



Survey Name: Vehicle Tax Direct Debit Payment Method Survey 2014

Report Date: March 2014

Objectives:

- To introduce a Direct Debit payment scheme for VED by October 2014.
- To determine customer appetite for the Direct Debit payment method for VED
- To explore the different options available to providing this service
- To gauge customer opinion on the proposed abolition of the paper tax disc.

Executive Summary - Findings:

- **67% of 1089** respondents would be interested in paying for Vehicle tax by Direct Debit, in view of the proposed payment methods.
- **78% (568)** of those interested would prefer to pay monthly, **19% (136)** annually and **4% (28)** a 6-monthly payment.
- **37% of 1087** respondents would be happy to pay the 5% additional cost for paying monthly or 6-monthly
- **76% of 1086** respondents last taxed their vehicle by EVL and **18%** did so at the Post Office ®.
- Of **347** respondents, the top 3 reasons for not being interested in paying vehicle tax by Direct Debit:
 - **57%** do not want to pay 5% more for paying monthly or 6-monthly
 - **35%** are not happy that the Direct Debit will not automatically transfer when changing vehicles
 - **32%** are not happy with the automatic renewal of the Direct Debit payments
- Of **690** respondents, the top 3 preferred methods of receiving information on the Direct Debit scheme are:
 - **52%** Television
 - **52%** E-mail
 - **41%** Internet search
- **33%** of those aged **35 to 44** would be interested in paying their vehicle tax by Direct Debit and just **1%** of those aged **71 or over** (based on a total of 732 respondents)
- **77%** of those that paid between **£50 to £99** for vehicle tax would be interested in paying by Direct Debit.