

## 9.9 Individual Savings Accounts (ISAs)

Number of individuals subscribing to ISAs in the tax year 2017 to 2018<sup>1</sup>, by country and region

Numbers: thousands

Region and Country	Number of individuals subscribing to:					
	Cash ISA	Stocks & Shares ISA	Stocks & Shares and Cash ISA	All Subscriptions <sup>3</sup>	No further subscription <sup>2</sup>	All ISA Holders
England						
North East	240	66	17	324	514	837
North West and Merseyside	713	209	53	980	1,342	2,322
Yorkshire and the Humber	548	158	38	747	1,034	1,781
East Midlands	509	146	37	696	930	1,626
West Midlands	580	161	43	787	1,134	1,921
East of England	654	245	49	953	1,292	2,246
London	761	344	91	1,205	1,339	2,545
South East	917	435	87	1,449	1,876	3,325
South West	611	235	53	904	1,243	2,147
Total	5,534	1,999	468	8,045	10,704	18,749
Wales	320	85	20	426	589	1,015
Scotland	470	190	45	708	949	1,657
Northern Ireland	128	42	9	180	270	450
Overseas and Unknown	21	10	2	33	129	161
United Kingdom	6,474	2,325	544	9,392	12,640	22,033

Published: June 2020

### Footnotes

<sup>1</sup> Tax year ending 5 April

<sup>2</sup> This represents individuals holding possibly one or more ISA account (variously cash, stocks & share, or a combination of both) but who did not make a further subscription during the year.

<sup>3</sup> From tax year 2017 to 2018, All ISA categories will include Innovative Finance ISAs, along with Cash, and Stocks and Shares. A separate category has not been created for Innovative Finance ISA holders and subscribers given the small sample size available which would yield unreliable results.

### Notes to the tables

(i) The estimates are based on a sample of individuals. Information on ISA subscriptions and valuations is reported by managers to HM Revenue & Customs on an annual basis, primarily for compliance purposes. As well as providing information on the type of ISA this gives details of the account holder's date of birth, gender and National Insurance Number (NINO). This last item of information enables the data to be linked to personal incomes (both earnings and investment income, as taken primarily from the Survey of Personal Income or SPI). It also enables the analysis to be performed at individual rather than at account level.

The total number of ISA holders is not reported by ISA managers. Estimates of the total numbers of ISA holders are based on average market values of ISAs for a sample of individuals combined with reported aggregate ISA market values (from Table 9.6).

(ii) Due to incorrect or missing returns there is usually a less than perfect match between the SPI and ISA account holder data. This is overcome by using imputation techniques, thus ensuring consistency between the various published ISA tables. As of tax year 2017 to 2018, an improvement to the method of merging SPI to ISA account holder data has improved our match rate. Consequently, age, gender, regional and income breakdowns may have notable differences compared to previous years due to this improvement. Therefore, it is not advisable to compare statistics produced from tax year 2017 to 2018 onwards to statistics produced in prior tax years. This is applicable to ISA statistics tables 9.7 to 9.12.

(iii) From 6th April 2008 Personal Equity Plans were incorporated into ISAs.