

# RESEARCH SUMMARY

<b>Title</b>	Late Night Travel Options 2016
<b>Objective</b>	To measure the share of journeys made by unbooked minicabs and explore behaviour and perceptions towards unbooked minicabs.
<b>Date</b>	April 2016
<b>Methodology</b>	526 telephone interviews with Londoners recruited at late night venues

## Abstract

Since August 2003, we have been monitoring the attitudes and behaviour of Londoners' travel choices when leaving late night venues, particularly women aged 16-34. Use of unbooked minicabs has fallen to its lowest level yet, with no women aged 16-34 using one this year. Likelihood of future unbooked minicab use has also remained low, with concerns about safety continuing to be the main deterrent. However, confusion around minicab regulations still exists.

## Key findings

The market share for unbooked minicabs has continued to fall in 2016 – no women aged 16-34, and less than one per cent overall took an unbooked minicab home after a night out this wave. A decrease in touting levels could potentially help to explain this lower use of unbooked minicabs, with significantly fewer women aged 16-34 saying that they were approached by a tout on the night they were out.

Propensity to use unbooked minicabs in the future has remained low this year, with safety concerns and the legitimacy of drivers being the overriding factors discouraging use of unbooked minicabs. Among women aged 16-34 who have ever taken an unbooked minicab, this was mainly due to a lack of other available options at the time they were travelling.

Misconceptions around minicab regulations do persist though, with substantial proportions incorrectly believing that it is okay for minicabs to pick up customers who approach them in the street, to approach customers outside bars / clubs or to approach customers in the street. Those with a lower understanding of minicab regulations continue to be more likely to take an unbooked minicab in the future than those with a better understanding.

Buses remain the most popular alternative type of late-night transport, although there has been a significant increase in the proportion walking from venues to get to their next destination in 2016. It is likely that the Underground's market share will increase substantially when the Night Tube service begins later this year.

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