



behavior research center's

Rocky Mountain Poll

NEWS RELEASE [RMP 2010-I-05]

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COMMERCIAL FLYERS FAVOR AIRPORT SECURITY MEASURES
BUT BALK ON NO CARRY-ON LIQUIDS
WOMEN LEAST INTIMIDATED BY "PAT DOWNS"

Phoenix, AZ. February 4, 2010. Nearly one half of Arizona adults (45%) made a commercial airline flight during 2009 and by very large majorities, approve of most security measures they or their luggage face, including full body scans, pat downs, x-ray of luggage and prohibiting passengers from carrying on board containers of liquids, creams, lotions or pastes greater than three ounces.

In only one category do flyers rebel: a prohibition that would prevent them from having in their carry on luggage any liquids, creams or lotions.

In general, women appear less resistant to more intrusive search methods such as full body pat downs (25%) than do men (34%). Seventy-four percent of men and women approve of the full body scan methodology.

As might be expected, frequent flying rises dramatically with increases in income and falls off in Arizona rural areas, possibly reflecting airline's reduced service to those areas. We note no difference in use of commercial aircraft by gender or age.

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EDITOR'S NOTE: This Rocky Mountain Poll - Arizona (2010-I-05), is based on 800 interviews with adult heads of household statewide conducted between January 7 and 22, 2010. Where necessary, figures for age, sex, race were weighted to bring them into line with their actual proportion in the population. In a sample of this size, one can say with a 95 percent certainty that the results have a statistical precision of plus or minus 3.5 percent of what they would have been had the entire population been surveyed. The Rocky Mountain Poll is conducted by the Behavior Research Center of Arizona and is an independent and non-partisan research program sponsored by the Center.

This statement conforms to the principles of disclosure of the National Council on Public Polls.

ENCLOSED: Statistical tables.

STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona
RMP (2010-I-05)

For this and other polls, see www.brcpolls.com/results.

PROFILE OF ADULT COMMERCIAL
FLYERS IN ARIZONA

OF COMMERCIAL FLIGHTS IN 2009

	1-2	3-4	5+	NONE
TOTAL	25%	10%	10%	55%
<u>GENDER</u>				
Men	25	9	10	56
Women	25	11	10	54
<u>AGE</u>				
Under 35	24	11	10	55
35 to 54	19	14	12	55
55+	27	9	9	55
<u>GEOGRAPHIC AREA</u>				
Urban	26	12	13	49
Rural	18	5	2	75
<u>ETHNICITY</u>				
Caucasian	27	12	11	50
Hispanic	19	3	3	75
Non-Hispanic Minority	14	8	10	68
<u>INCOME, ANNUAL</u>				
Under 44.9k	18	7	2	73
45 to 64.9k	28	20	1	51
65 to 99k	37	6	17	39
100k +	30	17	31	22

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STATISTICAL DATA

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*“As you may be aware, new technology and procedures are being installed at airports around the world to detect individuals carrying objects that may be a threat to airlines and passenger safety. As I read some of them to you, please tell me if you support each as a means to improve airplane safety from terrorists?”*

|                                                                                                                         |          | <u>Support</u> | <u>Oppose</u> | <u>Unsure</u> |
|-------------------------------------------------------------------------------------------------------------------------|----------|----------------|---------------|---------------|
| X-ray all carry on luggage.                                                                                             | TOTAL    | 96%            | 3%            | 1%            |
| Full body scans that can see through clothing and detect foreign objects that might represent a threat to the aircraft. | TOTAL    | 74             | 15            | 11            |
|                                                                                                                         | Men      | 74             | 16            | 10            |
|                                                                                                                         | Women    | 74             | 14            | 12            |
| Full body pat downs to detect foreign objects that might represent a threat to the aircraft.                            | TOTAL    | 65             | 29            | 6             |
|                                                                                                                         | Men      | 58             | 34            | 8             |
|                                                                                                                         | Women    | 71             | 25            | 4             |
| Prohibiting passengers from carrying on liquids, creams, lotions or pastes in containers larger than three ounces.      | TOTAL    | 66             | 26            | 8             |
|                                                                                                                         | Under 35 | 43             | 27            | 30            |
|                                                                                                                         | 35 to 54 | 65             | 30            | 5             |
|                                                                                                                         | 55+      | 82             | 17            | 1             |
| Prohibiting passengers from carrying on liquids, creams, lotions or pastes of any size or any kind.                     | TOTAL    | 36             | 54            | 10            |
|                                                                                                                         | Under 35 | 13             | 75            | 12            |
|                                                                                                                         | 35 to 54 | 43             | 48            | 9             |
|                                                                                                                         | 55+      | 53             | 39            | 8             |

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