

9.12 Individual Savings Accounts (ISAs)

Number of individuals holding ISAs by country, region and market value,
and as a percentage of the UK adult population, as at end of tax year 2017 to 2018¹

All ISA Holders³

Numbers: thousands

Region and Country	Market value:								Total	Percentage of all adults ²	Average ISA Market Value
	£1-£2,499	£2,500-£4,999	£5,000-£9,999	£10,000-£14,999	£15,000-£19,999	£20,000-£24,999	£25,000-£49,999	£50,000 or more			
England											
North East	354	61	85	55	51	33	91	107	837	39.3%	£21,370
North West and Merseyside	977	163	225	147	128	93	260	328	2,322	40.5%	£22,958
Yorkshire and the Humber	709	137	172	118	98	71	205	271	1,781	41.3%	£24,537
East Midlands	648	119	167	103	97	71	195	226	1,626	42.7%	£23,446
West Midlands	756	138	198	128	111	85	222	283	1,921	41.7%	£23,875
East of England	866	150	218	136	128	98	267	382	2,246	46.2%	£27,541
London	982	174	252	159	137	111	288	441	2,545	37.0%	£29,225
South East	1,226	226	309	207	184	154	390	628	3,325	46.3%	£31,177
South West	821	149	216	129	117	91	250	373	2,147	47.7%	£28,358
Total	7,340	1,318	1,842	1,183	1,050	805	2,170	3,041	18,749	42.6%	£26,649
Wales	406	79	105	67	54	47	113	144	1,015	40.5%	£23,016
Scotland	646	123	165	110	93	74	193	253	1,657	37.6%	£24,972
Northern Ireland	191	34	45	30	23	19	52	57	450	31.2%	£20,765
Overseas and Unknown	67	9	15	13	10	9	19	19	161		£20,047
United Kingdom	8,650	1,563	2,172	1,402	1,230	954	2,546	3,514	22,033	42.1%	£26,781

Published: June 2020

Footnotes

¹ Tax year ending 5 April² All individuals aged 18 years or over³ From tax year 2017 to 2018, All ISA categories will include Innovative Finance ISAs, along with Cash, and Stocks and Shares. Innovative Finance ISA data has low reliability due to HMRC not yet holding full information from providers. 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.