RESEARCH SUMMARY

Title: Perceptions of crime 2010 communications development

Objective: Pre-test of the creative approach amongst the key target audiences and evaluation of additional ideas

Date: March 2010

Methodology: Mixed qualitative methodology including four focus groups, three triad interviews and five depths interviews amongst the core target audiences: young people (aged 12-15 years), young women (aged 16-24 years), older people (aged 65 years and over), BAMEs (of all ages). Research was conducted across four London boroughs (Brent, Bexley Heath, Camden and Southwark)

Key findings:

- The campaign elicited three core responses across the target audiences:
  - The predominant reaction was scepticism over the likely impact of anti-crime measures on personal experience
  - Increased anxiety over crime on public transport
  - Reassurance (the least common response)

- This response is driven by a conflict between what the advertising is saying: that public transport is being made safer, and their personal experience of the public transport they use: that they still encounter some low level ASB and actual crime despite the CCTV / number of police officers on public transport

- Therefore, evidence of the initiative needs to be seen in their day to day experiences, to be credible for the audience

- This was reflected in response to all executions and mediums of delivery

- The Z-cards were well received as a travel tool, particularly the bus maps, and presented a good integration of safety messages alongside day to day travel information needs. A number of recommendations were made for refinements.

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