

**TO:** SECURITY INDUSTRY ASSOCIATION **FROM:** DOUGLAS E. SCHOEN  
CARLY COOPERMAN

**DATE:** SEPTEMBER 18, 2020

**RE:** FACIAL RECOGNITION STUDY FINDINGS

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## Overview of Facial Recognition Study Findings

Schoen Cooperman Research conducted 1,000 interviews with a demographically representative sample of U.S. adults nationwide from August 5 to August 7, 2020. The research sought to:

**Table 1. Facial Recognition Study Research Objectives**

|           |  |
|-----------|--|
| <b>1)</b> | <b><u>Understand U.S. adults' perceptions of facial recognition technology generally</u></b>   |
| <b>2)</b> | <b><u>Measure support for facial recognition being used by private businesses, government agencies, law enforcement, and other organizations</u></b>                                   |
| <b>3)</b> | <b><u>Analyze the benefits associated with facial recognition technology to determine if Americans support its use or if they're more likely to oppose it in certain instances</u></b> |

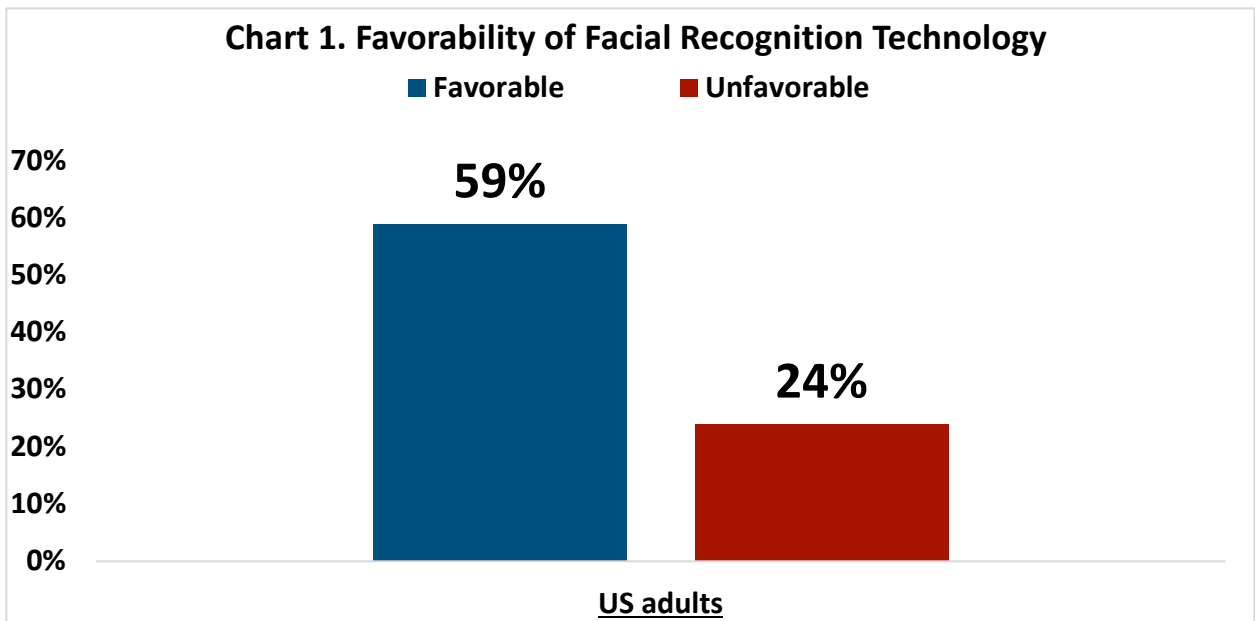
The following memo summarizes the key findings and implications from our survey.

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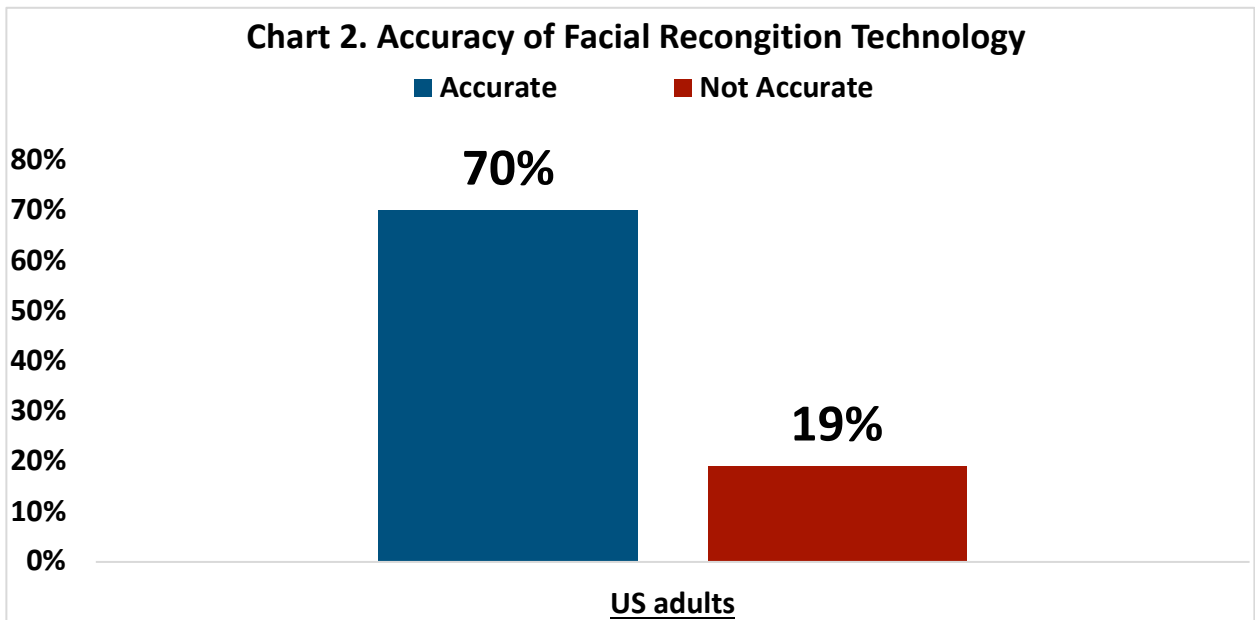
## General Perceptions of Facial Recognition Technology

In general, U.S. adults have a favorable view of facial recognition technology, and also believe that the technology is accurate.

- A majority of U.S. adults (59%) are favorable towards facial recognition technology.



- Further, U.S. adults broadly believe facial recognition technology is accurate in identifying people of all races and ethnicities.



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## Uses of Facial Recognition Technology

**A broad range of U.S. Adults support the use of facial recognition technology in a wide array of instances, and in both the public and private sectors.**

- U.S. adults overall are most supportive of security at airports, offices, banks, schools, and homes, as well as law enforcement using facial recognition technology.
- There is also majority support for other groups or organizations, such as universities and retail stores, using facial recognition technology.

**Table 2. Support for Groups Using Facial Recognition Technology  
Among U.S. ADULTS**

| <b>Group</b>  | <b>% Favor Using Facial Recognition</b> |
|---|---|
| Airlines  | <b>75%</b>                              |
| Security at office buildings                                  | <b>70%</b>                              |
| TSA or other airport security                                 | <b>69%</b>                              |
| Banks   | <b>68%</b>                              |
| Elementary, middle, and high schools to screen adult visitors | <b>67%</b>                              |
| Police and law enforcement                                    | <b>66%</b>                              |
| Homeowners in their home security systems                     | <b>63%</b>                              |
| Border security   | <b>59%</b>                              |
| College and universities                                      | <b>57%</b>                              |
| Retail stores and businesses                                  | <b>51%</b>                              |

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# Improving Lives Through Facial Recognition Technology

U.S. adults broadly believe that facial recognition technology can improve their lives in a number of ways—especially with regard to security and convenience—and can make society safer.

- Our survey tested a series of agree/disagree statements on how facial recognition technology may improve people’s lives in various situations.
  - U.S. adults broadly agree that facial recognition technology can improve security systems (78%) and make society safer (68%).
  - Nearly three-quarters of U.S. adults (74%) also agree that facial recognition technology could be used to speed up security lines at airports and large events.

| Table 3. Statements About Facial Recognition Technology Among U.S. ADULTS               |         |
|---|---------|
| Statement   | % Agree |
| Facial recognition technology can improve security systems.                             | 78%     |
| Facial recognition technology can speed up security lines at airports and large events. | 74%     |
| Facial recognition technology can make society safer.                                   | 68%     |

## Improving Law Enforcement and Reducing Racial Bias with Facial Recognition Technology

U.S. adults believe that use of facial recognition technology by law enforcement is appropriate and can play a role in making society fairer by reducing racial bias.

- Nearly one-half of U.S. adults (47%) agree that facial recognition technology can reduce racial injustice and discrimination in law enforcement by limiting possible human bias.

| Table 4. Statements About Facial Recognition Technology Among U.S. ADULTS                        |         |            |
|--|---------|------------|
| Statement  | % Agree | % Disagree |
| Facial recognition technology can reduce racial injustice and discrimination in law enforcement. | 47%     | 29%        |

*\*24% of respondents answered "Not sure."*

- Further, when presented with a **trade-off** on the issue, nearly two-thirds of U.S. adults (66%) believe that facial recognition searches by investigators are non-invasive and appropriate.

| Table 5. Tradeoffs About Facial Recognition Technology   |               |
|--|---------------|
| Statement  | % U.S. Adults |
| Facial recognition searches by investigators are non-invasive and appropriate  | 66%           |
| Facial recognition searches by investigators are invasive, inappropriate, and should not be used to help law enforcement | 17%           |

*\*17% of respondents answered "Not sure."*

- Additionally, when presented with a **trade-off** on the issue, a strong majority of U.S. adults (64%) believe that facial recognition technology is a more accurate and trustworthy way of identifying criminal suspects and clearing innocent people than eyewitness testimony.

| Table 6. Tradeoffs About Facial Recognition Technology   |               |
|--|---------------|
| Statement  | % U.S. Adults |
| Facial recognition technology is a more accurate and trustworthy way of identifying criminal suspects and clearing innocent people | 64%           |
| Eye-witness testimony is a more accurate and trustworthy way of identifying criminal suspects and clearing innocent people         | 11%           |

*\*25% of respondents answered “Not sure.”*

- Furthermore, when presented with **information on the benefits of facial recognition technology’s use in law enforcement as well as the proneness of eye witness testimony to racial bias**, a majority of U.S. adults (54%) say that facial recognition technology can help reduce the racial bias in law enforcement that comes from eye-witnesses and investigators.

| Table 7. Tradeoffs About Facial Recognition Technology   |               |
|--|---------------|
| Statement  | % U.S. Adults |
| Facial recognition technology can help reduce the racial bias in law enforcement that comes from eye-witnesses and investigators alone | 54%           |
| Facial recognition technology will have no impact on racial bias in law enforcement  | 25%           |

*\*21% of respondents answered “Not sure.”*

- Lastly, majority of U.S. adults (57%) also would be comfortable if their facial image were included in a database of images used for facial recognition if it were used to promote public safety.

| <b>Table 8. Statements About Facial Recognition Technology Among U.S. ADULTS</b>  |                      |
|---|----------------------|
| <b>Statement</b>  | <b>% Comfortable</b> |
| <b>Facial image being included in a database of images used for facial recognition if it were used to promote public safety</b> | <b>57%</b>           |

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# Use of Facial Recognition Technology in the Workplace

## U.S. adults would support facial recognition technology being used to improve workplace security and convenience.

- Indeed, 7-in-10 U.S. adults are comfortable with facial recognition being used to improve security in their workplace.
- Further, a majority of U.S. adults (58%) are comfortable with their facial image being included in a database in order to enhance convenience and security when entering their workplace.

| Table 9. Use of Facial Recognition Technology in the Workplace Among U.S. ADULTS   |               |
|--|---------------|
| Statement  | % Comfortable |
| Facial recognition being used to <u>improve security in your workplace</u> or other buildings you visit by alerting staff to the presence of unauthorized visitors | 70%           |
| Your facial image was included in a facial recognition system’s database in order to allow you to more <u>conveniently and securely enter your workplace</u>       | 58%           |

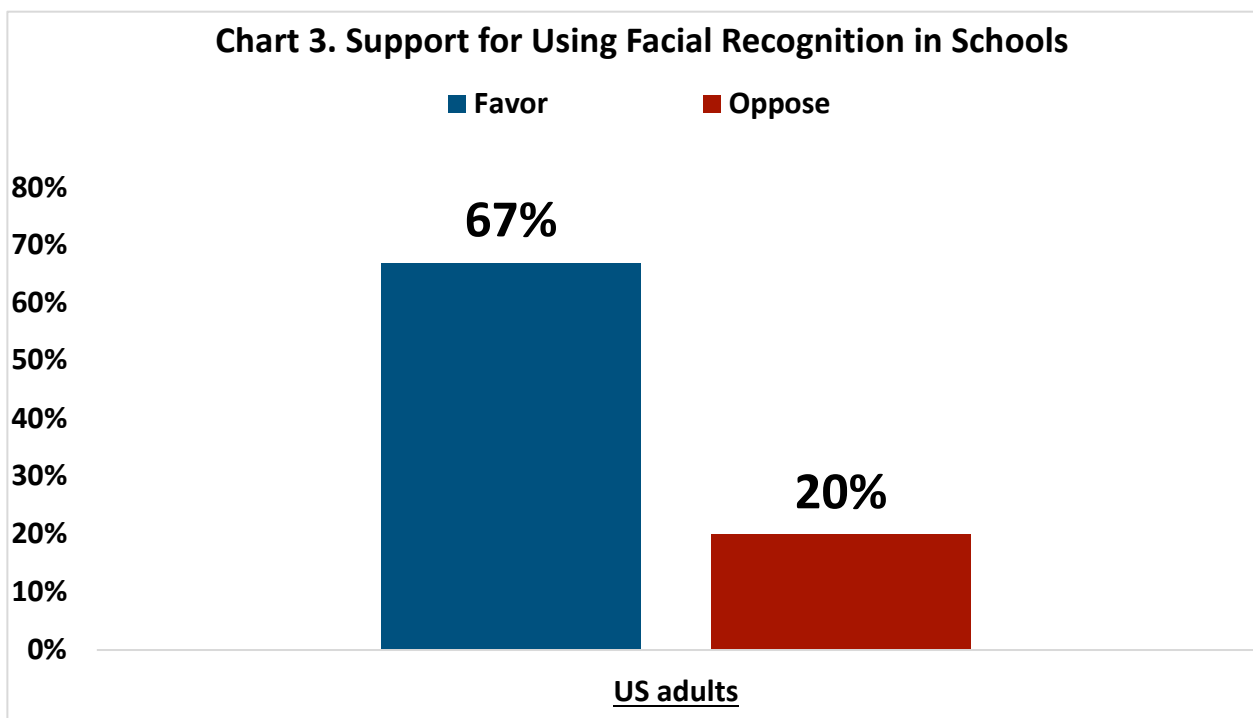


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## Use of Facial Recognition Technology in Schools

U.S. adults broadly favor schools using facial recognition technology to screen adult visitors, and are highly receptive to facial recognition technology that allows school administrators and school safety personnel to be alerted if a person who is not allowed on school grounds arrives.

- We found that two-thirds of U.S. Adults (67%) support schools using facial recognition technology to screen visitors.



- The survey then presented respondents with the benefits of using of facial recognition technology in schools in order to understand if they make people more or less supportive of using the technology. Specifically, respondents were told that:
  - *Without being used to track students or staff, facial recognition can allow school administrators and school safety personnel to be alerted if a person who is not allowed on school grounds arrives. This could include sex offenders and others that a school district has identified as a local threat. In fact, most mass shooter attacks on schools have been perpetrated by individuals who were known threats.*
- We found that U.S. adults are **persuaded by the benefits of using facial recognition to enhance safety in schools,** as a majority of U.S. adults (62%) say that these **school safety benefits make them more supportive of the use of facial recognition in schools.**

