

# TOPLINE FINDINGS

## U.S. Travel Association Biometric Survey Results

Topline Findings

December 2025

### Key Findings

**Americans are broadly pro-modernization and pro-biometrics in air travel. Travelers feel safe and satisfaction is rising, while concern about facial scans is fading – signaling a green light for biometrics so long as privacy guardrails are explicit (short data retention, no data sharing, transparent results). Americans prioritize accurate identity verification over rigid liquid rules and, show bipartisan appetite for traveler-friendly changes like allowing larger liquids and keeping laptops in carry-on luggage. With major events on the near horizon, the system is perceived as underprepared, creating a mandate to accelerate air travel security modernization within the next three years and fund it by directing the 9/11 Passenger Security Fee to security technology.**

- **Travelers feel safe when traveling and are more satisfied than last year.** 91% of Air Travelers say they feel safe when traveling. 3-in-4 (75%) rate their most recent air travel as 'Excellent/Good', up from 71% in 2024.
- **Concern about TSA using facial scans to verify travelers' identity has eased significantly over the last year.** Just one-in-four say they are concerned about having their identity confirmed using a facial scan at TSA – a 16-point decline year over year. In fact, more Americans are concerned about not being able to log onto Wi-Fi when they need it (41%) than they are about TSA using facial scans (26%).
- **Security checkpoints are seen as more of a hassle; air traffic control warrants greater concern among air travelers.** 58% of Americans still agree that getting through the airport is too much of a hassle. Meanwhile, the safety and condition of America's air traffic control system is a top concern among air travelers – 2-in-3 (67%) are concerned.
- **When it comes to travel security, verifying traveler identity is critical – limiting the amount of liquids travelers bring on board is not.** Over 9-in-10 Americans agree that it is important that TSA verifies traveler identity to confirm if a person is on a terrorist watch list; Just 54% of Americans say it's important to limit the amount of liquids passengers bring on planes.
- **Support for loosening security restrictions at TSA checkpoints is strong and bipartisan.** 80% of Americans support allowing all passengers to keep their shoes on when going through security – a policy already in effect. Over 8-in-10 (86%) of Americans support allowing larger quantities of water, breast milk and/or baby formula to be carried through

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TSA checkpoints; and 59% say it would improve the travel experience. 73% support allowing all passengers to keep their larger electronics in their bags when going through security, with 56% saying it would improve the travel experience if implemented.

- **Further, Americans on both sides of the aisle want Congress to act on implementing these policies in the next three years – not wait until 2049.** When informed that the U.S. already has the technology that would allow air travel passengers to carry larger liquids through security checkpoints, 81% support the Congress investing in this technology before the end of the current administration.
- **Expanding TSA liquid limits is seen as a high-benefit, low-risk change.** At least 7-in-10 recognizes clear advantages (helping parents and medical travelers, greater convenience, lower costs and waste), while only about one-third view it as a safety threat and a majority (52%) rejects that it would slow screening.
- **With the U.S. hosting major events (the World Cup, Summer Olympics) soon, there's a mandate to act.** Americans nearly unanimously agree that it is important that the U.S. provide a safe and efficient travel experience for these events (93%).
- **Americans are worried the U.S. is falling behind on security tech investment – reinvesting the 9/11 Passenger Security Fee in technology may be a unifying solution.** 6-in-10 Americans say they are very or somewhat worried that the U.S. is falling behind globally when it comes to investing in technology used to keep airport security moving efficiently and securely. When informed, Americans overwhelmingly agree (89%) that Congress should use all the funds from the 9/11 Passenger Security Fee to invest in modern airport security technology.
- **Americans do not support a policy that requires foreign visitors to the U.S. to pay a visa fee of \$435 per visitor.** When informed, less than half (43%) support this policy.
- **Most Americans believe biometrics are more accurate than humans and support using them at various security checkpoints.** The majority (55%) of Americans believe biometric data is more accurate than manual human verification methods. There's widespread support for using biometrics throughout airport security checkpoints: CBP (83%), TSA checkpoints (81%), and boarding the plane (74%).
- **Support for biometrics is strengthened when the focus is on data privacy and security.** Americans are more likely to support the use of biometrics if the data is deleted within hours of a completed trip (52%), statistics demonstrate that it makes flying safer (50%, and that the data is used to stop terrorism (50%).

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- **TSA PreCheck is improving experiences at the airport.** When asked how their experience going through TSA has changed in the last 5 years, only about one-third (38%) of air travelers say their experience has improved. More frequent travelers are more likely to say their experience has improved (48% Business Travelers) and over half (54%) of those enrolled in PreCheck say their experience has improved.
- **Americans agree Air Traffic Controllers and TSA workers should be paid during government shutdowns.** 82% believe ATC should be compensated, even during a government shutdown; 78% say the same about TSA workers. 3-in-4 believe government shutdowns will negatively affect the travel experience.

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## U.S. 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: October 24 to October 28, 2025

Number of total interviews: 1,168

Number of business travelers 325

Number of Air travelers: 1,037

Number of respondents enrolled in PreCheck: 267

Number of registered voters: 1,010

Margin of error: +/- 2.9 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:

In general, how concerned are you, if at all, about the following?

#### Total Concerned Summary

	Total	Business Travelers	All air travelers	Enrolled in PreCheck	Registered Voters
Being a victim of identity theft	71%	67%	72%	67%	72%
The safety and condition of America's air traffic control system	67%	66%	68%	67%	69%
Having my home broken into	49%	44%	47%	37%	48%
Someone with dangerous items boarding a plane with the intent of harming other passengers or the aviation system	48%	45%	46%	39%	47%
Losing my credit card and having to get a new one	46%	44%	45%	43%	45%
Not being able to log onto Wi-Fi when I need it while using my computer	41%	44%	40%	40%	41%
Being observed or monitored by security cameras in public places, such as stores, by companies or the police, which can confirm your identity and monitor for criminal activity	34%	32%	31%	33%	33%
Voluntarily having your identity confirmed by the Transportation Security Administration (TSA) at airport checkpoints through a facial scan or picture that is compared to the photo on your driver's license	26%	27%	24%	20%	25%

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Total Agree Summary	Total	Business Travelers	All air travelers	Enrolled in PreCheck	Registered Voters
Safety procedures and equipment are needed to keep people safe when they fly	93%	90%	95%	94%	95%
It is important for Congress to modernize air traffic control technology to improve the safety and efficiency of flying	89%	90%	90%	93%	91%
The U.S should be prioritizing and investing in modern technology to improve security and reduce wait times at TSA screening lanes	86%	88%	86%	88%	87%
I plan to avoid air travel during high-demand periods (such as Labor Day, Thanksgiving, Christmas, etc.)	79%	76%	79%	77%	80%
Getting through airport security is too much of a hassle	58%	56%	56%	52%	57%

**[ASKED IF AIR TRAVELER]** Thinking of your most recent experience traveling by air, how would you rate your overall travel experience?

	Total (N=1,037)	Business Travelers (N=303)	All air travelers (N=1,037)	Enrolled in PreCheck (N=258)	Registered Voters (N=930)
Excellent	16%	15%	16%	24%	16%
Good	59%	62%	59%	57%	60%
Fair	20%	19%	20%	17%	19%
Poor	4%	4%	4%	2%	4%
Skipped	1%	-	1%	*	1%
<i>Excellent/Good (Net)</i>	<i>75%</i>	<i>77%</i>	<i>75%</i>	<i>81%</i>	<i>76%</i>
<i>Fair/Poor (Net)</i>	<i>24%</i>	<i>23%</i>	<i>24%</i>	<i>19%</i>	<i>23%</i>

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

Total Important Summary	Total	Business Travelers	All air travelers	Enrolled in PreCheck	Registered Voters
Verifying traveler identity to confirm if a person is on a terrorist watch list	93%	91%	94%	95%	94%
Metal detectors	93%	92%	94%	94%	94%
Baggage scanning systems	93%	93%	94%	94%	95%
Body scanners	89%	87%	90%	89%	89%
Further screenings (e.g. random search, bag search, etc.)	81%	80%	82%	83%	82%
Passengers taking off their jackets, belts, etc.	61%	60%	60%	57%	61%
Limiting the amount of liquids passengers can bring on planes	54%	56%	53%	47%	54%

**[ASKED IF AIR TRAVELER]** In general, how safe do you feel when you fly?

	Total (N=1,037)	Business Travelers (N=303)	All air travelers (N=1,037)	Enrolled in PreCheck (N=258)	Registered Voters (N=930)
Completely safe	26%	32%	26%	41%	27%
Somewhat safe	65%	62%	65%	56%	65%
Not very safe	5%	4%	5%	2%	5%
Not at all safe	3%	2%	3%	1%	2%
Skipped	1%	*	1%	-	1%
<b>Safe (Net)</b>	<b>91%</b>	<b>94%</b>	<b>91%</b>	<b>97%</b>	<b>92%</b>
<b>Not Safe (Net)</b>	<b>8%</b>	<b>6%</b>	<b>8%</b>	<b>3%</b>	<b>7%</b>

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**[ASKED IF AIR TRAVELER]** How has your experience going through TSA security checkpoints changed in the last five (5) years? Would you say the process has...

	Total (N=1,037)	Business Travelers (N=303)	All air travelers (N=1,037)	Enrolled in PreCheck (N=258)	Registered Voters (N=930)
Significantly improved	9%	11%	9%	15%	9%
Somewhat improved	29%	38%	29%	40%	31%
Stayed the same	49%	43%	49%	38%	48%
Somewhat worsened	7%	6%	7%	6%	7%
Significantly worsened	2%	2%	2%	2%	2%
Skipped	4%	*	4%	-	3%
<i>Improved (Net)</i>	<i>38%</i>	<i>48%</i>	<i>38%</i>	<i>54%</i>	<i>40%</i>
<i>Worsened (Net)</i>	<i>9%</i>	<i>9%</i>	<i>9%</i>	<i>8%</i>	<i>9%</i>

Currently, the following policies are in effect regarding air travel. To what extent do you support or oppose each of these existing policies?

### Total Support Summary

	Total	Business Travelers	All air travelers	Enrolled in PreCheck	Registered Voters
Allowing ALL passengers to keep their shoes on when going through security	80%	84%	83%	89%	83%
Requiring foreign visitors to the United States to pay an additional \$250 fee for a visitor visa, raising the total cost to \$435 per person	43%	42%	43%	39%	44%

To what extent do you support or oppose the following potential policies related to air travel?

### Total Support Summary

	Total	Business Travelers	All air travelers	Enrolled in PreCheck	Registered Voters
Allowing larger quantities of water, breast milk, and/or baby formula to be carried on through TSA checkpoints in a secure manner	86%	83%	87%	88%	87%
Allowing ALL passengers to keep their larger electronics (e.g. laptops) in their carry-on bag when going through security	73%	75%	75%	81%	75%

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The United States currently has the technology to improve the security and efficiency of TSA screening within the next five years – including allowing all passengers to carry water bottles and larger liquids through TSA checkpoints. However, at the current rate of investment, this technology won't be fully implemented until 2049.

To what extent do you support or oppose Congress investing in technology that could allow passengers to carry water bottles or large liquids through TSA checkpoints and improve the security and efficiency of TSA screening in the next three years?

	Total	Business Travelers	All air travelers	Enrolled in PreCheck	Registered Voters
Strongly support	31%	30%	31%	37%	33%
Somewhat support	51%	54%	51%	47%	51%
Somewhat oppose	11%	13%	11%	11%	11%
Strongly oppose	5%	3%	5%	4%	4%
Skipped	3%	*	2%	1%	2%
<i>Support (Net)</i>	81%	84%	82%	84%	84%
<i>Oppose (Net)</i>	16%	16%	16%	16%	14%

The following policies have been successfully implemented in countries outside of the U.S. without negative impacts on air travel security. To what extent do you believe each of these policies would affect the travel experience if implemented in the United States?

Total Improve Summary	Total	Business Travelers	All air travelers	Enrolled in PreCheck	Registered Voters
Allowing larger quantities of water, breast milk, and/or baby formula to be carried on through TSA checkpoints in a secure manner	59%	64%	61%	64%	61%
Allowing ALL passengers to keep their larger electronics (e.g., laptops) in their carry-on bag when going through security	56%	64%	59%	72%	60%

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Thinking about the potential policy that would allow passengers to carry larger amounts of liquids through TSA checkpoints, to what extent do you agree or disagree with the following statements?

### Total Agree Summary

	Total	Business Travelers	All air travelers	Enrolled in PreCheck	Registered Voters
Increasing liquid limits will provide greater ease for parents traveling with infants who need to transport items like baby formula	85%	87%	87%	90%	87%
Increasing liquid limits supports travelers with medical conditions requiring specific liquid medications or supplements	84%	85%	85%	87%	86%
Increasing liquid limits will enhance passenger convenience for air travelers	81%	81%	83%	84%	85%
Increasing liquid limits will reduce stress associated with packing for air travelers	75%	75%	76%	79%	76%
Increasing liquid limits will save passengers checked baggage expenses by allowing them to pack larger liquid items (e.g., a bottle of wine) in carry-on luggage	73%	74%	74%	77%	75%
Increasing liquid limits will reduce waste created by purchasing plastic beverage bottles	71%	72%	73%	74%	73%
Increasing liquid limits could present additional risks if misused, possibly increasing security threats	54%	57%	54%	52%	55%
Increasing liquid limits will require training for TSA staff and re-education of the traveling public, which requires resources the government should not spend on this policy	47%	51%	47%	43%	46%
Increasing liquid limits for air travel will make the TSA screening process take longer	44%	44%	42%	41%	42%
Increasing liquid limits poses a threat to airport safety	35%	41%	33%	32%	34%

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In the next few years, the United States will host several notable events, including the country's 250th birthday, the World Cup, and the Summer Olympics. These events are expected to attract millions of participants, both from the U.S. and other countries.

How important, if at all, is it for the U.S. to provide a safe and efficient travel experience for these events?

	Total	Business Travelers	All air travelers	Enrolled in PreCheck	Registered Voters
Very important	74%	77%	76%	83%	77%
Somewhat important	19%	19%	18%	14%	18%
Not very important	4%	3%	3%	3%	2%
Not at all important	1%	1%	1%	-	1%
Skipped	2%	1%	1%	1%	1%
<i>Important (Net)</i>	93%	96%	95%	96%	96%
<i>Not Important (Net)</i>	5%	4%	4%	3%	3%

How worried are you, if at all, that the U.S. is falling behind globally when it comes to investing in the technology used to keep airport security moving efficiently and securely?

	Total	Business Travelers	All air travelers	Enrolled in PreCheck	Registered Voters
Very worried	14%	16%	15%	16%	15%
Somewhat worried	46%	44%	46%	53%	47%
Not very worried	30%	31%	30%	24%	30%
Not worried at all	8%	8%	7%	6%	7%
Skipped	2%	*	2%	1%	1%
<i>Worried (Net)</i>	60%	61%	61%	69%	62%
<i>Not Worried (Net)</i>	38%	39%	37%	30%	37%

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As you may know, the 9/11 Passenger Security Fee is a fee that is paid by passengers on every flight. Passengers pay \$5.60 for every domestic flight that they purchase. Established by Congress after the 9/11 terrorist attacks, the intended purpose of 9/11 Passenger Security Fee is to fund the Transportation Security Administration (TSA) and improve air travel security. However, Congress currently takes the majority of these fees and uses them to pay for unrelated federal spending, rather than reinvesting in modern airport security screening technology.

Which of the following comes closest to your view on how Congress spends the funds collected from the 9/11 Passenger Security Fee?

	Total	Business Travelers	All air travelers	Enrolled in PreCheck	Registered Voters
Congress should use all of the 9/11 Passenger Security Fee funds to invest in modern airport security technology	89%	86%	90%	91%	91%
Congress should continue using the 9/11 Passenger Security Fees for unrelated federal spending, rather than investing in modern airport security technology, as it is now	9%	13%	7%	7%	7%
Skipped	3%	1%	2%	1%	2%

Which of the following statements aligns most closely with your viewpoint?

	Total	Business Travelers	All air travelers	Enrolled in PreCheck	Registered Voters
Biometric identification systems are more accurate than manual human verification methods	55%	61%	58%	63%	57%
Manual human verification methods are more accurate than biometric identification systems	14%	15%	12%	11%	13%
Biometric systems and human manual identification methods are equally accurate	28%	24%	27%	24%	27%
Skipped	3%	1%	3%	2%	3%

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In general, do you support or oppose the use of biometrics at the following airport locations to confirm the identity of flyers and ensure aviation safety and security?

### Total Support Summary

	Total	Business Travelers	All air travelers	Enrolled in PreCheck	Registered Voters
CBP customs checks for international passengers arriving into the U.S.	83%	84%	84%	85%	85%
TSA checkpoints	81%	83%	83%	86%	83%
Boarding the plane	74%	72%	75%	74%	75%

Thinking about the use of biometrics at airport security checkpoints, to what extent do you agree or disagree with the following statements?

### Total Agree Summary

	Total	Business Travelers	All air travelers	Enrolled in PreCheck	Registered Voters
Biometrics get people through security checkpoints quickly and efficiently	80%	82%	82%	86%	81%
Biometrics make airports safer	78%	81%	79%	83%	80%
Biometrics help stop things like terrorism and human trafficking	77%	76%	79%	84%	78%
Capturing biometrics is acceptable as long as the pictures are deleted and not stored by the government after use	77%	80%	78%	78%	78%
Biometrics help reduce lines in airport security	75%	75%	77%	80%	77%
It is acceptable to voluntarily provide the government or a private business with biometric pictures (like those in a passport) so you do not need to use an ID at security checkpoints in the future	66%	70%	65%	71%	68%
Biometrics are a data security risk	61%	66%	62%	64%	62%
Biometrics create potential for discrimination	47%	51%	45%	45%	46%

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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	Business Travelers	All air travelers	Enrolled in PreCheck	Registered Voters
Knowing that the data would be deleted within hours of you completing your trip	52%	55%	53%	60%	54%
If you saw statistics showing how it makes the flying public safer	50%	52%	53%	55%	54%
Knowing that the data is used to stop terrorism	50%	46%	52%	53%	52%
If there are safeguards in place to ensure biometrics data was not shared with other government agencies	49%	52%	50%	56%	51%
If you knew that having a human check identities was less accurate than biometrics	42%	49%	43%	51%	45%
Sharing biometric data will increase your speed through TSA security check points by 15 minutes	41%	46%	43%	50%	43%
If there were measures taken to prevent discrimination	40%	41%	41%	43%	41%
Knowing that the data is the same as what is used by your smartphone	27%	29%	28%	32%	28%
If a government agency managed the biometric data	17%	20%	18%	19%	17%
If a private corporation managed the biometric data	12%	15%	12%	12%	12%

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Thinking about air travel in the U.S., how important are each of the following?

### Total Important Summary

	Total	Business Travelers	All air travelers	Enrolled in PreCheck	Registered Voters
The U.S. having enough air traffic controllers to meet the goals for safe operation determined by the Department of Transportation.	91%	93%	92%	93%	93%
The U.S. government investing in technology that modernizes the air traffic control system to improve the safety and efficiency of air travel.	90%	91%	92%	91%	93%
The U.S. government investing in technology that gives TSA and CBP the tools to enhance the security and efficiency of air travel rather than relying on manual methods.	85%	86%	87%	90%	88%

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For each of the following pairs of statements, please select the one that comes closest to your view, even if neither statement is exactly right.

	Total	Business Travelers	All air travelers	Enrolled in PreCheck	Registered Voters
Air traffic controllers should be paid during government shutdowns	82%	83%	86%	90%	86%
Air traffic controllers should not be paid during government shutdowns	6%	8%	6%	3%	6%
Skipped	11%	9%	9%	7%	8%
	Total	Business Travelers	All air travelers	Enrolled in PreCheck	Registered Voters
TSA workers should be paid during government shutdowns	78%	78%	81%	80%	82%
TSA workers should not be paid during government shutdowns	11%	12%	10%	10%	10%
Skipped	11%	11%	9%	10%	9%
	Total	Business Travelers	All air travelers	Enrolled in PreCheck	Registered Voters
Government shutdowns negatively affect the travel experience and operations	76%	79%	79%	80%	80%
Government shutdowns have no impact on the travel experience and operations	13%	12%	12%	9%	12%
Skipped	11%	9%	9%	11%	8%

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## About the Study

This Ipsos Poll was conducted on behalf of the U.S. Travel Association October 24 – 28, 2025, by Ipsos using the probability-based KnowledgePanel® – a division of Ipsos. This poll is based on a nationally representative probability sample of 1,168 general population adults age 18 or older. The sample includes 325 respondents who have traveled for business in the past 12 months, 1,037 respondents who have traveled by air ever, 267 respondents who are enrolled in TSA PreCheck, and 1,010 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 address-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, 35-49, 50-64, 65+) by Gender (Male, Female)
- Race-Ethnicity (White/Non-Hispanic, Black/Non-Hispanic, Other or 2+ Races/Non-Hispanic, 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)

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**GAME CHANGERS**



## TOPLINE FINDINGS

The margin of sampling error is plus or minus 2.9 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 1.06. 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

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 20,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120, Mid-60 indices, and is eligible for the Deferred Settlement Service (SRD).

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