



THE WINSTON GROUP

NORTHROP GRUMMAN AIRLINE SECURITY SURVEY AGGREGATES
N=1,000 RV
March 16-17, 2005

1. In terms of homeland security and the war on terrorism, would you say things in this country are headed in the right direction, or are they seriously headed off on the wrong track?
 1. Right Direction **54**
 2. Wrong Track **34**
 3. DK/Refused (**DO NOT READ**) **11**

2. On a scale of 1-10, with 1 being not at all concerned and 10 being very concerned, how concerned are you of another terrorist attack on the U.S.?

6.65 (mean)

3. Since the terror attacks of September 11, do you find that you fly more often, about the same amount, less often, significantly less often, or not at all? (**ROTATE TOP TO BOTTOM, BOTTOM TO TOP**)
 1. More Often **7**
 2. Same Amount **54**
 3. Less Often **10**
 4. Significantly Less Often **3**
 5. Not at All **24**
 6. DK/Refuse (**DO NOT READ**) **2**

4. On a scale of 1-10, with 1 being not at all concerned and 10 being very concerned, how concerned are you that commercial aircraft are being targeted by terrorists?

5.94 (mean)

5. Assuming that terrorists are targeting commercial aircraft, what sort of terrorist attack do you think poses the largest threat: a bomb on board, hi-jacking, or being shot down by surface-to-air missiles? (**ROTATE**)
 1. Bomb on Board **32**
 2. Hi-Jacking **31**
 3. Shot Down by Surface-To-Air Missiles **27**
 4. DK/Refuse (**DO NOT READ**) **10**

6. In thinking about potential terrorist attacks against commercial aircraft through the use of surface-to-air missiles, do you favor or oppose federal regulations mandating airplanes have anti-missile countermeasures?

1.	Favor	64
2.	Oppose	24
3.	DK/Refuse (DO NOT READ)	12
7.	Do you agree or disagree with this statement: technology currently exists that effectively and efficiently protects aircraft from surface-to-air missiles?	
1.	Agree	47
2.	Disagree	40
3.	DK/Refused (DO NOT READ)	13
8.	If such technology did exist, do you think it should be mandatory that all commercial aircraft have it installed?	
1.	Yes	71
2.	No	24
3.	DK/Refuse (DO NOT READ)	4
9.	Suppose you have a choice between flying on 2 different airlines to a specific location. The ticket for Airline A costs \$3 more than Airline B, but Airline A is equipped with anti-missile technology. Which would you rather fly on, A or B?	
1.	Airline A	82
2.	Airline B	13
3.	DK/Refused (DO NOT READ)	5
10.	Now suppose you have a choice between flying on 2 different airlines to a specific location. The ticket for Airline A costs \$10 more than Airline B, but Airline A is equipped with anti-missile technology. Which would you rather fly on, A or B?	
1.	Airline A	81
2.	Airline B	14
3.	DK/Refuse (DO NOT READ)	5
11.	Do you agree or disagree with this statement: If terrorists know airplanes are equipped with anti-missile technology, then they would be less likely to commit acts of terrorism against them.	
1.	Agree	60
2.	Disagree	38
3.	DK/Refused (DO NOT READ)	2
12.	Regardless of whether you support or oppose installing anti-missile technology on commercial aircraft, who should be responsible for the installation and maintenance? (ROTATE)	
1.	Airlines	18
2.	Government	10
3.	Government and Airlines	70
4.	Other (SPECIFY)	---
5.	DK/Refused (DO NOT READ)	2
13.	Do you think the government is doing everything possible to protect Americans from terrorism?	

- | | |
|--------------------------------------|----|
| 1. Yes | 47 |
| 2. No | 48 |
| 3. DK/Refused (DO NOT READ) | 5 |
14. If this technology were installed on airplanes – even if tickets would cost more – would you be more or less likely to travel by air?
- | | |
|--------------------------------------|----|
| 1. More likely | 47 |
| 2. Less Likely | 11 |
| 3. No Change | 40 |
| 4. DK/Refused (DO NOT READ) | 2 |
15. Assume for a moment that all commercial aircrafts had to have this sort of anti-missile protection installed. What is the maximum amount you would be willing to pay -- in addition to the cost of your ticket -- to cover the cost of this protection?
- | | |
|--------------------------------------|----|
| 1. \$1 | 7 |
| 2. \$3 | 3 |
| 3. \$5 | 6 |
| 4. \$10 | 21 |
| 5. \$20 | 18 |
| 6. \$30 | 10 |
| 7. \$50 | 25 |
| 8. DK/Refused (DO NOT READ) | 9 |
16. If your member of Congress supported making the installation of anti-missile technology mandatory on all commercial aircraft, would you be more or less likely to vote for him/her?
- | | |
|--------------------------------------|----|
| 1. More Likely | 61 |
| 2. Less Likely | 14 |
| 3. No Change | 21 |
| 4. DK/Refused (DO NOT READ) | 5 |
17. What airline do you most often travel on? (**ROTATE**)
- | | |
|---------------------------------------|----|
| 1. Delta | 15 |
| 2. Continental | 6 |
| 3. American | 15 |
| 4. United | 8 |
| 5. Southwest | 16 |
| 6. AirTran | 1 |
| 7. Northwest | 8 |
| 8. USAir | 8 |
| 9. TWA | 1 |
| 10. Other | 9 |
| 11. DK/Refused (DO NOT READ) | 14 |
18. If you knew that an airline equipped their planes with anti-missile countermeasures but your airline of choice did not, would this cause you to switch to the other airline?
- | | |
|--------|----|
| 1. Yes | 52 |
| 2. No | 43 |

3. DK/Refused (**DO NOT READ**) 5

Now just a few demographic questions for statistical purposes only - -

19. How often do you travel by aircraft?

- 1. Several Times a Month 5
- 2. About Once a Month 5
- 3. Once Every Several Months 30
- 4. Once a Year 39
- 5. Never 20
- 6. DK/Refused (**DO NOT READ**) 2

20. What are the two main sources of your news about national issues such as politics, Iraq, the economy, education, and health care? (**DO NOT READ – ALLOW THEM TO VOLUNTEER A RESPONSE AND CODE AS FOLLOWS**)

- 1. ABC News 9
- 2. NBC News 9
- 3. CBS News 6
- 4. Local TV news 25
- 5. CNN News 20
- 6. MSNBC/CNBC News 2
- 7. Fox News 15
- 8. CSpan ---
- 9. Daily newspaper 47
- 10. News magazines such as Time, US News, and Newsweek 5
- 11. Opinion magazines like Weekly Standard ---
- 12. Websites of news organizations such as cnn.com, msnbc.com, nytimes.com, and TV station websites 8
- 13. News Pages of Internet Service Providers such as Yahoo News and MSN News 3
- 14. Opinion websites like Drudge Report or slate.com 1
- 15. National Public Radio 7
- 16. Religious radio shows ---
- 17. Talk radio like Rush Limbaugh 2
- 18. General radio news station 4
- 19. Public television news shows like McNeil Lehrer 1
- 20. Comedy Shows like the Daily Show with Jon Stewart ---
- 21. Late Night TV Shows like Jay Leno ---
- 22. Morning TV shows like Today, Good Morning America ---
- 23. Political Talk Shows on cable, such as CNN's Crossfire and MSNBC's Hardball ---
- 24. Sunday News Shows such as NBC's Meet the Press and ABC's This Week ---
- 25. Other 15
- 26. DK/Refused 2

21. Are you home at 6:30 pm in the evening?

	1. Yes	83
	2. No	13
	3. DK/Refused (DO NOT READ)	4
22.	In what year were you born?	
	1. 18-34	16
	2. 35-44	17
	3. 45-54	22
	4. 55-64	21
	5. 65+	19
	6. Refused	---
23.	Generally speaking, do you consider yourself (ROTATE) a Republican, a Democrat, an Independent, or something else?	
	1. Republican	36
	2. Democrat	36
	3. Independent	25
	4. Other	2
	5. DK/Refused (DO NOT READ)	1
24.	If you had to classify yourself, would you say you are (ROTATE) liberal, moderate, or conservative in your political beliefs?	
	1. Liberal	19
	2. Moderate	46
	3. Conservative	34
	4. DK/Refused (DO NOT READ)	1
25.	Are there children in your household under the age of 18 years old?	
	1. Yes	35
	2. No	64
	3. DK/Refused (DO NOT READ)	1
26.	What is your current marital status?	
	1. Single, never married	14
	2. Married	64
	3. Separated	2
	4. Divorced	9
	5. Widowed	9
	6. DK/Refused (DO NOT READ)	2
27.	What is the annual income of your household before taxes? Is it...	
	1. Less than 15K	5
	2. 15K-30K	13
	3. 30K-50K	18
	4. 50K-75K	16
	5. 75K-100K	12
	6. Over 100K	14
	7. DK/Refused (DO NOT READ)	21

28. What is your religion?

1. Evangelical/Fundamentalist Protestant	9
2. Mainline Protestant	16
3. Catholic	24
4. Jewish	3
5. Mormon	2
6. Atheist/ Agnostic	3
7. Other	34
8. DK/Refused (DO NOT READ)	9

29. What is your race?

1. Hispanic	5
2. African-American	8
3. Asiatic	1
4. White	82
5. Other (SPECIFY)	2
6. DK/Refused (DO NOT READ)	2

Gender: (**BY OBSERVATION**)

1. Male	47
2. Female	53

What type of area do you live in? (**TAKEN FROM SAMPLE**)

1. Urban	31
2. Suburban	49
3. Rural	20

Region: (**TAKEN FROM SAMPLE**)

1. Northeast	20
2. South	28
3. Midwest	21
4. Plains/Mountains	17
5. West Coast	15