



Survey Name: DVLA Traceability Research 2014

Report Date: August 2014

Objectives:

Between April and June 2014 a survey of 3,592 registered vehicle keepers was undertaken to determine the level of traceability of registered keepers from the details held on DVLA records.

The result will inform one of DVLA's Secretary of State Targets, namely to maintain the accuracy of the Vehicle register so that a registered keeper can be traced from details held on record in at least 95% of cases.

Executive Summary - Findings:

- Best case scenario - 99.8% traceability

This is only based on the responses which were received and is, in effect measuring the 'postal' traceability rate. It is likely that this scenario over-estimates the actual traceability rate, as an unknown percentage of the non-responses are likely to be not traceable vehicle keepers due the fact that they haven't responded. Conversely, a further unknown percentage of the non-responses are likely to be customers who have simply not bothered to reply.

- Worst case scenario - 84% traceability

This assumes that all customers who did not respond to the letters received under Phases 1 and 2 are not traceable. This is likely to be an underestimate of actual traceability, as an unknown percentage of the non-respondents are likely to be traceable vehicle keepers who have not bothered to respond.

- More likely scenario, incorporating Experian results

This scenario incorporates the Experian results (individual traceability) as a proxy for vehicle keepers/ownership. Responses that were assigned to a category where the traceability could not be concluded are excluded

Immediately Traceable – 93.5%, Ultimately Traceable – 3%, Not Traceable – 3.5%

Conclusion

Due to the closure of the DVLA Local Offices, the third stage of the GB Traceability exercise is completely different to that of previous years. As a result the traceability measure is unlike that in the past, which makes any comparison to previous years' traceability results very difficult. The usefulness of this Traceability exercise depends on the interpretation of 'traceability'. In Stages 1 and 2 the vehicle keepers are asked to contact us to confirm whether or not they are still the keeper of the vehicle and also to inform us if the name and address is correct. The 3rd stage Experian check, however, which actions the records for which DVLA has not received a response, is not necessarily measuring the traceability of a vehicle keeper, but how closely aligned DVLA and Experian records are. Therefore caution should be exercised in regards to the traceability figures in this report as they are not fully comparable with previous years.

