

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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