



**Survey Name:** Number Plate Review Survey

**Report Date:** June 2014

**Objectives:** To gain feedback from members of the public and number plate suppliers on the current number plate regulations

**Executive Summary - Findings:**

- 98% (2,797) of respondents to the survey as a whole were members of the public, with 61% of these having purchased a number plate within the last 10 years.
- 48% of 1,710 respondents purchased a new number plate as they wished to have a personalised number plate.
- The most popular place for respondents to purchase their number plate was from a motor parts dealer, for example Halfords, as advised by 45% of 1,708 respondents, with 27% purchasing them from an online number plate trader.
- The preferred method to buy a number plate was in person as advised by 67% of respondents, with 30% buying it online.
- Of 1709 respondents, 55% advised they needed to provide a vehicle registration certificate when they bought their number plate, with 46% needing to provide proof of name and address. Surprisingly, 27% of respondents advised they didn't have to show any form of identification. This was a question where respondents were able to select more than one option.
- 45% of respondents received their number plate immediately. This is unsurprising as the majority of respondents purchased their number plate from a motor parts dealer. 27% of respondents needed to wait 2 days or more to receive their plate.
- 48% of 1,707 respondents advised they kept their old number plate when they purchased a replacement.
- 69% of 1,706 respondents' don't think you should have to hand in your old number plate when you get a replacement plate.
- 50% of 1,706 respondents strongly agreed/agreed the current system of buying a number plate is secure, with 41% advising they disagree/strongly disagree.
- In total 49 respondents advised they were a number plate supplier, which is what the following analysis is based on.
- 41% of respondents were vehicle dealers, for example Ford, with 25% of respondents advising they were an online number plate trader.
- Just over half (53%) of number plate suppliers advised they produce or sell more than 20 single number plates each month.
- 67% of number plate suppliers advised that customers receive their plates the same day, of which 33% have them immediately.