



HM Revenue
& Customs

Research report

Individual Electoral Registration – NINo Omnibus Survey

To test customers' knowledge of their National Insurance Number (NINo) or where they go to find it

January 2014

Individual Electoral Registration***Contents***

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Individual Electoral Registration

Research requirement (background to the project)

Individual Electoral Registration is a change to the electoral registration system being implemented by the Cabinet Office. Electors will be given individual responsibility to register to vote and will be required to provide personal identifiers, including National Insurance Number (NINo), to be matched against data held by the Department for Work and Pensions (DWP). HMRC have been working with both the Cabinet Office and DWP to introduce this change.

It is estimated that as part of this data collection, 7 to 9 million customers will have to be sent letters asking them for information. As a result, HMRC are keen to understand what proportion of people are able to find their NINo (i.e. either know it from memory or know where to find it) and how many are unable to and would potentially contact HMRC or DWP.

When the research took place

Fieldwork took place from 27 November to 3 December 2013.

Who did the work (research agency)

Research was conducted by TNS BMRB.

Method, Data and Tools used, Sample

The survey was conducted by placing questions on our face-to-face omnibus. The questions were asked of a representative sample of 2009 adults across Great Britain aged 16+. As part of the survey, respondents were given a description of a National Insurance Number.

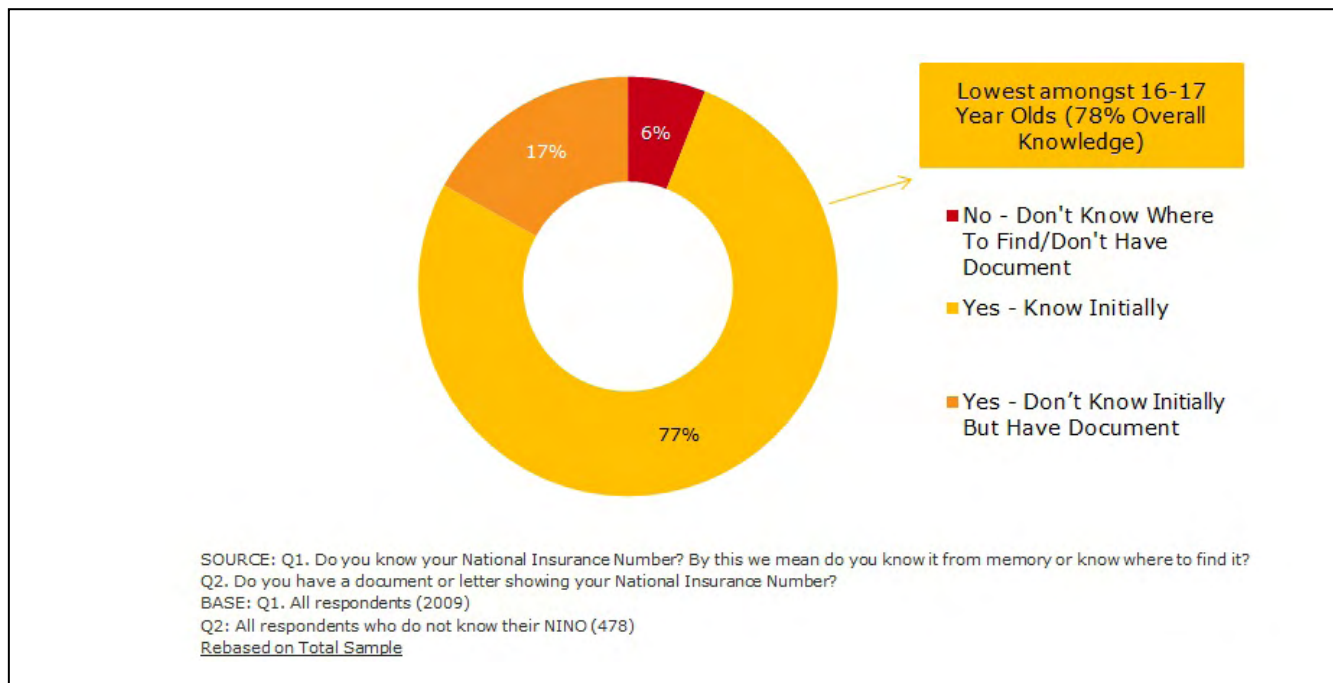
Data was weighted to be representative of the general population in Great Britain aged 16+.

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Main Findings**Knowledge of National Insurance number (NINo)**

Overall knowledge of NINo was strong. 94% of customers claimed they would know where to find their NINo. Almost eight in ten (77%) said they knew it from memory or knew where to find it when initially asked, whilst three-quarters (74%) of those who claimed not to know initially went on to say that they had a document showing it – 17% of total sample (Chart 1).

Chart 1: Overall Knowledge of NINo



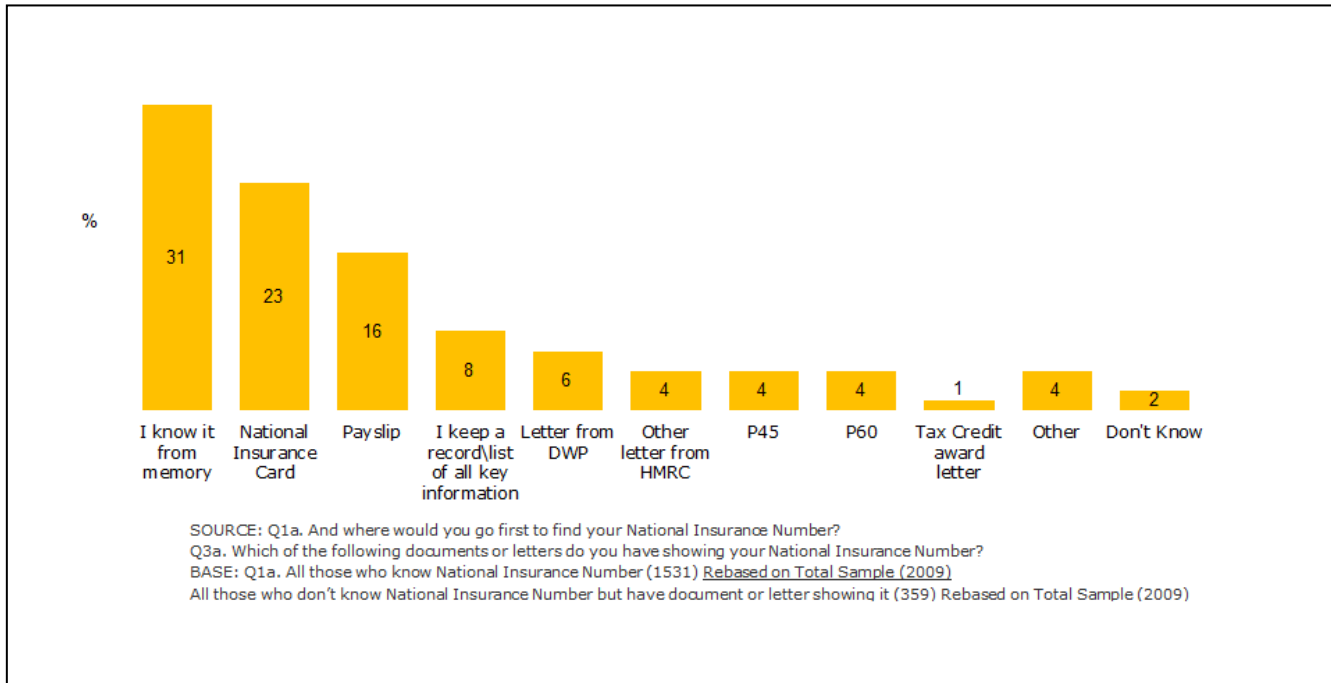
Knowledge was consistently high across all age groups, including pensioners, with the exception of 16 to 17 year olds, where 78% claimed to know their NINo. This is significantly lower than the overall average.

Sources of National Insurance number

Around three in ten (31%) of all respondents claimed to know their NINo from memory. Almost one-quarter (23%) had a National Insurance Card and 16% could find it from a Payslip. Despite claiming to know or have document showing it, 2% could not recall where they would find their NINo when probed further (Chart 2).

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Chart 2: Sources of National Insurance number



Lack of Knowledge about where to find National Insurance number

Less than one in ten (8%) were unable to recall where they would find their NINo. 6% did not know their NINo or have document showing it, whilst 2% who said they had a document could not recall which one.

Lack of knowledge was significantly higher amongst 16 to17 year olds (30%) and those in social class DE (13%).

Who customers would contact to find their National Insurance number

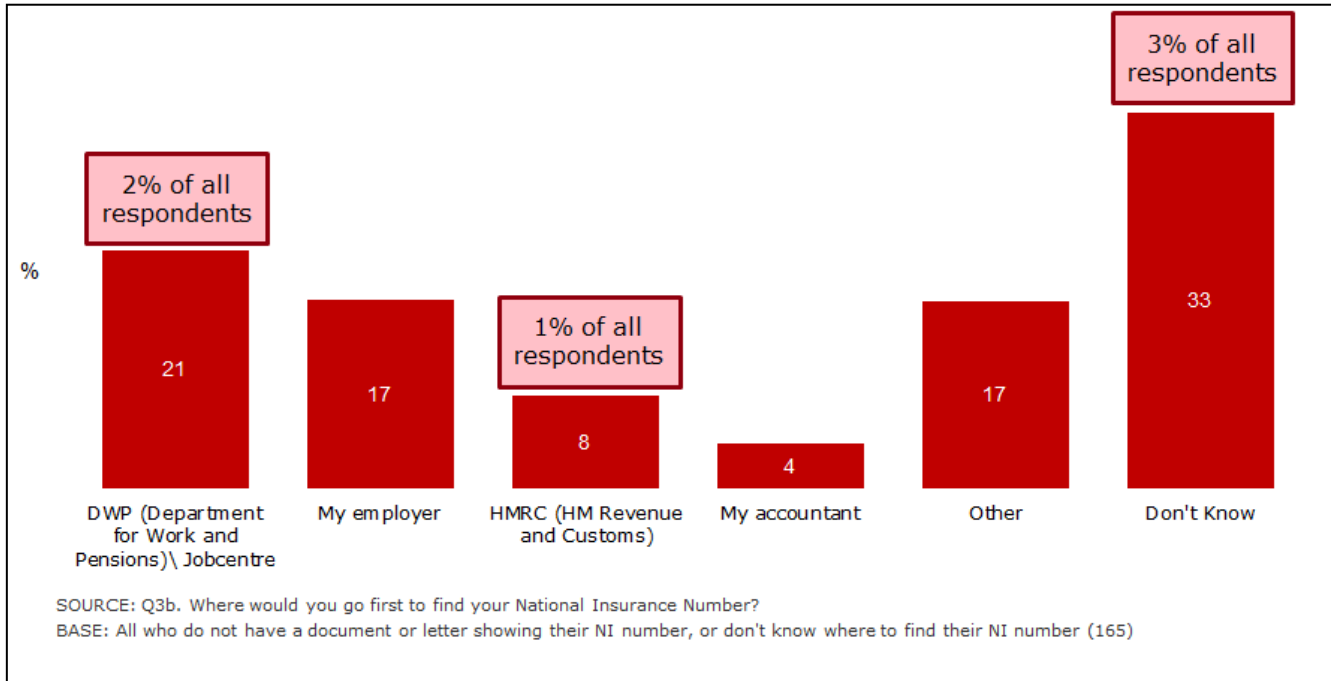
1% of all respondents would contact HMRC first to find out their National Insurance Number.

However, significantly more customers said they would contact DWP first (2%).

3% of all respondents would not be able to find their NINo or know who to go to first to find it (Chart 3).

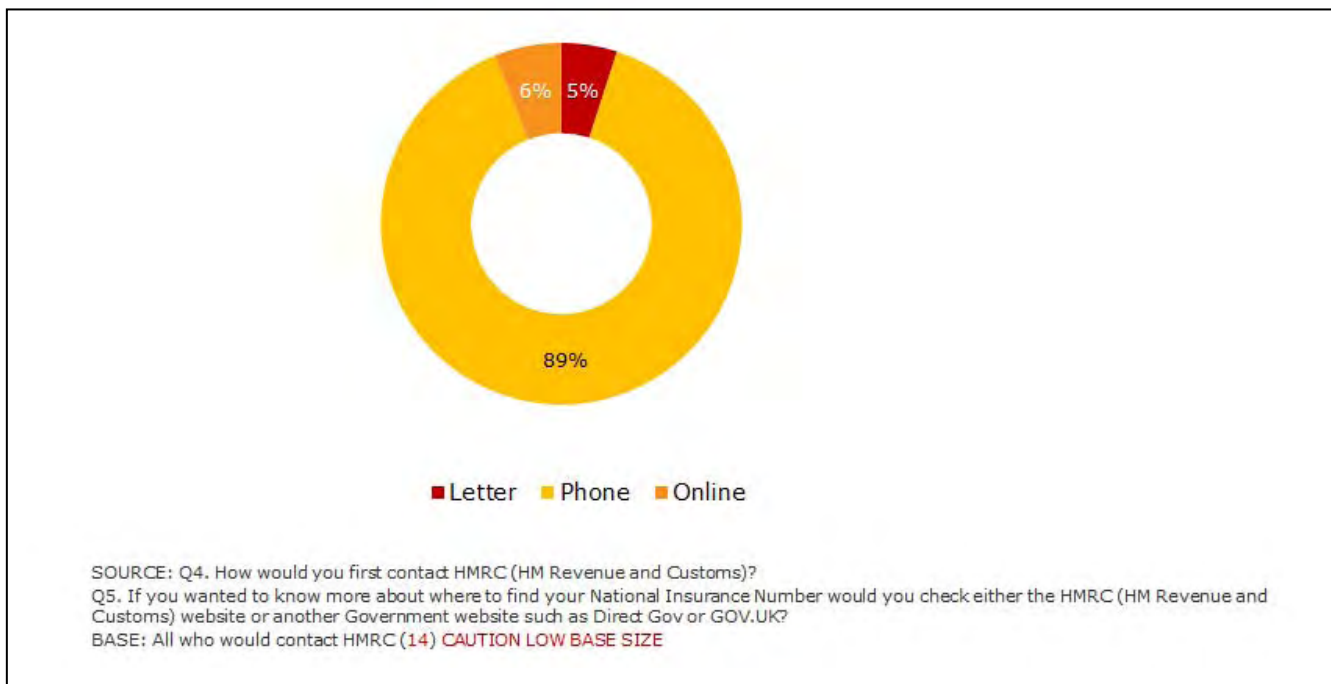
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Chart 3: Where would go first to find NINo



Those who indicated they would contact HMRC in the first instance to obtain their NINo were also asked how they would contact HMRC. Nine in ten (89%) customers who would contact HMRC in the first instance would do so via the phone (Chart 4).

Chart 4: Ways would contact HMRC (Caution: Low Base Size)



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Conclusions:

The vast majority of customers would be able to find their NINo without contacting another body.

However there would still be a substantial number of customers first contacting HMRC to find their NINo if, in line with estimates, 7 to 9 million people are sent letters to register on the electoral roll.

Whilst significantly more people would contact DWP first, if this group were subsequently advised to contact HMRC, the number of people who would ultimately contact HMRC would increase substantially.

Almost 90% of people contacting HMRC would do so via the phone. This potentially places a pressure on HMRC contact-centres. However this figure should be considered indicative only – the low sample size answering this question (14) means it should be treated with caution.

It is worth noting however that these conclusions are based on *current* customer knowledge and could therefore be impacted by the precise content of the letters sent out to customers. Clearly informing customers where to find their NINo could potentially substantially reduce the number of people contacting another body to find it.