

**Safer Travel at Night
communications
development**

08228

March 2009

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Research conducted by 2CV

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Background

From your brief



- For the last few years TfL have been running a Safer Travel at Night (STaN) initiative whose aim is to reduce sexual assaults and attacks in taxis.
- The particular focus of this activity has been to educate young women about the risks involved in using illegal minicabs at night
- Research commissioned by TfL suggests that awareness of existing STaN communications is high and claimed usage of illegal cabs is low
- However, there is a significant minority who display a propensity to use illegal cabs, and there are still many people who do not know what constitutes an illegal cab

Research Objectives

Four key research objectives



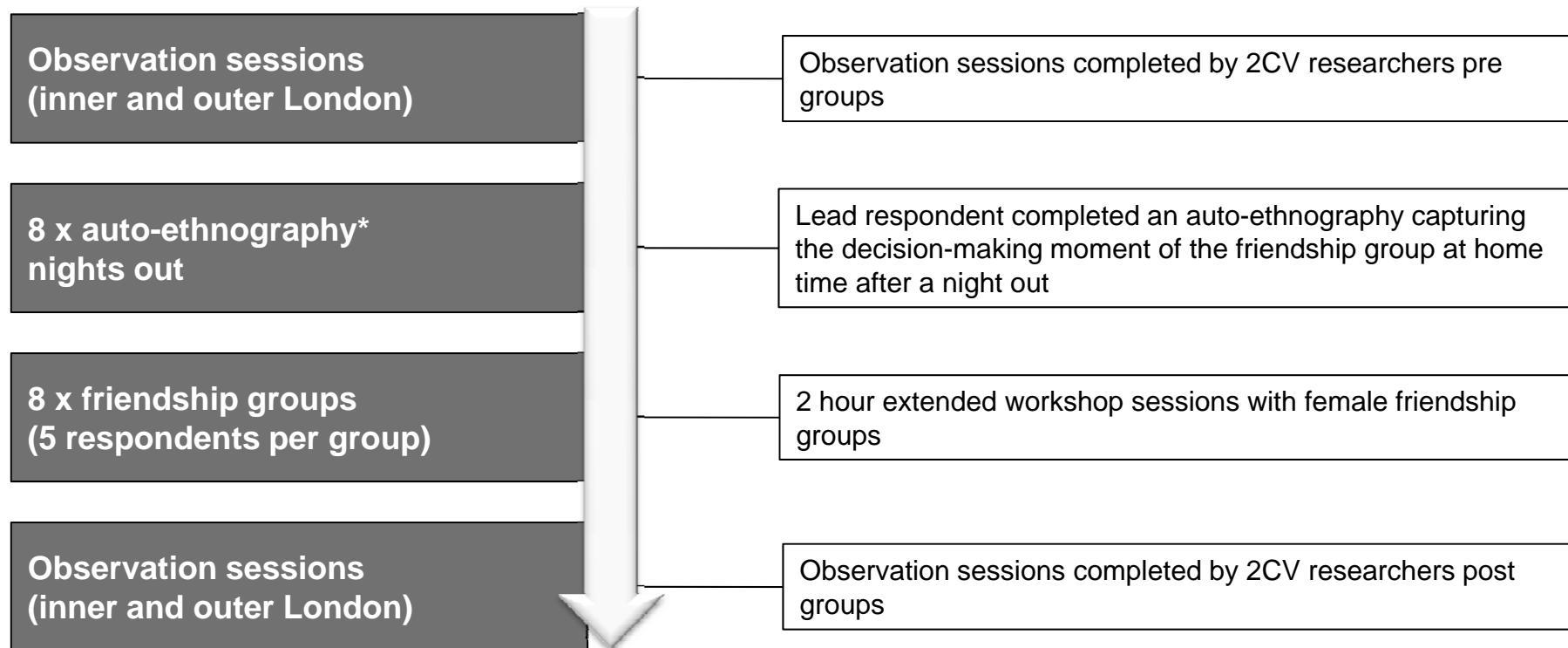
- To understand the way the decision-making process works and how this works when people are:
 - In a familiar vs. unfamiliar area
 - Travelling alone vs. in a group

- To understand the risk assessment that people undergo when deciding how to travel late at night

- Assessing how informed people are about, and how much they care about, what does and does not constitute an illegal cab and how aware people are of the risks of using an illegal cab

- Understanding how people think at the point of decision making, especially if they are under the influence of alcohol and/or drugs

Methodology



Ethnography = naturalistic study of people in their own environment : observation and conversation

***Auto – ethnography = self-captured insight into people’s own lives**

Sample Structure

- 2 hour extended workshop sessions
- All group sessions with female friendship groups
- All to use 'illegal cabs' either regularly or occasionally
- Mix of ages, ethnicities and locations around London

Group	Age	SEG	Location of groups	Where they go out
1	16-18	ABC1	Croydon	Croydon
2	16-18	C2DE	Camden	Camden, Whitechapel, West end, Upper street
3	19-22	ABC1	Camden	Camden, Whitechapel, West end, Upper street
4	19-22	C2DE	2CV	Central (Camden, Shoreditch), Romford
5	23-28	ABC1	2CV	Central (Camden, Shoreditch), Romford
6	23-28	C2DE	Shepperton	Central London & Kingston
7	29-34	ABC1	Shepperton	Central London & Kingston
8	29-34	C2DE	Croydon	Croydon

Where the respondents go out



A word about our sample:

- Recruited specifically as taking non-pre booked minicabs
- Recruited as friendship groups who go out together
- *Qualitative research should not be used to confirm or count the incidence of behaviours but rather to explain them*

Main Findings

This crystallises the root of the problem – the ‘Saying’ (when sober, during daytime) vs ‘Doing’ (not sober, late at night) gap

“If you’ve constantly got that pushed in your face (stats about sexual assault) then it will probably start to sink in. If that was more publicised then no matter how much I wanted to get home I wouldn’t get an illegal cab”

23-28, C2DE

“You don’t think of the statistics when you’re cold and your feet are hurting - you just want to get home”

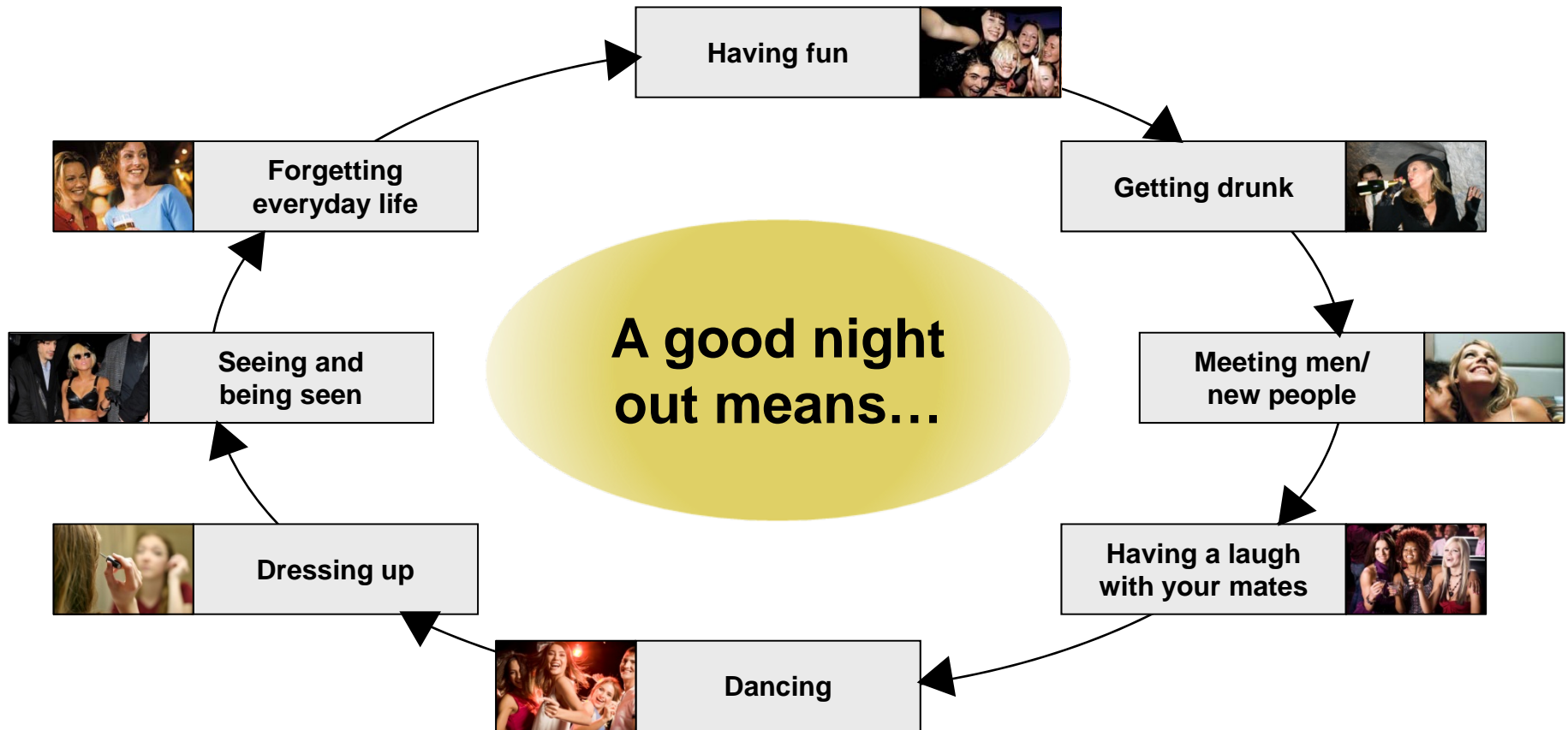
23-28, C2DE

Both of these comments were made by the same woman in a very short space of time

You can inform and shock but people will only change their behaviour if it suits them to do so

Contextual understanding:
getting closer to the point of decision making

The dynamics of a good night out



When out with friends, letting your hair down and having fun is the main priority

Priorities



High Priority

- Getting there
- Having fun
- Getting drunk
- Being out with friends
- Looking good
- Meeting men / new people
- Money to spend while you're there

Low priority

- Having money left (for getting home/food)
- Getting home

All the focus is on the night out itself and not what happens after

A typical night out varies depending on night of the week and location

Weekend

- Planned to be a big night
- More impulsive behaviour
- Prepared to spend more
- Usually later and drunker



Vs

Weeknight

- Spontaneous/impulsive
- Student night or post-work drinks
- Cheaper
- Earlier home time = PT or driving an option



Unfamiliar haunts

- Excitement and anticipation
- Internal and external environment unfamiliar
- Subconscious awareness of some risk
- Less aware of going home options



Vs

Familiar haunts

- More predictable
- Everything's known:
 - Venues
 - People
 - External environment, ie fast-food, minicab offices/'ranks'
- Feel sense of safety, ie less reliant on the group
- Probably know how going to get home even if not planned



Weekend/unfamiliar night = potential for greater vulnerability but also heightened awareness of risk

**But weeknight/familiar night =
complacency about risk and therefore can be just as vulnerable**

Perceptions of risk vary by lifestage and upbringing

Pre-family

- The invincibility of youth
- The world is there for the taking
- Self-focused
- Work hard, play hard
- Enjoy meeting new people



Vs

Family

- More life experience
- It can be a dangerous place out there
- Family comes first
- Nights out are rare
- Content with existing friendships and family



ABC1

- Sheltered, less exposed to 'bad things'
- Sense of entitlement: I'm educated/professional
- Can buy your way out of trouble
- The cult of the individual



Vs

C2DE

- Have had to be street wise
- Possibly first hand experience of trouble
- Feeling of having to fight for everything in life
- Tight knit family and friendship groups



It shouldn't be assumed that a higher SEG indicates a better understanding of potential risks

Dynamics of the female friendship group

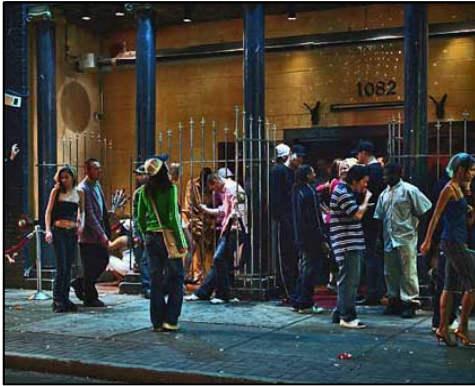


- All for one and one for all – intend to arrive together leave together, but occasions exist that mean girls at times have to travel alone
- Strength in numbers – take on all comers, female group could fight off a lone attacker/driver turned attacker
- Invincibility – drunkenness adds a false shield, claim to get additional strength when drunk
- Everyone has a role – these can change but usually a group leader who may be ‘the sensible one’ and a wild one/s
- Trust that they will look after each other
- Some safety strategies usually in place, eg a meeting point, phone to find each other but more about staying safe *during* the night out

While they do look after each other, this can lead to a false sense of security

Late night travel

Understanding the point of decision-making



1. Lead up to decision to go home



2. Needstates and options



3. Considerations



4. In the cab

In detail: 1. Lead up to decision to go home

1. Lead up to decision to go home



External trigger

- Had enough as a group
OR
- Individual needs/wants to go home
OR
- Club shutting
OR
- Ready to move on somewhere else



Internal trigger

- Tired/on last legs
- Worse for wear/very drunk
- Bored
- Need for more excitement



Action

- Re-gather the group
 - Rendezvous point
 - Phone stragglers
- Visit cloakrooms/toilets
- Make way to exit

This is usually the earliest moment that the task of getting home is considered

In detail: 2. Needstates and options

All the energy has been expended, all that's left is the desire to get home



Needstates

- Most immediate
- Most convenient, ie right there
- Quickest to get home
- Least hassle
- Most comfortable/need to sit down
- Escape the elements
- (Affordable)

**Get me
home
NOW!**



Easiest options

- Taxi 'marshall'
- Minicab 'rank'
- Individual touts



Have to work harder options

- Minicab office
- Waiting for pre-booked minicab
- Black cab
- (Public transport)

As with the night out, going home is also about instant gratification. The consideration is never about legal vs. illegal, it's about easiest vs. harder

Do not underestimate the influence of how young females dress to go out...

Skimpy clothes



High heels



British climate



Alcohol



=



- Being cold, feet hurting, worse for wear
- At the end of possibly 4 to 8 hours of drinking, dancing and standing up the main desire is to sit down somewhere warm and be on the way home

If men wore high heels would they behave differently?

Primary Needstate

"We were so desperate to get home because we wanted to get somewhere warm"

16-18, ABC1

"We like the comfort in the car, it's warmer and takes you right to your door"

16-18, ABC1

"It was because when we got outside it was just so cold and we just really wanted to get home"

16-18, ABC1

"Weather is important, if it's pouring down then you're desperate to get home"

23-28, ABC1,

**Get me
home
NOW!**

"You want something instantly, you have to get where you're going"

23-28, ABC1

"We were all in our heels and we'd been dancing loads so our feet were killing"

16-18, ABC1





"At the end of the day if it is more convenient then I will probably still go with it but just be more cautious"

16-18, ABC1

"When you're drunk you do think I just want to get home"

19-22, C2DE

Pros and cons of modal choices

Mode	Pros	Cons
 <p><i>Black cab</i></p>	<ul style="list-style-type: none"> ▪ Safe ▪ Door to door ▪ Know where they're going ▪ Comfortable ▪ Five people ▪ Private transport 	<ul style="list-style-type: none"> ▪ Expense ▪ Availability
 <p><i>All Minicabs</i></p>	<ul style="list-style-type: none"> ▪ Feels safe ▪ Door to door ▪ Comfortable ▪ Perceived as cheaper than black cab ▪ Private transport 	<ul style="list-style-type: none"> ▪ Have to plan if booking ▪ Have to wait ▪ Someone else might take it ▪ Might be 'dodgy' ▪ Might get ripped off
 <p><i>Night bus</i></p>	<ul style="list-style-type: none"> ▪ Cheap/Oystercard ▪ Can be fun/lots of people ▪ Can be convenient depending on route ▪ Runs all night 	<ul style="list-style-type: none"> ▪ Have to wait ▪ Have to walk at either end ▪ Takes ages ▪ Perceived as risky: fights, muggings, unwanted attention ▪ Higher prevalence of drunk people, more people= more potential threats
 <p><i>Tube</i></p>	<ul style="list-style-type: none"> ▪ Feels safe ▪ Cheap/Oystercard ▪ Fast ▪ Better for early nights 	<ul style="list-style-type: none"> ▪ Finishes too early ▪ Have to walk at either end

Public transport does not meet majority of late night needstates

Feelings towards the Nightbus

"It's not about being on the bus, it's about when you get off that worries me"

16-18, ABC1

"For me, I can't be bothered to stand there for 10 minutes and wait for a bus"

29-34, C2DE

"If someone's got no money then we get the nightbus because we've all got Oysters"

16-18, ABC1,



"It would be the getting off and walking home bit I wouldn't like, that's why I don't get the bus"

29-34, C2DE

"It just takes longer and I'm at the end of the route"

16-18, ABC1

"I wouldn't get a nightbus because of the safety thing, I've heard really bad things about when people fall asleep"

19-22, C2DE

"It means you have to leave earlier because you have to wait for the bus, my mum generally doesn't like me getting buses late at night and normally prefers me to get a cab"

16-18, ABC1

"We call it the fight bus"

19-22, C2DE

Understanding their late night travel choices

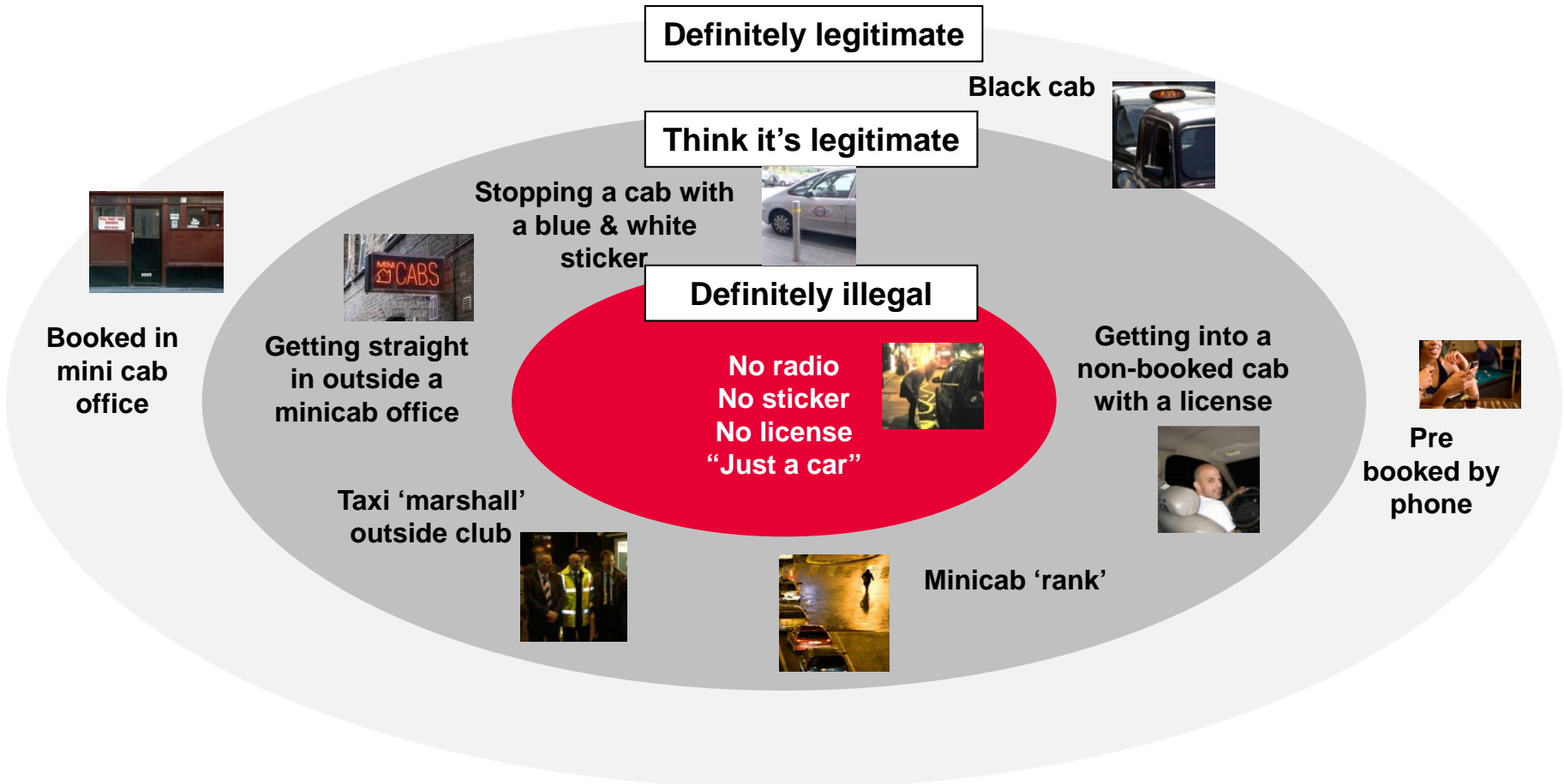


- Unless the evening has finished 'early' then public transport is not usually in the consideration set
- Even if out in familiar (or local area) the late night venues are rarely close enough to consider walking as an option
- In any case, **walking home is the least appealing** option:
 - most exposed and vulnerable
 - does not meet key needs of convenience, speed and comfort
- **Taxis and minicabs are the preferred method of getting home late at night**
- **Although dominant needstate is 'Get me home now', does not mean they would not be receptive to messaging about unsafe cabs**

The assessment is therefore down to which 'type' of cab to get home

In detail: 3. Cab considerations

There is a large 'grey' area of perceived legality



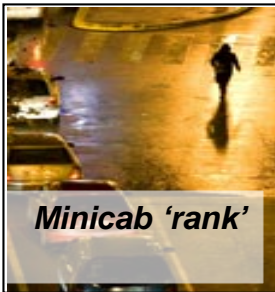
Many possible scenarios - confusion is understandable BUT they are not deliberating for long and a pragmatic decision is quickly made

It comes down to the easiest, most convenient cab option

Easy



- **Looks official/part of club?**
- Takes your details down
- Right outside the club
- Quick turnaround



- **Looks official**
- Right outside the club
- Pre-booking not necessary
- Can just get in



- Right outside the club
- Pre-booking not necessary
- Can just get in
- Can negotiate a price
- Willing to bend the rules (ie 5 in a four-seater)
- **Might not be licensed**

Less Easy



- Official
- Might have to walk to find it
- Might have to wait
- Office uninviting - *'Why does he need to be behind a grille?'*



- Official
- Requires some planning
- Have to wait for it
- Might not turn up/somebody might steal it



- Official
- Safest option
- Luxury option
- Knows where its going
- Takes 5 people
- But expensive
- Hard to find in some areas

Cab considerations: planning, waiting and expense are inhibitors

"The thought of waiting for a cab is off-putting"

23-28, ABC1



"If I knew I was going to be in a cab alone then I think I would book it in advance and I wouldn't get in a non-black cab on my own because you see them as less trustworthy"

16-18, ABC1

"The black cab is most expensive, the minicab is cheaper and then the normal car is cheapest"

16-18, C2DE

"If you pre-book then you have to give them a time and sometimes you're not ready to leave at that time so it just constricts what you're doing – you wanna leave when you wanna leave"

16-18, ABC1

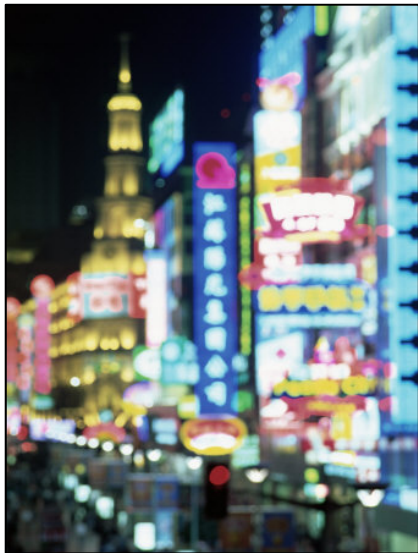
"Black cabs are classier, I don't know why but I always think they're safer"

16-18, ABC1, Croydon

"That's why I don't like ordering one in advance because you have to stick to what time it is"

16-18, ABC1

Knowing versus Caring



- **Knowledge** is blurred with many scenarios considered 'legal'
 - Even within friendship groups there are **different levels of understanding**
 - **Knowledge** does not necessarily translate into behaviour.....
- BECAUSE**
- Even with adequate knowledge of what is illegal and heightened awareness of potential risks this can all be **conveniently 'shelved' at point of decision making**
 - Knowledge is **competing** with the external factors of:
 - **Alcohol**: lowers inhibitions, increases confidence and bravado
 - **Late night**: fatigue, impatience, other options not convenient/considered suitable
 - **The group**: we're safe, we look after each other, it won't happen to us, it's a downer to think about negative things when we're having fun

Each decision to take a cab is a complex combination of:

Genuine ignorance + Head in sand + Naïve trust + Desire for convenience + It will never happen to us
therefore is not as simple as not caring about risk

In detail: 4. In the cab

In the cab – homeward bound and in the safe cocoon of a car

With friends

- Most often travel in 2s, 3s or 4s
- Arrange final drop offs to be near one another, or stay at each others houses
- Usual weekend behaviour



- Drunken camaraderie, girls in high spirits, invincibility
- A lot of banter which often involves the taxi driver
 - A sense of pride attached to engaging driver in conversation or being engaged
 - A sense of familiarity and comfort from going through same conversational motions e.g. 'been busy tonight?'
- Low levels of consciousness about potential risks

On own

- Sometimes necessity dictates solo travel in cabs (Nb. Less likely to get an obviously illegal car)
- Last drop off is the main reason for this
- Or occasional weeknight outing e.g. if out with colleagues



- Likely to be less drunk (mid week, earlier home)
- Still enjoy chatting to cab driver
- But more aware of conversation content – if it feels at all inappropriate then alarm bells can ring
- Risk awareness heightened if this happens, girls may check route driver is taking, call a friend or even type in 999 on phone
- May ask driver to drop them off a little way from house

Even if passengers do sense danger, they are very unlikely to get out of the cab; many feel that calling a friend makes them safe

Understanding risk

The late-night atmosphere dilutes any perception of risk

Drunken camaraderie outside pubs and clubs

- Lots of people, banter, flirting, laughing

Distracted because having fun, been looking forward to this all week, feel safe in crowd



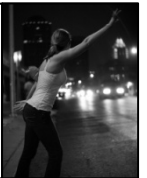
Often police presence

People **feel safe** at point of getting cab



Lots of people competing to get cab, often lack of cabs late at night

Become **fixated on getting a cab**, and perceptions of risk go out of the window



The atmosphere at closing time/outside clubs can lead to a false sense of security at the point of getting a cab

In addition women rely on their intuition and are (over)confident that they can spot trouble



Good cab

- Driver looks respectable
- Chatty but not over-friendly
- Clean appearance (both cab driver and car)
- Professional manner
- Roadworthy car
- Radio
- *(Possibly blue and white sticker)*
- *(License disc)*
- *(Photo ID card)*



Bad cab

- 'Dodgy looking' driver
 - Creepy eyes
- Pushy manner
- Looks shifty/behaving in suspicious manner
- Over familiar
- Old or unroadworthy car
 - Evidence of scrapes and bumps
- Smelly car (cigarettes and BO)
- *(No marks of authenticity on the car)*

If with others overrides consideration of whether legal or illegal

Instinct about 'illegal' cabs

"Does he look like a psycho? I always look for their eyes and if they're sweating"

23-28, ABC1

"They are prepared to barter or they ask YOU have much"

23-28, ABC1

"If they give you a really cheap price as well because then it's not realistic, you think I'm not getting in your car for that"

16-18, ABC1

"If they were hanging around looking dodgy... it's all underhand and pressured, they're too pushy"

29-34, C2DE



"Maybe they're just out for a bit of extra money"

16-18, ABC1

"Sometimes if they're being over friendly"

16-18, ABC1, Croydon

"They haven't got a radio"

23-28, ABC1

"If he's got a really run down car"

16-18, ABC1

Risk is relative and cab drivers are seen as figures of authority/trust



- Compared to people they might encounter when in a bar/club or out on the street/on public transport, most types of cab driver are seen as **figures of trust**:
 - Just trying to make a living
 - Their sole job is to drive you home
 - There is only one of them (confidence of the group)
 - Expect them to be accountable to someone and therefore traceable
- Black cab driver still considered most trustworthy –
 - **Low spontaneous mention of Warboys** case and does not shake this trust, case considered unusual and females accepting drinks considered to be foolish

“You get bad apples in all walks of life”

Difficult to alert to the dangers of some drivers when there is no consistency of who attacks or without undermining the industry and creating climate of fear

Other risks are more resonant with young people

More top of mind risk behaviours (often associated with 'shock' advertising)

- Drink getting spiked
- Getting mugged
- Getting attacked
- STDs



Less top of mind risk behaviours – associated with illegal cabs

- Some mention of rape and sexual assault
- Being ripped off (mentioned just as much)
- (Unsafe driving)
- (Accident without insurance)



With an abundance of advertising surrounding risk behaviours, there is a sense that 'if I'm not told it's dangerous then it must not be'

How do we challenge the belief that *'It'll never happen to me'* ?

There are a number of issues to overcome.....

- Sexual assault feels like a **remote threat** and unconnected to their behaviour (i.e. they mostly travel in groups)
- **Don't** want to live their lives in fear so do not want to think about the possibility of attack whenever they leave the house
- **Claim** would be more aware it was a problem if they were constantly bombarded with warnings like other govt. ads STD, drunkenness etc.
- **Do not think** most cab drivers are potential rapists, still a figure of trust compared to other men they might encounter
- A cab feels like a **safe place** compared to the streets or the nightbus

"It would need to happen to someone you know for you to take action"

19-22, C2DE

We already know that most do not think they are in an illegal cab in the first place therefore they think the majority of their cab rides are *safe ones*

Summary of risk assessment

"I wouldn't do it to break the law, I do it because it's convenient"



- Important to stress they do not feel they are *knowingly* putting themselves at risk
 - There is **no overt RISK/REWARD** calculation - very quick decision driven by key needstates
 - They think most of their minicab taking **is legal** eg. not pre-booking but even if there is doubt this is overridden by desire to get home and they feel they have sufficient safety strategies in place
 - Dangers are lodged in the back of their minds along with the dangers of doing anything in life – but they **do not want** to live their lives in fear
 - Have had many nights out and feel they are prepared or have experienced most situations before
- **RISK = ALONE AT NIGHT/TRAVELLING HOME ALONE – the friendship groups we spoke to do not typically identify with this scenario**

Attitude to risk when drunk

"When you're drunk you think you're the best so you don't care"

16-18, Camden



"I'm not sure how I'd act again if I was drunk and out with a group, I'd probably still go along with it"

16-18, ABC1, Croydon

"I've been really drunk before and someone else gets me home and I haven't even realised – one time I didn't even know I got a taxi home"

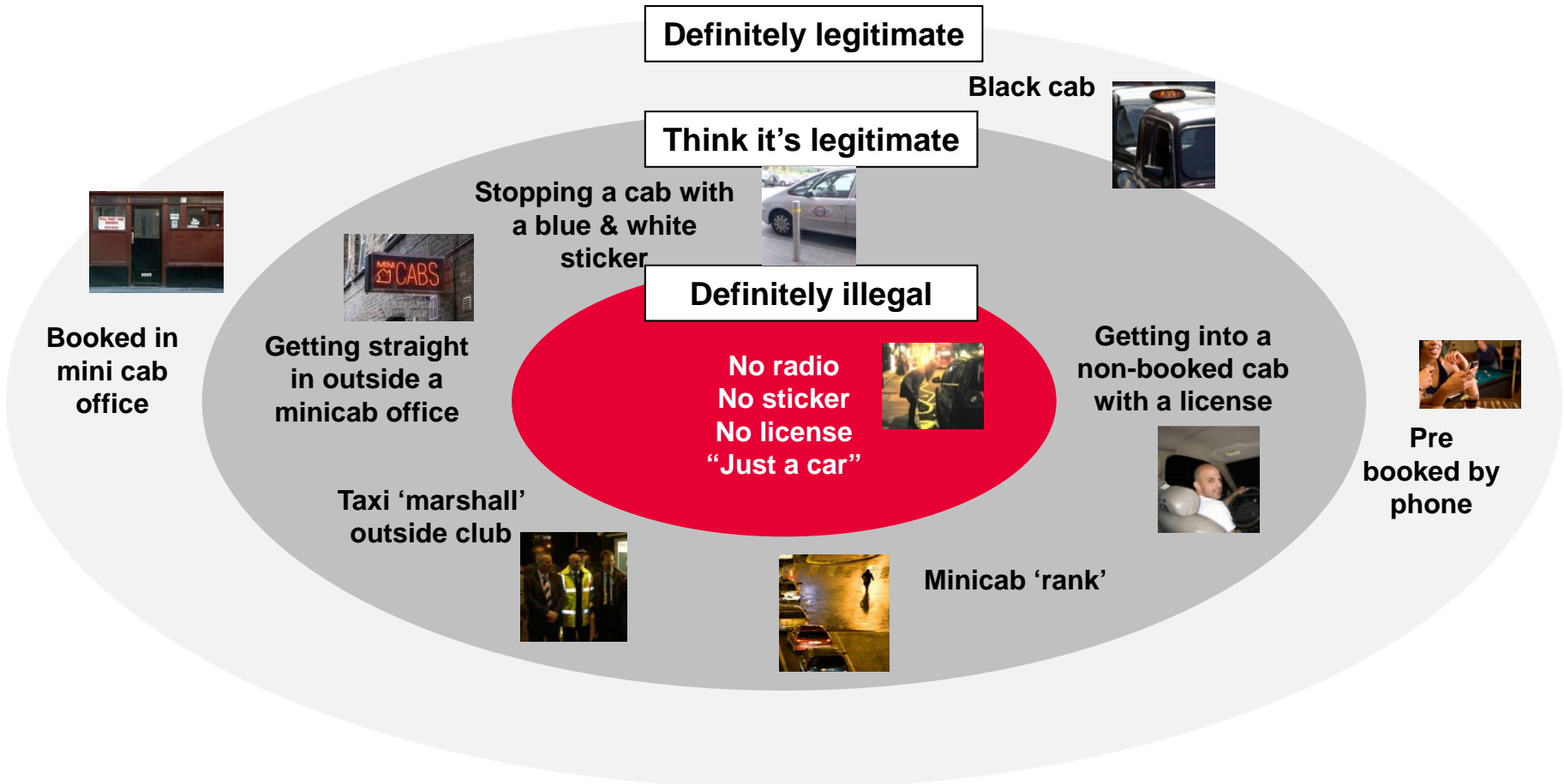
16-18, Camden

"It depends how drunk you are, sometimes people just put you in taxis, I've done it to people before. In fact, all of us have probably been put in a cab before"

16-18, ABC1, Croydon

Knowledge, awareness and care factor

There is a large 'grey' area of perceived legality



Many possible scenarios - confusion is understandable BUT they are not deliberating for long and a pragmatic decision is quickly made

The grey area

"If they weren't legit then the club bouncers wouldn't let them be there"

19-22, C2DE

"I was born here and I never knew you had to get in a cab to call a cab"

23-28, ABC1

"When I go to Ministry then they're all in luminous jackets so looks legit"

19-22, C2DE

"I think you can hail normal ones, there's so many of them driving around and you see other people do that"

16-18, ABC

"I presumed the guy with the clipboard was legitimate, I think he was from a taxicab office"

19-22, C2DE,

"My security thing now is that I go through an office so I'm assuming it's licensed through them"

29-34, C2DE,

"I thought it was normal. I feel so stupid, it even says on the badge pre-booked only"

16-18, ABC1

"Because of the clipboard it looks legitimate"

19-22, C2DE

"Black cabs are legal but I wouldn't be able to say for sure what else was"

19-22, C2DE

"We've been going out since we were 15 and not one of us can tell you what is legal"

19-22, C2DE,

In inner and outer London, we observed minicabs acting illegally outside bars and clubs*

Illegal activity

- Mini cabs lined up with a Marshall coordinating queue, taking down names on a clipboard and pointing passengers to cab
- Doormen directing passengers to mini cabs parked outside the bar/club, or drivers stood with doormen
 - Doormen claim to point girls to known 'safe' cab drivers
- Mini cabs lined up to look like a taxi rank and people getting straight in



Legal activity

- Cabs turn up and pick up passengers – pre-booked or Black cabs
- Some visited mini cab office, but generally if they had left earlier than closing time



* Observations conducted in West End/Soho, Camden and Kingston

The quickest and easiest option is usually taken, which can often be an illegal option

Once prompted, the Private Hire roundel is the most recognised of the three markers

- A token reinforcement that the cab is licensed
- Focus more on 'Private Hire' eg. can be booked to take you to the airport etc.
- But rarely used to influence decision
- It is not giving any additional information as pre-booked message is not noticed/not fully understood
- Looks easy to forge/printout
- Not a unique symbol (ie mistaken for underground symbol) and not strongly associated with private hire

- **The alternative 'No booking. No ride'** is more effective at communicating the need to pre-book
 - But does not drive home the illegality of the action



Current sticker still only communicates one part of the message

Official markers of authenticity are rarely looked for until inside the cab

- No consensus of which markers should be looking for – *“has anyone told us?”*
- The ID photocard is slightly more recognised as an indication of legality than the license disc
- Both indicate to passengers that a cab is licensed



But again not a key criterion in decision to get cab – cursory glance once in cab, would not be a deal breaker if didn't have one

Observation sessions confirmed that knowledge of and care factor for cab legality is limited

- Girls claimed to be quite clued up about how to get a cab safely
- Most girls try and look for some kind of license/ID when looking for a cab
 - Some look for the yellow license or blue roundel
 - Some look for any kind of ID badge/card – this could simply be a quick flash of any ID
- But this knowledge is fragmented, and as a result girls admit that their only trust indicator is friendliness of driver
- No-one knew that getting a mini cab and not pre-booking was illegal – to them an illegal cab is a ‘normal’ car



"I've had some really nice cabbies recently, it makes such a difference when they're chatty"

Without clear mental 'checks' in terms of what to look for on/in cabs, girls revert to intuition when evaluating safety

The potential effect of information and communications

The statistics are met with surprise as most expected the figure to be higher



- Additionally, the statistics are questioned due to the ambiguous wording. Respondents seek additional detail to add clarity:
 - Where is this happening? Is it the UK? London? Or a specific borough?
 - What is meant by cab? Is this all cabs? Or just unlicensed cabs?
 - What is meant by ‘cab related sexual offences’?
 - The phrase is regarded as odd and open to interpretation – a more direct term which more overtly indicates the severity of the offence would have greater impact

“I would have said there were more... if it was a stat for unlicensed and then you found out it was 0 for licensed then it would be more convincing”

19-22, C2DE

Statistics can have impact but need to be specific and unambiguous

Polarised response over which statistic works best at communicating the potential risk of sexual assault

The higher the number, the greater the impact

- For some, the higher number suggests a greater and more serious problem
- Especially for those that do not read to the end of the sentence and just focus on the number

There are 104 cab related sexual offences in a year

“104 in a year sounds a lot worse and that would make me think more. I don’t really take in the year or the month, I just think that’s a big number”

16-18, ABC1, Croydon

There are 9 cab related sexual offences in a month

The shorter the timeframe, the greater the impact

- For others, the shorter timeframe makes the statistic more pertinent
- It is easier to relate to a more immediate future and therefore makes the problem more real

Some awareness of elements of the STaN campaign but little cohesive recall



- Some spontaneous awareness of the STaN campaign via a variety of sources:
 - TV – *‘the one which ends in a car park’*
 - Radio – *‘I’ve heard something about unlicensed cabs on the radio’*
 - Print – *I’ve seen a billboard at the bus stop about a number you can text to get cabs but I don’t know what it’s called’*
- When asked in the quant research “TfL has recently run an ad campaign about promoting safer travel in London promoting a service call Cabwise – have you seen any of these Cabwise adverts in the last few months?”, 51% say Yes

Recall is fragmented and does not currently result in single-minded campaign take out

TV adverts are more memorable at time of viewing but have limited effect at point of decision making



"You see it on the TV but you don't generally take the number down. In the toilets, that's more effective"

16-18, ABC1

- Some spontaneous awareness of the STaN TV advertising, which increases slightly when prompted
 - Quant research tells us that 43% are aware of current TV ad (End call) when prompted
- Similar to other Government advertising for social issues (ie STDs, road safety, binge drinking), the shock factor works well at making the adverts memorable at the time of viewing
 - The threat of rape is impactful for young women
- However the visuals are often more powerful than the voiceover, therefore, the key message of the advert is often being missed or misinterpreted
 - Many see it as a message not to travel alone
- Voiceover would have more impact if directly related to visuals
- Too many pieces of information to take in, caption information about Cabwise can be dismissed as 'small print'

The TV adverts in detail: 'Don't help'

Audience able to relate to scenario which makes it the harder-hitting of the two adverts



- Scenario and characters are believable – all can relate to group of girls on night out
- Friend angle has strong impact and puts the onus and responsibility on you
 - Still think 'it'll never happen to me' but makes you think it could happen to a friend
 - Younger girls especially recall the times they have put their drunk friend in a cab thinking they were doing the best thing for them and not considering the risks
- Message about the dangers of taking a cab is communicated but the associations with 'unlicensed' is often missed due to lack of voiceover
- A few can interpret scenario literally ie. *"we would never do that"*
 - And less willing to do so if the subject matter is unpleasant
- Informs of the consequences but fails to educate on prevention
 - Tells you what not to do but not what to do

The friendship angle resonates better with this target audience

The TV adverts in detail: 'End call'

Audience too far removed as character and scenario is unbelievable



- Unable to relate to the character – too posh, too old, too smart, sober
- Unable to relate to the scenario – they do not get a minicab alone so this only emphasises the belief 'it'll never happen to me'
- However the use of a mobile phone and car park are poignant
- Voiceover helps to communicate the message but the focus on 'illegality' is not felt to be the most important message
- Again, it only focuses on the consequences rather than informing the audience on actions to take to travel safely

People need to identify with characters and scenarios in order to pay any attention

Low awareness of Cabwise by name but some knowledge of the service it offers



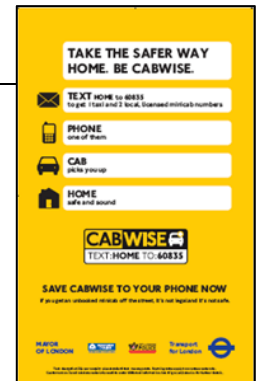
- Some spontaneous awareness of the Cabwise service/advertising but few able to recall the service by name
- Once prompted, awareness increases slightly and the yellow advert is recalled from billboards at bus stops and posters on the back of toilet doors. (Levels of awareness support quant data)
 - When asked in the quant if they've heard of "Cabwise text service (text HOME to 60835)", 54% say they have
- None had previously used the service but could see its benefits for the future, especially upon hearing the dangers of illegal cabs
 - Especially useful when out in unfamiliar areas and need local minicab number
- However respondents feel service and how it works MUST be communicated clearly and not as afterthought in TV ads about risk
- Can any potential barriers to usage be addressed eg. most booked cabs can be with you in as little as 5 minutes?

A useful service but current advertising is not overtly raising awareness of the actual Cabwise name and the usefulness of the service

Current print executions only tell half the story

Advertises the Cabwise service, but lacks focus on the reasons or benefits for using the service

- Respondents told is that the step by step instructions are a good idea, however they **could be even clearer**
 - Some are not aware that it is a 3 step process and not just one text
 - Some confusion over the instruction to text [HOME]
- The service is deemed useful but some want to know its advantages (speed and cost) over standard operators such as 118 118 who offer to connect you instantly



Communicates the risk of using illegal cabs but again stronger links to Cabwise service could be made

- Very little awareness even after prompting
- The message surrounding the risk of taking an illegal cab is hard-hitting and has impact, especially the use of the word 'rape'
- However, the Cabwise logo lacks prominence and the advert does not clearly inform about the service itself and how to use it

Each execution needs to be clear in its intent ie. is it to shock or inform?

These young women tell us they want advertising to serve a dual role: warn them and then inform clearly



*“You see it on the TV
but you don’t generally
take the number
down. In the toilets,
that’s more effective”*
16-18, ABC1

Warn about risks

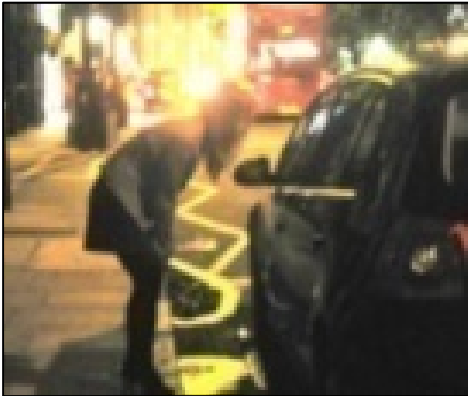
- Although TV advertising is effective at creating horror at time of viewing, it is not being recalled at the critical decision-making point and therefore fails as a call to action
 - At this point they are often too preoccupied with their desperation to get home (drunkenness, sore feet, tiredness, cold, etc) to think about a TV advert they have seen
- However there is potential for ‘shock advertising’ to spread by word of mouth

Tell us how to get home safely and conveniently

- Women want communication **about cab options at the point of decision making** – potential for greater impact through an immediate call to action – it’s harder to ignore/forget it if it is in front of you. They suggest:
 - Flyers outside clubs and bars
 - Posters in and outside clubs and bars (toilet doors, around exit points)
 - Purse size cards around the bar area or given out by bouncers
 - Checklist of how to tell if it’s a legal cab

Consistency of approach across all advertising will help respondents link the messages together

Young women still feel there is a gap in their knowledge that a further strand of communication could fill



▪ Clearly tell us what is legal and what is illegal.

Currently:

- So many different possible ways of getting a cab
- So many different indicators of trust and authenticity being used (both official and instinctive)
- A license does not guarantee legal cab behaviour
- The language and terminology are ambiguous and not universal e.g. cabs, taxis, legal, licensed, booking

This may not stop the desire to get into a minicab without booking but will clearly spell out that whether licensed or not, your cab driver is breaking the law

“If a driver said it’s ok to get in without having phoned I’d still take it as I’d think he was doing me a favour”

Summary and Conclusions

Summary and conclusions (1)

- **Our culture which equates having fun with getting drunk can explain both the actions of young women out late at night and their priorities:**
 - The focus is on the fun and not the getting home
 - This is coupled with the false sense of invulnerability that being drunk and in a group creates
- **When it comes to getting home the key needs are:**
 - Immediacy and accessibility
 - Warmth and comfort
 - Door to door, private transport

HOWEVER

- Despite this, most claim they are **not knowingly putting themselves at risk**, especially when travelling alone
- This research has revealed a **huge grey area of misperception** – there are many scenarios where it feels ‘legitimate’ to be taking a cab, people are genuinely surprised at the truth of what is legal and illegal cab behaviour
- But even if badges, stickers and licenses were looked for (not a widespread behaviour) this is undermined by the fact that some **licensed cabs also behave illegally**

Summary and conclusions (2)

- **In addition cabs (most kinds) and drivers feel like a safe haven**
 - Worse threats on the streets/on public transport
 - Women feel they have enough instinct and safety measures in place to protect themselves (mobile phone, for example)
 - Even an unlicensed cab can still seem like a safer (and of course more convenient) option

- **Communications and marketing activity** can go some way to raise awareness of the threat of sexual assault and causes a reaction *at the time of viewing*

- **Information about safer options to get home** e.g. Cabwise could potentially have more impact if communicated clearly, separately and closer to the point of decision making e.g. at nightclubs
 - If this is achieved then there is clear potential for the service in the future

Summary and conclusions (3)

However even with effective marcomms.....

- This will not necessarily be translated into behaviour at the crucial point of decision making when:
 - Rationality is blurred
 - The most expedient, convenient option will always be the most desirable
 - The threat feels too far removed from the current situation

- The easy option will always win out late at night, when with friends and the worse for wear

The challenge is how to make it easier for young women at night to choose legal minicab options that don't require walking, waiting or advance planning

The threat of rape is not taken lightly but rather is so unpalatable that it is avoided



The focus group process acts as an interesting microcosm of 'real world' response and reaction:

- They are laughing, joking and teasing each other in their friendship groups
- Not taking much seriously, laugh about the near scrapes and 'dodgy' situations they put themselves in when drunk
- Are proud of how streetwise and able to spot trouble they are
- Then they discover that the cabs they thought were legal are actually behaving illegally
- Throw in some statistics about sexual assault as food for thought
- Show some hard hitting advertising
- Make them think about their actions and consider what it would be like if something happened to one of them
- Reality bites and they stop laughing
- They all claim by the end that they will always get legal cabs and that they will save the Cabwise number into their phones

This will not automatically translate into real world behaviour change but provision of information, alternatives and discussion of the issues can cause a rethink