

RESEARCH SUMMARY

Title	Bus fare evasion communications development
Objective	To understand the drivers of fare evasion amongst potential and occasional evaders. To explore their response to various types of messages, in particular those positioning fare evasion as socially unacceptable
Date	15th November 2010
Methodology	Nine depth interviews and two focus groups with potential and occasional evaders across a range of ages (18-55 years), and frequency of bus use.

Key findings

- Fare evasion on buses is definitely not perceived as socially unacceptable by potential and occasional evaders.
- The factors driving evasion include
 - The design of the bendy buses which is perceived to make it easier to evade paying
 - TfL is seen as a faceless organisation whose fares are too high already, and with which there is little sympathy when it comes to the loss of revenue through evasion
 - For evaders, the risks of being caught are seen as small compared to the reward. This risk-reward calculation is automatic and instant.
- The messages which worked best informed or reminded people about the personal risks and consequences of fare evasion; the risk of encountering plain clothes inspectors, heavy fines, the chance of going to court and (for some) embarrassment at being caught.
- Communications would be most effective if focused on these worst-case consequences. However, other measures, designed to make it harder to evade fares, are also important.
- **Job number:** 10022