

38 Degrees Tax Avoidance Poll

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 Poll

ONLINE Fieldwork : 26th April 2013

Absolutes/col percents

Table 1

Q.1 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) 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) 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) 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) 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