

# RESEARCH SUMMARY

<b>Title</b>	<b>Safer Travel at Night communications development</b>
<b>Objective</b>	How young women decide how to get home late at night and how aware they are of the risks of their late night travel options
<b>Date</b>	March 2009
<b>Methodology</b>	Qualitative: 4 x observation sessions (Inner and Outer London), 8 x auto-ethnographies and 8 x friendship group discussion sessions with women aged 16-34 who use illegal cabs either regularly or occasionally

## Key findings

- 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; and, door to door, private transport
- Most claim they are not knowingly putting themselves at risk, especially when travelling alone. There is 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 behaviour. 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
- In addition, cabs (most kinds) and drivers feel like a safe haven
  - Women feel there are worse threats on the streets/on public transport
  - They feel they have enough instinct and safety measures in place to protect themselves e.g. their mobile phone
  - Even an unlicensed cab can still seem like a safer 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*. However, 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
- 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 challenge is how to make it easier for young women, late at night, to choose legal minicab options that don't require walking, waiting or advance planning