

38 Degrees

Tax Avoidance in the Energy Sector

METHODOLOGY NOTE

ComRes interviewed 1,017 GB adults online on the 26th April 2013. Data were weighted to be demographically representative of all GB adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

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Tax Avoidance in the Energy Sector Poll

ONLINE Fieldwork : 26th April 2013

Absolutes/col percents

Table 1

Q.1 Tax avoidance is the use of legal loopholes to alter a person or company's financial position in order to lower the amount of tax that they are obliged to pay. This differs from tax evasion where a person or organisation does not pay tax by illegal methods. Between 2009 and 2011, Npower, the energy company did not pay corporation tax in the UK. In the same period Npower customers experienced price rises and Npower's profits increased. Npower's 2012 accounts have not yet been published. Now that you know that Npower is involved in legal tax avoidance, are you more likely or less likely to consider Npower as a potential energy supplier in the future, or does it make no difference to you?

Base: All respondents

	Gender			Age						Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West
Unweighted base	1017	536	481	134	170	174	160	162	217	97	36	115	76	98	77	34	100	130	154	100
Weighted base	1017	498	519	121	171	171	181	151	222	92	41	112	92	92	71	51	102	132	142	92
NET: More likely	35 3%	16 3%	19 4%	9 8%	10 6%	9 5%	1 1%	4 3%	2 1%	1 1%	1 3%	4 4%	- -	4 5%	2 3%	- -	5 5%	11 8%	5 4%	1 1%
A lot more likely	(+2) 10 1%	6 1%	4 1%	3 2%	1 1%	5 3%	- -	1 1%	1 *	1 1%	- -	1 1%	- -	- -	1 1%	- -	1 1%	4 3%	2 2%	- -
A little more likely	(+1) 25 2%	10 2%	15 3%	7 6%	9 5%	4 2%	1 1%	3 2%	1 1%	- -	1 3%	4 3%	- -	4 5%	1 1%	- -	4 4%	7 5%	3 2%	1 1%
No difference	(0) 153 15%	75 15%	78 15%	23 19%	27 16%	21 13%	34 19%	20 13%	28 13%	4 5%	7 17%	14 12%	15 16%	11 12%	12 16%	6 12%	15 15%	27 20%	24 17%	19 21%
A little less likely	(-1) 188 19%	94 19%	94 18%	35 29%	38 22%	29 17%	22 12%	30 20%	35 16%	14 16%	8 20%	18 16%	14 15%	21 23%	13 18%	13 26%	20 20%	25 19%	29 21%	12 14%
A lot less likely	(-2) 622 61%	310 62%	313 60%	49 40%	94 55%	110 64%	120 66%	95 63%	155 70%	71 78%	23 58%	73 65%	61 66%	52 57%	44 61%	32 62%	61 60%	67 51%	81 57%	58 64%
NET: Less likely	811 80%	404 81%	407 78%	84 69%	131 77%	139 81%	142 78%	124 82%	190 86%	85 93%	32 78%	91 81%	74 81%	73 80%	57 80%	45 88%	80 79%	93 70%	110 78%	71 77%
Don't know	18 2%	4 1%	14 3%	5 4%	4 2%	2 1%	4 2%	3 2%	1 *	1 1%	1 3%	3 3%	2 2%	3 3%	1 1%	- -	1 1%	2 2%	3 2%	1 1%
Mean	-1.39	-1.40	-1.38	-1.04	-1.28	-1.39	-1.47	-1.45	-1.55	-1.71	-1.37	-1.45	-1.51	-1.36	-1.39	-1.50	-1.34	-1.12	-1.32	-1.41
Standard deviation	0.90	0.90	0.91	1.03	0.95	0.99	0.82	0.85	0.76	0.65	0.87	0.89	0.77	0.89	0.90	0.70	0.95	1.10	0.95	0.85
Standard error	0.03	0.04	0.04	0.09	0.07	0.08	0.07	0.07	0.05	0.07	0.15	0.08	0.09	0.09	0.10	0.12	0.10	0.10	0.08	0.09

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Table 2

Q.2 Irrespective of the energy company your household uses, how likely or unlikely would you be to change energy company if you found out they had not paid any corporation tax in a two year period?

Base: All respondents

	Gender			Age						Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West
Unweighted base	1017	536	481	134	170	174	160	162	217	97	36	115	76	98	77	34	100	130	154	100
Weighted base	1017	498	519	121	171	171	181	151	222	92	41	112	92	92	71	51	102	132	142	92
NET: More likely	619 61%	316 63%	303 58%	67 56%	113 66%	100 58%	94 52%	100 67%	145 65%	59 64%	27 66%	66 59%	63 69%	54 59%	40 56%	30 59%	64 63%	87 66%	81 57%	48 52%
A lot more likely	(+2) 287 28%	169 34%	119 23%	16 13%	41 24%	47 28%	54 30%	47 31%	82 37%	32 35%	12 31%	37 33%	33 37%	22 24%	19 27%	15 29%	29 28%	41 31%	27 19%	19 21%
A little more likely	(+1) 332 33%	147 30%	184 36%	52 43%	71 42%	52 31%	40 22%	54 36%	63 28%	27 29%	15 36%	29 26%	30 33%	32 35%	20 29%	15 30%	35 35%	46 34%	54 38%	28 31%
No difference	(0) 174 17%	90 18%	84 16%	27 22%	30 18%	24 14%	39 22%	20 13%	34 15%	8 9%	9 22%	18 16%	18 20%	16 17%	12 17%	6 12%	17 17%	26 19%	25 17%	19 21%
A little less likely	(-1) 75 7%	33 7%	42 8%	8 6%	9 5%	19 11%	17 9%	10 7%	13 6%	4 4%	- -	12 11%	3 3%	10 11%	4 6%	3 5%	3 3%	9 6%	14 10%	14 15%
A lot less likely	(-2) 112 11%	48 10%	63 12%	10 8%	15 9%	20 12%	25 14%	15 10%	28 13%	17 18%	3 8%	11 10%	6 6%	9 10%	13 18%	9 18%	12 11%	8 6%	15 10%	9 10%
NET: Less likely	186 18%	81 16%	105 20%	17 14%	24 14%	39 23%	42 23%	25 16%	40 18%	20 22%	3 8%	23 21%	8 9%	19 21%	17 24%	12 24%	15 15%	16 12%	28 20%	23 25%
Don't know	38 4%	11 2%	27 5%	9 8%	5 3%	9 5%	6 4%	6 4%	3 1%	4 5%	1 3%	5 4%	1 1%	3 3%	2 3%	3 6%	6 6%	3 2%	8 6%	2 2%
Mean	0.62	0.73	0.51	0.51	0.69	0.55	0.46	0.74	0.72	0.62	0.83	0.64	0.92	0.54	0.42	0.48	0.69	0.81	0.49	0.39
Standard deviation	1.29	1.28	1.30	1.10	1.17	1.34	1.39	1.26	1.35	1.49	1.15	1.34	1.13	1.26	1.44	1.48	1.28	1.14	1.23	1.27
Standard error	0.04	0.06	0.06	0.10	0.09	0.10	0.11	0.10	0.09	0.15	0.19	0.13	0.13	0.13	0.17	0.26	0.13	0.10	0.10	0.13

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Absolutes/col percents

Table 3

Q.3a You are now going to see pairs of statements. Please select the word that comes closest to your view of 'tax avoidance' by multinational companies in different countries across the world.

Morally wrong OR Morally justified

Base: All respondents

	Gender			Age						Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West
Unweighted base	1017	536	481	134	170	174	160	162	217	97	36	115	76	98	77	34	100	130	154	100
Weighted base	1017	498	519	121	171	171	181	151	222	92	41	112	92	92	71	51	102	132	142	92
Morally wrong	885	435	450	93	150	152	160	132	198	83	39	102	74	82	64	46	87	109	120	78
	87%	87%	87%	77%	87%	89%	88%	87%	89%	91%	97%	91%	81%	89%	90%	91%	86%	83%	84%	85%
Morally justifiable	83	46	37	18	12	12	14	10	18	4	-	7	12	7	4	2	8	15	16	8
	8%	9%	7%	15%	7%	7%	8%	7%	8%	5%	-	6%	13%	8%	6%	4%	8%	11%	11%	9%
Don't know	49	17	32	10	9	7	8	9	6	4	1	3	6	3	3	3	6	8	6	5
	5%	3%	6%	8%	5%	4%	4%	6%	3%	4%	3%	3%	6%	3%	4%	5%	6%	6%	4%	6%

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Table 4

Q.3b You are now going to see pairs of statements. Please select the word that comes closest to your view of 'tax avoidance' by multinational companies in different countries across the world.

Should be illegal OR Should be legal

Base: All respondents

	Gender			Age						Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West
Unweighted base	1017	536	481	134	170	174	160	162	217	97	36	115	76	98	77	34	100	130	154	100
Weighted base	1017	498	519	121	171	171	181	151	222	92	41	112	92	92	71	51	102	132	142	92
Should be illegal	861	414	447	96	139	143	150	133	200	84	38	98	70	79	60	42	84	106	118	81
	85%	83%	86%	80%	81%	84%	83%	88%	90%	92%	94%	88%	77%	86%	84%	82%	83%	80%	83%	88%
Should be legal	79	50	30	13	17	11	16	7	15	3	1	8	11	8	7	1	9	14	12	5
	8%	10%	6%	11%	10%	7%	9%	4%	7%	3%	3%	7%	12%	9%	9%	3%	9%	11%	8%	6%
Don't know	77	35	42	12	15	17	15	12	7	5	1	6	10	5	5	8	8	12	12	6
	8%	7%	8%	10%	9%	10%	8%	8%	3%	5%	3%	5%	11%	5%	7%	15%	8%	9%	9%	6%

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Table 5

Q.3c You are now going to see pairs of statements. Please select the word that comes closest to your view of 'tax avoidance' by multinational companies in different countries across the world.

Unfair OR Fair

Base: All respondents

	Gender			Age						Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West
Unweighted base	1017	536	481	134	170	174	160	162	217	97	36	115	76	98	77	34	100	130	154	100
Weighted base	1017	498	519	121	171	171	181	151	222	92	41	112	92	92	71	51	102	132	142	92
Unfair	913	448	465	105	153	154	163	139	200	85	39	102	77	84	65	51	90	114	125	80
	90%	90%	90%	87%	89%	90%	90%	92%	90%	93%	97%	91%	84%	92%	92%	100%	88%	86%	88%	88%
Fair	64	38	26	10	10	10	12	5	16	4	-	8	12	4	3	-	4	15	9	6
	6%	8%	5%	9%	6%	6%	7%	4%	7%	4%	-	7%	13%	4%	4%	-	4%	12%	7%	6%
Don't know	40	12	28	6	8	7	7	7	5	3	1	2	3	3	3	-	8	3	8	6
	4%	2%	5%	5%	5%	4%	4%	4%	2%	3%	3%	2%	3%	4%	4%	-	8%	2%	6%	6%

Tax Avoidance in the Energy Sector Poll

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Absolutes/col percents

Table 6

Q.4 How trustworthy or untrustworthy do you find David Cameron and George Osborne in terms of confronting 'tax avoidance' by large companies?

Base: All respondents

	Gender			Age						Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West
Unweighted base	1017	536	481	134	170	174	160	162	217	97	36	115	76	98	77	34	100	130	154	100
Weighted base	1017	498	519	121	171	171	181	151	222	92	41	112	92	92	71	51	102	132	142	92
NET: Trustworthy	287 28%	153 31%	134 26%	39 32%	37 22%	49 29%	46 25%	37 24%	79 36%	17 19%	6 15%	33 29%	28 31%	23 25%	21 30%	9 18%	29 29%	44 33%	45 32%	30 32%
Very trustworthy	(4) 34 3%	22 4%	12 2%	1 1%	3 2%	4 3%	5 3%	6 4%	15 7%	2 2%	- -	2 2%	5 5%	1 1%	1 1%	2 3%	3 3%	6 5%	6 4%	6 7%
Fairly trustworthy	(3) 253 25%	131 26%	122 23%	38 32%	34 20%	45 26%	41 23%	30 20%	64 29%	15 16%	6 15%	31 28%	24 26%	22 24%	21 29%	8 15%	26 26%	38 29%	39 27%	24 26%
Fairly untrustworthy	(2) 296 29%	144 29%	152 29%	35 29%	42 25%	47 27%	53 29%	49 32%	70 31%	37 41%	11 28%	28 25%	27 30%	30 33%	22 31%	12 23%	32 32%	36 27%	38 27%	22 24%
Very untrustworthy	(1) 308 30%	163 33%	145 28%	29 24%	58 34%	53 31%	62 34%	48 32%	58 26%	33 36%	16 40%	36 32%	24 27%	25 28%	23 32%	27 53%	32 31%	32 24%	35 25%	25 27%
NET: Untrustworthy	604 59%	307 62%	297 57%	64 53%	100 58%	100 58%	115 63%	97 64%	128 58%	70 76%	27 67%	64 57%	52 57%	56 61%	45 63%	38 75%	64 63%	67 51%	73 51%	47 51%
Don't know	127 12%	39 8%	88 17%	17 14%	34 20%	22 13%	21 11%	17 11%	15 7%	5 5%	7 17%	15 13%	11 12%	13 14%	5 6%	3 6%	8 8%	21 16%	24 17%	15 17%
Mean	2.01	2.03	2.00	2.11	1.87	2.01	1.93	1.96	2.17	1.84	1.71	1.99	2.11	1.98	1.99	1.66	2.01	2.16	2.14	2.14
Standard deviation	0.88	0.91	0.86	0.83	0.86	0.88	0.87	0.88	0.92	0.79	0.77	0.89	0.92	0.81	0.85	0.87	0.87	0.91	0.91	0.97
Standard error	0.03	0.04	0.04	0.08	0.07	0.07	0.07	0.07	0.07	0.08	0.14	0.09	0.11	0.09	0.10	0.15	0.09	0.09	0.08	0.11