between the two airports can be found in the clarity of instructions provided at the Welcome Table, which is significantly better in Montreal (by 11 per cent), indicating that the quality and approach of staff at that front (Ambassador's) has a felt impact on ratings in this area. Perceptions regarding consistency, like in previous surveys, is somewhat lacking, as is the perceived clarity of signage in preparing travellers for screening. There is no evidence, however, that seeing a sign or a greeter (or speaking with a greeter) had any impact on the ratings of these various dimensions of the screening process. That is, seeing a sign or speaking with a greeter did not affect a more positive view of security screening.

Tolerance for Wait Times

There is evidence that travellers are willing to wait a fairly reasonable period of time for security screening, with most saying that they find ten to 15 minute to be reasonable (according to roughly six in ten). In fact, more than 20 per cent are willing to wait longer than 15 minutes, and only 13 to 16 per cent don't want to wait more than five minutes. It is interesting to note, however, that travellers are less patient when they have just been through security screening than they are on the telephone. Again, there does not seem to be any evidence to suggest that seeing a sign or speaking with a greeter has increased the tolerance for wait times in security screening.

Awareness of the Restrictions

As found in previous surveys, awareness of the restrictions is quite high, and higher among frequent travellers. Most are aware of the limit on the amount of LAGs, and that the restrictions relate to carry on baggage. There is still confusion about whether the 100 mls refers to the amount of the product or the container that it comes in, although there is evidence that this confusion is less prevalent than it was six months ago. Levels of awareness are higher among those travellers that saw a sign or spoke with a greeter. It is difficult to determine which direction the relationship works in, however, it is likely (given the profile of who recalled signs) that the people who saw signs were already the most informed regarding the restrictions. If this is the case, then it was not that the signs that were responsible for increasing awareness, but rather simply that those most aware of the restrictions typically notice the signs. This is an important distinction suggesting that while signs in the airport may not be the most useful method of conveying information to those who are not aware, they do serve as a useful reminder for those who are already aware of the policy.

Attitudes Regarding Security and the Restrictions

As in the past about one in nine travellers actually oppose the restrictions. Three in four support the restrictions although this is less likely to be the case among the most aware and frequent travellers. Reasons for this opposition relate largely to the lack of faith that the restrictions actually make a difference (i.e., that if anyone wanted to bring through something to blown up a plane, they will find a way to do it and the LAGs restrictions will not provide a deterrent), and the annoyance the policy causes. Again, the level of opposition is not affected by an encounter with greeters, indicating that those who are annoyed by the policy are no less annoyed once they receive information and/or a reminder. Three in four believe that security screening does increase the security of air travel, although two in ten are annoyed with the whole screening process. In terms of willingness to buy special products in order to be compliant, roughly half of passengers say that they are open to doing this, although two in ten are not and the rest are not committed to the idea one way or the other.

Compliance

Eleven per cent of travellers were asked to surrender an item inside the checkpoint, according to travellers. Actual LAGs counts in Toronto suggest that this number is in fact lower (at about three per cent). Of those who brought LAGs into the checkpoint, over half were asked to surrender the item after it had already gone through the X-ray machine. This proportion is even higher in Toronto where 63 per cent of those bringing LAGs inside the checkpoint went through the X-ray machine before screening officers asked them to surrender the item, which has implications for the amount of time taken for screening. There is also no evidence of the percentage of passengers who bring LAGs through the screening process resulting from seeing a sign or greeter.

Of items that travellers were told to leave at the checkpoint, the most common LAG in Montreal was cosmetics, followed by bottled water. In Toronto, items mirrored those surrendered during the

summer intercept, with water bottles the most common, followed by cosmetics. One in seven travellers threw something away at the airport before getting to security screening. Most of the time this was at the Welcome Table, although one-quarter of the time it was on the way through the terminal. Of the items thrown away, most were bottled water, followed by other non-alcoholic beverages such as coffee and juice. As with previous survey findings, the difference between cosmetics and toiletries that are voluntarily thrown away and those that are surrendered at screening is noteworthy. This may be 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.

Three in ten travellers who voluntarily threw something away before screening did so either because of a sign they had seen, they saw one of the greeter's yellow t-shirts, or, they had spoken with someone about LAGs that day in the airport. That said, it is those who surrendered an item inside the checkpoint who are more apt to declare a sign as part of the reason, rather than those who voluntarily threw something away before the checkpoint.

In the previous three trips to the airport roughly seven in ten travellers were compliant, having NOT had to leave anything at the security line with the screening officers. Two in ten travellers did have to surrender something once at screening and another one in ten had to leave something behind two or more times (in the last three trips). Slightly fewer threw something away voluntarily before arriving at the screening officers inside the checkpoint once, while the same number threw something away two or more times during their last three trips.

The most prominent reason for non-compliance given was 'forgetfulness', according to about half to six in ten of those who were non-complaint on a recent trip. The second is that travellers 'did not know that something specific was included as a restricted item' or 'they did not know enough about the restrictions in general'. Very few passengers reported that they were intentionally trying to bring a LAG through security.

Communications

One in three travellers recalled seeing something about the restrictions on liquids, aerosols and gels going through security from a sign they read or saw somewhere. On days where greeters were in place, almost three in ten noticed them in the Montreal airport, whereas only two in ten in Toronto saw or spoke with a greeter. So, overall, about half of travellers seemed to have noticed the communications campaign in some form or another (on greeter days). That said, roughly a third saw something at the table in front of security where they line up. In prompted recall, about half said that they recalled seeing a sign, although the lion's share of these said that they saw the sign while waiting in line at security. Most said that the sign helped remind them about LAGs, although fewer (about half) said that it helped them to understand the restrictions. About one in ten said that the sign made them change their behaviour (largely because most of the others were already complaint when they saw the sign).

The variation in recall regarding the greeter program is noteworthy. Although half of travellers in Montreal noticed a greeter only one in four of those in Toronto said the same, suggesting that the larger the terminal and traffic volume, the smaller the impact relative to the crowd (although actual numbers of passengers who saw a greeter is only somewhat smaller). About half of those who saw a greeter were approached and spoke with a greeter. In this case about one in seven of those who noticed a greeter said that they did something differently as a result. Among those recalling a greeter, it was the bright yellow t-shirts that seemed to stand out the most. Of those who saw a greeter and a sign, one in five said they did not need either one to be prepared for screening, about four in ten said that the signs were enough and about a third said that it helped to have the greeter (more than the sign).

In terms of actual impact on the surrender and discard of LAGs at the two airports, there was evidence of a positive impact on the amount of surrendered items inside the checkpoint on greeter days in Toronto, but not in Montreal. In Toronto, that volume went up at the Welcome Table, but down inside the checkpoint when greeters were in place. So, although it did not seem to have an impact on the total volume of articles thrown away per passenger (i.e., it did not help to get more LAGs into checked baggage) it did prompt passengers to throw away restricted items earlier (at the Welcome Table, thereby reducing the interruption and screening time inside the checkpoint).

Communications Opportunities

The proportion of travellers who booked their tickets online is very high. Roughly half booked online with an air carrier and another one in four booked online with a travel agent. Another one in five spoke with a travel agent (in-person or on the phone) to book their tickets. Websites with carriers and major travel agencies, therefore, would present a huge opportunity to reach three in four travellers, including the least informed (who book with a travel agent more often than other travellers, although the primary method is still online booking through the carrier, even with this less informed segment).

It seems from the current results that some opportunities are already being taken to tell passengers about LAGs. Over a third of travellers said that someone told them about LAGs for the current trip (either directly or through some printed materials). Most of the time this was the air carrier presumably printed on the e-ticket. More than nine times out of ten (among travellers who were told in advance) said that this was a useful way to see the information. Among the few who did not feel that this was useful, most said that they would have wanted the information to be either more prominently displayed or clearer.

Three in four said that they had heard about the LAGs restriction before coming to the airport, most often from someone they know or from previous travel experience. Some also referred to mass media.

Target for Communications

The same five segments first described in the analysis of the telephone survey findings were also isolated in the current analysis although they were in some ways less clearly defined in the current study because the current survey used a different sampling approach (i.e., only travellers at the airport

during the winter holidays) and was restricted to fewer questions to create the groups. That said, the five segments are still recognizable and largely include the same characteristics.

Among these five groups, it would seem that all of them can benefit from a reminder, as non-compliance over the last trips is relatively frequent across the board, largely attributed by passenger to forgetfulness. And, likely each of the five segments can also benefit from a reminder about why the restrictions are in place. Opportunities for these reminders (about the restrictions and the rationale for them) should be taken as much as possible in the days and weeks before the trip, but can also be carried fairly effectively into the airport on the day of travel (and on the way into the airport).

The Convenience Seekers are the least informed and most apt to say that they bring LAGs into the checkpoint because they did not have all of the details about the restrictions (and this annoys them). This group would benefit the most from advance information about what to bring and how to pack, with a focus on what items are restricted (e.g., cosmetics) and what 100 mls looks like (and that it is the container not the amount of product that is the focus of the restriction). Additionally, this segment is the most willing to go and buy whatever special products (e.g., travel sized products or containers to fill at home) that are needed to make them compliant. These travellers plan and book online, and often rely on travel agents. Any websites that will help to become more informed will make them more compliant and increase the enjoyment they experience on their trip (since the restrictions and throwing away products annoys and rattles them).

There are two groups that stand out in their opposition to the restrictions: the Annoyed Frequent Travellers and the Younger Cynics. As much based on the results of the telephone survey analysis as the current analysis, the Younger Cynics may be the most likely target for messaging aimed at shaping their attitudes in a more positive way. This is because, although the Annoyed Frequent Traveller represents more trips per person in an average year, they are typically the most informed and no less compliant than others. They are sure, however, that the restrictions make no sense and do not increase safety and security of passengers. Changing their attitudes will not likely increase compliance and will be a difficult task. The Younger Cynics, on the other hand, do tend to display less awareness and although they oppose the restrictions, the opposition is not as unanimous or entrenched and they are not sure why the policy is in place (suggesting at least some opportunity for convincing them that the restrictions have a rationale that they can accept). The Younger Cynics would also benefit from advance information, more in the form of a traditional social marketing campaign to convince them that the restrictions have a sound rationale and should be taken seriously.

To the extent that the Annoyed Frequent Travellers can be convinced of anything related to the restrictions perhaps the best angle with this segment is that it should be applied in a consistent manner (without allowances for those who the Annoyed might deem as “obviously not a threat”, because this introduces possible avenues for those who would do harm). The most central issue for this group is that there is a longer wait (for nothing in their view). As such, compliance for the purposes of reducing the wait time is likely the best angle with this group. As such, it is really only a last minute reminder with a message that non-compliance holds up the line that is required with this segment.

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 three 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 IV (i.e., the roll-out phase). In this phase, greeters were placed in the departures area, near check in counters and check in kiosks at each of two major airports: Pearson in Toronto and Dorval/Trudeau in Montreal. The purpose was to inform as many winter holiday travellers' as possible about the LAGs restrictions in time for them to be able to change their packing at the airport (before baggage check in and before security screening). Both the greeters and the signs featured the common colour of the campaign (bright yellow), as well as the red Pack Smart branding logo. The effectiveness of this approach was tested by taking measurements of passengers awareness of the policy and their associated acceptance of or support for it, as well as their actual compliance during their trip through security screening. These measures, along with recall of signage and greeters were taken on days when the greeter program was in place and on additional days in the same period when greeters were not present in the airport terminals. Actual counts of LAGs discarded and throughput efficiency were also gathered and calculated on these same days.

1.2 METHODOLOGY

a) Interviewing

Data collection for the survey was conducted at Pearson International Airport as well as Trudeau (Dorval) International Airport in Montreal. In both cases, data collection took place between December 19 and January 4. Interviewing, LAGs counts and recording of passenger volume occurred between the hours of 6AM and 6PM on each of 12 days. Seven of the 12 days were when the greeter program was being implemented and the remaining five were scheduled on days where greeters were not in the terminals. During each shift, two to three interviewers were intercepting. Passengers were intercepted in

secure areas only (past screening/security in the domestic area). In each case passengers were either intercepted in the main hallway or at various gates. Interviewers were advised to approach every fifth passenger to ensure a random selection.

On average, the interview took approximately 10 minutes. The most commonly cited reason for refusing to participate in the survey was a lack of time. Roughly one intercepted passenger refused to be interviewed for every two to three interviews completed. (That is, roughly one in three to one in four passengers approached refused). On average, about 90-100 interviews were completed each day during the 12 day period (in each airport). The total number of interviews conducted was 1,975. Interviews were conducted in English or French depending on the passenger's preference.

b) Screened Passenger Counts

In addition to the interviewing that took place, the number of people who passed through security between 6:00am and 6:00pm was being recorded everyday. Using the airport's metal detector computer system — which records the number of individuals who walk through the metal detector (WTMDs) — EKOS staff recorded the number of individuals passing through screening at Domestic Level 3 at Pearson and the Domestic security checkpoint at Trudeau. These counts were conducted on an hourly basis and recorded for data analysis purposes over the course of the 12 days of data collection. There was only one period of disruption when counts could not be recorded for several hours at each of the two airports (because of difficulties getting escorts to the secure area at those times). This did not affect the recording of overall traffic for the day (since the WTMDs maintain rolling counts, however, it did affect our ability to calculate throughput efficiency for those hours.

c) Discarded Item Counts

Each day between 6am and 6pm, at Domestic Level 3 at Pearson and from the Domestic checkpoint at Trudeau the number of discarded liquid, aerosols and gels was also counted and recorded from the Ambassador (or Welcome) table in front of the checkpoint and from the bins inside the checkpoint. These were itemized as water, coffee/juice/other beverage, cosmetics, and other items.

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

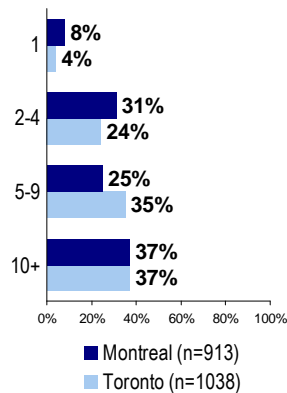
2.1 TRAVELLERS' PROFILE

All but a few of the respondents had travelled two or more times in the last two years. Less than ten per cent of surveyed travellers were on their first trip in the last two years (eight per cent in Montreal and four per cent in Toronto). In fact, over one-third (37 per cent in both airports) are very frequent travellers, travelling by air ten or more times in the past two years. The intensity of travel reported in this sample is slightly higher than that reported in the previous surveys collected for this study.

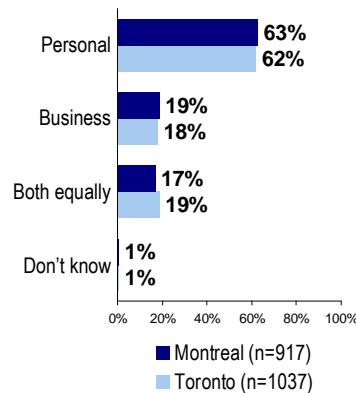
Two in three respondents to the survey have travelled primarily for personal reasons in the past two years. The other one in three has travelled exclusively for business or for both business and pleasure. There is a heavier concentration of pleasure travellers in the current survey than found in the three previous surveys, which is to be expected given the timing of the current survey at the height of the winter holiday travel period.

Frequency of Travel

“Including your current trip, how many times have you traveled by air in the past two years?”



“Over the past two years, was your flying largely business or personal travel?”



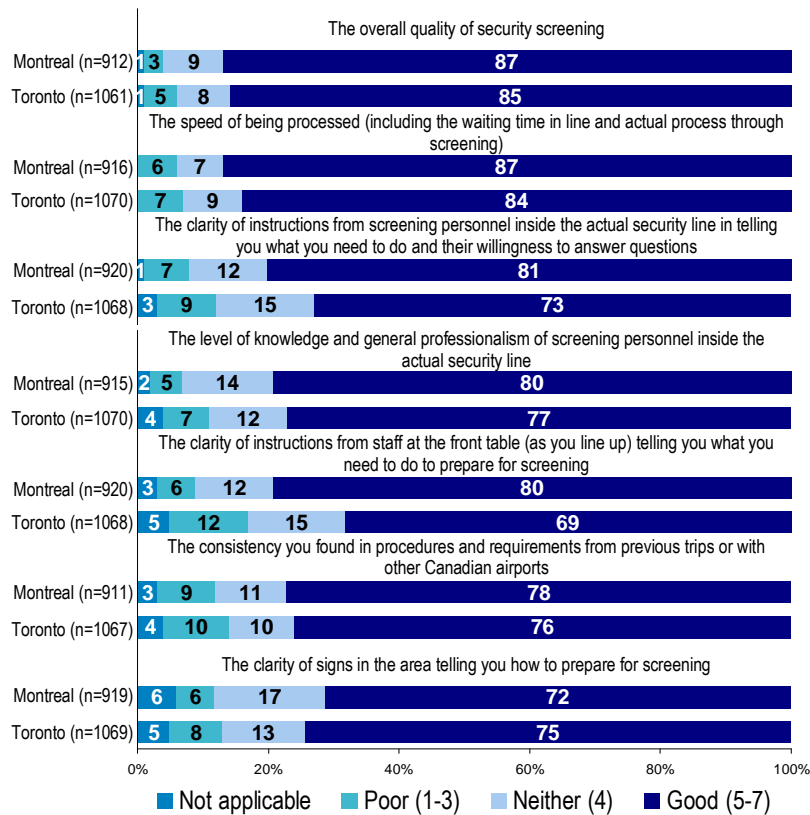
- As with the previous LAGs surveys, the most frequent travellers (i.e., 10 or more times) are the business travellers, who are also more apt to be men and are more heavily concentrated in the 35 to 54 age range.

2.2 TRAVELLERS RATINGS OF SCREENING

Travellers in the survey were first asked to rate various aspects of the screening process (at Dorval in Montreal and Pearson in Toronto). At the top of the list, ratings for the overall quality of screening and the speed of processing are high in both airports. To a slightly lesser extent, in Montreal, clarity of instructions from screeners and those at the Welcome Table, as well as the perceived knowledge and professionalism of screeners is also high, according to eight in ten. These ratings are consistently lower at Pearson, relative to Dorval, with the biggest gap found at the Welcome Table. This is interesting because the type of personality of the person at the Welcome Table is significantly different between the two airports, with the Dorval staff member exuding a much greater degree of confidence and engagement with passengers (e.g., friendliness, assertiveness in asking about LAGs). Consistency of application across airports and clarity of the signs receive the lowest ratings at Dorval. Ratings are lower across the board in Toronto, relative to the ratings for Montreal.

Comparing the results in Toronto with those taken in the summer, the overall quality of screening and the perceptions of consistency (although not directly comparable, with a slightly different item this time), results are generally more positive in the current sounding. For example, in the summer 79 per cent of travellers provided a positive rating of the overall quality, and 62 to 70 per cent said they found the consistency (from airport to airport and from passenger to passenger) to be high. On the other hand, in a different type of question, 92 per cent of travellers in the June baseline survey (at Pearson) said that they were satisfied with the overall screening, suggesting that the views are possibly less positive in December. Speed of processing may also be marginally lower than in June when 94 per cent said that they were satisfied with this aspect of the screening.

General Ratings of Screening



- It is reassuring to see that those travellers who reported seeing the signs are the most apt to provide a positive rating of the clarity of signage on how to prepare for screening.
- Those who spoke with a greeter in one of the terminals were more likely to say that the clarity of instruction at the Welcome Table was high. That said, travellers were marginally more positive about consistency of application of the policy on non-greeter days than they were on greeter days. This suggests that reaching out to passengers in such an intensive method of informing can have a negative impact on impressions about how consistently policies are being applied. Further, as an overall comment on the greeter program, there is no impact on the overall ratings of security screening, either on greeter versus non-greeter days or between those who saw or spoke with a greeter and those who did not.
- From a profiling perspective, the most frequent travellers (and those travelling for business) are more critical than others about the clarity of instructions from staff at the front table and from screening personnel, as well as the level of knowledge and general professionalism of

staff. Speed and clarity of signage are the areas that infrequent travellers rate lower than others. Consistency in procedures/requirements with other Canadian airports, and the overall quality of security screening are rated least positively by both the most frequent and infrequent travellers.

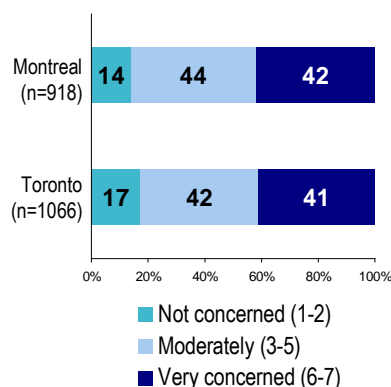
- Younger travellers (under 25) tend to be more positive about the clarity of signs and instruction, the level of knowledge and general professionalism of screening personnel, the consistency in procedures/requirements at different airports and overall quality of security screening, compared to older travellers.
- The University-educated are more critical than most about the clarity of signs, instructions from staff at the front table and screening personnel inside the security line. The most positive ratings come from those with a high school level of education.
- It is interesting to note that those who have been asked to leave materials inside the checkpoint are most positive about the clarity of instructions provided by screeners, as well as their professionalism and knowledge. These same people are the least positive, however, about the speed and consistency of processing particularly if they had something removed after going through the X-ray process.
- Naturally those who are generally more positive about the LAGs policy provide more positive ratings across the board, compared with those who oppose the LAGs policy (who are generally the least positive travellers in all ratings).

2.3 LEVELS OF PATIENCE WITH WAIT TIMES AT SECURITY

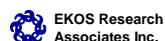
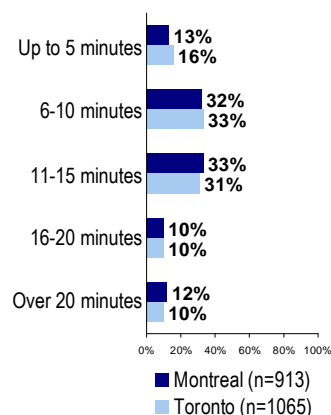
Travellers signalled fairly strongly that they would not be tolerant of long delays (of 30 minutes or more) for security screening. Four in ten travellers (42 per cent in Montreal and 41 per cent in Toronto) said that they would be very concerned if the average waiting time to go through security screening including waiting and processing was 30 minutes. Fewer than one in six said that this would not present a problem for them. In fact almost half of travellers in the survey said that an acceptable period of time for security screening would be ten minutes or less. Specifically, 13 per cent in Montreal and 16 per cent in Toronto said that they only considered five minutes to be acceptable. Another three in ten (33 per cent in Montreal and 31 per cent in Toronto) feel that 11 to 15 minutes is an acceptable wait. One in ten consider that 16 to 20 minutes (10 per cent each) and roughly the same proportions view a wait time of more than 20 minutes to be acceptable. It is interesting to see that the level of patience is significantly shorter in the current survey than found in the telephone survey conducted in the summer. This may be explained by the significant increase in frequent business travellers in the current sample, as well as by the methodological differences. (The current sample was collected on site in the terminals, having just come through security). From the telephone survey three in ten (32 per cent) believed that 11 to 20 minutes to wait was acceptable and another one in three considered more than 20 minutes to be acceptable (with an overall average of about 20 minutes across all travellers surveyed).

Wait Times

“How concerned would you be if the average waiting time to go through security screening including waiting and processing was 30 minutes?”



“What do you consider to be an acceptable period of time for security screening, including the waiting and processing time?”



Source: Testing Intercept Survey, Dec-Jan 2009

- Frequent travellers (10 or more times in the past two years), along with business travellers and those with a University education, as well as 35 to 54 year old travellers are the least patient when it comes to average wait time, as is the case for men, relative to women.
- Those travellers who have had LAGs confiscated at the checkpoint, particularly those who have taken LAGs through the X-ray process tend to be more concerned about the wait time.
- Those most supportive of the LAGs policy tend to be the most patient, while those who oppose it are the most concerned and least patient.
- In terms of the greeter programs and signage, there is little evidence of a significant impact. Those who saw or spoke with a greeter are not significantly more patient (and less concerned) about their wait time than others, suggesting that greeters were not able to convince them of the importance of the security element of the policy.

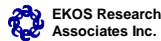
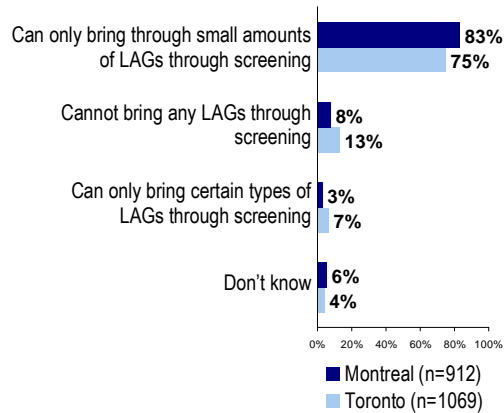
2.4 AWARENESS AND UNDERSTANDING OF RESTRICTIONS ON LAGS

As shown in the two previous intercept surveys, top of mind awareness of the restrictions on liquids, aerosols, and gels is high. Three-quarters to eight in ten travellers (83 per cent in Montreal and 75 per cent in Toronto) said that the restrictions in place at Canadian airports center around a ceiling on the amounts of liquids, aerosols, and gels that travellers are permitted to bring through security screening. In Toronto this is up from two-thirds during the summer. One in ten (8 per cent in Montreal and 13 per cent in

Toronto) believe that an individual can not bring any liquids, aerosols, and gels through screening, and smaller proportions (3 per cent in Montreal and 7 per cent in Toronto) feel that they can only bring certain types of liquids, aerosols, and gels (LAGs) through screening.

Knowledge Levels (1)

“To the best of your knowledge, what are the restrictions on bringing liquids, gels, and aerosols (LAGs) through the security screening point at Canadian airports?”



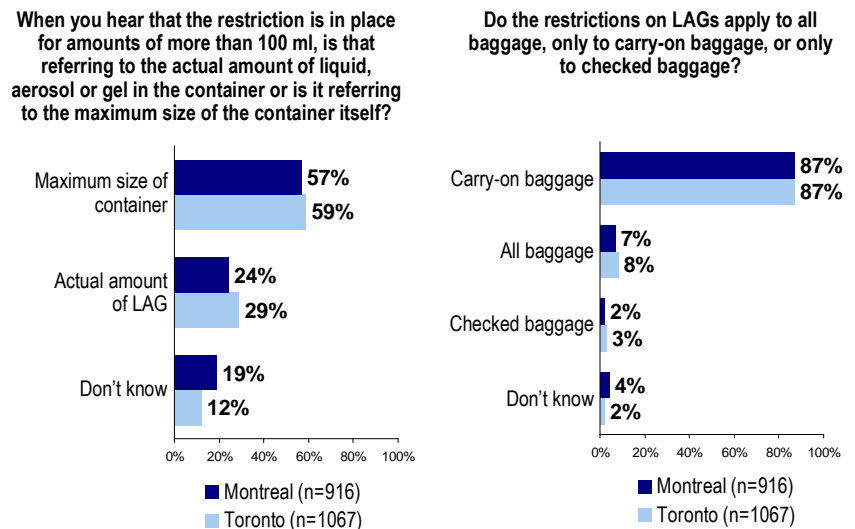
Source: Testing Intercept Survey, Dec-Jan 2009

- Frequency of travel is the strongest predictor of knowledge. Those travelling ten or more times in the past two years, particularly business travellers, and those who have a University education have a greater propensity to identify that individuals can only bring through small amounts of LAGS.
- Awareness is moderately higher among women as they are more aware (than men) that travellers can only bring through small amounts of LAGS.
- Travellers who saw signs regarding LAGs restrictions are more aware that travellers can only bring small amounts through screening. Individuals who did not notice signs or speak to a greeter more often think they cannot bring any LAGs through screening. Similarly, those who saw or spoke with a greeter are marginally more knowledgeable than those who did not.
- Travellers who have voluntarily thrown away LAGs before the checkpoint are the most knowledgeable.

While overall awareness is fairly high, there is still confusion among many travellers on specific elements of the policy and how it is applied, although to a lesser extent than found previously. Nearly six in ten travellers in both Montreal and Toronto now understand that the restriction refers to the size of the container itself, which is up from roughly half of travellers in the summer. That said, one-quarter of Montreal travellers (24 per cent) and three in ten Toronto travellers (29 per cent) believe the 100 ml restriction refers to the quantity of liquid, aerosol, or gel remaining in the container. Another 19 per cent of Montreal travellers and 12 per cent of Toronto travellers are not sure (which has nearly doubled since the summer).

Most passengers know that the restrictions on LAGs apply to carry-on baggage, with 87 per cent (in both airports) of travellers reporting this awareness

Knowledge Levels (2)



EKOS Research Associates Inc.

Source: Testing Intercept Survey, Dec-Jan 2009

- Travellers who reported either seeing signs or speaking with a greeter are more apt to know that the restrictions pertain to the maximum size of container not the actual amount of LAG and that these restrictions apply only to carry-on baggage, compared to travellers who did not see any signs or spoke to a greeter.
- As noted earlier, frequency of travel is the strongest predictor of knowledge. Those travelling ten or more times, particularly business travellers, (as well as those with a University education) are more likely to know that it is the size of the container that is used to determine what products are admissible through screening and what are not. Since the most frequent travellers are also the least supportive of the policy, it is also those most opposed to the LAGs restrictions that are most aware of the nature of the restrictions.

- Awareness, once again, is moderately higher among women. They are more apt to know that it is the size of the container that is being judged under the restrictions (not the amount of liquid).

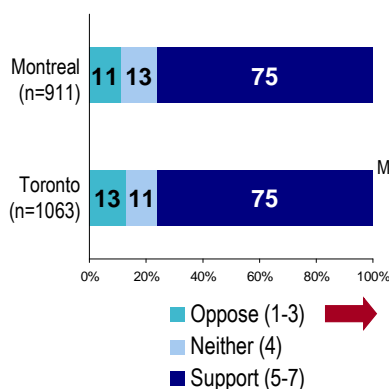
2.5 VIEWS ABOUT RESTRICTIONS AND SECURITY

The large majority of travellers are supportive of the LAGs policy. When informed that restrictions are in fact in place to prevent dangerous items such as liquid explosives from being carried aboard an aircraft, 75 per cent of travellers indicate that they support these restrictions. Just over one in ten (11 per cent in Montreal and 13 per cent in Toronto) oppose such restrictions, and a similar number (13 per cent in Montreal and 11 per cent in Toronto) are neutral (and neither support nor oppose restrictions). This is comparable, although slightly lower, than the fall 2008 National Telephone Survey where 81 per cent of travellers indicate that they support these restrictions (although ten per cent still opposed them). In fact, the trend on this item is downward, at least in Toronto, since 85 per cent of those travelling through Pearson were supportive in the June baseline (and only eight per cent opposed it).

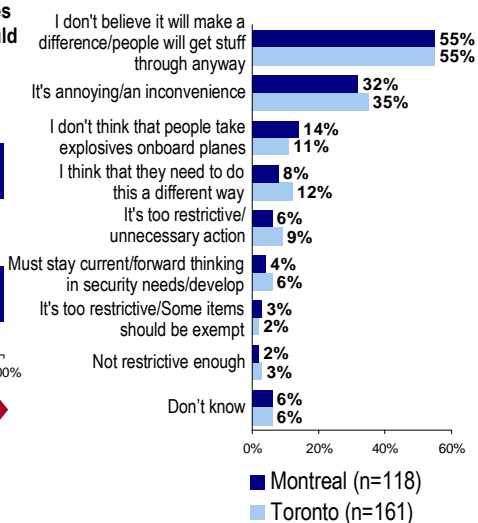
A plethora of reasons for being opposed to the restrictions were cited, dominated by the general messages that they don't believe the restrictions will make a difference or people will get stuff through anyway (55 per cent), and that the restrictions are annoying or an inconvenience (32 per cent in Montreal and 35 per cent in Toronto). Roughly one in ten are opposed because they don't think that people actually do take explosives onboard airplanes (14 per cent in Montreal and 11 per cent in Toronto) or that security screening needs to enforce the restrictions in a different way (8 per cent in Montreal and 12 per cent in Toronto). Fewer than one in ten respondents talked about procedures that are too restrictive or unnecessary (six per cent in Montreal and nine per cent in Toronto), that security must stay current or forward thinking in security needs (four per cent in Montreal and six per cent in Toronto), and that some restricted items should be exempt (three per cent in Montreal and two per cent in Toronto). A very small percentage said that the procedures are not restrictive enough (two per cent in Montreal and three per cent in Toronto).

Opposition to Restrictions

“These restrictions are in place to prevent dangerous items such as liquid explosives from being carried aboard an aircraft. Would you say you support or oppose these restrictions?”



“Why are you opposed to these restrictions?”



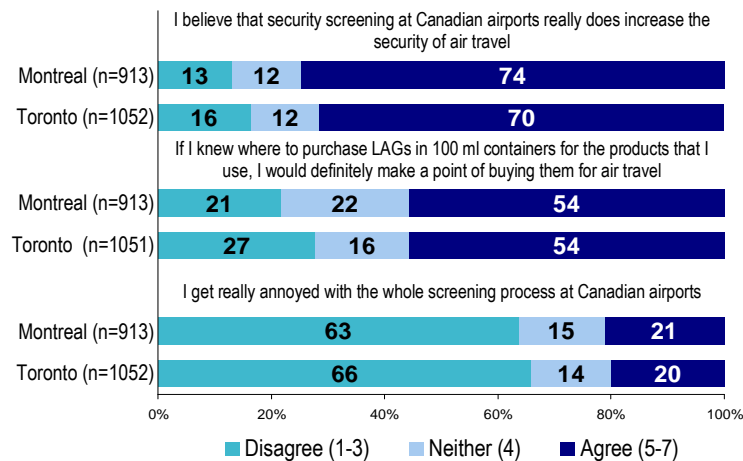
Source: Testing Intercept Survey, Dec-Jan 2009

- Infrequent travellers (one to four times in past two years) are more likely than frequent travellers to support restrictions, as are women, older travellers (age 55+), those with less than college or University education, and travellers with French as their first language compared with their counterparts. Frequent, business travellers, who are most aware of the restrictions are the ones who report the greatest opposition to the policy.
- There is no evidence of an impact from the communications in place in December. Those who saw signs, saw a greeter or spoke with a greeter were no more likely than others to support (or oppose) the LAGs restrictions, again indicating that while communications efforts may have made some difference in awareness levels they did not succeed in changing attitudes about the LAGs policy. Overall, travellers were no more likely to support the policy on greeter days than non-greeter days across the research.
- Travellers with a University education are more apt than those with less education to list the top two reasons for opposing the restrictions: they are not likely to make a difference and the restrictions are annoying or an inconvenience. Francophones and those under age 25 are more likely to say they don't know why they oppose the restrictions.
- Naturally, it is those most opposed to the policy who say that it is annoying and inconvenient. Similarly, it is those who have had to leave LAGs inside the checkpoint that are more apt to say that the policy is too restrictive. That said, eight per cent of this segment (who have been asked by screening personnel to leave LAGs behind at the checkpoint) also said that the policy is not restrictive enough because staff and cargo should also be screened (perhaps being driven by “sour grapes” about picking on someone else).

The views about security screening are reasonably positive. Seven in ten travellers (74 per cent in Montreal and 70 per cent in Toronto) agree that they believe security screening at Canadian airports really does increase the security of air travel. This is comparable to, if marginally lower than, the results of the telephone survey in the summer, when three-quarters of travellers said the same (77 per cent). In terms of complying with the 100 ml LAGs restriction, just over half (54 per cent) agree that if they knew where to purchase LAGs in 100 ml containers for the products that they use, they would definitely make a point of buying them for air travel (compared to 51 per cent in the telephone survey in the summer). This finding suggests that promotion of travel sizes and containers for cosmetics and so on will go part of the way to addressing the issue, however, it is not an approach that will work for everyone, since one in five are not convinced and one in four are convinced that they won't use these types of smaller-sized products. Further, only one in five travellers say that they get really annoyed with the whole screening process at Canadian airports, which is very similar to results from the telephone survey in the summer.

Views About Security

“Do you agree or disagree with the following statements?”



EKOS Research
Associates Inc.

Source: Testing Intercept Survey, Dec-Jan 2009

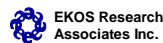
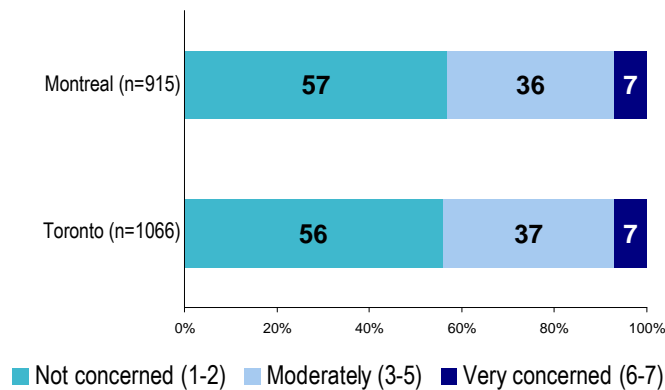
- Travellers age 45 and older are more apt than younger travellers to agree that security screening does increase the security of air travel, as are those who are generally most supportive of the restrictions. The most frequent travellers are the least apt to agree.
- These same older travellers (age 45 and older), along with women and those who are generally most supportive of the restrictions, agree that they would buy travel sizes for air travel.
- Men are generally more annoyed than women with the screening process, as are those who are least supportive of the restrictions.

- In terms of impact on communications, there is little evidence of a difference. Those who saw a sign or greeter (or spoke with a greeter) are no more likely to see the need for security and no less likely to be annoyed with the process. That said, the proportion willing to use travel sizes is higher on greeter days, although not specifically among those who spoke with a greeter, which may be more of an artefact of the days selected for greeter days and the type of traffic experienced on those days than as a result of the program itself.

Fewer than one in ten (seven per cent) travellers in Montreal and Toronto say that they are strongly concerned or uncomfortable with the security screening process. Over half are not concerned about the security screening process (57 per cent in Montreal and 56 per cent in Toronto), and just over one-third are moderately concerned (36 per cent in Montreal and 37 per cent in Toronto).

Level of Discomfort/Concern About Screening

“How would you rate your level of concern or discomfort with the security screening process?”



Source: Testing Intercept Survey, Dec-Jan 2009

- Older travellers (age 55 and over), along with those who most often speak English in their home, are least concerned or uncomfortable with the security screening process. In fact, it is the most frequent travellers and most opposed to the restrictions that report the greatest discomfort suggesting that this is not a measure of fear or worry regarding travel or security, but rather a reflection of the annoyance and inconvenience perceived by some. This is further substantiated by the larger proportion of travellers who reported being asked to leave LAGs at the checkpoint in the past saying that they are uncomfortable or concerned with the screening process.

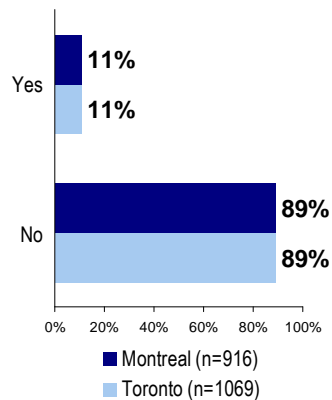
- Travellers reporting that they saw a sign are less apt to say that they are concerned or uncomfortable with the security screening process. There are no differences based on seeing or speaking with a greeter versus not seeing one.

2.6 EXPERIENCE WITH SECURITY SCREENING CHECKPOINT – COMPLIANCE

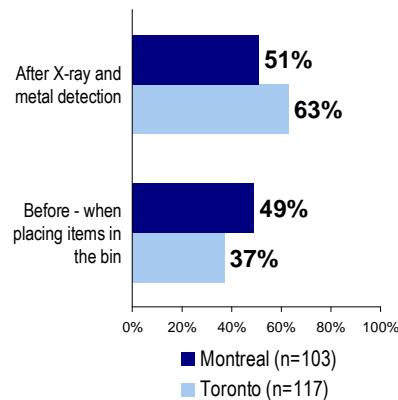
Over the course of data collection for the survey¹, just over one in ten (11 per cent), were told by a screening officer inside the security lane they went through (in both Montreal and Toronto), that something they had could not go through. What is more startling is that two-thirds (63 per cent) of those in Toronto and half (51 per cent) of those in Montreal who were told they had something that could not go through were told this after their carry-on had already been through the X-ray.

Intercepted LAGs – Security Checkpoint (1)

“Were you told by a screening officer inside the security lane you went through today, that something you had could not go through?”



“Was this as you were placing your belongings into the bins on the conveyor or was it after your carry-on had already been through the X-ray machine?”



Source: Testing Intercept Survey, Dec-Jan 2009

- Travellers reporting the least trips 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 which asks about surrender during the past two years indicates that it is the most frequent travellers who have surrendered materials the most often. 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

¹ Survey period was from December 19 2008 to January 4 2009 – during the height of holiday travel season.

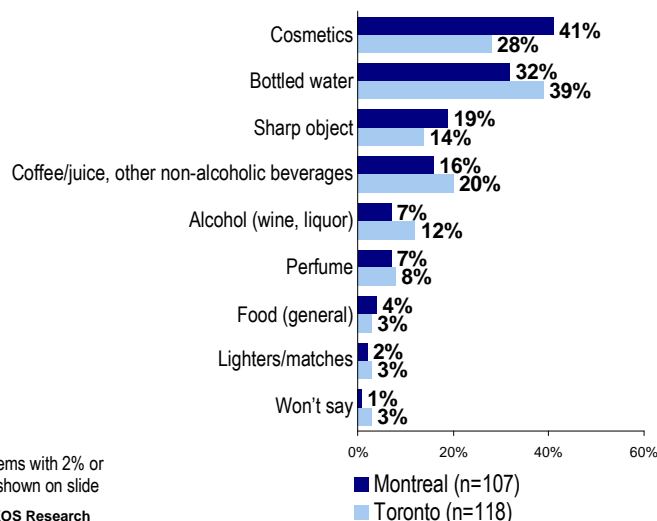
screening. It is the least frequent travellers who have had less opportunity to learn about the LAGS restrictions (and may also not remember from trip to trip given the infrequency of travel).

- It is also interesting to note that it is the most aware of the restrictions that are most apt to say they went all the way through the X-ray process before being asked to leave a LAG behind, suggesting that they knew about the nature of the restrictions but either chose to ignore it or simply forgot they had the item in their carry on.
- In terms of impact of the communications in place, those who saw a sign are no less likely to have had to surrender an item at the checkpoint indicating little if any impact. It is more difficult to interpret the results of the greeter program. While 12 per cent of travellers who spoke with a greeter were asked to surrender a LAG, 15 per cent of those who saw a greeter but did not speak with them surrendered an item. This suggests that speaking with a greeter did have some marginal, positive impact. That said, only 10 per cent of those who did not see a greeter at all said that they surrendered an item and there is no difference overall between greeter and non-greeter days. However, one interprets the impact as quite limited in range in terms of reducing the LAGs and number of interceptions inside the checkpoint.

Of items that travellers were told to leave at the checkpoint, the most common in Montreal was cosmetics (41 per cent), followed by bottled water (32 per cent). In Toronto, items mirrored those surrendered during the summer intercept, with water bottles (39 per cent) the most common, followed by cosmetics (28 per cent). Somewhat surprising, the percentage of individuals who were told a sharp object could not go through has risen, to 19 per cent of Montreal travellers and 14 per cent in Toronto, compared to 11 per cent during the summer intercept at Pearson Airport in Toronto. A slightly higher percentage than previously were also told that drinks (such as coffee/juice, and other non-alcoholic beverages), alcohol, perfume, and food could not be brought through (rising between one and ten per cent each) compared to the earlier intercept results. There were more lighters and/or matches surrendered by Toronto travellers in December compared with the summer.

Intercepted LAGs – Security Checkpoint (2)

“What were you told could not go through?”



- Women, younger respondents and those travelling for personal reasons (as opposed to business related) are more likely than others to indicate they threw away bottled water, as are those who are most aware of the restrictions. This suggests that passengers don't care too much about bottled water and are happy to keep it until the last minute. Cosmetics, on the other hand, were more often thrown away by the least aware, suggesting that they would benefit from more information earlier.
- In terms of impact of communications, there is some modest evidence of a difference since people who spoke with a greeter seemed less likely to bring a cosmetic into the checkpoint, however the number of cases (who spoke with a greeter and brought a LAG into the checkpoint) is small. Although not statistically significant, findings suggest that seeing a greeter did result in some passengers not having to lose their travel items.

One in seven (14 per cent in Montreal and 15 per cent in Toronto) travellers threw something away at the airport before getting to security screening. Of those who threw something away, most threw away their LAGs at the front table where they line up for screening (40 per cent in Montreal and 46 per cent in Toronto). Less than one-quarter (23 per cent at both airports) threw these away on their way through the terminal toward security and just over one in ten threw their LAGs away coming into the airport (13 per cent in Montreal and 11 per cent in Toronto). Some threw their LAGs away inside the checkpoint (12 per cent in Montreal and 7 per cent in Toronto) or at the luggage check-in desk (9 per cent in Montreal and 11 per cent in Toronto).

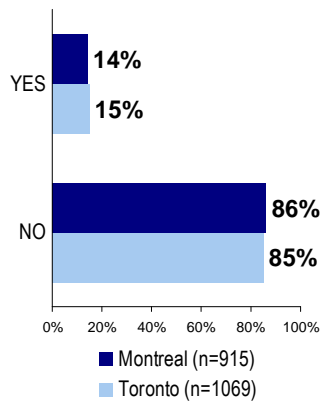
Of the items thrown away, most were bottled water (55 per cent in Montreal and 69 per cent in Toronto), followed by other non-alcoholic beverages such as coffee and juice (27 per cent in Montreal and

24 per cent in Toronto). The remaining items discarded include cosmetics (14 and 13 per cent, respectively), sharp objects (six and two per cent), perfume, food (two per cent each, in each location) and lighter/matches (2 per cent in Montreal and one per cent in Toronto).

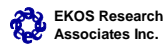
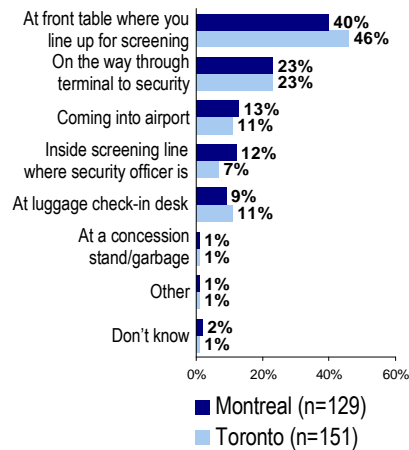
The difference between cosmetics and toiletries that are voluntarily thrown away and those that are surrendered at screening is noteworthy. This may be that travellers are either less clear on the application of the policy when it comes to cosmetics and toiletries or they have a greater vested interest in these products; and likely it is a combination of both of these factors for many travellers. These results have not changed since the earlier intercept survey at Pearson in August.

Discarded LAGs – Welcome Table (1)

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



“When or where did you throw away your LAGs?”

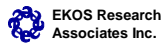
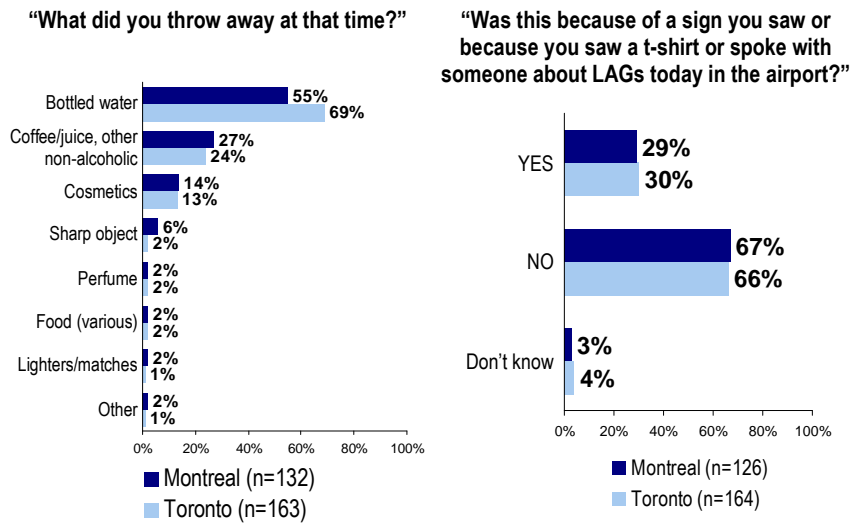


Source: Testing Intercept Survey, Dec-Jan 2009

- Women, younger respondents and those travelling for personal reasons are more likely than others to have thrown LAGs away at the airport before arriving at security screening. Younger travellers (under 25) are more apt than other age groups to have thrown away their LAGs coming into the airport.
- Travellers who saw signs are more apt to have thrown something away at the airport before getting to security screening, compared to travellers who did not notice signs.
- While the front table remains the most often used receptacle for LAGs, results reveal that when the greeters are **not** present there is also a greater tendency for travellers to throw away LAGs on their way through the terminal to security, whereas seeing and speaking with a greeter increases the chance that someone will throw the item away inside the checkpoint, which is counterintuitive.

As a more positive testament than seen so far regarding the impact of communications, three in ten travellers (29 per cent in Montreal and 30 per cent in Toronto) who voluntarily threw something away before screening did so either because of a sign they had seen, they saw one of the greeter's yellow t-shirts, or, they had spoken with someone about LAGs that day in the airport. That said, it is those who surrendered an item inside the checkpoint who are more apt to declare a sign as part of the reason, rather than those who voluntarily threw something away before the checkpoint.

Discarded LAGs – Welcome Table (2)

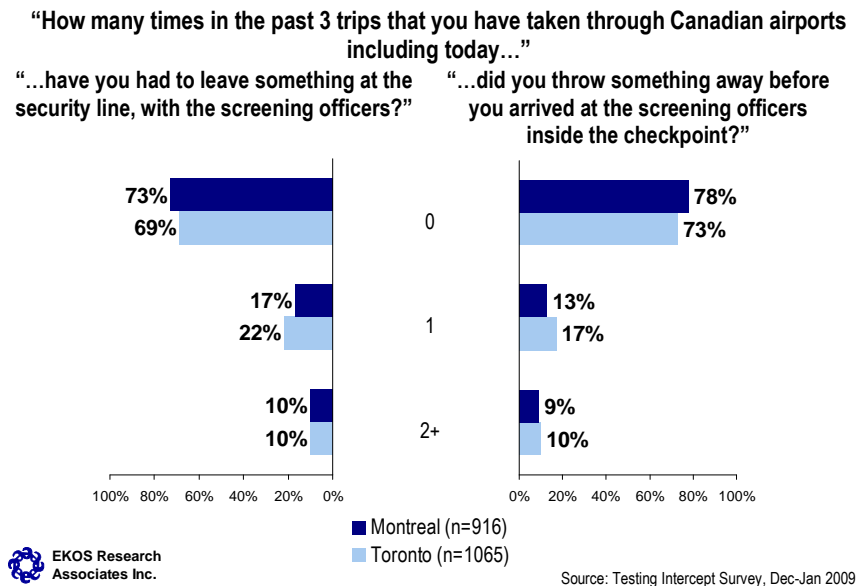


Source: Testing Intercept Survey, Dec-Jan 2009

- Although results do not vary based on whether passengers say that they saw a sign there is a higher proportion of those who spoke with a greeter who said that this made an impact.
- Less frequent travellers are more likely to acknowledge a sign or a t-shirt as a reason they had thrown something away.

If the previous three trips to the airport can be used to define compliance, roughly seven in ten travellers (73 per cent in Montreal and 69 per cent in Toronto) are compliant, having NOT had to leave anything at the security line with the screening officers. A similar number although slightly more (78 per cent in Montreal and 73 per cent in Toronto) also did not throw anything away BEFORE arriving at the screening officers inside the checkpoint during their past three trips. Two in ten travellers (17 per cent in Montreal and 22 per cent in Toronto) did have to leave something behind once with the screening officers (in the past three trips), and another one in ten (10 per cent, at each airport) had to leave something behind two or more times. If two or more times is the strictest definition of non-compliance, then this is one tenth of overall traffic. Slightly fewer threw something away voluntarily before arriving at the screening officers inside the checkpoint once (13 per cent in Montreal and 17 per cent in Toronto) while the same number (as those having left something with screening officers) threw something away two or more times (9 per cent in Montreal and 10 per cent in Toronto) during their last three trips.

Compliance



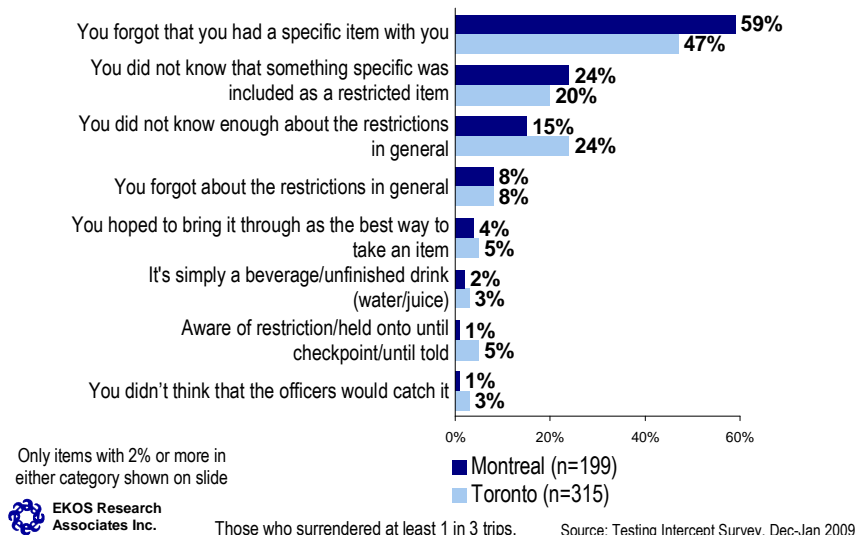
- Women and younger respondents are more likely to have thrown something away before arriving at the screening officers inside the checkpoint (one or more times) over the past three trips. On the other hand, men, more mature travellers (over 45 years of age) and less frequent travellers are less apt to have thrown anything away (and are either less aware of the restrictions or simply do not carry LAGs with them).
- Those who saw signs are more apt to have voluntarily thrown LAGs away in previous trips suggesting that their own knowledge of what they cannot bring prompts them to see the signs. This further suggests that the signs are serving as a useful reminder, although they are less

apt to be informing those who were previously unaware, since they are less apt to see the signs.

The most prominent reason for non-compliance **among those who were asked to surrender a LAG at security at least once in the past three trips** was ‘forgetfulness (59 per cent in Montreal and 47 per cent in Toronto). The second is that travellers ‘did not know that something specific was included as a restricted item’ (noted by 24 per cent in Montreal and 20 per cent in Toronto) or ‘they did not know enough about the restrictions in general’ (15 per cent in Montreal and 24 per cent in Toronto). When asked about other reasons such as ‘forgetting about the restrictions in general’, ‘it is simply a beverage/unfinished drink’, or ‘they had hoped to bring it through’, less than one in ten regarded these as good descriptions behind their non-compliance. In Toronto one in ten respondents reported they were in fact ‘aware of the restriction/held onto it until checkpoint or until they were told that it was a restricted item’, although this was not the case in Montreal. (A number of these individuals in Toronto also noted that they had seen signs regarding LAGs at the airport that day.)

Reasons for Non-Compliance

“In these cases, which of these is the best description of the reason for this...?”



- Those who have traveled by air between two to four times in the past two years have a greater tendency to say they didn't know that something specific was included as a restricted item and/or did not know enough about the restrictions in general. The most frequent travellers (ten or more times in this timeframe) are among those least likely to provide these as reasons for non-compliance. Frequent travellers are more apt to hold onto the LAG until the checkpoint or until they are told they must discard the item.

- Travellers who saw the signs were less apt to say that they were not aware of the restrictions. Similarly those who did not see a greeter are more apt to say that they were not aware of the restrictions.
- Those who voluntarily threw away LAGs on the current trip are more apt to say that they typically hold onto these items until the last minute (e.g., a drink/bottle of water).
- Those who report the highest number of instances of surrendering LAGs inside the checkpoint are the most apt to say that they were not aware of the nature of the restrictions, suggesting that even though this is being defined in this study as “non-compliance”, in fact, it is not intentional on their part. This is further substantiated by the fact that the travellers citing less understanding of the policy are in fact the ones scoring lowest on their knowledge of the policy (e.g., that it is only for carry-on, that it pertains to small amounts and is judged by the size of the container).

3. COMMUNICATIONS TESTING

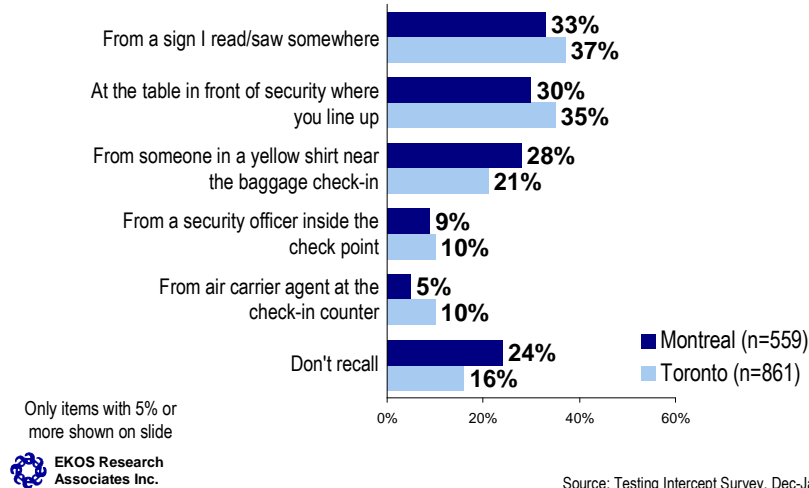
As described in the methods section of this report (Chapter One) greeters were placed in the two terminals to inform and remind travellers about the LAGs policy and how to prepare for security screening. The research was conducted across a number of days, some of which featured greeters and some of which did not. That said, signs were in place through all days that the survey was collected. The purpose was to measure whether there was any impact on recall or impression left by greeters, 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 efficiency to be gained by the reduction of LAGs at screening.

3.1 RECALL OF COMMUNICATIONS

In terms of the communications in place for the testing period, one-third of travellers (33 per cent in Montreal and 37 per cent in Toronto) recalled seeing something about the restrictions on liquids, aerosols and gels going through security from a sign they read or saw somewhere. On days where greeters were in place, almost three in ten noticed them in the Montreal airport (28 per cent), whereas only two in ten (21 per cent) saw them in Toronto or spoke with a greeter. So, overall, about half of travellers seemed to have noticed the communications campaign in some form or another (on greeter days). That said, a third (30 per cent in Montreal and 35 per cent in Toronto) saw something at the table in front of security where they line up. Another one in ten (9 per cent in Montreal and 10 per cent in Toronto) heard something from a security officer inside the check point. It is interesting to see though that nearly as many (5 per cent in Montreal and 10 per cent in Toronto) heard something from an air carrier agent at the check-in counter.

Communications in Airport – Unprompted

“Thinking just about the airport today, where did you hear or see anything about the restrictions on liquids, aerosols and gels going through security?”



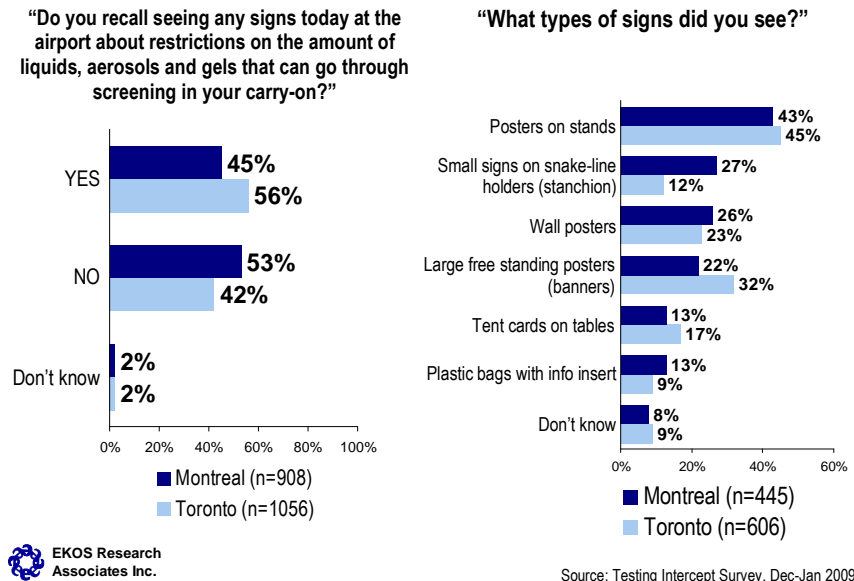
- Younger travellers (under 25) are the most likely travellers to gather information regarding restrictions on LAGs from a sign somewhere, whereas older travellers are less apt to view these signs or to speak with a greeter. Older travellers, however, are more apt than other travellers to listen to and learn about restrictions from a security officer inside the check point.
- Frequent flyers, the University-educated and Anglophones are more apt than other travellers to hear or see something about the restrictions at the table in front of security where they line up.

In terms of recall of signs seen that day at the airport about restrictions on the amount of liquids, aerosols and gels that can go through screening in their carry-on luggage, nearly as many could recall signage (45 per cent in Montreal and 56 per cent in Toronto) as could not. That being said, more Toronto travellers recalled signage than did Montreal travellers. Although the two campaigns are different in terms of types of numbers and locations of signs, it is nonetheless interesting to see that recall of signs is slightly lower in the current intercept (in December) compared with recall of signs in August (when it was 54 per cent).

Of those who did recall seeing signs at the airport about restrictions on the amount of LAGs that can be brought through screening in their carry-on, over four in ten (43 per cent in Montreal and 45 per cent in Toronto) saw this type of information on posters on stands. Recall results are mixed in terms of small signs on snake-like holders (27 per cent in Montreal and 12 per cent in Toronto). One-quarter specified seeing wall posters (26 per cent in Montreal and 23 per cent in Toronto) and recall of large free standing posters was noted by between two to three in ten travellers (22 per cent in Montreal and 32 per cent in Toronto). Fewer noticed tent cards on tables (13 per cent in Montreal and 17 per cent in Toronto) or plastic

bags with information insert (13 per cent in Montreal and 9 per cent in Toronto). Nearly one in ten (8 per cent in Montreal and 9 per cent in Toronto) could not recall what type of sign they had seen.

Signs in Airport (1)

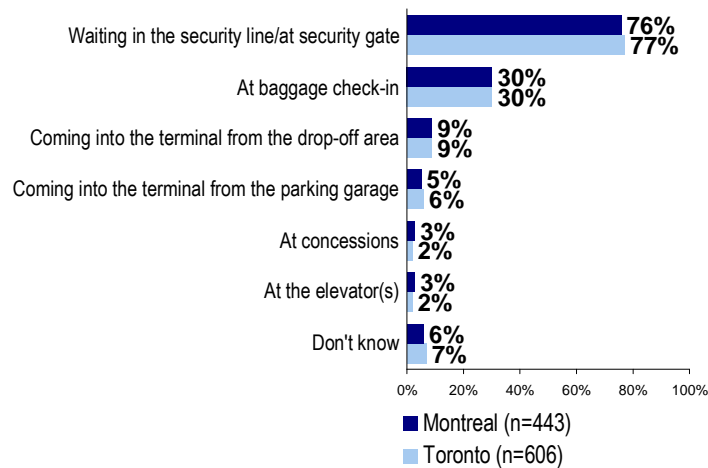


- Frequent travellers (over 10 times in the past 2 years), younger travellers (under 25) and those who are University-educated have a greater propensity to recall seeing signs about restrictions on the amount of LAGs allowed, and this tends to dissolve with frequency of travel, with older age groups and those less educated.
- Similarly it is the most aware of the nature of restrictions who are most apt to have seen a sign. This may mean that the signs had an impact, but other findings in the survey suggest that it was the most aware who are more apt to notice the signs, rather than the other way around.) Those who voluntarily threw away a LAG were also more apt to notice the signs.
- The signs seemed to have been reinforced by the greeter program as well since those who saw a greeter were more apt to recall a sign.

By far, most travellers (76 per cent in Montreal and 77 per cent in Toronto) who recall seeing a sign saw it while waiting in the security line/at security gate. Three in ten noticed the sign(s) at the baggage check-in. Almost one in ten travellers (at both airports) report seeing the sign(s) coming into the terminal from the drop-off area. Fewer (5 per cent in Montreal and 6 per cent in Toronto) noticed these coming into the terminal from the parking garage. A handful noticed the sign(s) at concessions and/or at the elevator(s).

Signs in Airport (2)

“Where did you see the sign(s)?”



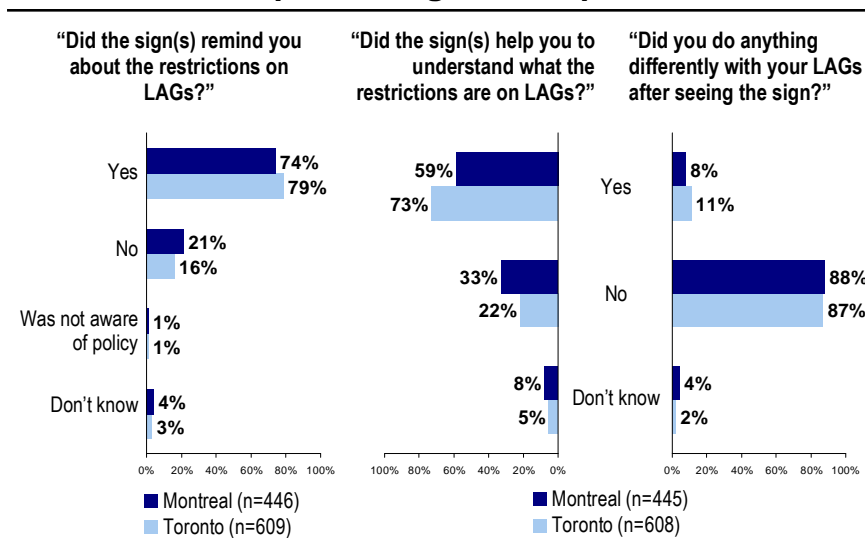
 EKOS Research Associates Inc.

Source: Testing Intercept Survey, Dec-Jan 2009

- Less frequent travellers (4 trips by air or less in the past 2 years), women and those traveling for personal reasons seemingly notice the sign(s) regarding LAGs restrictions at the baggage check-in area. More frequent travellers (5 or more trips in the past 2 years), younger travellers and University educated individuals more often notice the sign(s) while waiting in the security line or at the security gate.

As was the case in Toronto in August, three-quarters (74 per cent in Montreal and 79 per cent in Toronto) 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, 59 per cent in Montreal and 73 per cent in Toronto say that the sign helped them to understand the restrictions on LAGs. This finding is more positive in December in Toronto than it was in August when 62 per cent said that the signs helped them to understand the restrictions. While the sign served as a reminder and source of understanding, only eight per cent in Montreal and 11 per cent in Toronto indicate they did anything differently with their LAGs as a result of seeing the sign(s), most likely because travellers did not feel that they had anything to change (i.e., that they did not have any LAGs on them). Nonetheless this finding is higher in Toronto than it was in August when seven per cent said that they changed their behaviour.

Impact of Signs in Airport



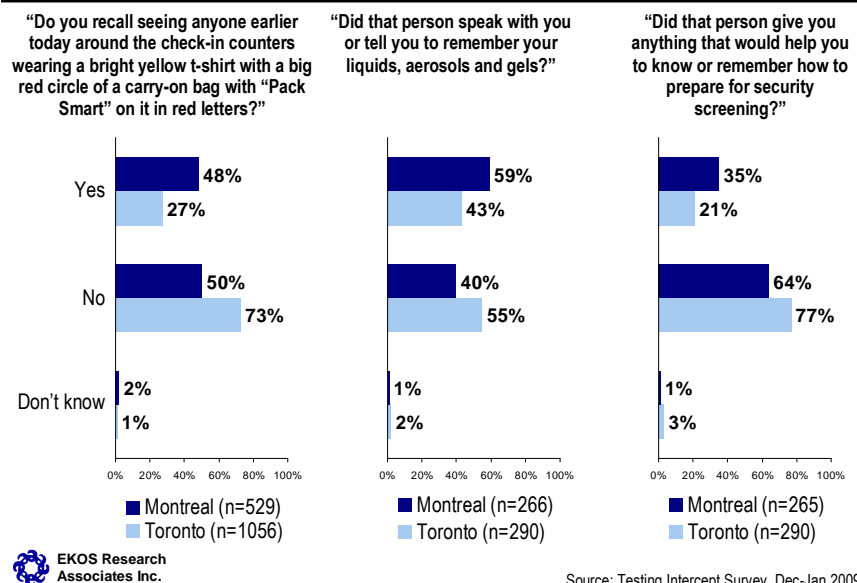
Source: Testing Intercept Survey, Dec-Jan 2009

- Frequent travellers (10 or more trips in 2 years) and business travellers are among those least likely to do anything differently with their LAGs after seeing sign(s), as with experience they are seemingly aware of the restrictions and pack accordingly. That being said, those traveling less frequently (4 times or less in 2 years) and those traveling for personal reasons are more likely to do something differently after seeing the sign(s).

3.2 GREETER PROGRAM

Recollection of greeters is considerably higher in Montreal than Toronto. Nearly half of travellers in Montreal (48 per cent) recall seeing someone earlier that day around the check-in counters wearing a bright yellow t-shirt with a big circle of a carry-on bag with “Pack Smart” on it in red letters. By comparison, one-quarter (27 per cent) of travellers in Toronto recall this same description. This suggests that the greeter program works better in smaller airports where traffic volumes are lower and streaming patterns less diffuse than they are in the busiest airports in the country. That said, if roughly 65,000 travellers passed through the airport in Toronto, while 45,000 passengers did the same in Montreal, the relative gap in impact on actual passengers greeted is less striking, at 17,600 encounters in Toronto and 21,600 in Montreal. Of those who recall the greeter, 59 per cent of travellers in Montreal, and 43 per cent of travellers in Toronto said indicate that the person in the yellow t-shirt spoke to them to remind them of their liquids, aerosols and gels. The greeter was also remembered more so by travellers in Montreal (35 per cent, compared to 21 per cent of travellers in Toronto) for providing them with something to help them know or remember how to prepare for security screening.

Greeter Program



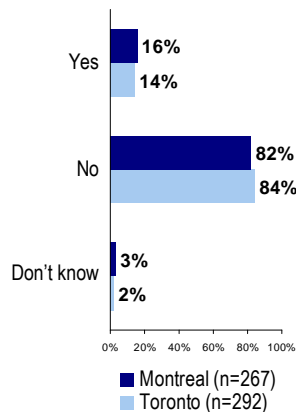
- Women are more apt to say that the greeter spoke to them to remind them about their LAGs. Women and less frequent travellers (one to four times in past two years) are also more likely to say they were given something to help them know or remember how to prepare for security screening.

- Recall of the greeters is highest among those most aware of the restrictions (although it is difficult to say which way this relationship works). Recall of greeters is also higher among those who recall the signs, signalling that each one fortifies the other.

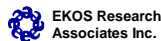
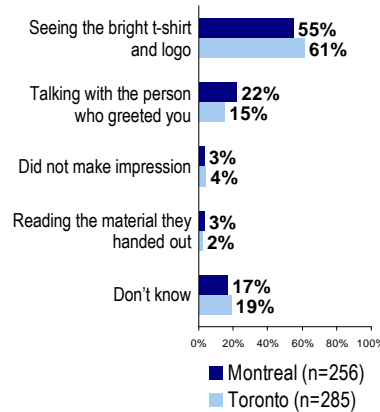
While the recollection of the greeter was much higher in Montreal than Toronto, the impact of the exposure is similar between the two cities. Fewer than one in five (16 per cent in Montreal and 14 per cent in Toronto) did something as a result of seeing the yellow t-shirt, speaking with the greeter, or reading the material distributed. Of those who did something as a result of the greeter, over half of travellers (55 per cent in Montreal and 61 per cent in Toronto) indicate that seeing the bright t-shirt and logo made the biggest impression on them. Roughly one in five (22 per cent in Montreal and 15 per cent in Toronto) felt that talking to the greeter made the greatest impression. Very few (three per cent in Montreal and two per cent in Toronto) said that the reading material handed out made the biggest impression on them. A similar proportion (three per cent in Montreal and four per cent in Toronto) said that none of the greeter contact made an impression on them. A similar proportion (three per cent in Montreal and four per cent in Toronto) said that none of the greeter contact made an impression on them.

Impact of Greeters (1)

“Did you do anything as a result of seeing that yellow t-shirt, or from speaking with that person, or reading the material they gave you?”



“What made the biggest impression on you?”



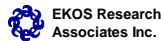
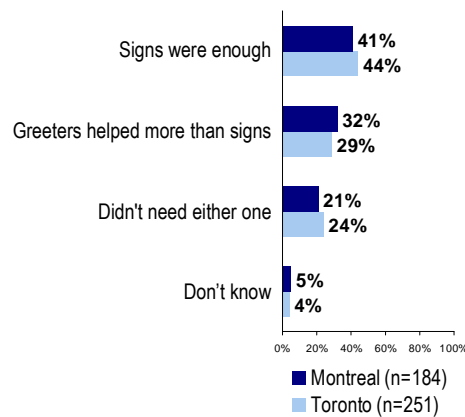
Source: Testing Intercept Survey, Dec-Jan 2009

- Infrequent travellers (one to four times in past two years) are more apt than frequent travellers (especially those who have travelled 10 or more times per year) to have done something as a result of the greeter interaction.

The impact of the greeters is quite variable, although the evidence provides some justification for the greeter program. Two in five (41 per cent in Montreal and 44 per cent in Toronto) felt that the signs in the airport on the intercept day were enough to inform and remind them of security screening requirements. That said, nearly one-third (32 per cent in Montreal and 29 per cent in Toronto) indicated that the greeters helped more than the signs to play an extra role. Roughly one in five (21 per cent in Montreal and 24 per cent in Toronto) travellers believe they didn't need either the signs or the greeters to help them be prepared for security screening.

Impact of Greeters (2)

“Were the signs that you saw today enough to inform and remind you, or did the greeters play an extra role in helping you to be prepared for security screening?”



Source: Testing Intercept Survey, Dec-Jan 2009

- Among those who actually spoke with a greeter 51 per cent said that the greeter really helped to prepare them for screening. The reverse is true of those who merely saw a greeter but did not speak with them (in which case 53 per cent said that signs were enough to be prepared).

3.3 IMPACT ON LAGS AND SCREENING EFFICIENCY

As previously indicated, an item count was performed for LAGs discarded at the Welcome Table outside screening at Dorval in Montreal and at Pearson Airport in Toronto, as well as for items surrendered inside the screening checkpoint on greeter and non-greeter days. These items were counted for the full 12 days of the intercept and recorded according to broad type of material (i.e., water, other beverages, cosmetics/toiletries, and other items/LAGs).

In terms of volume of products discarded, a total of 3,842 items were surrendered inside the Montreal checkpoint, in addition to 3,040 items that were thrown away at the Welcome Table over the 12 days. During this period, a total of 45,712 passengers were processed through security screening in Montreal. In Toronto, only 1,962 items were surrendered at security, along with 1,416 items that were thrown away at the Welcome Table over roughly the same 12 days. During that period 64,788 travellers passed through security screening in Toronto, indicating a much lower rate of divestiture per passenger in Toronto, compared with Montreal.

In Montreal 8.4 per cent of travellers surrendered an item inside the security checkpoint. This proportion was higher on days when a greeter was in place (8.7 per cent), however, this is likely because the greeter days saw higher volumes of traffic in general, and likely more of the inexperienced travellers arrived on those days. There is no evidence, however, of a discernable impact in the reduction of LAGs. Just over six and a half per cent of traffic discarded a LAG product at the Welcome Table just prior to entering the screening. Again, there is no evidence of an impact from the greeters. *It should be pointed out that the research included the counting of LAGs and the counting of passengers independently. There is no way of knowing if each passenger surrendered or discarded one or several LAGs. These calculations of proportions of passengers assume one LAG per passenger, however, it is entirely possible that this overestimates the proportion of passengers who are non-complaint, and that in fact fewer passengers surrendered or discarded, but that each one was responsible for more than one product. This has not been addressed by the research design, either in the physical counts or in the survey of passengers.*

In Toronto, as indicated by the lower volumes of LAGs counted, in spite of higher traffic, roughly three per cent of traffic surrendered a LAG inside the checkpoint. This was only 2.7 per cent of traffic experienced on greeter days, compared with 3.5 per cent on non-greeter days, pointing to a positive impact in the reduction of LAGs at security in Toronto. At the Welcome Table 2.2 per cent of traffic discarded a LAG, with a significant increase (2.5 per cent) on greeter days in Toronto, suggesting that greeters prompted travellers to discard their LAGs earlier in the security area, resulting in less disruption and screening time inside the checkpoint.

Similarly, there is a higher proportion that is divested inside the checkpoint in Toronto compared with Montreal. In Toronto, on non-greeter days 67 per cent of the LAGs were surrendered inside security (909/1352 LAGs). On greeter days, however, only 52 per cent of the LAGs were surrendered inside security, with more than half discarded at the Welcome Table (1052/2026 LAGs). In Montreal 57 per cent divested inside the checkpoint on greeter days, which is up from 54 per cent on non-greeter days, suggesting no real impact

In terms of the types of products surrendered, water bottles are the article most commonly discarded at the Welcome Table in Toronto (50 per cent), however, it makes up only 20 per cent of the LAGs discarded in Montreal. Other beverages are the next most common items (30 per cent) in Toronto. In Montreal they make up about 18 per cent of all LAGs thrown away. Cosmetics was the most common item thrown away at the Welcome Table in Montreal (50 per cent), whereas in Toronto this makes up just under 15 per cent. On greeter days there is in fact a fairly significant increase in cosmetics at the Welcome Table

in both Montreal and Toronto (indicating that passengers are being prompted by greeters to throw away their cosmetics before they go through screening since in both airports the percentage of LAGs that are cosmetics decreases marginally inside the checkpoint on greeter days. It should be noted that the proportion of water bottles goes up inside security on greeter days (at least in part because cosmetics goes down). There is little difference in the proportion of LAGs that are water bottles surrendered inside security on greeter compared with non-greeter days.

MONTREAL

Testing of Greeter/Non-Greeter Impact

Conditions	Surrendered at Screening	Discarded at Welcome Table	Total
Greeter			
Volume of LAGs	2,263	1,681	3,944
Passenger Traffic	26,143	26,143	26,143
Percentage of Traffic With LAGs	8.7%	6.4%	15.1%
Non-Greeter			
Volume of LAGs	1,579	1,359	2,938
Passenger Traffic	19,569	19,569	19,569
Percentage of Traffic With LAGs	8.1%	6.9%	15.0%
Total			
Volume of LAGs	3,842	3,040	6,882
Passenger Traffic	45,712	45,712	45,712
Percentage of Traffic With LAGs	8.4%	6.7%	15.1%

MONTREAL

Item Count of LAGs Over 7 Days – Greeter Days

Type of LAG	Surrendered at Screening		Discarded at Welcome Table	
	# of Items	% of Items	# of Items	%
Water	942	41.63%	347	20.64%
Other beverages	615	27.18%	262	15.59%
Cosmetics/toiletries	439	19.40%	870	51.75%
Other	267	11.80%	202	12.02%
Total	2,263		1,681	
Average per day	323		240	

Item Count of LAGs Over 5 days – Non-Greeter Days

Type of LAG	Surrendered at Screening		Discarded at Welcome Table	
	# of Items	% of Items	# of Items	%
Water	709	44.90%	274	20.16%
Other beverages	444	28.12%	276	20.31%
Cosmetics/toiletries	297	18.81%	605	44.52%
Other	129	8.17%	204	15.01%
Total	1,579		1,359	
Average per day	316		272	

TORONTO

Testing of Greeter/Non-Greeter Impact

Conditions	Surrendered at Screening	Discarded at Welcome Table	Total
Greeter			
Volume of LAGs	1,053	973	2,026
Passenger Traffic	38,620	38,620	38,620
Percentage of Traffic With LAGs	2.7%	2.5%	5.2%
Non-Greeter			
Volume of LAGs	909	443	952
Passenger Traffic	26,168	26,168	26,168
Percentage of Traffic With LAGs	3.5%	1.7%	5.2%
Total			
Volume of LAGs	1,962	1,416	3,378
Passenger Traffic	64,788	64,788	64,788
Percentage of Traffic With LAGs	3.0%	2.2%	5.2%

Item Count of LAGs Over 7 Days – Greeter Days

Type of LAG	Surrendered at Screening		Discarded at Welcome Table	
	# of Items	%	# of Items	%
Water	449	42.64%	475	48.82%
Other beverages	235	22.32%	273	28.06%
Cosmetics/toiletries	289	27.45%	172	17.68%
Other	80	7.60%	53	5.45%
Total	1,053		973	
<i>Average</i>	<i>150</i>		<i>139</i>	

Item Count of LAGs Over 5 days – Non-Greeter Days

Type of LAG	Surrendered at Screening		Discarded at Welcome Table	
	# of Items	%	# of Items	%
Water	338	37.18%	242	54.63%
Other beverages	202	22.22%	142	32.05%
Cosmetics/toiletries	301	33.11%	40	9.03%
Other	68	7.48%	19	4.29%
Total	909		443	
<i>Average</i>	<i>182</i>		<i>89</i>	

4. PROFILE OF COMMUNICATIONS OPPORTUNITIES

The following chapter presents a profile of passengers' method of booking their trip and arrival at the airport. This provides a backdrop against which to assess communications, but perhaps more importantly it also provides valuable information with which to plan communications strategies that extend beyond the airport.

4.1 TRIP PREPARATIONS

Three in ten (31 per cent in Montreal and 30 per cent in Toronto) travellers were dropped off at the airport by friends or family. Travellers in Montreal were more apt to be dropped off by a taxi or limousine (27 per cent) than those in Toronto (16 per cent). Slightly less travellers in the Montreal intercept survey (15 per cent) arrived at the airport by connecting flight compared to those in Toronto (21 per cent). Roughly one in ten (13 per cent in Montreal and 15 per cent in Toronto) travellers were dropped off at departures by shuttle or drove themselves and parked at the airport (11 per cent in Montreal and 10 per cent in Toronto). A small amount used public transportation or transit (two per cent in Montreal and three per cent in Toronto) to arrive at the airport or rented a vehicle (two per cent in Montreal and one per cent in Toronto).

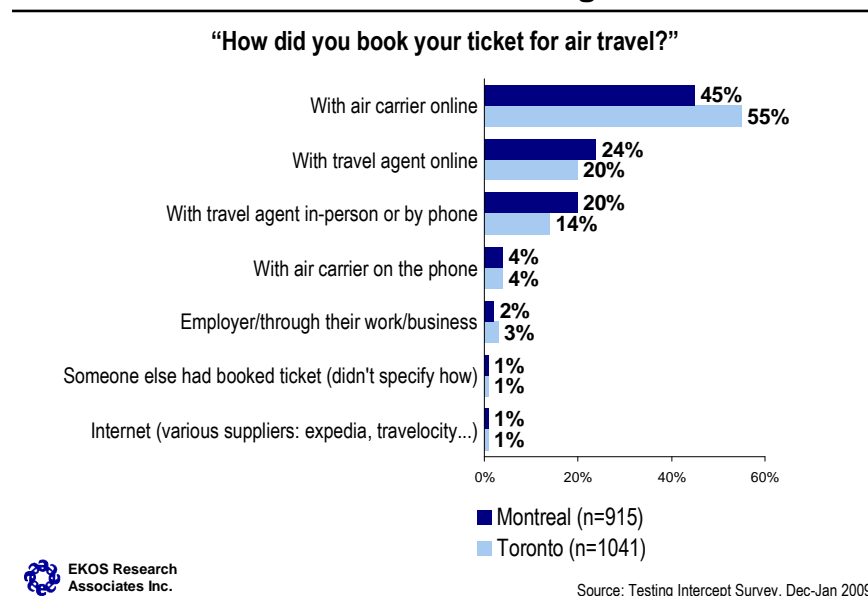
Method of Arrival At Airport



- Frequent travellers (10 or more times in past two years), along with business travellers, were more apt to have driven themselves and parked at the airport suggesting signs at parking garages are a good spot for reminders. Infrequent travellers (once in past two years), personal travellers, women, along with younger (age 25 and under) and older (age 65 and over) travellers were all more likely to have been dropped off at departures by friends or family. This points to the departures/drop off area as a good place for signage that is designed to inform.

Online bookings dominate the methods of booking air travel tickets for these travellers. Roughly half (45 per cent in Montreal and 55 per cent in Toronto) booked with the air carrier online, while over one in five (24 per cent in Montreal and 20 per cent in Toronto) booked with a travel agent online. Less than one in five (20 per cent in Montreal and 14 per cent in Toronto) booked with a travel agent in-person or by phone. Other methods that comprise the remaining ten per cent of responses include: with an air carrier on the phone, booking through their employer, work, or business, someone else had booked the ticket, or other internet sources (such as Expedia and Travelocity). This is a significant departure from what travellers said they *typically do to make their travel arrangements*² (in the telephone survey in August), when 43 per cent said that they typically go through a travel agent over the phone or in-person and only 33 per cent said that they book their travel online through a carrier, and a further 32 per cent said that they book online through a travel agent (and 46 per cent said they called their travel agent and six per cent called their air carrier directly). The current results for December methods of booking present considerably more concentrated methods and better opportunities for access to travellers by going to a few key air carriers, and a few of the largest travel agents to include LAGs policy information on their websites.

Method of Booking



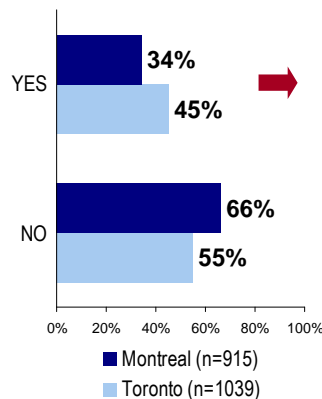
² This question from the August telephone survey was slightly different from the current, asking about general methods of making travel arrangements, compared with actual method used in book the last trip.

- Infrequent travellers (one to four times in past two years) are more apt than more frequent travellers to have booked with a travel agent either in-person or by phone, or to a lesser extent, online. Additionally, those who speak primarily French at home tend to book by travel agent in-person or by phone while those who most often speak English in their home are more apt to book through the air carrier online.
- Congruently, those travelling on business are more apt to book their ticket through their employer (who likely purchase tickets online directly through the air carrier or through a large travel agent).
- Older travellers, age 65 and over, are more likely than younger travellers to indicate that someone else had booked their ticket.

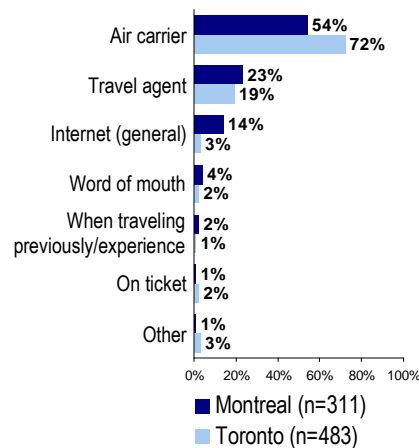
The minority of travellers received LAGs communication prior to airport arrival. One-third (34 per cent) of those in Montreal and 45 per cent of those in Toronto said that someone told them about the restrictions on LAGs or found it printed on materials they received. Of those who were told about the restrictions, 54 per cent of those in Montreal and 72 per cent of travellers in Toronto reported that the air carrier told them about the restrictions. Approximately one in five (23 per cent in Montreal and 19 per cent in Toronto) were told about the restrictions from a travel agent. Travellers in Montreal (14 per cent) were more likely than those in Toronto (three per cent) to have learned about the restrictions from the Internet generally. Other sources include word of mouth (four per cent in Montreal and two per cent in Toronto), from previous travel experience (two per cent in Montreal and one per cent in Toronto), or that the information was printed on the ticket (one per cent in Montreal and two per cent in Toronto).

Pre-Airport Communications

“Did anyone tell you about the restrictions on LAGs or print it on any materials you received?”



“Who told you about the restrictions?”



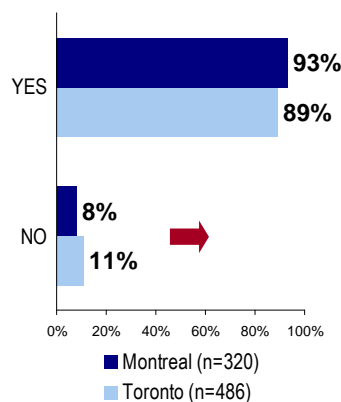
Source: Testing Intercept Survey, Dec-Jan 2009

- Women are more apt than men to have been told about the restrictions on LAGs.
- Those who most often speak English in their home are more apt to have been told about the restrictions, while those who most often speak French are more likely to say they were not told about the restrictions prior to airport arrival.
- Less frequent travellers (once in past two years) are much more likely than more frequent travellers to have heard about the restrictions by word of mouth (16 per cent compared to 3 per cent overall).
- Consistent with air travel booking patterns, those who speak primarily French at home tend to have learned about the restrictions by travel agent while those who most often speak English are more apt to have learned through the air carrier.

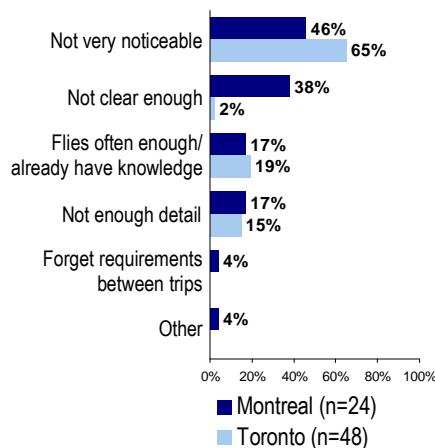
Most travellers (93 per cent in Montreal and 89 per cent in Toronto) feel that the communication they received was a good way of informing them about the restrictions and helpful to prepare for the restrictions before arriving at the airport. Of those who did not feel the advance communication was helpful, roughly half indicated that this was because the information was not very noticeable (46 per cent in Montreal and 65 per cent in Toronto). Other reasons include a lack of clarity of the information (38 per cent in Montreal and 2 per cent in Toronto), frequency of flying, and therefore no need for additional information (17 per cent in Montreal and 19 per cent in Toronto), insufficient detail (17 per cent in Montreal and 15 per cent in Toronto), or forgetting the requirements between trips (four per cent in Montreal only).

Views About Communications

“Was this a good way of telling you about the restrictions and helping you to prepare before you arrived at the airport?”



“Why not?”

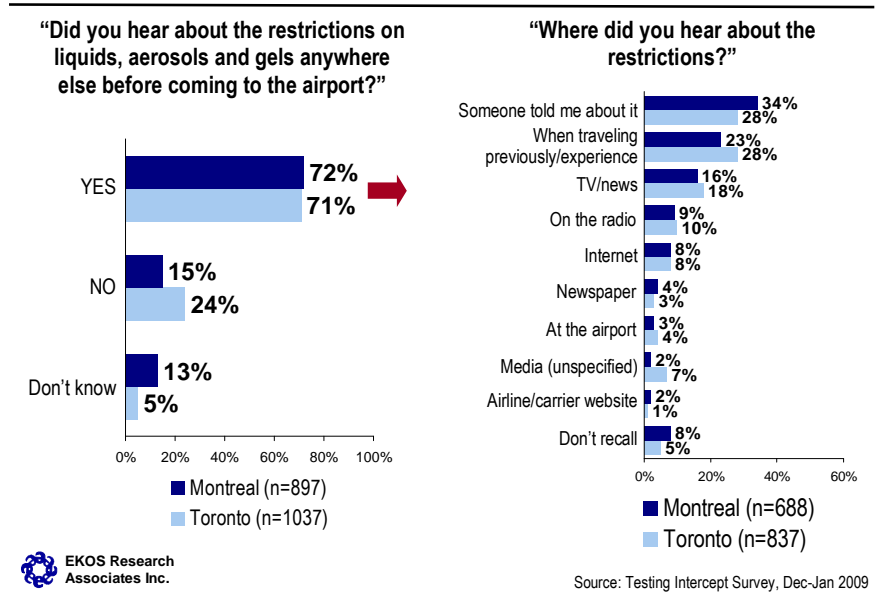


Source: Testing Intercept Survey, Dec-Jan 2009

- Personal travellers are more apt than business travellers to say that the advance communication method was a good way of informing them about the restrictions.

Over seven in ten (72 per cent in Montreal and 71 per cent in Toronto) travellers also heard about the restrictions somewhere else before coming to the airport. Of those who heard about the restrictions from another source in advance of arriving at the airport, three in ten said that this was through word of mouth (34 per cent in Montreal and 28 per cent in Toronto), followed by those who learned about the restrictions from previous travel experience (23 per cent in Montreal and 28 per cent in Toronto). Media sources follow, including television and the news (16 per cent in Montreal and 18 per cent in Toronto), the radio (nine per cent in Montreal and ten per cent in Toronto), the Internet (eight per cent in both airports), the newspaper (four per cent in Montreal and three per cent in Toronto), and through the media generally (two per cent in Montreal and seven per cent in Toronto). A few found out at the airport (three per cent in Montreal and four per cent in Toronto), or through the airline website (two per cent in Montreal and one per cent in Toronto).

Other Source of Communications



- Women as well as travellers with a University education are more likely to have heard about the LAGs restrictions from an additional source.
- Less frequent travellers (one to four times in past two years), as well as those travelling for personal reasons, and younger travellers (age 25 or under) are more apt to report that someone else told them about the restrictions. Frequent travellers (ten or more times), business travellers, and those with a University education are more likely to be aware of the restrictions from previous travel experience.

5. TARGETING THE MESSAGE – THE FIVE SEGMENTS

As with the telephone survey, the current survey analysis attempts to segment the travelling intercepted at the airports into a number of recognizable segments based on attitudes regarding LAGs and security in general. The purpose was to re-create similar segments as the five defined in the telephone survey, keeping in mind two constraints: fewer survey items could be used in the intercept to identify the segments (given that the intercept question is generally shorter), resulting in less definition of the segments; and the intercept would only sample travellers during the December-January peak holiday period, and only two airports (whereas the telephone sample profiles the five segments on the basis of all travellers - to all airports, at all times of the year). These factors resulted in a basic ability to segment the sample into five recognizably similar segments, however, there are some salient differences because of the lack of definition of the groups and the different constitution of the sample.

The Supportive Follower (28 per cent of the Intercept sample) is still the most supportive of the policy and generally aware of all the details surrounding the policy. The Cautious Worrier³ (20 per cent of the sample) is also supportive, with some reservation about the quality of security screening because they believe that there is always room for improvement. The Convenience Seeker⁴ (23 per cent) is still supportive of security and reasonably on board, but lack the information necessary to always be compliant. They are somewhat annoyed with the policy and the implications for them having to be aware of the restrictions and wait for processing. In the current sample, however, they are not generally as old as the age distribution found in the telephone survey and are therefore less apt to be retired. The Younger Cynics (15 per cent) are somewhat more moderate in their views in the current survey, but lack of support of the LAGs policy and youth are still their two distinguishing characteristics. The Annoyed Frequent Travellers⁵ (13 per cent) are somewhat younger in the current sample and less apt to be defined by their frequency of business travel, but they are still the most annoyed and the most travelled segment in the sample. The following is a brief discussion of the key characteristics that define the different segments by thematic area.

³ This segment was previously labeled the Passive-Unimpressed in the National Telephone Survey report. This group was later found in in-depth key informant interviews to be particularly concerned about security. In the interviews members of this segment expressed the view that more is always better and that there is always room for improvement where security is concerned.

⁴ This segment was previously labeled the Retired-Convenience Seeker in the National Telephone Survey report.

⁵ This segment was previously labeled the Annoyed Business Traveller in the National Telephone Survey report.

5.1 RATINGS OF SECURITY AND CLARITY OF SIGNS/INSTRUCTIONS

In terms of the ratings that travellers provide on clarity of signs and instructions to help prepare passengers for screening, as well as on knowledge level of screening officers, the annoyed frequent traveller is consistently the least positive and the supportive follower is consistently the most positive. The same is true regarding ratings of speed, consistency and overall quality of screening, although in these latter cases, the Cautious Worriers are as positive as the Supportive Followers. The Convenience Seekers, on the other hand, are more negative than average, although not quite as negative as the Annoyed Frequent Travellers.

a) Level of Patience for Waiting

In terms of tolerance for longer wait times, again the Supportive Follower is most accepting, while the Annoyed Frequent Traveller is least so. The Convenience Seeker also displays a moderate degree of intolerance for long wait times (although they are not as impatient as the Annoyed). The average acceptable wait time among the Annoyed is 11 minutes, followed by 13 minutes among the Convenience Seekers. The other segments are willing to wait 14 to 17 minutes.

b) Knowledge and Compliance

In terms of knowledge levels, the Convenience Seekers are least informed. They were also marginally more apt to have brought a LAG into the checkpoint (13 per cent). Least likely to have been non-compliant coming through the checkpoint were the Cautious Worriers (eight per cent). The Convenience Seekers were considerably more apt than other segments to bring through cosmetics (50 per cent of those who were non-compliant), as well as water bottles (45 per cent), and perfume (15 per cent). Only the Cautious Worriers were (marginally) less apt than average to throw something away at the Welcome Table. Again, it was the Convenience Seekers who were most apt to throw away cosmetics at the Welcome Table (24 per cent), although water bottles were the predominant item thrown away across all segments.

In terms of extent of compliance, the Convenience Seekers are the most apt to have contravened in the past 3 trips. That said, 68 per cent have not taken any LAGs inside the checkpoint in the last trips, which is the same proportion found among the Annoyed Frequent Travellers and the Younger Cynics. The Cautious Worriers are the least apt to have brought LAGs inside the security checkpoint (78 per cent have not). The primary reason for bringing LAGs into security screening, across all segments, is forgetfulness. This is most often the case among the Supportive Followers and Younger Cynics. In these two segments, 63 to 64 per cent of those who brought a LAG into screening did so because they forgot. This is also the primary reason for the Cautious Worriers (58 per cent) and the Annoyed Frequent Travellers (57 per cent). The Convenience Seekers are slightly less apt to say this (52 per cent), in large part because they are the most apt to say that they were unaware that something specific could not go through screening

in their carry on (according to 26 per cent of this segment, compared with 14 to 16 per cent among all the other segments).

c) Targeting Communications Attitudes

In terms of attitudes, the five segments look very similar to the segments created in the telephone survey. The most opposed to the restrictions are the Annoyed Frequent Traveller (63 per cent), followed by the Younger Cynics (19 per cent). Virtually none of the Supportive Followers, Cautious Worriers or the Convenience Seekers take issue with the restrictions. Among those who are opposed, the Annoyed are the most likely to say that they do not believe that it will make a difference (64 per cent of those who are opposed), followed by the annoyance that it causes (38 per cent).

The most annoyed with the screening process in general are the Convenience Seekers (55 per cent) followed by the Annoyed Frequent Travellers (42 per cent). Virtually none of the other three segments express this annoyance. The same findings are reflected in a second similar measure, where 18 per cent of the Annoyed and 14 per cent of Convenience Seekers expressed discomfort or concern with the security screening process. Those with the least faith in security screening are the Annoyed Frequent Travellers (56 per cent) and the Younger Cynics (37 per cent). Virtually everyone in the other three segments agree that security screening really does increase security of air travel. In terms of willingness, the Supportive Followers and the Convenience Seekers are the most willing to buy special products in order to be compliant, with 89 and 79 per cent of each group indicating a willingness to do so.

d) Impact of Communications

In terms of communications, results are less starkly different between segments. For example, when asked where travellers saw or heard anything about the LAGs restrictions on the day of their trip, 35 per cent of all travellers said they saw a sign and 33 per cent said that they saw/heard it at the Welcome Table in front of the snake line. These results are largely the same across segments, although the Convenience Seekers are least apt to say that they noticed anything about LAGs at the Welcome Table (although 26 per cent still did). Across the board 51 per cent recalled seeing signs at the airport, which is slightly higher among Supportive Followers (55 per cent) and lowest among the Convenience Seekers (although 45 per cent did recall seeing signs). Three in four of all travellers who noticed signs said that they saw them while waiting in line for security screening, although this was highest among the Cautious Worriers (83 per cent). The Supportive Followers were most apt to say that the signs reminded them about the restrictions (82 per cent), although 71 to 78 per cent of each segment seeing a sign said that they serve as a good reminder (even among the Annoyed). The signs also seemed to help the Supportive Followers the most in terms of helping them to understand the restrictions (73 per cent), followed by the Convenience Seekers (69 per cent). Only slightly lower numbers (64 to 65 per cent) among the Cautious Worriers and Younger Cynics said that signs helped them understand the restrictions. The least impact of signs on

understanding the restrictions is reported by the Annoyed Frequent Travellers (although 57 per cent said that they helped).

With regard to the greeters, roughly similar proportions across the five segments noticed and/or spoke with a greeter.

In terms of actual impact, similar proportions said that they did something differently because of signs that they saw, and similar proportions of each segment said that they threw something away at the Welcome Table (as opposed to bringing it into the checkpoint) because of a sign they saw or due to seeing a greeter. A marginally higher proportion of the Younger Cynics who saw a greeter said that they did something differently because of seeing or speaking with them. This may be an impact of the greeters all being fairly young individuals themselves. Of those who saw both a sign and a greeter, similar proportions said that the signs were enough, or that the greeters helped more than the signs. That is, the greeters were no more likely to have a more positive impact than signs on any one particular segment.

e) Targeting Delivering Communications

There are some, although slight differences in the ways in which travellers in different segments could hear about LAGs. For example, although relatively few said that they arrived at the airport through parking garages, 15 per cent of the Convenience Seekers said that this was how they arrived (compared with 9 to 10 per cent in other segments). The largest proportion of travellers booked their tickets online with their air carrier (50 per cent) although this was less likely to be the case with Convenience Seekers (although 45 per cent did), because they were more apt to book in-person through a travel agent (20 per cent). The Cautious Worriers were most apt to book online with an air carrier (56 per cent).

In terms of advance information Convenience Seekers were least apt to report hearing about or seeing printed materials about LAGs when they were booking their ticket (33 per cent). The two most supportive groups were more likely to have heard about LAGs (45 per cent) at point of purchase. The Annoyed were most apt to have heard about LAGs from their air carrier (presumably having noticed the information about restrictions on their e-ticket). Of those who had heard or seen anything about LAGs when booking their trip, four in five or more agree that this is a good way to get information about the restrictions, with the exception of the Annoyed, where slightly fewer agree (79 per cent). Apart from someone specifically telling them or seeing printed materials at point of purchase, most said that they had heard something about the restrictions at some point before coming to the airport. This is most likely among the Supportive Followers (75 per cent) and least likely among the Convenience Seekers (66 per cent). The most frequent source is word of mouth (31 per cent said that they heard from friends and family), which is even more common among Convenience Seekers (39 per cent). The next most common source is from previous travel experience (26 per cent), which is naturally most prevalent among Annoyed Frequent Travellers (32 per cent).

APPENDIX A
SURVEY INSTRUMENT

Date:

Time slot:

AM 1
PM 2

Location:

Main hallway 1
Gate 2
Concession 3
Other 4

Security Screening 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 about 8 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.]

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

Yes 1
No 2 → thank and terminate interview

1. I'd like you to rate the following aspects of the securing screening process as you experienced it here today, rating your answer on a 7-point scale where 1 means extremely poor, 4 means neither good nor poor, and 7 means extremely good?

	EXTREMELY POOR			NEITHER GOOD NOR POOR			EXTREMELY GOOD	NOT APPLICABLE
	1	2	3	4	5	6	7	8
a. The clarity of signs in the area telling you how to prepare for screening	1	2	3	4	5	6	7	8
b. The clarity of instructions from staff at the front table (as you line up) telling you what you need to do to prepare for screening	1	2	3	4	5	6	7	8
c. The clarity of instructions from screening personnel inside the actual security line in telling you what you need to do and their willingness to answer questions	1	2	3	4	5	6	7	8

	EXTREMELY POOR		NEITHER GOOD NOR POOR				EXTREMELY GOOD	NOT APPLICABLE
	1	2	3	4	5	6	7	8
d. The level of knowledge and general professionalism of screening personnel inside the actual security line	1	2	3	4	5	6	7	8
e. The speed of being processed (including the waiting time in line and actual process through screening)	1	2	3	4	5	6	7	8
f. The consistency you found in procedures and requirements from previous trips or with other Canadian airports	1	2	3	4	5	6	7	8
g. The overall quality of security screening	1	2	3	4	5	6	7	8

2.a To the best of your knowledge, what are the restrictions on bringing liquids, gels, and aerosols (LAGs) through the security screening point at Canadian airports?

- 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 (100mls), in 1 litre clear plastic bags 3
- Other (specify) _____ ... 8
- Don't know 9

b. When you hear that the restriction is in place for amounts of more than 100 ml, is that referring to the actual amount of liquid, aerosol or gel in the container or is it referring to the maximum size of the container itself?

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

c. Do the restrictions on LAGs apply to all baggage, only to carry-on baggage, or only to checked baggage?

- All baggage 1
- Carry-on baggage 2
- Checked baggage 3
- Don't know 9

3.a Were you told by a screening officer inside the security lane you went through today, that something you had could not go through?

- Yes..... 1
- No 2 --> SKIP TO Question 4a
- Don't know 9

b. Was this as you were placing your belongings into the bins on the conveyor or was it after your carry-on had already been through the X-ray machine (or after you had already gone through the walk through metal detector)?

- Before - when placing items in the bin 1
- After X-ray and metal detection 2

c. What were you told could not go through? (*Circle all that apply*)

- Bottled water 1
- Coffee/juice, other non-alcoholic beverages 2
- Alcohol (wine, liquor)..... 3
- Perfume 4
- Cosmetics 5
- Sharp object..... 6
- Other (specify) _____ ... 8
- Won't say 9

4.a Did you throw anything away here at the airport before you got to security screening?

- Yes..... 1
- No 2 --> SKIP TO Question 5
- Don't know 9

b. When or where did you throw away your LAGs?

- Coming into the airport..... 1
- At the luggage check-in desk..... 2
- On the way through the terminal to security..... 3
- At the front table where you line up for screening..... 4
- Inside the screening line where the security officer is..... 5
- Other (specify) _____..... 8
- Don't know 9

C. What did you throw away at that time? (*Circle all that apply*)

Bottled water	1
Coffee/juice, other non-alcoholic beverages	2
Alcohol (wine, liquor).....	3
Perfume	4
Cosmetics	5
Sharp object.....	6
Other (specify) _____.....	8
Won't say	7

d. Was this because of a sign you saw or because you saw a t-shirt or spoke with someone about LAGs today in the airport?

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

5. How many times in the past 3 trips that you have taken through Canadian airports including today, have you had to leave something **at the security line**, with the screening officers?

| | # OF TIMES AT SECURITY LINE

6. How many times in the past 3 trips that you have taken through Canadian airports including today did you throw something away **before you arrived at the screening** officers inside the checkpoint?

| | # OF TIMES BEFORE SECURITY LINE INSIDE CHECKPOINT

7.a SKIP IF Question 5 and Question 6=0

In these cases, which of these is the best description of the reason for this: *(read list and circle all that apply)*

- You did not know that something specific was included as a restricted item 1
- You did not know enough about the restrictions in general 2
- You forgot that you had a specific item with you..... 3
- You forgot about the restrictions in general 4
- You hoped to bring it through as the best way to take an item on your trip..... 5
- You didn't think that the officers would catch it or don't care about the policy..... 6
- Other reason (specify) _____ 8

In fact, the restrictions are on the amount of liquids, aerosols and gels that you can bring through security screening in your carry-on bags. The maximum amount is 100 mls.

b. Thinking just about the airport today, where did you hear or see anything about the restrictions on liquids, aerosols and gels going through security?

- From someone in a yellow shirt near the baggage check-in..... 1
- From air carrier agent at the check-in counter 2
- From a sign I read/saw somewhere..... 3
- At the table in front of security where you line up (snake line)..... 4
- From a security officer inside the check point..... 5
- Other reason (specify) _____ 8
- _____ 8
- Don't recall..... 9

8.a INTERVIEWER: If Q7b=#3, just verify this quickly (“so, you said you saw a sign” and code as yes)

Do you recall seeing any signs today at the airport about restrictions on the amount of liquids, aerosols and gels that can go through screening in your carry-on?

- Yes..... 1
- No 2 --> SKIP TO Question 9a
- Don't know 9

b. What types of signs did you see? [Circle all that apply]

Large free standing posters (banners).....	01
Wall posters.....	02
Posters on stands.....	03
Tent cards on tables.....	04
Small signs on snake-line holders (stanchion).....	05
Plastic bags with information insert in them.....	06
Other (please specify) _____.....	08
Don't know.....	09

c. Where did you see the sign(s)? [Circle all that apply]

Coming into the terminal from the parking garage.....	1
Coming into the terminal from the drop-off area.....	2
At the elevator(s).....	3
At baggage check-in.....	4
Waiting in the security line.....	5
At concessions.....	6
Other (specify) _____.....	8
Don't know.....	9

d. Did the sign(s) remind you about the restrictions on LAGS?

Yes.....	1
No.....	2
Was not aware of the policy.....	3
Don't know.....	9

e. Did the sign(s) help you to understand what the restrictions are on LAGS?

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

f. Did you do anything differently with your LAGs after seeing the sign?

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

9.a Interviewer if Q7b=#1 then just verify this here (“So, you said that you spoke to someone in a yellow t-shirt...” and code as yes)

Do you recall seeing anyone earlier today around the check-in counters wearing a bright yellow t-shirt with a big red circle of a carry-on bag with “Pack Smart” on it in red letters? (There’s also a picture of a bottle under 100 mls on the back).

Yes..... 1
No 2 --> SKIP TO Question 13a
Don't know 9

b. Did that person speak with you or tell you to remember your liquids, aerosols and gels?

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

c. Did that person give you anything that would help you to know or remember how to prepare for security screening?

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

10. Did you do anything as a result of seeing that yellow t-shirt, or from speaking with that person, or reading the material they gave you?

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

11. What made the biggest impression on you?

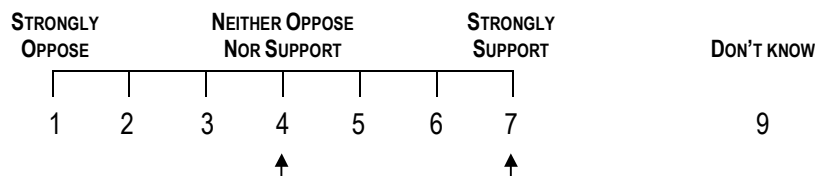
Seeing the bright t-shirt and logo 1
Talking with the person who greeted you..... 2
Reading the material they handed out 3
Other (specify) _____ 8
Don't know 9

IF Question 8a=yes (also saw signs)

12. Were the signs that you saw today enough to inform and remind you, or did the greeters play an extra role in helping you to be prepared for security screening?

- Signs were enough 1
- Greeters helped more than signs..... 2
- Didn't need either one..... 3
- Don't know 9

13.a These restrictions are in place to prevent dangerous items such as liquid explosives from being carried aboard an aircraft. Would you say you support or oppose these restrictions, using a 7-point scale where 1 means strongly oppose, 7 means you strongly support and the mid-point 4 means you neither oppose nor support.



SKIP TO Question 14

b. Why are you opposed to these restrictions? (*Circle all that apply*)

- 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 a different way (specify) _____ 4
- Other (specify) _____ 8
- Don't know 9

14. Can you tell me how strongly you agree or disagree with each of these on a scale, where 1 means disagree strongly and 7 means strongly agree.

	STRONGLY DISAGREE	NEITHER DISAGREE NOR AGREE					STRONGLY AGREE	DON'T KNOW
	----- ----- ----- ----- ----- ----- -----							
	1	2	3	4	5	6	7	9
a. I get really annoyed with the whole screening process at Canadian airports.....	1	2	3	4	5	6	7	9
b. If I knew where to purchase LAGs in 100 ml containers for the products that I use, I would definitely make a point of buying them for air travel	1	2	3	4	5	6	7	9
c. I believe that security screening at Canadian airports really does increase the security of air travel.	1	2	3	4	5	6	7	9

15. I'd like you to think about the security screening process; waiting in line, going through the screening, your departure time and the level of activity there is.

How would you rate your level of concern or discomfort with the security screening process, if 1 is not at all uncomfortable or concerned, 7 is extremely uncomfortable and concerned, and the mid-point 4 is moderately uncomfortable and concerned?

NOT AT ALL UNCOMFORTABLE	MODERATELY UNCOMFORTABLE					EXTREMELY UNCOMFORTABLE	NOT APPLICABLE
----- ----- ----- ----- ----- -----							
1	2	3	4	5	6	7	8

16. How concerned would you be if the average waiting time to go through security screening including waiting and processing was 30 minutes, using a scale where 1 is not at all concerned, and 7 is extremely concerned.

NOT AT ALL CONCERNED	MODERATELY CONCERNED					EXTREMELY CONCERNED	DON'T KNOW
----- ----- ----- ----- ----- -----							
1	2	3	4	5	6	7	9

17. What do you consider to be an acceptable period of time for security screening, including the waiting and processing time?

_____ | _____ | **NUMBER OF MINUTES**

DK/NR 9

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

18. How did you arrive here today?

- Drove yourself and parked at the airport..... 1
- Dropped off at departures by shuttle..... 2
- Dropped off at departures by friends/family 3
- Dropped off at departures by taxi/limousine..... 4
- Other (specify) _____..... 8

19. How did you book your ticket for air travel?

- With travel agent in-person or by phone 1
- With travel agent online 2
- With air carrier on the phone..... 3
- With air carrier online 4
- Other (specify) _____..... 8

20.a Did anyone tell you about the restrictions on LAGs or print it on any materials you received?

- Yes..... 1
- No 2 --> **SKIP TO Question 20e**

b. Who told you about the restrictions? (*Circle all that apply*)

- Travel agent..... 1
- Air carrier 2
- Other (specify) _____ 8

c. Was this a good way of telling you about the restrictions and helping you to prepare before you arrived at the airport?

- Yes..... 1 --> SKIP TO Question 20e
- No 2

d. Why not? (*Circle all that apply*)

- Not clear enough..... 1
- Not very noticeable 2
- Not enough detail..... 3
- Other (specify) _____ 8

e. Did you hear about the restrictions on liquids, aerosols and gels anywhere else before coming to the airport?

- Yes..... 1
- No 2
- Don't know 9 --> SKIP TO Question 21

f. Where did you hear about the restrictions? (*Circle all that apply*)

- On the radio..... 1
- Someone told me about it (friend, family, colleague, etc) 2
- Other (specify) _____ 8
- Don't recall..... 9

21. Including your current trip, how many times have you traveled by air in the past two years?

| | RECORD NUMBER OF TRIPS

22. Over the past two years, was your flying largely business or personal travel?

- Business 1
- Personal..... 2
- Both equally 3
- Don't know 9

23. 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 10
- Graduate degree 11
- Don't know 09

24. In what age group do you fall within?

- Under 25 1
- 25-34 years 2
- 35-44 years 3
- 45-54 years 4
- 55-64 years 5
- 65 years or older 6
- Don't know 9

25. What is the language you speak most often in your home?

English.....	1
French.....	2
Other.....	8
Don't know.....	9

26. Record gender of respondent (observed)

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

27. Record Language of interview (observed)

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

Thank you for your cooperation and time!