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FOR IMMEDIATE RELEASE

EDITOR'S NOTE: ATTENTION EDITORS, Rutgers-Eagleton Poll Director David Redlawsk may be contacted at 319-400-1134, 732-932-9384, ext. 285, or redlawsk@rutgers.edu. Visit <http://eagletonpoll.blogspot.com> for a link to specific questions and full tables.

New Jerseyans Less Favorable Toward TSA Measures the More They Think about Them.

NEW BRUNSWICK – Support among New Jerseyans for new airport security measures introduced in November varies depending on how the question is asked, according to a new Rutgers-Eagleton Poll released today. When initially asked about support for “any airport security measure” or whether some security measures “go too far violating personal privacy,” 50 percent support any security measure, while 41 percent say some measures go too far. But when asked first to think about either the new full body scans or enhanced pat-downs, support for airport security measures overall declines substantially, with only 39 percent supporting any security measure while 59 percent say some measures go too far violating personal privacy.

Garden Staters are much more supportive of the full body scans than they are of the enhanced pat-downs now used by the Transportation Security Agency (TSA) for those who refuse the scans. More than 6 in 10 (62 percent) say the scans are necessary for airport security, while 54 percent say the same about the pat-down procedure.

“In the abstract, most people think more airport security is always a good thing,” said David Redlawsk, director of the Rutgers-Eagleton Poll and professor of political science at Rutgers. “But it’s one thing to support security in the abstract; it is another to confront specific procedures. While New Jerseyans generally support the new TSA measures, given a chance to think about it, they are not so thrilled about the possibility of having intimate areas patted down.”

The poll of 906 New Jersey adults was conducted December 2-6. The full sample has a margin of error of +/- 3.3 percentage points. Random groups of respondents were asked about either full body scans or enhanced pat-down security measures. These groups can each be generalized to the state adult population and compared. Random subsamples have margins of error from +/- 4.4 to +/- 5.0 percentage points, depending on subsample size.

Respondents find full body pat-downs more intrusive than body scans

New Jerseyans have paid a great deal of attention to the controversy over full body scanning and pat-downs implemented by the TSA. But the full body scans are perceived to be

significantly less intrusive than pat-downs. When asked if full body scans “producing a nude image” are “too intrusive without increasing real security,” or “are needed to keep the public safe,” only 30 percent say scans are too intrusive, compared to 41 percent who say that pat-downs are too intrusive.

“While there is strong support for full body scans in New Jersey, the new pat-down procedures are seen as much more intrusive,” said Redlawsk. “Even so, most New Jerseyans would put up with them, believing they enhance security on airplanes.”

Differences between more and less frequent flyers

About half of New Jerseyans fly at least “a couple times a year,” while half fly only once a year or less often (including 10 percent who say they never fly). More frequent flyers are more aware of the controversy: 92 percent are very aware, compared to 61 percent of those who fly less often. And more frequent flyers are initially more supportive of “any airport security measure” at 59 percent compared to 43 percent of less frequent flyers. There is little difference between the two groups in believing full body scans are needed for safety; only about 30 percent of both groups think they are too intrusive. But 52 percent of frequent flyers say that pat-downs are too intrusive, while less frequent flyers are more supportive of pat-downs, with only 31 percent saying pat-downs are too intrusive.

Pat-downs may deter individuals from flying

When asked if knowing that flying requires respondents to go through a full body scan would affect their frequency of flying, 3 percent say that a full scan would make them more likely to fly, 11 percent say it would make them less likely and 86 percent say it would not affect the frequency of their air travel. The new pat-down procedure causes much more concern, with 24 percent saying they are less likely to fly because of it, while 69 percent say their flying plans would not be affected by this measure, and 4 percent say they would fly more often. Frequent flyers in particular are more likely to say they would fly less given the pat-downs, at 27 percent, compared to 21 percent of less frequent flyers.

“While the prospect of a full body scan has little effect on flying plans, the pat-downs bother many more people,” said Redlawsk. “More than a quarter of those who fly more often say they would cut back on their flying if they had to go through a pat-down. This should be of some worry to the airlines, since those who fly most often are the ones who bring in the most revenue. On the other hand, frequent flyers are generally fine with going through the full body scanners, and if they do so, they generally will not be subject to pat-downs. But the prospect of such a procedure causes many to think twice about flying.”

Women are more supportive of new measures

When it comes to using full body scanners or pat-downs, women are more supportive than men: 70 percent of women say the scanners are necessary for security, while only 54 percent of men agree. Only 23 percent of women think they are too intrusive, compared to 37 percent of men. The difference in opinion on pat-downs is not as great: 59 percent of women say they are necessary for security, compared to 48 percent of men, while 45 percent of men find pat-downs too intrusive versus only 37 percent of women.

Older people are more likely to say scanners are necessary: 71 percent of those over 65 compared to 62 percent of 18 to 29 year olds support the use of scanners. But younger people are far more likely to support pat-downs, with 67 percent of those under 30 saying pat-downs are necessary, versus only 53 percent of those over 65.

Thinking about new security procedures increases concern

An experiment shows that New Jerseyans are more willing to support security measures if they have not been asked first to think about the details of pat-downs or full body scans. One group of respondents was randomly selected to express their support for, or opposition against new security measures at the beginning of the series of security questions. The other group was not asked this question until after being asked specifically about support for the procedures.

When asked about their support for security measures first, 50 percent support any measure that might increase security, while 41 percent say some measures go too far. When the same question was asked only after three other questions about pat-downs or scans, support for security measures drops substantially: only 39 percent favor any measure while 59 percent say some measures go too far. Frequent flyers change the most; only 36 percent feel some measures go to far when asked before the security questions, while 64 percent say some measures go too far when asked after questions about specific security measures.

“We must be cautious in interpreting the public’s response to these new airport security measures,” said Redlawsk. “Asked in a vacuum without reference to specific measures, the public is generally supportive of almost anything they think might make airplanes safer. But when they are given information about specific measures, they are much more dubious across the board. In the abstract people say ‘keep me safe at all costs,’ but when confronted with potential invasions of privacy, they are more willing to balance their own privacy against security issues.”

QUESTIONS AND TABLES FOLLOW ON THE NEXT PAGE

Rutgers-Eagleton Poll December 2-6, 2010

Questions and Tables

The questions covered in the release of Dec 8, 2010 are listed below. Column percentages may not add to 100% due to rounding.

[QUESTION ORDER EXPERIMENT]

RESPONDENTS IN VERSION A WERE ASKED THIS QUESTION BEFORE THE REST OF THE SECURITY QUESTIONS. RESPONDENTS IN VERSION B WERE ASKED THIS QUESTION AFTER THE REST OF THE SECURITY QUESTIONS.

Q. Some people say any airport security measure, no matter how intrusive, is justified to fight terrorism. Others say some measures go too far violating personal privacy without significantly improving security. How about you? Would you support any security measure, or do you believe some measures go too far?

	VERSION A	VERSION B
Support any measure	50%	39%
Some go too far	41%	59%
Depends (Vol)	8%	2%
DK	1%	0%
N=	377	529

VERSION A	Party ID			Gender		Flying Frequency	
	Dem	Ind	Rep	Male	Female	More	Less
Support any measure	50%	52%	47%	46%	55%	59%	43%
Some go too far	43%	40%	41%	43%	39%	36%	44%
Depends (Vol)	6%	7%	11%	10%	6%	2%	13%
DK	0%	1%	2%	2%	1%	2%	0%
N=	180	222	117	252	277	243	286

VERSION B							
Support any measure	45%	34%	45%	38%	41%	33%	47%
Some go too far	53%	64%	53%	60%	58%	64%	53%
Depends (Vol)	3%	1%	1%	2%	1%	3%	0%
DK	0%	0%	0%	0%	0%	0%	0%
N=	111	167	89	179	198	202	176

VERSION A	Race				Age			
	White	Black	Asian	Hispanic	18-29	30-49	50-64	65+
Support any measure	50%	51%	54%	53%	44%	45%	55%	61%
Some go too far	41%	37%	32%	43%	48%	47%	34%	31%
Depends (Vol)	7%	12%	14%	2%	5%	8%	10%	8%
DK	1%	0%	0%	2%	3%	0%	1%	1%
N=	352	71	39	53	86	204	146	91

VERSION B								
Support any measure	41%	45%	17%	38%	47%	36%	36%	43%
Some go too far	57%	55%	83%	62%	53%	63%	62%	55%
Depends (Vol)	2%	0%	0%	0%	0%	1%	3%	2%
DK	0%	0%	0%	0%	0%	0%	0%	0%
N=	276	35	19	34	57	127	90	102

[ONE HALF OF RESPONDENTS RANDOMLY ASSIGNED TO QUESTIONS ABOUT SCANNERS/ ONE HALF RANDOMLY ASSIGNED TO QUESTIONS ABOUT PAT-DOWNS]

[SCANNER]

Q. Recent news stories have talked about new airport security measures that use a full body scan producing a nude image. Would you say you are very, somewhat or not at all aware of these new measures?

Very aware	76%
Somewhat aware	15%
Not at all aware	9%
N=	436

[PATDOWNS]

Q. Recent news stories have talked about new airport security measures that use a full body pat-down that includes intimate areas. Would you say you are very, somewhat or not at all aware of these new measures?

Very aware	76%
Somewhat aware	12%
Not at all aware	11%
N=	470

SCANNERS	Party ID			Gender		Flying Frequency	
	Dem	Ind	Rep	Male	Female	More	Less
Very aware	81%	74%	72%	72%	80%	89%	62%
Somewhat aware	13%	16%	16%	15%	14%	4%	27%
Not at all aware	6%	10%	11%	13%	5%	7%	11%
N=	136	196	95	207	230	229	207

PATDOWNS	Party ID			Gender		Flying Frequency	
	Dem	Ind	Rep	Male	Female	More	Less
Very aware	72%	80%	76%	78%	75%	96%	60%
Somewhat aware	12%	11%	15%	12%	13%	4%	19%
Not at all aware	16%	9%	9%	10%	12%	0%	20%
N=	155	194	111	225	245	216	254

SCANNERS	Race				Age			
	White	Black	Asian	Hispanic	18-29	30-49	50-64	65+
Very aware	77%	74%	80%	69%	73%	73%	77%	82%
Somewhat aware	14%	17%	20%	18%	12%	19%	15%	11%
Not at all aware	9%	9%	0%	13%	15%	8%	9%	6%
N=	289	58	29	51	66	150	121	97

PATDOWNS	Race				Age			
	White	Black	Asian	Hispanic	18-29	30-49	50-64	65+
Very aware	78%	56%	92%	84%	85%	75%	77%	74%
Somewhat aware	12%	25%	8%	6%	12%	9%	14%	17%
Not at all aware	11%	19%	0%	10%	4%	16%	9%	9%
N=	339	49	30	36	77	181	115	96

[SCANNER]

Q. Some people say that full body scans are too intrusive without improving real security. Others say the scans are needed to help keep the public safe. What do you think? Are such scans too intrusive or necessary to security?

Too intrusive	30%
Necessary	62%
DK	8%
N=	436

[PATDOWNS]

Q. Some people say that these full body pat-downs too intrusive without improving real security. Others say the pat-downs are needed to help keep the public safe. What do you think? Are such pat-downs too intrusive or necessary to security?

Too intrusive	41%
Necessary	54%
DK	6%
N=	468

SCANNERS	Party ID			Gender		Flying Frequency	
	Dem	Ind	Rep	Male	Female	More	Less
Too intrusive	30%	29%	32%	37%	23%	29%	30%
Necessary	65%	63%	57%	54%	70%	69%	56%
DK	5%	9%	11%	9%	8%	2%	14%
N=	136	196	95	207	230	229	207

PATDOWNS	Party ID			Gender		Flying Frequency	
	Dem	Ind	Rep	Male	Female	More	Less
Too intrusive	35%	46%	40%	45%	37%	52%	31%
Necessary	57%	50%	54%	48%	59%	45%	61%
DK	8%	4%	6%	6%	5%	3%	7%
N=	155	192	111	223	245	216	252

SCANNERS	Race				Age			
	White	Black	Asian	Hispanic	18-29	30-49	50-64	65+
Too intrusive	29%	24%	20%	40%	29%	30%	33%	24%
Necessary	63%	69%	60%	56%	62%	59%	61%	71%
DK	8%	7%	20%	4%	9%	11%	6%	5%
N=	289	58	29	51	66	150	121	97

PATDOWNS	Race				Age			
	White	Black	Asian	Hispanic	18-29	30-49	50-64	65+
Too intrusive	43%	23%	42%	40%	33%	41%	42%	45%
Necessary	52%	70%	47%	55%	67%	51%	51%	53%
DK	5%	7%	11%	5%	0%	8%	7%	3%
N=	337	49	30	36	77	178	115	96

[SCANNER]

Q. Does knowing you must go through the full body scan make you more likely to fly, less likely to fly, or does it have no effect on the likelihood you would fly?

More Likely	3%
Less Likely	11%
No Effect	86%
N=	436

[PATDOWNS]

Q. Does knowing you must go through a full body pat-down make you more likely to fly, less likely to fly, or does it have no effect on the likelihood you would fly?

More Likely	4%
Less Likely	24%
No Effect	69%
DK	3%
N=	470

SCANNER	Party ID			Gender		Flying frequency	
	Dem	Ind	Rep	Male	Female	More	Less
More Likely	1%	4%	4%	2%	4%	6%	0%
Less Likely	10%	11%	11%	11%	11%	12%	9%
No effect	89%	85%	85%	87%	85%	82%	91%
DK	0%	0%	0%	0%	0%	0%	0%
N=	136	196	95	207	230	229	207

PATDOWNS							
	Dem	Ind	Rep	Male	Female	More	Less
More Likely	4%	4%	5%	4%	4%	0%	8%
Less Likely	21%	24%	27%	21%	26%	27%	21%
No effect	72%	68%	65%	72%	66%	66%	72%
DK	3%	4%	3%	2%	4%	7%	0%
N=	155	194	111	225	245	216	254

SCANNER	Race				Age			
	White	Black	Asian	Hispanic	18-29	30-49	50-64	65+
More Likely	4%	0%	0%	2%	5%	3%	2%	1%
Less Likely	10%	13%	0%	19%	11%	12%	8%	12%
No effect	86%	87%	100%	79%	84%	85%	89%	87%
DK	0%	0%	0%	0%	0%	0%	0%	0%
N=	289	58	29	51	66	150	121	97

PATDOWNS								
	White	Black	Asian	Hispanic	18-29	30-49	50-64	65+
More Likely	5%	0%	0%	4%	5%	5%	4%	3%
Less Likely	27%	16%	0%	19%	19%	21%	25%	31%
No effect	63%	84%	100%	77%	71%	72%	70%	62%
DK	4%	0%	0%	0%	6%	3%	1%	4%
N=	339	49	30	36	77	181	115	96

Q. And how often do you, yourself, fly somewhere on an airline? Is it at least once every two or three months, a couple of times a year, once a year or less, or have you never flown on an airline?

At least every 3 months	13%
Couple times a year	36%
Once a year or less	41%
Never	10%
<hr/>	
N=	906

Rutgers-Eagleton Poll December 2-6, 2010
New Jersey Statewide Poll

The Rutgers-Eagleton Poll was conducted by telephone from December 2-6, 2010 with a scientifically selected random sample of 906 New Jersey adults. Data are weighted to represent known parameters in the New Jersey population, using gender, age, race, and Hispanic ethnicity matching to US Census Bureau data. All results are reported with these weighted data. This telephone poll included 725 landline respondents and 181 cell phone respondents, acquired through random digit dialing.

All surveys are subject to sampling error, which is the expected probable difference between interviewing everyone in a population versus a scientific sampling drawn from that population. The sampling error for a sample of 906 adults is +/-3.3 percent, at a 95 percent confidence interval. Thus if 50 percent of New Jersey adults favored a particular position, one would be 95 percent sure that the true figure would be between 46.7 and 53.3 percent (50 +/-3.3) had all New Jersey adults been interviewed, rather than just a sample. Sampling error increases as the sample size decreases, so statements based on various population subgroups are subject to more error than are statements based on the total sample. Sampling error does not take into account other sources of variation inherent in public opinion studies, such as non-response, question wording or context effects.

This Rutgers-Eagleton Poll was fielded by Braun Research, Inc., of Princeton, New Jersey. The questionnaire was developed and all data analysis was completed in house at the Eagleton Institute of Politics Center for Public Interest Polling. The Rutgers-Eagleton Poll is paid for and sponsored by the Eagleton Institute of Politics, Rutgers University, a non-partisan academic center focused on the study and teaching of politics and the political process.

Weighted Sample Characteristics (N=906 Registered Voters)			
32% Democratic	48% Male	16% 18-29	69% White
45% Independent	52% Female	37% 30-49	12% Black
23% Republican		26% 50-64	10% Hispanic
		21% 65+	6% Asian
			3% Other

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