



## TOPLINE & METHODOLOGY

### U.S. Travel Association Biometric Survey Results

#### Topline Findings

Washington DC, September 5, 2024

#### Key Findings

American travelers and voters, from both parties, expect a safe, secure, and efficient flying experience that gets them to their destination on time. Travelers strongly support the Transportation Security Administration's (TSA) use of biometrics at airport checkpoints with privacy ranking very low on their list of concerns when flying. There is overwhelming support for TSA's use of biometrics when travelers understand how and why biometrics are used to enhance security, improve efficiency, and protect privacy. Americans trust TSA, more than other government agencies and private sector entities, with their biometric data.

- **Travelers strongly support TSA's use of biometrics at airport security checkpoints and agree that identity verification is important for security.** The majority of air travelers (79%), Americans (78%), Democrats (80%), and Republicans (76%) support the use of biometrics at TSA security checkpoints to confirm the identity of travelers, while nearly all Americans (92%) and air travelers (95%) agree that verifying traveler identity is an important measure taken by TSA to protect the flying public.
- **Travelers recognize and embrace the security and efficiency benefits that biometric technology provides at airport security checkpoints.** Nine in ten air travelers say they would be more likely or equally likely to support biometric use at TSA security checkpoints if it reduced the typical time it takes them to get through security by 5 to 15 minutes. Supporters of TSA biometrics primarily list stopping terrorism and human trafficking (71%) and making airports safer (66%) as their reasons for supporting biometric use at TSA security checkpoints.
- **Americans trust TSA with their data.** Six in ten Americans (60%), including Democrats (62%) and Republicans (56%), trust the TSA with their biometric data.
- **TSA and the travel industry must communicate to travelers how and why biometrics are collected, used and deleted. Travelers support the use of biometrics when they are aware of how and why they are used.** More than half of Americans say they are more likely to support the use of biometrics at TSA security checkpoints if they know the data would be deleted within hours of the completed trip (56%), the data is used to stop terrorism (53%), and that safeguards are in place to ensure biometric data is not shared with other government agencies (51%).
- **An overwhelming majority of Americans want the option to use biometrics at TSA security checkpoints.** When asked about how fair it is for a senator to prevent air travelers from choosing for themselves whether to use biometrics for more secure and efficient travel experience, only 16% of Americans support the senator's efforts.





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- **Less than 5% of business and air travelers are concerned about privacy issues when traveling.** Both business travelers and all air travelers share getting to their final destination on time as their top concern when traveling (33% and 27%, respectively). Those enrolled in TSA PreCheck are significantly more concerned about on-time arrivals (42%).
- **The majority of air flyers are satisfied with their overall TSA experience, but recognize that there is room for improvement in the security process, both in terms of efficiency and the methods used.**
  - Approximately two-thirds of all Americans (62%) and air travelers (66%) are currently aware of TSA using biometric information for security purposes at airport checkpoints. A similar share of each group are aware that their phone or computer uses biometrics for security purposes (57% and 60%, respectively).
  - About three-quarters of all air travelers (72%) and business travelers (71%) were satisfied with the length of time getting through TSA security screening during their most recent travel experience. On the other hand, most of these passengers were somewhat satisfied rather than very satisfied, and about six-in-ten of air travelers (59%) and over half of business travelers (53%) agree that getting through airport security is too much of a hassle.
  - When informed that TSA would use certain pieces of personal data to help move passengers through the security checkpoint more quickly, three-quarters of Americans say they are willing to provide their driver's license photo (75%), their birthdate (73%), and their passport photo (73%). Less than half share they would be willing to share their fingerprint (46%).
- **About two-thirds of Americans and travelers agree that airport security screening has improved enough that the government should reduce certain security restrictions, such as liquid size restrictions in carry-on bags.**





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## US Travel Association Biometrics Survey

Conducted by Ipsos on behalf of U.S. Travel Association using KnowledgePanel®

### A survey of the American general population (ages 18+)

Interview dates: June 28 to July 9, 2024

Number of total interviews: 1,255

Number of business travelers 429

Number of Air travelers: 1,126

Number of respondents enrolled in PreCheck: 277

Number of registered voters: 1,091

Margin of error: +/- 3.1 percentage points at the 95% confidence level for all respondents

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: \* = less than 0.5%, - = no respondents, N/A = not applicable

### Results:

To what extent do you agree or disagree with the following statements regarding air travel?

#### Total Agree Summary

	Total (N=1,266)	Business Travelers (N=429)	All air travelers (N=1,126)	Enrolled in PreCheck (N=277)	Registered Voters (N=1,091)
Safety procedures and equipment are needed to keep people safe when they fly	91%	90%	93%	95%	93%
I plan to avoid air travel during high-demand periods (such as Labor Day, Thanksgiving, Christmas, etc.)	77%	71%	78%	69%	79%
Airport security screening technology has improved enough that the government should reduce certain security restrictions, such as the rule limiting liquids in carry-on bags	61%	68%	62%	69%	62%
Getting through airport security is too much of a hassle	58%	53%	59%	48%	58%





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Other than the cost of purchasing a ticket, which of the following is your biggest concern about traveling by air?

	Total (N=1,266)	Business Travelers (N=429)	All air travelers (N=1,126)	Enrolled in PreCheck (N=277)	Registered Voters (N=1,091)
Getting to my final destination on time	25%	33%	27%	42%	27%
Long wait times at airport security	21%	19%	22%	17%	20%
Fear of flying	17%	11%	13%	9%	14%
Disgruntled passengers	14%	15%	15%	18%	14%
Terrorist attacks in-flight	9%	7%	8%	5%	9%
My privacy (e.g., airport security scanning my ID or face)	3%	4%	3%	3%	4%
Other	11%	10%	10%	7%	11%
Skipped	2%	1%	1%	-	1%

**(Asked if has traveled by air)** Thinking of your most recent experience traveling by air, how would you rate your satisfaction with each of the following components of your travel experience? Length of time getting through TSA security screening

	Total (N=1,126)	Business Travelers (N=399)	All air travelers (N=1,126)	Enrolled in PreCheck (N=273)	Registered Voters (N=1,009)
Very satisfied	29%	32%	29%	43%	30%
Somewhat satisfied	44%	39%	44%	43%	44%
Not very satisfied	16%	17%	16%	10%	15%
Not at all satisfied	6%	10%	6%	3%	6%
Not applicable (N/A)	6%	3%	6%	1%	5%
Skipped	1%	*	1%	*	1%
Satisfied (Net)	72%	71%	72%	86%	74%
Not satisfied (Net)	22%	26%	22%	13%	20%





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(Asked if has traveled by air) Thinking of your most recent experience traveling by air, how would you rate your satisfaction with each of the following components of your travel experience? Experience with TSA employees (airport screening process)

	Total (N=1,126)	Business Travelers (N=399)	All air travelers (N=1,126)	Enrolled in PreCheck (N=273)	Registered Voters (N=1,009)
Very satisfied	35%	37%	35%	48%	36%
Somewhat satisfied	43%	42%	43%	37%	43%
Not very satisfied	10%	11%	10%	10%	10%
Not at all satisfied	5%	7%	5%	4%	5%
Not applicable (N/A)	7%	3%	7%	1%	6%
Skipped	1%	*	1%	-	*
Satisfied (Net)	78%	79%	78%	85%	79%
Not satisfied (Net)	15%	18%	15%	14%	15%

Please consider the topic of safe and speedy travel through TSA checkpoints in the US. The following pieces of personal data are an important part of TSA being able to move you through the checkpoint more quickly and protect against dangerous individuals boarding a flight. Knowing this, would you willingly provide this information to government agencies/TSA moving forward?

### Yes Summary

	Total (N=1,266)	Business Travelers (N=429)	All air travelers (N=1,126)	Enrolled in PreCheck (N=277)	Registered Voters (N=1,091)
Your driver's license photo	75%	83%	79%	90%	78%
Birthdate	73%	79%	76%	88%	75%
Your passport photo	73%	78%	76%	87%	75%
Body size (height, weight)	65%	71%	68%	76%	67%
Street address	64%	72%	68%	74%	67%
Telephone number	63%	72%	65%	77%	63%
Fingerprint	46%	51%	48%	64%	47%





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How important do you think the following measures taken by TSA are in protecting the flying public?  
Verifying traveler identity to confirm if a person is on a terrorist watch list

	<b>Total (N=1,266)</b>	<b>Business Travelers (N=429)</b>	<b>All air travelers (N=1,126)</b>	<b>Enrolled in PreCheck (N=277)</b>	<b>Registered Voters (N=1,091)</b>
Very important	74%	75%	78%	85%	76%
Somewhat important	18%	16%	18%	13%	19%
Not really important	3%	4%	2%	1%	3%
Not at all important	3%	3%	2%	1%	2%
Skipped	2%	2%	1%	-	1%
Important (Net)	92%	92%	95%	98%	95%
Not Important (Net)	6%	7%	4%	2%	5%

How important do you think the following measures taken by TSA are in protecting the flying public?  
Metal detectors

	<b>Total (N=1,266)</b>	<b>Business Travelers (N=429)</b>	<b>All air travelers (N=1,126)</b>	<b>Enrolled in PreCheck (N=277)</b>	<b>Registered Voters (N=1,091)</b>
Very important	66%	67%	68%	73%	68%
Somewhat important	27%	26%	27%	21%	27%
Not really important	3%	2%	2%	2%	3%
Not at all important	2%	3%	2%	3%	1%
Skipped	2%	2%	1%	*	1%
Important (Net)	93%	92%	95%	95%	95%
Not Important (Net)	6%	6%	4%	5%	4%

How important do you think the following measures taken by TSA are in protecting the flying public?  
Baggage scanning systems

	<b>Total (N=1,266)</b>	<b>Business Travelers (N=429)</b>	<b>All air travelers (N=1,126)</b>	<b>Enrolled in PreCheck (N=277)</b>	<b>Registered Voters (N=1,091)</b>
Very important	68%	71%	70%	76%	71%
Somewhat important	24%	21%	24%	19%	23%
Not really important	5%	5%	3%	4%	4%
Not at all important	2%	2%	2%	2%	1%
Skipped	1%	2%	1%	-	1%
Important (Net)	92%	91%	94%	95%	94%
Not Important (Net)	7%	7%	5%	5%	5%





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To what extent, if at all, do you trust the following companies or organizations with your biometric data?

### Total Trust A great deal/A fair amount Summary

	Total (N=1,266)	Business Travelers (N=429)	All air travelers (N=1,126)	Enrolled in PreCheck (N=277)	Registered Voters (N=1,091)
Transportation Security Administration (TSA)	60%	63%	61%	71%	61%
The Social Security Administration	59%	58%	60%	63%	60%
U.S. Customs and Border Protection	57%	59%	58%	66%	58%
Local or State law enforcement	53%	55%	54%	57%	53%
The Internal Revenue Service (IRS)	51%	51%	52%	52%	51%
Your state government	48%	48%	49%	49%	47%

To the best of your knowledge, do the following devices, places, or organizations currently use biometrics for security purposes?

	Total (N=1,266)	Business Travelers (N=429)	All air travelers (N=1,126)	Enrolled in PreCheck (N=277)	Registered Voters (N=1,091)
Transportation Security Administration (TSA) at airport checkpoints	62%	69%	66%	79%	67%
Law enforcement	59%	63%	63%	64%	63%
Your phone or computer	57%	69%	60%	66%	60%
Smart home devices	44%	50%	46%	46%	47%
Department of Motor Vehicle (DMV)	43%	47%	45%	47%	45%
Banks and financial services	41%	50%	43%	44%	44%
Schools	16%	21%	17%	19%	17%
Public transportation	11%	16%	12%	12%	12%
None of these	10%	5%	7%	5%	8%
Skipped	3%	2%	3%	3%	2%





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In general, do you support or oppose the use of biometrics at TSA airport security checkpoints to confirm the identity of flyers?

	<b>Total (N=1,266)</b>	<b>Business Travelers (N=429)</b>	<b>All air travelers (N=1,126)</b>	<b>Enrolled in PreCheck (N=277)</b>	<b>Registered Voters (N=1,091)</b>
Strongly support	26%	28%	26%	33%	27%
Somewhat support	52%	50%	53%	54%	53%
Somewhat oppose	14%	13%	13%	9%	13%
Strongly oppose	6%	7%	6%	3%	6%
Skipped	2%	2%	2%	1%	1%
Support (Net)	78%	78%	79%	86%	80%
Oppose (Net)	20%	20%	19%	12%	19%

**(Asked if supports use of biometrics)** Why do you support the use of biometrics at TSA airport security checkpoints?

	<b>Total (N=993)</b>	<b>Business Travelers (N=340)</b>	<b>All air travelers (N=894)</b>	<b>Enrolled in PreCheck (N=241)</b>	<b>Registered Voters (N=870)</b>
It helps stop things like terrorism and human trafficking	71%	74%	73%	75%	73%
It makes airports safer	66%	72%	68%	71%	68%
It helps get people through security quickly and efficiently	56%	59%	57%	68%	55%
It helps reduce lines in airport security	39%	41%	41%	53%	39%
Other	1%	*	1%	-	1%
Skipped	1%	*	1%	-	1%





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Would the following make you more, less, or equally likely to support the use of biometrics at TSA airport security checkpoints?

### More likely Summary

	Total (N=1,266)	Business Travelers (N=429)	All air travelers (N=1,126)	Enrolled in PreCheck (N=277)	Registered Voters (N=1,091)
Knowing that the data would be deleted within hours of you completing your trip	56%	60%	60%	64%	33%
Knowing that the data is used to stop terrorism	53%	52%	56%	63%	38%
If there are safeguards in place to ensure biometrics data was not shared with other government agencies	51%	56%	53%	62%	38%
If you saw statistics showing how it makes the flying public safer	47%	51%	49%	61%	42%
If you knew that having a human check identities was less accurate than biometrics	39%	42%	43%	52%	43%
Sharing biometric data will increase your speed through TSA security check points by 15 minutes	38%	41%	41%	53%	46%
If there were measures taken to prevent discrimination	34%	39%	37%	47%	51%
Knowing that the data is the same as what is used by your smartphone	26%	29%	27%	39%	58%



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In Congress today, a bill has been written to prevent facial recognition technology from being used by TSA at airport security checkpoints. This initiative is led by one senator who wants to remove the ability of the flying public to decide if they want to use biometrics for a faster and more secure airport screening experience. Is it fair to the American flying public that this senator is making such a decision for them?

	<b>Total (N=1,266)</b>	<b>Business Travelers (N=429)</b>	<b>All air travelers (N=1,126)</b>	<b>Enrolled in PreCheck (N=277)</b>	<b>Registered Voters (N=1,091)</b>
Yes – it is fair	16%	18%	15%	18%	17%
No – it is not fair	54%	59%	57%	62%	57%
I don't know	29%	22%	27%	20%	25%
Skipped	1%	1%	1%	-	1%





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### About the Study

This Ipsos Poll was conducted on behalf of the U.S. Travel Association June 28 – July 9, 2024, by Ipsos using the probability-based KnowledgePanel® – a division of Ipsos. This poll is based on a nationally representative probability sample of 1,266 general population adults age 18 or older. The sample includes 429 respondents who have traveled for business in the past 12 months, 1,126 respondents who have traveled by air ever, 277 respondents who are enrolled in TSA PreCheck, and 1,091 registered voters.

The survey was conducted using the web-enabled KnowledgePanel®, which is the largest and most well-established online panel that is representative of the adult US population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the US. Households are randomly selected from all available households in the U.S. Persons in these households are invited to join and participate in the web-enabled KnowledgePanel®. For those potential panel members who do not already have internet access, Ipsos provides a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methods, samples from KnowledgePanel cover all households regardless of their phone or internet status and provide fully representative online samples to the research community.

The study was conducted in English only. The data were weighted to adjust by age, race, education, household income, Census region, metro status, business traveler, and leisure traveler. The demographic benchmarks came from the 2023 March supplement of the U.S. Census Bureau's Current Population Survey (CPS). The business and leisure travel benchmarks came from the weighted main sample only. The weighting categories were as follows:

- Age (18-34, 35-44, 45-54, 55-64, 65+) by Gender (Male, Female)
- Race (White/Non-Hispanic, Black/Non-Hispanic, Other/Non-Hispanic, Hispanic, 2+ Races/Non-Hispanic)
- Education (Less than HS, HS graduate, Some College, Bachelor or higher)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000 and over)
- Region (Northeast, Midwest, South, West)
- Metro status (Metro, non-Metro)
- Business traveler (Yes, No)
- Leisure traveler (Yes, No)

The margin of sampling error is plus or minus 3.1 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.23. The margin of sampling error is higher and varies for results based on sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may All Americans substantially more than 100%, depending on the number of different responses offered by each respondent.





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### About Ipsos

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