



Research report

Real Time Information Employer Awareness and Preparation Tracking

To monitor employer awareness over time, identify the sources of awareness, measure the saliency of key messages and monitor levels of employer preparation activity.

BDRC Continental

25th March 2013

RTI Employer Awareness and Preparation Tracking

About Personal Tax Customer & Strategy (PT C&S)

Personal Tax Customer & Strategy works with colleagues in Personal Tax and across HMRC to help develop our approach to implementing the customer centric business strategy. We use customer insight to help PT design, deliver and operate services for individual customers which

- improve customer experience
- maximise tax yield
- ensure that those who need help get the support they need, when they need it

PT C&S also has a corporate role, to manage the relationship with the voluntary and community sector on behalf of HMRC

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RTI Employer Awareness and Preparation Tracking

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Research requirement (background to the project)

RTI is a key government priority aimed at improving the operation of PAYE by making the system better for taxpayers and easier for employers and HMRC to administer.

In order to mitigate the risks associated with customer migration HMRC is monitoring both awareness and preparation for RTI from introduction to final migration in 2013.

The objectives of the project are to:

- Monitor employer awareness over time
- Identify sources of awareness
- Measure saliency of key messages
- Monitor levels of employer preparation activity over time

When the research took place

The survey has run on the following dates:

2011: 7th – 18th November;

2012: 9th – 20th January; 5th – 16th March; 8th – 18th May; 2nd – 12th July; 3rd – 17th September; 5th – 15th November.

2013: 10th – 24th January, 4th – 18th February, 4th – 14th March

Who did the work (research agency)

BDRC Continental, a market research company based in London, managed the collection of information. All analysis and interpretation, as well as the preparation of reports, was undertaken by members of the RTI Programme and the Behavioural Evidence and Insight Team (BE&IT) within HMRC.

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Method, Data and Tools used, Sample

Interviews were conducted by telephone during the periods given above. There was a mixture of employers who ran their payroll in-house, partially outsourced and fully outsourced. The sample is obtained from BDRG Continental's Business Omnibus, plus a 'booster' of interviews with businesses with turnover of less than £50k. Approximately 300 employers are interviewed at each wave.

For the November 2011 to July 2012 waves, two types of awareness were recorded: 'Spontaneous awareness', where respondents were asked if they were aware of any changes to the PAYE system; and 'Prompted awareness', where respondents were told that RTI was soon to be introduced, and asked if they had heard of it. From September 2012, respondents were also given a full description of RTI and asked if they recognised it.

Main Findings - Awareness

Total awareness figures for all awareness questions for the nine waves undertaken so far are included in the table below:

Awareness	Nov-11	Jan-12	Mar-12	May-12	Jul-12	Sep-12	Nov-12	Jan-13	Feb-13	Mar-13
Total	13%	10%	26%	27%	19%	43%	58%	56%	72%	85%
1-9	12%	9%	26%	25%	18%	44%	56%	52%	66%	84%
10-49	14%	19%	26%	33%	17%	38%	69%	80%	97%	94%
50-249	20%	24%	53%	53%	49%	52%	80%	89%	95%	96%
250+*	39%	54%	71%	59%	40%	81%	86%	97%	84%	95%

*Please note very low base sizes for employers with more than 250 employees

Special note on the February results

The measurement of RTI awareness in February is different to previous bi-monthly tracking waves. The main objective of the February wave was to establish customer awareness specifically for RTI marketing activity before a paid-for campaign takes place. To do this an additional question was asked *before* the standard RTI awareness questions. The inclusion of the additional question would have impacted the overall RTI awareness levels in February, although quantifying that effect is not possible given the data available.