



Survey Name: Applying for a provisional driving licence by post

Report Date: February 2018

Objective: To gather initial insight to inform changes to the Application for a driving licence (D1) when applying for a provisional licence by post.

Methodology and target audience: The survey was issued to 3,060 of our online panel members, with a total of 712 responses received. This equated to a 23% response rate, generating an overall sample error margin of +/- 3.67% of the overall findings.

Executive Summary - Findings:

- Overall feedback for the D1 form was positive but respondents found that the information for applying for a provisional driving licence lacked clarity.
- 52% (711) stated that that it is not clear from the banner that you can apply for a first provisional driving licence
- While 94% (706) easily found the correct option to apply for a provisional driving licence in Section 1 of the D1 form, 41% (706) stated that it is not clear that an application can be made online
- 77% (708) rated the layout of Section 1 (*What are you applying for?*) as very clear or clear
- 66% (693) stated that they would like character boxes in Section 2 (*Your details*)
- 87% (705) rated the layout of Section 2 as very clear or clear
- 68% (708) know what the legal eyesight standard is for driving. Of those that did not, 63% (223) know where to find it
- 95% (706) found the organ donor section clear
- 91% (710) rated the layout of Section 3 (*Your eyesight*) as very clear or clear
- 89% (711) rated the layout of Section 4 (*Your health*) as very clear or clear
- 94% (710) stated that it is clear in Part A of Section 5 (*Your proof of identity*) that you can provide your GB passport number to verify your identity
- 81% rated the layout of Section 5 as very clear or clear
- 79% (709) rated the important notes, in relation to applying for a provisional licence, to be very clear or clear
- Overall satisfaction levels for colour, terminology used, information provided and ease of use were high
- Comments from respondents that expressed dissatisfaction with the colour of form felt that it was not user friendly for those with colour blindness.