

Tax Study

ONLINE Fieldwork : 8th - 9th August 2012

Absolutes/col percents

Table 1
Q1. Which, if any, of the following words or phrases do you associate with 'tax avoidance' by multinational companies in different countries across the world?
Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2026	916	1110	197	342	392	348	332	415	731	525	285	485	305	767
Weighted base	2026	993	1033	243	324	385	344	304	426	547	588	425	466	317	818
Morally wrong	1131 56%	548 55%	583 56%	94 39%	153 47%	202 52%	201 58%	189 62%	292 69%	309 56%	345 59%	215 51%	262 56%	162 51%	433 53%
Should be illegal	1009 50%	505 51%	504 49%	99 41%	139 43%	187 49%	171 50%	174 57%	240 56%	265 48%	294 50%	205 48%	245 53%	143 45%	392 48%
Combating it should be a priority for governments	959 47%	533 54%	427 41%	65 27%	99 30%	168 44%	166 48%	189 62%	273 64%	282 52%	284 48%	183 43%	210 45%	135 43%	354 43%
Unfair	927 46%	452 46%	475 46%	86 35%	139 43%	187 49%	159 46%	151 50%	205 48%	256 47%	284 48%	175 41%	212 46%	128 40%	369 45%
Always going to happen	850 42%	429 43%	421 41%	93 38%	84 26%	175 46%	153 45%	145 48%	199 47%	236 43%	247 42%	178 42%	188 40%	121 38%	356 44%
Particularly damaging to poor countries	478 24%	238 24%	240 23%	49 20%	62 19%	78 20%	78 23%	89 29%	124 29%	131 24%	145 25%	71 17%	131 28%	57 18%	174 21%
Combating it should not be a priority for governments	100 5%	51 5%	48 5%	12 5%	17 5%	19 5%	12 4%	18 6%	22 5%	29 5%	26 4%	20 5%	25 5%	14 5%	38 5%
Should be legal	94 5%	48 5%	46 4%	18 7%	21 6%	14 4%	16 5%	12 4%	13 3%	33 6%	17 3%	22 5%	21 4%	21 7%	38 5%
Fair	80 4%	49 5%	31 3%	15 6%	17 5%	7 2%	12 3%	7 2%	21 5%	26 5%	16 3%	21 5%	17 4%	11 3%	33 4%
Morally justifiable	71 4%	35 4%	36 4%	9 4%	17 5%	17 4%	10 3%	5 2%	12 3%	28 5%	14 2%	16 4%	13 3%	14 4%	33 4%
None of these	22 1%	15 1%	7 1%	3 1%	6 2%	1 *	3 1%	6 2%	2 *	7 1%	5 1%	- -	10 2%	1 *	8 1%
Don't know	124 6%	40 4%	84 8%	28 12%	30 9%	30 8%	20 6%	8 3%	9 2%	21 4%	31 5%	36 9%	36 8%	20 6%	44 5%

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Table 1
Q1. Which, if any, of the following words or phrases do you associate with 'tax avoidance' by multinational companies in different countries across the world?
Base: All respondents

	Region												Voting Intention			
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Con- ser- vative	Labour	Lib- eral Dem- ocrat	Other
Unweighted base	2026	173	83	247	163	199	147	92	180	241	299	202	491	586	167	292
Weighted base	2026	176	92	238	179	187	157	107	190	255	260	185	502	578	158	313
Morally wrong	1131 56%	97 55%	47 51%	145 61%	95 53%	110 59%	96 61%	69 64%	103 54%	119 47%	148 57%	101 55%	271 54%	328 57%	77 49%	195 62%
Should be illegal	1009 50%	102 58%	48 52%	112 47%	88 49%	99 53%	81 51%	61 57%	102 54%	103 41%	120 46%	92 50%	234 47%	306 53%	76 48%	192 61%
Combating it should be a priority for governments	959 47%	99 56%	41 45%	111 47%	87 49%	93 50%	72 46%	51 48%	89 47%	111 44%	115 44%	89 48%	231 46%	288 50%	82 52%	179 57%
Unfair	927 46%	94 54%	38 42%	109 46%	73 41%	91 49%	79 50%	62 58%	85 45%	115 45%	108 42%	73 39%	196 39%	280 48%	72 46%	172 55%
Always going to happen	850 42%	75 43%	33 36%	89 37%	73 41%	89 47%	71 45%	46 43%	82 43%	106 42%	103 40%	81 44%	227 45%	227 39%	67 43%	145 46%
Particularly damaging to poor countries	478 24%	61 35%	26 29%	53 22%	27 15%	51 27%	43 27%	28 26%	31 16%	57 22%	57 22%	45 24%	95 19%	148 26%	43 27%	97 31%
Combating it should not be a priority for governments	100 5%	6 4%	2 2%	10 4%	8 4%	13 7%	9 6%	8 7%	8 4%	15 6%	13 5%	8 5%	37 7%	26 4%	4 3%	10 3%
Should be legal	94 5%	10 6%	- -	10 4%	6 3%	7 4%	17 11%	2 2%	5 3%	18 7%	12 5%	6 3%	33 7%	30 5%	7 4%	15 5%
Fair	80 4%	8 5%	3 3%	8 3%	6 3%	8 4%	6 4%	3 2%	7 4%	13 5%	10 4%	9 5%	25 5%	18 3%	9 5%	14 4%
Morally justifiable	71 4%	5 3%	- -	12 5%	7 4%	6 3%	3 2%	7 7%	3 1%	7 3%	10 4%	10 6%	20 4%	14 3%	5 3%	13 4%
None of these	22 1%	1 *	3 4%	4 2%	3 2%	1 *	- -	1 1%	2 1%	4 2%	3 1%	- -	5 1%	9 2%	2 1%	1 *
Don't know	124 6%	11 6%	7 8%	13 6%	13 8%	4 2%	6 4%	5 4%	8 4%	21 8%	21 8%	16 9%	17 3%	37 6%	6 4%	10 3%

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Table 2

Q2. In the previous question, you said that tax avoidance is morally wrong, should be illegal or is unfair. Which, if any, of the following do you think best explain your reasons for thinking this? Please select up to three answers

Base: All considering tax avoidance morally wrong/ should be illegal/ unfair

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1461	666	795	121	217	271	268	252	332	523	388	195	355	212	532
Weighted base	1444	704	740	147	208	265	261	227	336	384	445	279	335	208	573
Public services suffer because governments have less money to spend on them	975 67%	472 67%	503 68%	90 61%	128 62%	170 64%	185 71%	165 73%	237 71%	277 72%	297 67%	167 60%	233 70%	146 70%	360 63%
Governments miss out on money that is owed to them	705 49%	399 57%	305 41%	36 25%	70 34%	125 47%	123 47%	117 51%	234 70%	198 51%	221 50%	139 50%	146 44%	99 48%	250 44%
Governments have less money with which to combat poverty	481 33%	230 33%	251 34%	46 31%	55 26%	82 31%	86 33%	88 39%	125 37%	133 35%	141 32%	80 29%	127 38%	62 30%	172 30%
It damages the reputation of all big companies and not just those that avoid taxation	408 28%	194 28%	214 29%	34 23%	54 26%	82 31%	65 25%	57 25%	116 35%	105 27%	120 27%	80 29%	103 31%	54 26%	158 28%
Developing countries become more reliant on aid because companies avoid paying tax in those areas	360 25%	144 21%	216 29%	37 25%	56 27%	57 22%	54 21%	59 26%	96 29%	100 26%	100 22%	64 23%	96 29%	55 26%	120 21%
Something else	82 6%	45 6%	37 5%	14 9%	19 9%	15 6%	16 6%	13 6%	5 1%	24 6%	24 5%	20 7%	14 4%	15 7%	34 6%
Don't know	44 3%	14 2%	30 4%	15 10%	10 5%	8 3%	6 2%	- -	4 1%	7 2%	17 4%	12 4%	9 3%	7 3%	22 4%

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Table 2

Q2. In the previous question, you said that tax avoidance is morally wrong, should be illegal or is unfair. Which, if any, of the following do you think best explain your reasons for thinking this? Please select up to three answers

Base: All considering tax avoidance morally wrong/ should be illegal/ unfair

	Region												Voting Intention			
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Con- ser- vative	Labour	Lib- eral Demo- crat	Other
Unweighted base	1461	129	58	180	113	151	113	72	135	148	214	148	347	429	118	228
Weighted base	1444	133	63	177	122	139	118	82	136	158	182	136	345	415	113	243
Public services suffer because governments have less money to spend on them	975 67%	87 66%	46 73%	117 66%	80 66%	96 69%	80 68%	56 67%	86 63%	90 57%	135 74%	102 75%	228 66%	293 70%	73 65%	170 70%
Governments miss out on money that is owed to them	705 49%	69 52%	30 48%	82 47%	61 50%	70 50%	46 39%	36 44%	77 56%	73 46%	91 50%	68 50%	210 61%	189 45%	56 50%	132 54%
Governments have less money with which to combat poverty	481 33%	71 53%	24 39%	58 33%	41 33%	55 39%	29 24%	19 24%	39 28%	44 28%	58 32%	44 33%	103 30%	142 34%	35 31%	101 42%
It damages the reputation of all big companies and not just those that avoid taxation	408 28%	39 29%	11 18%	46 26%	32 26%	39 28%	42 35%	23 28%	44 32%	52 33%	39 21%	42 31%	128 37%	103 25%	30 26%	71 29%
Developing countries become more reliant on aid because companies avoid paying tax in those areas	360 25%	34 25%	22 34%	49 28%	24 20%	32 23%	30 25%	19 23%	24 18%	46 29%	48 27%	33 24%	69 20%	110 26%	33 29%	69 29%
Something else	82 6%	7 5%	1 2%	11 6%	9 7%	5 4%	11 10%	4 5%	6 4%	12 7%	11 6%	5 4%	15 4%	21 5%	4 4%	10 4%
Don't know	44 3%	1 1%	3 5%	3 2%	3 2%	4 3%	4 3%	6 7%	7 5%	7 4%	1 1%	5 4%	7 2%	9 2%	5 5%	2 1%

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Table 3

Q3. To what extent do you agree or disagree with each of the following statements?

-Summary

Base: All respondents

		Q3. Summary							
		At the moment, it is too easy for multinational companies in the UK to avoid paying tax	Multinational companies receive more lenient treatment from the taxman than individual tax payers do	If governments were to collect more tax from multinational companies, the general public would not necessarily benefit	The British Government should make supporting developing countries tackle tax avoidance a greater priority than it currently is	Closing legal loopholes should be a greater international development priority for the British Government than funding infrastructure in developing countries	Low rates of tax allow countries to grow economically by attracting business and investors	Allowing countries to have different tax rates allows governments to compete to attract investment	
Unweighted base		2026	2026	2026	2026	2026	2026	2026	
Weighted base		2026	2026	2026	2026	2026	2026	2026	
NET: Agree		1601 79%	1526 75%	948 47%	1110 55%	1326 65%	1444 71%	1269 63%	
Strongly agree	(4)	811 40%	824 41%	269 13%	333 16%	558 28%	442 22%	356 18%	
Tend to agree	(3)	790 39%	702 35%	680 34%	777 38%	768 38%	1001 49%	913 45%	
Tend to disagree	(2)	94 5%	107 5%	470 23%	285 14%	239 12%	168 8%	198 10%	
Strongly disagree	(1)	27 1%	34 2%	179 9%	107 5%	41 2%	41 2%	36 2%	
NET: Disagree		121 6%	141 7%	649 32%	392 19%	280 14%	209 10%	234 12%	
Don't know		305 15%	360 18%	429 21%	524 26%	420 21%	373 18%	523 26%	
Mean		3.39	3.39	2.65	2.89	3.15	3.12	3.06	
Standard deviation		0.66	0.70	0.89	0.83	0.76	0.68	0.68	
Standard error		0.02	0.02	0.02	0.02	0.02	0.02	0.02	

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Table 4

Q3. To what extent do you agree or disagree with each of the following statements?

-At the moment, it is too easy for multinational companies in the UK to avoid paying tax

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2026	916	1110	197	342	392	348	332	415	731	525	285	485	305	767
Weighted base	2026	993	1033	243	324	385	344	304	426	547	588	425	466	317	818
NET: Agree	1601	821	779	157	230	299	264	275	376	447	469	336	349	250	626
	79%	83%	75%	65%	71%	78%	77%	91%	88%	82%	80%	79%	75%	79%	76%
Strongly agree	(4) 811	458	352	70	95	146	122	162	215	245	240	153	172	127	310
	40%	46%	34%	29%	29%	38%	36%	53%	51%	45%	41%	36%	37%	40%	38%
Tend to agree	(3) 790	363	427	87	136	153	141	113	160	202	229	183	176	123	316
	39%	37%	41%	36%	42%	40%	41%	37%	38%	37%	39%	43%	38%	39%	39%
Tend to disagree	(2) 94	46	48	15	25	19	13	11	11	29	24	18	22	15	41
	5%	5%	5%	6%	8%	5%	4%	4%	3%	5%	4%	4%	5%	5%	5%
Strongly disagree	(1) 27	13	14	3	9	3	4	3	5	5	4	10	8	4	15
	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	2%	2%	1%	2%
NET: Disagree	121	59	61	18	34	21	17	14	16	34	28	28	30	19	56
	6%	6%	6%	7%	10%	6%	5%	5%	4%	6%	5%	7%	6%	6%	7%
Don't know	305	112	193	68	60	65	64	14	34	66	91	61	87	47	136
	15%	11%	19%	28%	19%	17%	18%	5%	8%	12%	15%	14%	19%	15%	17%
Mean	3.39	3.44	3.33	3.28	3.20	3.38	3.36	3.50	3.50	3.43	3.42	3.31	3.35	3.39	3.35
Standard deviation	0.66	0.66	0.66	0.69	0.74	0.64	0.64	0.63	0.62	0.65	0.62	0.70	0.69	0.66	0.69
Standard error	0.02	0.02	0.02	0.06	0.05	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.03	0.04	0.03

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Absolutes/col percents

Table 4

Q3. To what extent do you agree or disagree with each of the following statements?
-At the moment, it is too easy for multinational companies in the UK to avoid paying tax

Base: All respondents

	Region												Voting Intention			
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Con-ser-vative	Labour	Lib-eral Demo-crat	Other
Unweighted base	2026	173	83	247	163	199	147	92	180	241	299	202	491	586	167	292
Weighted base	2026	176	92	238	179	187	157	107	190	255	260	185	502	578	158	313
NET: Agree	1601 79%	141 80%	73 79%	198 83%	137 77%	155 82%	121 77%	80 75%	152 80%	190 75%	208 80%	146 79%	410 82%	459 79%	132 84%	271 87%
Strongly agree	(4) 811 40%	73 41%	39 42%	97 41%	72 40%	78 42%	70 45%	48 45%	75 39%	88 35%	94 36%	76 41%	181 36%	249 43%	60 38%	175 56%
Tend to agree	(3) 790 39%	68 39%	34 37%	101 42%	65 37%	76 41%	50 32%	32 30%	77 41%	102 40%	114 44%	70 38%	229 46%	210 36%	72 45%	96 31%
Tend to disagree	(2) 94 5%	7 4%	7 7%	5 2%	4 2%	12 6%	10 6%	9 8%	7 4%	14 6%	12 4%	7 4%	31 6%	37 6%	6 4%	4 1%
Strongly disagree	(1) 27 1%	2 1%	- -	3 1%	4 2%	- -	4 2%	3 3%	2 1%	5 2%	1 *	3 1%	9 2%	10 2%	2 2%	1 *
NET: Disagree	121 6%	10 5%	7 7%	8 3%	8 5%	12 6%	14 9%	12 11%	9 5%	19 8%	13 5%	9 5%	39 8%	47 8%	9 5%	5 2%
Don't know	305 15%	25 14%	13 14%	32 13%	33 19%	21 11%	23 14%	15 14%	28 15%	45 18%	39 15%	30 16%	53 11%	72 12%	17 11%	37 12%
Mean	3.39	3.40	3.41	3.42	3.41	3.40	3.39	3.37	3.39	3.30	3.37	3.42	3.30	3.38	3.35	3.61
Standard deviation	0.66	0.65	0.64	0.62	0.69	0.62	0.75	0.79	0.64	0.70	0.60	0.66	0.68	0.71	0.65	0.53
Standard error	0.02	0.05	0.08	0.04	0.06	0.05	0.07	0.09	0.05	0.05	0.04	0.05	0.03	0.03	0.05	0.03

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Absolutes/col percents

Table 5

Q3. To what extent do you agree or disagree with each of the following statements?

-Multinational companies receive more lenient treatment from the taxman than individual tax payers do

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2026	916	1110	197	342	392	348	332	415	731	525	285	485	305	767
Weighted base	2026	993	1033	243	324	385	344	304	426	547	588	425	466	317	818
NET: Agree	1526	789	737	142	235	277	251	254	367	430	437	320	339	246	598
	75%	79%	71%	58%	73%	72%	73%	83%	86%	79%	74%	75%	73%	78%	73%
Strongly agree	(4) 824	460	363	68	107	158	130	149	212	242	235	177	169	136	333
	41%	46%	35%	28%	33%	41%	38%	49%	50%	44%	40%	42%	36%	43%	41%
Tend to agree	(3) 702	328	374	74	128	119	121	105	154	188	201	143	170	110	265
	35%	33%	36%	30%	40%	31%	35%	35%	36%	34%	34%	34%	36%	35%	32%
Tend to disagree	(2) 107	54	52	15	18	24	21	16	12	36	23	27	21	13	53
	5%	5%	5%	6%	5%	6%	6%	5%	3%	7%	4%	6%	4%	4%	6%
Strongly disagree	(1) 34	21	13	5	6	5	5	8	5	9	8	6	11	5	13
	2%	2%	1%	2%	2%	1%	1%	3%	1%	2%	1%	1%	2%	2%	2%
NET: Disagree	141	76	65	20	24	29	26	24	18	45	31	33	32	19	66
	7%	8%	6%	8%	7%	8%	8%	8%	4%	8%	5%	8%	7%	6%	8%
Don't know	360	128	231	81	65	79	67	26	41	72	120	73	95	52	154
	18%	13%	22%	33%	20%	21%	20%	9%	10%	13%	20%	17%	20%	16%	19%
Mean	3.39	3.42	3.36	3.26	3.30	3.41	3.36	3.42	3.49	3.39	3.42	3.39	3.34	3.42	3.38
Standard deviation	0.70	0.72	0.68	0.76	0.70	0.70	0.70	0.73	0.63	0.71	0.67	0.70	0.72	0.68	0.72
Standard error	0.02	0.03	0.02	0.06	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.05	0.04	0.04	0.03

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Absolutes/col percents

Table 5

Q3. To what extent do you agree or disagree with each of the following statements?
-Multinational companies receive more lenient treatment from the taxman than individual tax payers do
Base: All respondents

	Region												Voting Intention			
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Con-ser-vative	Labour	Lib-eral Demo-crat	Other
Unweighted base	2026	173	83	247	163	199	147	92	180	241	299	202	491	586	167	292
Weighted base	2026	176	92	238	179	187	157	107	190	255	260	185	502	578	158	313
NET: Agree	1526 75%	136 77%	56 61%	192 80%	132 74%	153 82%	120 76%	83 78%	127 67%	187 73%	203 78%	137 74%	386 77%	447 77%	118 75%	265 85%
Strongly agree	(4) 824 41%	83 47%	30 32%	101 43%	76 42%	75 40%	63 40%	47 44%	76 40%	98 39%	103 39%	71 39%	178 36%	260 45%	55 35%	181 58%
Tend to agree	(3) 702 35%	53 30%	26 28%	90 38%	56 31%	78 42%	57 37%	36 33%	51 27%	89 35%	100 38%	65 35%	208 42%	187 32%	62 40%	84 27%
Tend to disagree	(2) 107 5%	10 5%	10 11%	7 3%	7 4%	10 5%	6 4%	5 5%	18 9%	10 4%	11 4%	14 7%	30 6%	35 6%	16 10%	9 3%
Strongly disagree	(1) 34 2%	* *	3 3%	3 1%	3 2%	4 2%	3 2%	4 4%	2 1%	7 3%	2 1%	3 1%	10 2%	9 2%	3 2%	5 2%
NET: Disagree	141 7%	10 6%	13 14%	10 4%	10 5%	14 7%	10 6%	9 8%	20 11%	16 6%	14 5%	16 9%	40 8%	44 8%	19 12%	14 4%
Don't know	360 18%	30 17%	23 25%	37 15%	37 21%	20 11%	28 18%	15 14%	43 22%	52 20%	44 17%	32 17%	75 15%	87 15%	21 14%	33 11%
Mean	3.39	3.50	3.21	3.44	3.44	3.34	3.38	3.37	3.37	3.37	3.40	3.34	3.30	3.42	3.25	3.58
Standard deviation	0.70	0.63	0.84	0.63	0.69	0.70	0.70	0.78	0.75	0.72	0.64	0.71	0.70	0.70	0.74	0.64
Standard error	0.02	0.05	0.11	0.04	0.06	0.05	0.06	0.09	0.06	0.05	0.04	0.06	0.03	0.03	0.06	0.04

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Table 6

Q3. To what extent do you agree or disagree with each of the following statements?

-If governments were to collect more tax from multinational companies, the general public would not necessarily benefit

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2026	916	1110	197	342	392	348	332	415	731	525	285	485	305	767
Weighted base	2026	993	1033	243	324	385	344	304	426	547	588	425	466	317	818
NET: Agree	948 47%	470 47%	478 46%	98 40%	164 51%	163 42%	169 49%	144 47%	210 49%	251 46%	283 48%	201 47%	213 46%	142 45%	395 48%
Strongly agree	(4) 269 13%	155 16%	113 11%	30 12%	55 17%	46 12%	51 15%	45 15%	41 10%	66 12%	69 12%	69 16%	65 14%	55 17%	125 15%
Tend to agree	(3) 680 34%	315 32%	365 35%	68 28%	109 34%	117 30%	118 34%	99 33%	168 40%	185 34%	215 37%	132 31%	149 32%	87 27%	270 33%
Tend to disagree	(2) 470 23%	247 25%	222 22%	49 20%	60 19%	84 22%	69 20%	85 28%	123 29%	163 30%	132 22%	84 20%	91 19%	69 22%	173 21%
Strongly disagree	(1) 179 9%	125 13%	54 5%	24 10%	27 8%	42 11%	31 9%	37 12%	18 4%	45 8%	50 9%	45 11%	39 8%	27 9%	94 11%
NET: Disagree	649 32%	372 38%	276 27%	73 30%	87 27%	126 33%	99 29%	122 40%	141 33%	208 38%	182 31%	129 30%	130 28%	96 30%	266 33%
Don't know	429 21%	150 15%	279 27%	72 30%	73 22%	96 25%	76 22%	38 12%	75 18%	89 16%	122 21%	95 22%	123 26%	78 25%	157 19%
Mean	2.65	2.59	2.71	2.61	2.77	2.58	2.71	2.57	2.66	2.59	2.65	2.68	2.69	2.71	2.64
Standard deviation	0.89	0.95	0.81	0.94	0.91	0.93	0.91	0.93	0.75	0.85	0.86	0.95	0.91	0.95	0.94
Standard error	0.02	0.03	0.03	0.08	0.06	0.05	0.05	0.05	0.04	0.03	0.04	0.06	0.05	0.06	0.04

Tax Study

ONLINE Fieldwork : 8th - 9th August 2012

Absolutes/col percents

Table 6

Q3. To what extent do you agree or disagree with each of the following statements?

-If governments were to collect more tax from multinational companies, the general public would not necessarily benefit

Base: All respondents

	Region												Voting Intention			
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Con-ser-vative	Labour	Lib-eral Demo-crat	Other
Unweighted base	2026	173	83	247	163	199	147	92	180	241	299	202	491	586	167	292
Weighted base	2026	176	92	238	179	187	157	107	190	255	260	185	502	578	158	313
NET: Agree	948 47%	88 50%	44 48%	117 49%	84 47%	98 52%	68 43%	40 37%	87 46%	118 46%	119 46%	84 45%	248 49%	286 50%	78 50%	148 47%
Strongly agree	(4) 269 13%	17 10%	10 11%	41 17%	31 17%	27 14%	17 11%	9 8%	29 15%	36 14%	27 10%	25 13%	54 11%	87 15%	24 15%	49 16%
Tend to agree	(3) 680 34%	70 40%	34 37%	76 32%	53 30%	71 38%	51 33%	31 29%	59 31%	82 32%	92 35%	59 32%	193 39%	199 34%	54 34%	99 32%
Tend to disagree	(2) 470 23%	40 23%	17 19%	68 28%	46 26%	47 25%	36 23%	30 28%	40 21%	49 19%	58 22%	39 21%	148 30%	132 23%	38 24%	73 23%
Strongly disagree	(1) 179 9%	14 8%	10 11%	17 7%	10 5%	11 6%	13 8%	18 17%	18 9%	27 10%	26 10%	16 8%	29 6%	64 11%	14 9%	45 14%
NET: Disagree	649 32%	54 31%	27 30%	85 36%	55 31%	58 31%	49 31%	48 45%	58 30%	76 30%	83 32%	55 30%	177 35%	196 34%	53 33%	118 38%
Don't know	429 21%	34 19%	20 22%	36 15%	39 22%	31 17%	41 26%	19 18%	44 23%	60 24%	58 22%	46 25%	77 15%	96 17%	27 17%	46 15%
Mean	2.65	2.64	2.62	2.70	2.76	2.73	2.61	2.35	2.68	2.66	2.60	2.67	2.64	2.64	2.67	2.57
Standard deviation	0.89	0.83	0.91	0.89	0.88	0.83	0.87	0.92	0.93	0.93	0.87	0.90	0.79	0.93	0.90	0.98
Standard error	0.02	0.07	0.11	0.06	0.08	0.06	0.08	0.11	0.08	0.07	0.06	0.07	0.04	0.04	0.08	0.06

Tax Study

ONLINE Fieldwork : 8th - 9th August 2012

Absolutes/col percents

Table 7

Q3. To what extent do you agree or disagree with each of the following statements?

-The British Government should make supporting developing countries tackle tax avoidance a greater priority than it currently is

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2026	916	1110	197	342	392	348	332	415	731	525	285	485	305	767
Weighted base	2026	993	1033	243	324	385	344	304	426	547	588	425	466	317	818
NET: Agree	1110 55%	580 58%	529 51%	120 50%	175 54%	196 51%	168 49%	184 60%	266 62%	317 58%	318 54%	223 52%	252 54%	177 56%	431 53%
Strongly agree	(4) 333 16%	191 19%	141 14%	35 14%	56 17%	62 16%	42 12%	57 19%	81 19%	101 18%	68 12%	82 19%	81 17%	66 21%	132 16%
Tend to agree	(3) 777 38%	389 39%	388 38%	86 35%	119 37%	134 35%	126 37%	127 42%	184 43%	216 40%	249 42%	141 33%	171 37%	111 35%	299 37%
Tend to disagree	(2) 285 14%	142 14%	142 14%	29 12%	48 15%	60 15%	40 12%	47 15%	62 15%	73 13%	97 16%	58 14%	57 12%	41 13%	120 15%
Strongly disagree	(1) 107 5%	64 6%	43 4%	9 4%	17 5%	19 5%	21 6%	19 6%	23 5%	30 6%	24 4%	31 7%	22 5%	17 5%	55 7%
NET: Disagree	392 19%	207 21%	186 18%	38 16%	64 20%	79 20%	61 18%	66 22%	85 20%	103 19%	121 21%	88 21%	79 17%	57 18%	175 21%
Don't know	524 26%	206 21%	318 31%	85 35%	84 26%	110 29%	115 34%	54 18%	75 18%	126 23%	149 25%	114 27%	135 29%	82 26%	211 26%
Mean	2.89	2.90	2.88	2.92	2.90	2.87	2.83	2.89	2.93	2.92	2.82	2.88	2.94	2.97	2.84
Standard deviation	0.83	0.86	0.79	0.80	0.84	0.84	0.83	0.84	0.81	0.83	0.75	0.91	0.83	0.86	0.87
Standard error	0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.05	0.04	0.04	0.04	0.06	0.04	0.06	0.04

Tax Study

ONLINE Fieldwork : 8th - 9th August 2012

Absolutes/col percents

Table 7

Q3. To what extent do you agree or disagree with each of the following statements?

-The British Government should make supporting developing countries tackle tax avoidance a greater priority than it currently is

Base: All respondents

	Region												Voting Intention			
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Con- ser- vative	Labour	Lib- eral Dem- ocrat	Other
Unweighted base	2026	173	83	247	163	199	147	92	180	241	299	202	491	586	167	292
Weighted base	2026	176	92	238	179	187	157	107	190	255	260	185	502	578	158	313
NET: Agree	1110 55%	96 55%	55 61%	133 56%	106 59%	100 53%	85 54%	61 57%	94 49%	148 58%	136 52%	95 52%	262 52%	358 62%	97 61%	165 53%
Strongly agree	(4) 333 16%	35 20%	14 15%	38 16%	34 19%	33 17%	24 15%	14 13%	29 15%	56 22%	37 14%	18 10%	72 14%	113 20%	29 19%	61 20%
Tend to agree	(3) 777 38%	61 35%	41 45%	96 40%	72 40%	68 36%	60 38%	47 44%	65 34%	92 36%	98 38%	77 42%	190 38%	244 42%	67 43%	104 33%
Tend to disagree	(2) 285 14%	30 17%	14 16%	21 9%	17 9%	34 18%	21 13%	13 12%	28 15%	33 13%	43 17%	31 17%	85 17%	74 13%	27 17%	42 14%
Strongly disagree	(1) 107 5%	12 7%	- -	14 6%	9 5%	12 6%	16 10%	5 5%	11 6%	5 2%	13 5%	10 5%	45 9%	15 3%	5 3%	28 9%
NET: Disagree	392 19%	42 24%	14 16%	35 15%	26 15%	46 24%	37 24%	18 17%	39 21%	38 15%	56 22%	41 22%	131 26%	89 15%	32 20%	70 22%
Don't know	524 26%	38 22%	22 24%	70 29%	47 26%	41 22%	36 23%	29 27%	57 30%	68 27%	68 26%	49 26%	109 22%	131 23%	29 18%	77 25%
Mean	2.89	2.86	3.00	2.94	2.99	2.83	2.76	2.89	2.84	3.07	2.84	2.76	2.73	3.02	2.94	2.84
Standard deviation	0.83	0.90	0.64	0.82	0.82	0.87	0.93	0.77	0.86	0.77	0.81	0.77	0.89	0.74	0.76	0.94
Standard error	0.02	0.08	0.08	0.06	0.07	0.07	0.09	0.10	0.08	0.06	0.06	0.06	0.05	0.04	0.07	0.06

Tax Study

ONLINE Fieldwork : 8th - 9th August 2012

Absolutes/col percents

Table 8
Q3. To what extent do you agree or disagree with each of the following statements?
-Closing legal loopholes should be a greater international development priority for the British Government than funding infrastructure in developing countries
Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private	
Unweighted base	2026	916	1110	197	342	392	348	332	415	731	525	285	485	305	767	
Weighted base	2026	993	1033	243	324	385	344	304	426	547	588	425	466	317	818	
NET: Agree	1326 65%	710 71%	616 60%	123 51%	191 59%	233 61%	238 69%	230 76%	311 73%	356 65%	391 67%	274 64%	305 65%	197 62%	533 65%	
Strongly agree	(4) 28%	558 34%	337 21%	221 19%	47 22%	70 23%	89 27%	94 27%	104 34%	154 36%	148 27%	164 28%	117 28%	128 28%	81 26%	216 26%
Tend to agree	(3) 38%	768 38%	373 38%	395 38%	76 31%	121 37%	144 37%	144 42%	126 41%	158 37%	207 38%	227 39%	157 37%	177 38%	116 37%	317 39%
Tend to disagree	(2) 12%	239 12%	128 13%	111 11%	33 14%	43 13%	50 13%	23 7%	39 13%	51 12%	86 16%	68 12%	47 11%	38 8%	42 13%	93 11%
Strongly disagree	(1) 2%	41 2%	17 2%	24 2%	7 3%	9 3%	6 2%	5 1%	6 2%	8 2%	16 3%	11 2%	7 2%	8 2%	5 2%	20 2%
NET: Disagree	280 14%	146 15%	134 13%	40 16%	52 16%	57 15%	27 8%	45 15%	58 14%	102 19%	79 13%	54 13%	46 10%	47 15%	113 14%	
Don't know	420 21%	138 14%	283 27%	80 33%	81 25%	95 25%	79 23%	29 9%	56 13%	90 16%	117 20%	98 23%	115 25%	73 23%	172 21%	
Mean	3.15	3.20	3.08	3.00	3.04	3.09	3.23	3.19	3.24	3.07	3.16	3.17	3.21	3.12	3.13	
Standard deviation	0.76	0.76	0.75	0.81	0.78	0.75	0.68	0.76	0.76	0.80	0.75	0.75	0.72	0.76	0.77	
Standard error	0.02	0.03	0.03	0.07	0.05	0.04	0.04	0.04	0.04	0.03	0.04	0.05	0.04	0.05	0.03	

Tax Study

ONLINE Fieldwork : 8th - 9th August 2012

Absolutes/col percents

Table 8

Q3. To what extent do you agree or disagree with each of the following statements?

-Closing legal loopholes should be a greater international development priority for the British Government than funding infrastructure in developing countries

Base: All respondents

	Region												Voting Intention			
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Con- ser- vative	Labour	Lib- eral Demo- crat	Other
Unweighted base	2026	173	83	247	163	199	147	92	180	241	299	202	491	586	167	292
Weighted base	2026	176	92	238	179	187	157	107	190	255	260	185	502	578	158	313
NET: Agree	1326 65%	140 79%	58 63%	159 67%	109 61%	122 65%	89 57%	67 62%	130 68%	169 66%	169 65%	114 62%	347 69%	400 69%	100 64%	231 74%
Strongly agree	(4) 558 28%	55 31%	28 30%	76 32%	46 26%	54 29%	43 27%	24 22%	59 31%	60 24%	73 28%	40 22%	131 26%	177 31%	42 26%	119 38%
Tend to agree	(3) 768 38%	85 48%	30 32%	83 35%	63 35%	67 36%	46 29%	43 40%	71 37%	109 43%	96 37%	74 40%	216 43%	224 39%	59 37%	113 36%
Tend to disagree	(2) 239 12%	13 7%	15 16%	20 8%	22 12%	25 14%	27 17%	14 13%	15 8%	33 13%	31 12%	24 13%	56 11%	68 12%	25 16%	33 11%
Strongly disagree	(1) 41 2%	3 2%	- -	5 2%	4 2%	8 4%	5 3%	- -	5 3%	3 1%	3 1%	4 2%	17 3%	9 2%	9 5%	2 1%
NET: Disagree	280 14%	16 9%	15 16%	25 10%	26 14%	33 18%	33 21%	14 13%	21 11%	36 14%	34 13%	28 15%	73 15%	78 13%	34 22%	36 11%
Don't know	420 21%	20 12%	19 21%	54 23%	44 25%	33 18%	35 22%	26 24%	39 21%	50 19%	57 22%	42 23%	82 16%	100 17%	23 15%	46 15%
Mean	3.15	3.23	3.18	3.25	3.12	3.09	3.04	3.12	3.22	3.10	3.18	3.05	3.10	3.19	2.99	3.30
Standard deviation	0.76	0.69	0.75	0.75	0.78	0.84	0.87	0.68	0.76	0.71	0.74	0.75	0.77	0.75	0.87	0.72
Standard error	0.02	0.06	0.09	0.06	0.07	0.07	0.08	0.08	0.06	0.05	0.05	0.06	0.04	0.03	0.07	0.05

Tax Study

ONLINE Fieldwork : 8th - 9th August 2012

Absolutes/col percents

Table 9

Q3. To what extent do you agree or disagree with each of the following statements?

-Low rates of tax allow countries to grow economically by attracting business and investors

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2026	916	1110	197	342	392	348	332	415	731	525	285	485	305	767
Weighted base	2026	993	1033	243	324	385	344	304	426	547	588	425	466	317	818
NET: Agree	1444 71%	756 76%	688 67%	147 61%	227 70%	261 68%	244 71%	230 76%	334 78%	400 73%	411 70%	294 69%	338 73%	215 68%	588 72%
Strongly agree	(4) 442 22%	264 27%	178 17%	49 20%	76 23%	70 18%	75 22%	75 25%	98 23%	131 24%	115 20%	101 24%	96 21%	82 26%	194 24%
Tend to agree	(3) 1001 49%	492 50%	510 49%	99 41%	152 47%	191 50%	169 49%	156 51%	236 55%	270 49%	297 50%	193 45%	242 52%	133 42%	395 48%
Tend to disagree	(2) 168 8%	86 9%	82 8%	20 8%	28 9%	37 10%	24 7%	30 10%	29 7%	64 12%	43 7%	37 9%	23 5%	34 11%	73 9%
Strongly disagree	(1) 41 2%	26 3%	15 1%	6 2%	11 3%	9 2%	4 1%	5 2%	6 1%	9 2%	19 3%	7 2%	6 1%	8 2%	15 2%
NET: Disagree	209 10%	112 11%	97 9%	26 11%	39 12%	46 12%	28 8%	36 12%	35 8%	73 13%	63 11%	45 10%	29 6%	42 13%	88 11%
Don't know	373 18%	125 13%	248 24%	70 29%	58 18%	78 20%	72 21%	38 12%	57 13%	73 13%	114 19%	87 20%	99 21%	60 19%	142 17%
Mean	3.12	3.15	3.08	3.10	3.10	3.05	3.16	3.13	3.16	3.10	3.07	3.14	3.17	3.13	3.14
Standard deviation	0.68	0.71	0.63	0.73	0.74	0.69	0.63	0.68	0.62	0.69	0.70	0.69	0.60	0.75	0.68
Standard error	0.02	0.03	0.02	0.06	0.05	0.04	0.04	0.04	0.03	0.03	0.03	0.05	0.03	0.05	0.03

Tax Study

ONLINE Fieldwork : 8th - 9th August 2012

Absolutes/col percents

Table 9

Q3. To what extent do you agree or disagree with each of the following statements?

-Low rates of tax allow countries to grow economically by attracting business and investors

Base: All respondents

	Region												Voting Intention			
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Con-ser-vative	Labour	Lib-eral Demo-crat	Other
Unweighted base	2026	173	83	247	163	199	147	92	180	241	299	202	491	586	167	292
Weighted base	2026	176	92	238	179	187	157	107	190	255	260	185	502	578	158	313
NET: Agree	1444 71%	138 78%	57 63%	186 78%	126 71%	137 73%	110 70%	68 63%	135 71%	187 74%	172 66%	127 69%	407 81%	393 68%	125 79%	236 76%
Strongly agree	(4) 442 22%	42 24%	17 18%	56 24%	49 27%	35 19%	43 27%	21 19%	37 20%	65 25%	50 19%	28 15%	127 25%	117 20%	35 22%	86 27%
Tend to agree	(3) 1001 49%	96 55%	40 44%	130 55%	78 43%	101 54%	67 42%	47 44%	98 52%	123 48%	122 47%	100 54%	280 56%	276 48%	91 58%	151 48%
Tend to disagree	(2) 168 8%	10 6%	11 12%	9 4%	18 10%	17 9%	13 8%	13 12%	11 6%	15 6%	27 10%	23 12%	26 5%	76 13%	11 7%	24 8%
Strongly disagree	(1) 41 2%	1 1%	4 4%	4 1%	3 2%	3 2%	5 3%	5 5%	1 *	3 1%	8 3%	4 2%	3 1%	17 3%	1 1%	8 3%
NET: Disagree	209 10%	11 6%	15 16%	13 5%	22 12%	20 11%	19 12%	18 17%	12 6%	18 7%	35 13%	27 14%	28 6%	93 16%	12 8%	32 10%
Don't know	373 18%	27 15%	19 21%	39 16%	31 17%	31 16%	29 18%	21 20%	43 22%	50 19%	53 21%	31 17%	66 13%	92 16%	21 13%	44 14%
Mean	3.12	3.20	2.97	3.20	3.16	3.08	3.15	2.96	3.16	3.21	3.04	2.99	3.22	3.02	3.16	3.17
Standard deviation	0.68	0.59	0.79	0.60	0.72	0.64	0.77	0.81	0.57	0.63	0.72	0.65	0.57	0.73	0.58	0.71
Standard error	0.02	0.05	0.10	0.04	0.06	0.05	0.07	0.09	0.05	0.04	0.05	0.05	0.03	0.03	0.05	0.04

Tax Study

ONLINE Fieldwork : 8th - 9th August 2012

Absolutes/col percents

Table 10

Q3. To what extent do you agree or disagree with each of the following statements?

-Allowing countries to have different tax rates allows governments to compete to attract investment

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private	
Unweighted base	2026	916	1110	197	342	392	348	332	415	731	525	285	485	305	767	
Weighted base	2026	993	1033	243	324	385	344	304	426	547	588	425	466	317	818	
NET: Agree	1269 63%	692 70%	577 56%	132 54%	202 62%	226 59%	198 58%	201 66%	309 73%	372 68%	375 64%	244 57%	278 60%	185 58%	522 64%	
Strongly agree	(4) 18%	356 23%	225 13%	131 15%	35 19%	61 15%	58 16%	56 16%	69 23%	77 18%	100 18%	89 15%	84 20%	83 18%	61 19%	153 19%
Tend to agree	(3) 45%	913 47%	467 43%	446 40%	97 44%	141 44%	168 44%	142 41%	132 43%	232 54%	272 50%	286 49%	160 38%	195 42%	124 39%	368 45%
Tend to disagree	(2) 10%	198 11%	110 8%	88 12%	29 12%	35 11%	37 10%	30 9%	45 15%	22 5%	61 11%	49 8%	45 11%	43 9%	40 13%	78 10%
Strongly disagree	(1) 2%	36 2%	19 2%	16 2%	3 1%	7 2%	11 3%	5 2%	4 1%	6 1%	8 2%	14 2%	7 2%	7 1%	9 3%	11 1%
NET: Disagree	234 12%	130 13%	104 10%	32 13%	42 13%	48 13%	35 10%	49 16%	28 6%	69 13%	63 11%	51 12%	50 11%	49 16%	89 11%	
Don't know	523 26%	171 17%	352 34%	79 32%	80 25%	110 29%	111 32%	54 18%	89 21%	106 19%	150 26%	130 31%	138 30%	82 26%	207 25%	
Mean	3.06	3.09	3.02	3.00	3.05	2.99	3.07	3.06	3.13	3.05	3.03	3.09	3.08	3.01	3.09	
Standard deviation	0.68	0.70	0.65	0.68	0.71	0.72	0.68	0.72	0.59	0.66	0.66	0.72	0.68	0.77	0.67	
Standard error	0.02	0.03	0.02	0.06	0.05	0.04	0.04	0.04	0.03	0.03	0.03	0.05	0.04	0.05	0.03	

Tax Study

ONLINE Fieldwork : 8th - 9th August 2012

Absolutes/col percents

Table 10

Q3. To what extent do you agree or disagree with each of the following statements?

-Allowing countries to have different tax rates allows governments to compete to attract investment

Base: All respondents

	Region												Voting Intention			
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Con-ser-vative	Labour	Lib-eral Demo-crat	Other
Unweighted base	2026	173	83	247	163	199	147	92	180	241	299	202	491	586	167	292
Weighted base	2026	176	92	238	179	187	157	107	190	255	260	185	502	578	158	313
NET: Agree	1269 63%	119 67%	56 61%	146 61%	113 63%	125 67%	96 61%	60 56%	117 61%	163 64%	156 60%	118 64%	363 72%	350 60%	116 73%	207 66%
Strongly agree	(4) 356 18%	26 15%	14 15%	36 15%	32 18%	38 20%	37 24%	19 17%	35 18%	52 21%	39 15%	28 15%	117 23%	98 17%	19 12%	73 23%
Tend to agree	(3) 913 45%	92 52%	42 46%	111 47%	81 45%	87 47%	59 37%	41 38%	82 43%	111 43%	117 45%	90 49%	246 49%	252 44%	96 61%	133 43%
Tend to disagree	(2) 198 10%	11 7%	11 12%	25 10%	18 10%	17 9%	14 9%	10 9%	20 11%	27 11%	27 10%	18 10%	41 8%	78 14%	9 6%	30 10%
Strongly disagree	(1) 36 2%	4 2%	4 5%	2 1%	1 *	3 2%	5 3%	5 5%	1 1%	2 1%	5 2%	4 2%	3 1%	9 2%	3 2%	7 2%
NET: Disagree	234 12%	16 9%	15 17%	26 11%	19 10%	20 10%	18 12%	15 14%	22 11%	29 11%	32 12%	22 12%	43 9%	87 15%	12 8%	37 12%
Don't know	523 26%	42 24%	20 22%	66 28%	47 26%	42 23%	43 27%	33 31%	52 27%	63 25%	72 28%	44 24%	96 19%	141 24%	30 19%	69 22%
Mean	3.06	3.05	2.92	3.05	3.10	3.11	3.12	2.98	3.09	3.11	3.01	3.01	3.18	3.00	3.03	3.12
Standard deviation	0.68	0.64	0.77	0.62	0.63	0.67	0.78	0.81	0.66	0.67	0.68	0.67	0.62	0.70	0.57	0.73
Standard error	0.02	0.06	0.10	0.05	0.06	0.05	0.07	0.10	0.06	0.05	0.05	0.05	0.03	0.03	0.05	0.05

Tax Study

ONLINE Fieldwork : 8th - 9th August 2012

Absolutes/col percents

Table 11

Q4. To what extent do you agree or disagree with each of the following statements?

-Summary

Base: All respondents

		Q4. Summary						
		Multinational companies' accounts should be more transparent and publicly available	David Cameron should demand international action to tackle legal loopholes that allow tax avoidance to occur	David Cameron should demand international action to tackle tax evasion	The Government is showing a genuine desire to combat tax avoidance	If I knew how to, I would consider using a tax haven (area or country that enables people to pay low or no tax) to reduce my tax bill	Companies should be entitled to keep their accounts private	David Cameron should demand international action to tackle tax avoidance and evasion
	Unweighted base	2026	2026	2026	2026	2026	2026	2026
	Weighted base	2026	2026	2026	2026	2026	2026	2026
	NET: Agree	1635 81%	1516 75%	1522 75%	763 38%	742 37%	368 18%	1504 74%
	Strongly agree (4)	849 42%	680 34%	695 34%	155 8%	281 14%	118 6%	671 33%
	Tend to agree (3)	785 39%	836 41%	827 41%	608 30%	461 23%	250 12%	833 41%
	Tend to disagree (2)	133 7%	168 8%	163 8%	580 29%	547 27%	675 33%	164 8%
	Strongly disagree (1)	37 2%	54 3%	56 3%	290 14%	368 18%	737 36%	52 3%
	NET: Disagree	170 8%	222 11%	219 11%	870 43%	915 45%	1412 70%	215 11%
	Don't know	222 11%	288 14%	285 14%	393 19%	368 18%	246 12%	307 15%
	Mean	3.36	3.23	3.24	2.38	2.40	1.86	3.23
	Standard deviation	0.71	0.75	0.75	0.88	1.01	0.89	0.74
	Standard error	0.02	0.02	0.02	0.02	0.02	0.02	0.02

Tax Study

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Absolutes/col percents

Table 12

Q4. To what extent do you agree or disagree with each of the following statements?
-Multinational companies' accounts should be more transparent and publicly available

Base: All respondents

	Gender			Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private	
Unweighted base	2026	916	1110	197	342	392	348	332	415	731	525	285	485	305	767	
Weighted base	2026	993	1033	243	324	385	344	304	426	547	588	425	466	317	818	
NET: Agree	1635 81%	833 84%	802 78%	152 63%	244 75%	294 76%	278 81%	268 88%	398 94%	459 84%	480 82%	342 80%	353 76%	261 82%	632 77%	
Strongly agree	(4) 42%	849 48%	480 36%	369 26%	64 32%	102 39%	149 38%	132 51%	154 58%	248 45%	249 39%	230 43%	184 40%	186 39%	123 40%	328 40%
Tend to agree	(3) 39%	785 39%	353 36%	432 42%	88 36%	142 44%	144 38%	146 42%	114 38%	150 35%	211 38%	250 43%	158 37%	167 36%	138 44%	304 37%
Tend to disagree	(2) 7%	133 7%	59 6%	74 7%	28 11%	28 9%	31 8%	18 5%	17 6%	11 3%	41 7%	38 6%	28 6%	27 6%	19 6%	68 8%
Strongly disagree	(1) 2%	37 2%	17 2%	20 2%	9 4%	5 2%	3 1%	11 3%	6 2%	2 1%	10 2%	13 2%	7 2%	6 1%	3 1%	19 2%
NET: Disagree	170 8%	76 8%	94 9%	37 15%	33 10%	34 9%	29 8%	24 8%	14 3%	51 9%	51 9%	35 8%	33 7%	22 7%	87 11%	
Don't know	222 11%	84 8%	138 13%	54 22%	47 15%	58 15%	37 11%	12 4%	14 3%	37 7%	56 10%	49 11%	80 17%	33 11%	99 12%	
Mean	3.36	3.43	3.29	3.10	3.23	3.34	3.30	3.42	3.56	3.37	3.31	3.38	3.38	3.34	3.31	
Standard deviation	0.71	0.70	0.71	0.82	0.70	0.69	0.74	0.70	0.58	0.72	0.71	0.71	0.69	0.66	0.75	
Standard error	0.02	0.02	0.02	0.07	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.03	0.04	0.03	

Tax Study

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Absolutes/col percents

Table 12

Q4. To what extent do you agree or disagree with each of the following statements?
-Multinational companies' accounts should be more transparent and publicly available

Base: All respondents

	Region												Voting Intention			
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Con-ser-vative	Labour	Lib-eral Demo-crat	Other
Unweighted base	2026	173	83	247	163	199	147	92	180	241	299	202	491	586	167	292
Weighted base	2026	176	92	238	179	187	157	107	190	255	260	185	502	578	158	313
NET: Agree	1635 81%	146 83%	71 77%	195 82%	148 83%	155 83%	126 80%	91 85%	146 77%	204 80%	211 81%	143 77%	417 83%	466 81%	130 83%	270 87%
Strongly agree	(4) 849 42%	75 42%	35 38%	107 45%	66 37%	83 44%	77 49%	47 44%	76 40%	100 39%	103 40%	81 44%	194 39%	265 46%	69 44%	168 54%
Tend to agree	(3) 785 39%	71 40%	35 39%	88 37%	83 46%	72 38%	49 31%	44 41%	69 36%	104 41%	108 41%	61 33%	223 45%	201 35%	62 39%	102 33%
Tend to disagree	(2) 133 7%	11 6%	6 7%	16 7%	11 6%	17 9%	13 8%	6 6%	12 6%	15 6%	13 5%	12 7%	41 8%	49 9%	12 8%	11 3%
Strongly disagree	(1) 37 2%	1 1%	3 3%	5 2%	2 1%	2 1%	5 3%	- -	5 2%	6 2%	4 2%	4 2%	9 2%	11 2%	2 1%	7 2%
NET: Disagree	170 8%	12 7%	9 10%	21 9%	13 7%	19 10%	18 12%	6 6%	17 9%	21 8%	18 7%	16 9%	50 10%	60 10%	14 9%	18 6%
Don't know	222 11%	18 10%	12 13%	22 9%	18 10%	13 7%	14 9%	10 10%	28 15%	30 12%	31 12%	26 14%	34 7%	52 9%	13 8%	24 8%
Mean	3.36	3.39	3.30	3.38	3.32	3.35	3.37	3.43	3.34	3.32	3.35	3.39	3.29	3.37	3.36	3.49
Standard deviation	0.71	0.65	0.75	0.72	0.65	0.71	0.80	0.61	0.74	0.71	0.68	0.74	0.71	0.74	0.70	0.69
Standard error	0.02	0.05	0.09	0.05	0.05	0.05	0.07	0.07	0.06	0.05	0.04	0.06	0.03	0.03	0.06	0.04

Tax Study

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Absolutes/col percents

Table 13

Q4. To what extent do you agree or disagree with each of the following statements?

-David Cameron should demand international action to tackle legal loopholes that allow tax avoidance to occur

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private	
Unweighted base	2026	916	1110	197	342	392	348	332	415	731	525	285	485	305	767	
Weighted base	2026	993	1033	243	324	385	344	304	426	547	588	425	466	317	818	
NET: Agree	1516 75%	771 78%	746 72%	154 63%	229 71%	276 72%	262 76%	250 82%	346 81%	411 75%	443 75%	321 75%	342 73%	234 74%	588 72%	
Strongly agree	(4) 34%	680 40%	395 28%	285 20%	49 30%	96 31%	119 33%	115 43%	130 40%	171 40%	196 36%	178 30%	141 33%	164 35%	105 33%	262 32%
Tend to agree	(3) 41%	836 41%	376 38%	461 45%	105 43%	133 41%	157 41%	147 43%	120 40%	175 41%	215 39%	265 45%	180 42%	177 38%	129 41%	326 40%
Tend to disagree	(2) 8%	168 8%	87 9%	81 8%	19 8%	36 11%	33 9%	19 5%	23 7%	38 9%	55 10%	44 7%	37 9%	31 7%	21 7%	82 10%
Strongly disagree	(1) 3%	54 3%	30 3%	25 2%	11 4%	6 2%	11 3%	6 2%	10 3%	11 3%	16 3%	15 3%	12 3%	11 2%	5 2%	27 3%
NET: Disagree	222 11%	117 12%	105 10%	29 12%	42 13%	44 11%	25 7%	32 11%	49 12%	71 13%	59 10%	50 12%	42 9%	26 8%	109 13%	
Don't know	288 14%	105 11%	183 18%	60 25%	53 16%	65 17%	57 17%	22 7%	31 7%	65 12%	85 15%	55 13%	82 18%	56 18%	121 15%	
Mean	3.23	3.28	3.18	3.05	3.18	3.20	3.29	3.31	3.28	3.23	3.21	3.21	3.29	3.28	3.18	
Standard deviation	0.75	0.77	0.72	0.78	0.74	0.75	0.69	0.76	0.75	0.78	0.72	0.76	0.74	0.70	0.79	
Standard error	0.02	0.03	0.02	0.06	0.04	0.04	0.04	0.04	0.04	0.03	0.03	0.05	0.04	0.04	0.03	

Tax Study

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Absolutes/col percents

Table 13

Q4. To what extent do you agree or disagree with each of the following statements?

-David Cameron should demand international action to tackle legal loopholes that allow tax avoidance to occur

Base: All respondents

	Region												Voting Intention			
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Con-ser-vative	Labour	Lib-eral Demo-crat	Other
Unweighted base	2026	173	83	247	163	199	147	92	180	241	299	202	491	586	167	292
Weighted base	2026	176	92	238	179	187	157	107	190	255	260	185	502	578	158	313
NET: Agree	1516 75%	147 84%	76 84%	182 77%	137 76%	139 74%	124 79%	76 71%	129 68%	183 72%	193 74%	129 70%	375 75%	454 78%	123 78%	254 81%
Strongly agree	(4) 680 34%	66 38%	31 34%	83 35%	59 33%	63 34%	59 37%	41 38%	54 29%	86 34%	80 31%	58 31%	137 27%	236 41%	52 33%	135 43%
Tend to agree	(3) 836 41%	81 46%	46 50%	100 42%	78 43%	76 41%	65 41%	35 33%	75 40%	97 38%	113 44%	71 38%	238 47%	218 38%	71 45%	120 38%
Tend to disagree	(2) 168 8%	9 5%	3 3%	15 6%	15 8%	23 12%	9 6%	15 14%	20 10%	22 9%	17 6%	21 11%	51 10%	48 8%	13 8%	20 6%
Strongly disagree	(1) 54 3%	1 *	1 1%	3 1%	3 2%	5 3%	11 7%	2 2%	1 1%	7 3%	11 4%	9 5%	22 4%	13 2%	1 1%	7 2%
NET: Disagree	222 11%	10 5%	4 4%	19 8%	18 10%	28 15%	20 13%	17 16%	21 11%	28 11%	27 11%	30 16%	73 15%	61 10%	14 9%	26 8%
Don't know	288 14%	19 11%	12 13%	37 15%	24 13%	20 11%	13 8%	14 13%	40 21%	43 17%	40 15%	26 14%	54 11%	64 11%	21 14%	32 10%
Mean	3.23	3.36	3.33	3.30	3.24	3.18	3.19	3.23	3.22	3.24	3.19	3.12	3.09	3.32	3.27	3.36
Standard deviation	0.75	0.61	0.60	0.68	0.71	0.79	0.86	0.81	0.69	0.76	0.77	0.84	0.78	0.74	0.65	0.72
Standard error	0.02	0.05	0.07	0.05	0.06	0.06	0.07	0.09	0.06	0.05	0.05	0.06	0.04	0.03	0.05	0.04

Tax Study

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Absolutes/col percents

Table 14

Q4. To what extent do you agree or disagree with each of the following statements?

-David Cameron should demand international action to tackle tax evasion

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2026	916	1110	197	342	392	348	332	415	731	525	285	485	305	767
Weighted base	2026	993	1033	243	324	385	344	304	426	547	588	425	466	317	818
NET: Agree	1522 75%	777 78%	744 72%	154 64%	226 70%	282 73%	257 75%	250 82%	352 83%	424 77%	447 76%	309 73%	341 73%	236 74%	585 72%
Strongly agree	(4) 695 34%	411 41%	284 28%	49 20%	95 29%	120 31%	112 32%	139 46%	180 42%	206 38%	173 29%	143 34%	173 37%	106 33%	269 33%
Tend to agree	(3) 827 41%	367 37%	460 44%	105 43%	131 40%	162 42%	145 42%	112 37%	172 40%	218 40%	274 47%	166 39%	168 36%	130 41%	316 39%
Tend to disagree	(2) 163 8%	77 8%	87 8%	28 12%	38 12%	24 6%	20 6%	23 8%	30 7%	49 9%	46 8%	39 9%	30 6%	21 7%	80 10%
Strongly disagree	(1) 56 3%	32 3%	24 2%	6 2%	10 3%	13 3%	10 3%	7 2%	11 3%	19 4%	11 2%	16 4%	9 2%	4 1%	33 4%
NET: Disagree	219 11%	108 11%	111 11%	34 14%	47 15%	37 9%	31 9%	30 10%	41 10%	68 12%	57 10%	55 13%	39 8%	24 8%	113 14%
Don't know	285 14%	107 11%	178 17%	55 22%	51 16%	66 17%	57 16%	24 8%	32 8%	55 10%	83 14%	61 14%	86 18%	57 18%	120 15%
Mean	3.24	3.31	3.17	3.05	3.14	3.22	3.25	3.36	3.32	3.24	3.21	3.20	3.33	3.30	3.18
Standard deviation	0.75	0.77	0.72	0.73	0.78	0.75	0.73	0.74	0.74	0.79	0.69	0.80	0.72	0.68	0.81
Standard error	0.02	0.03	0.02	0.06	0.05	0.04	0.04	0.04	0.04	0.03	0.03	0.05	0.04	0.04	0.03

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Absolutes/col percents

Table 14

Q4. To what extent do you agree or disagree with each of the following statements?

-David Cameron should demand international action to tackle tax evasion

Base: All respondents

	Region												Voting Intention			
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Con-ser-vative	Labour	Lib-eral Demo-crat	Other
Unweighted base	2026	173	83	247	163	199	147	92	180	241	299	202	491	586	167	292
Weighted base	2026	176	92	238	179	187	157	107	190	255	260	185	502	578	158	313
NET: Agree	1522 75%	146 83%	71 78%	185 78%	141 79%	140 75%	118 75%	84 78%	130 69%	190 75%	183 71%	133 72%	380 76%	445 77%	122 77%	252 81%
Strongly agree	(4) 695 34%	71 40%	31 34%	85 36%	55 31%	68 36%	56 35%	40 37%	61 32%	88 35%	80 31%	61 33%	156 31%	228 39%	49 31%	143 46%
Tend to agree	(3) 827 41%	75 43%	40 44%	100 42%	86 48%	72 38%	63 40%	44 41%	69 36%	102 40%	103 40%	72 39%	223 45%	218 38%	73 46%	109 35%
Tend to disagree	(2) 163 8%	8 4%	3 3%	14 6%	12 7%	17 9%	13 8%	8 8%	22 11%	24 9%	28 11%	13 7%	51 10%	48 8%	19 12%	20 6%
Strongly disagree	(1) 56 3%	2 1%	3 4%	7 3%	4 2%	9 5%	10 6%	2 2%	2 1%	3 1%	8 3%	5 3%	20 4%	18 3%	2 1%	6 2%
NET: Disagree	219 11%	10 5%	6 7%	21 9%	16 9%	26 14%	23 15%	11 10%	24 13%	27 11%	36 14%	18 10%	72 14%	66 11%	21 13%	26 8%
Don't know	285 14%	20 12%	14 15%	32 13%	22 12%	21 11%	16 10%	12 12%	36 19%	37 15%	40 15%	34 18%	50 10%	67 12%	15 9%	34 11%
Mean	3.24	3.38	3.28	3.28	3.22	3.20	3.16	3.28	3.22	3.27	3.16	3.24	3.14	3.28	3.18	3.40
Standard deviation	0.75	0.64	0.73	0.74	0.69	0.83	0.87	0.74	0.74	0.71	0.79	0.75	0.79	0.78	0.71	0.72
Standard error	0.02	0.05	0.09	0.05	0.06	0.06	0.08	0.08	0.06	0.05	0.05	0.06	0.04	0.03	0.06	0.04

Tax Study

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Absolutes/col percents

Table 15

Q4. To what extent do you agree or disagree with each of the following statements?

-The Government is showing a genuine desire to combat tax avoidance

Base: All respondents

	Gender			Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private	
Unweighted base	2026	916	1110	197	342	392	348	332	415	731	525	285	485	305	767	
Weighted base	2026	993	1033	243	324	385	344	304	426	547	588	425	466	317	818	
NET: Agree	763 38%	382 39%	381 37%	95 39%	137 42%	121 31%	121 35%	114 37%	176 41%	194 36%	195 33%	186 44%	188 40%	121 38%	303 37%	
Strongly agree	(4) 8%	155 7%	72 8%	83 12%	29 14%	44 7%	25 6%	19 6%	17 5%	21 7%	40 5%	31 5%	47 11%	37 8%	30 9%	74 9%
Tend to agree	(3) 30%	608 31%	310 29%	298 27%	66 27%	93 29%	96 25%	102 30%	97 32%	155 37%	154 28%	164 28%	139 33%	151 33%	91 29%	230 28%
Tend to disagree	(2) 29%	580 31%	308 26%	271 22%	53 22%	81 25%	111 29%	100 29%	102 33%	133 31%	174 32%	185 32%	100 23%	121 26%	76 24%	236 29%
Strongly disagree	(1) 14%	290 17%	172 11%	118 12%	29 12%	37 11%	60 16%	55 16%	56 19%	53 12%	85 16%	91 15%	51 12%	63 14%	48 15%	126 15%
NET: Disagree	870 43%	481 48%	389 38%	82 34%	119 37%	171 44%	155 45%	158 52%	186 44%	259 47%	276 47%	150 35%	184 39%	124 39%	362 44%	
Don't know	393 19%	130 13%	263 25%	67 27%	69 21%	93 24%	68 20%	32 11%	64 15%	94 17%	116 20%	89 21%	94 20%	72 23%	153 19%	
Mean	2.38	2.33	2.45	2.54	2.56	2.29	2.31	2.28	2.40	2.33	2.29	2.54	2.43	2.42	2.38	
Standard deviation	0.88	0.89	0.88	0.95	0.94	0.89	0.87	0.86	0.80	0.88	0.85	0.91	0.89	0.94	0.91	
Standard error	0.02	0.03	0.03	0.08	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.06	0.05	0.06	0.04	

Tax Study

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Absolutes/col percents

Table 15

Q4. To what extent do you agree or disagree with each of the following statements?

-The Government is showing a genuine desire to combat tax avoidance

Base: All respondents

	Region												Voting Intention			
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Con-ser-vative	Labour	Lib-eral Demo-crat	Other
Unweighted base	2026	173	83	247	163	199	147	92	180	241	299	202	491	586	167	292
Weighted base	2026	176	92	238	179	187	157	107	190	255	260	185	502	578	158	313
NET: Agree	763 38%	62 35%	36 39%	89 38%	74 42%	66 35%	56 36%	41 38%	74 39%	96 38%	102 39%	66 36%	286 57%	174 30%	65 41%	90 29%
Strongly agree	(4) 155 8%	10 6%	10 11%	21 9%	10 6%	12 7%	15 10%	4 4%	14 7%	25 10%	17 6%	16 9%	49 10%	56 10%	15 9%	12 4%
Tend to agree	(3) 608 30%	52 30%	26 28%	68 29%	64 36%	54 29%	41 26%	37 34%	61 32%	71 28%	85 33%	51 27%	237 47%	118 20%	50 32%	78 25%
Tend to disagree	(2) 580 29%	53 30%	31 34%	74 31%	40 22%	62 33%	48 30%	35 32%	50 27%	67 26%	71 27%	49 26%	127 25%	187 32%	57 36%	95 30%
Strongly disagree	(1) 290 14%	27 15%	12 14%	30 12%	28 15%	35 19%	25 16%	12 11%	27 14%	33 13%	34 13%	27 15%	20 4%	122 21%	10 7%	78 25%
NET: Disagree	870 43%	80 45%	44 48%	104 44%	68 38%	97 52%	72 46%	46 43%	78 41%	101 39%	105 40%	76 41%	147 29%	309 53%	67 42%	172 55%
Don't know	393 19%	34 19%	12 14%	45 19%	37 20%	24 13%	29 18%	20 19%	38 20%	59 23%	53 20%	43 23%	68 14%	95 16%	26 17%	50 16%
Mean	2.38	2.32	2.42	2.42	2.40	2.27	2.36	2.39	2.40	2.44	2.41	2.38	2.73	2.22	2.52	2.09
Standard deviation	0.88	0.86	0.91	0.88	0.88	0.89	0.93	0.78	0.89	0.92	0.86	0.92	0.72	0.95	0.80	0.88
Standard error	0.02	0.07	0.11	0.06	0.08	0.07	0.08	0.09	0.07	0.07	0.06	0.07	0.03	0.04	0.07	0.06

Tax Study

ONLINE Fieldwork : 8th - 9th August 2012

Absolutes/col percents

Table 16

Q4. To what extent do you agree or disagree with each of the following statements?

-If I knew how to, I would consider using a tax haven (area or country that enables people to pay low or no tax) to reduce my tax bill

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2026	916	1110	197	342	392	348	332	415	731	525	285	485	305	767
Weighted base	2026	993	1033	243	324	385	344	304	426	547	588	425	466	317	818
NET: Agree	742 37%	398 40%	344 33%	101 42%	175 54%	149 39%	130 38%	77 25%	109 26%	211 39%	213 36%	172 40%	146 31%	146 46%	341 42%
Strongly agree	(4) 281 14%	163 16%	119 11%	41 17%	68 21%	60 16%	48 14%	30 10%	34 8%	76 14%	79 13%	74 17%	51 11%	60 19%	132 16%
Tend to agree	(3) 461 23%	236 24%	226 22%	60 25%	107 33%	90 23%	82 24%	47 15%	75 18%	134 25%	134 23%	98 23%	95 20%	86 27%	209 26%
Tend to disagree	(2) 547 27%	278 28%	269 26%	53 22%	56 17%	93 24%	92 27%	109 36%	145 34%	158 29%	162 27%	110 26%	117 25%	65 21%	214 26%
Strongly disagree	(1) 368 18%	156 16%	212 20%	23 10%	45 14%	61 16%	59 17%	74 24%	106 25%	109 20%	98 17%	72 17%	88 19%	51 16%	118 14%
NET: Disagree	915 45%	434 44%	481 47%	76 31%	101 31%	153 40%	151 44%	183 60%	251 59%	268 49%	260 44%	182 43%	206 44%	117 37%	332 41%
Don't know	368 18%	160 16%	208 20%	66 27%	48 15%	82 21%	64 18%	44 15%	65 15%	69 13%	115 20%	71 17%	114 24%	55 17%	144 18%
Mean	2.40	2.49	2.30	2.67	2.72	2.49	2.42	2.13	2.10	2.37	2.41	2.49	2.31	2.59	2.53
Standard deviation	1.01	1.01	1.01	0.98	1.01	1.02	1.00	0.96	0.93	1.01	1.00	1.04	1.01	1.05	1.00
Standard error	0.02	0.04	0.03	0.08	0.06	0.06	0.06	0.06	0.05	0.04	0.05	0.07	0.05	0.07	0.04

Tax Study

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Absolutes/col percents

Table 16

Q4. To what extent do you agree or disagree with each of the following statements?

-If I knew how to, I would consider using a tax haven (area or country that enables people to pay low or no tax) to reduce my tax bill

Base: All respondents

	Region												Voting Intention			
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Con-ser-vative	Labour	Lib-eral Demo-crats	Other
Unweighted base	2026	173	83	247	163	199	147	92	180	241	299	202	491	586	167	292
Weighted base	2026	176	92	238	179	187	157	107	190	255	260	185	502	578	158	313
NET: Agree	742 37%	61 34%	29 31%	95 40%	68 38%	76 41%	65 42%	33 31%	65 34%	109 43%	84 32%	57 31%	204 41%	211 36%	57 36%	99 32%
Strongly agree	(4) 281 14%	17 10%	10 11%	30 13%	31 17%	24 13%	31 20%	11 11%	31 17%	38 15%	34 13%	23 13%	77 15%	82 14%	20 13%	40 13%
Tend to agree	(3) 461 23%	44 25%	19 21%	65 27%	38 21%	52 28%	35 22%	21 20%	34 18%	71 28%	50 19%	34 18%	127 25%	129 22%	37 24%	59 19%
Tend to disagree	(2) 547 27%	51 29%	32 35%	57 24%	43 24%	43 23%	40 26%	26 24%	53 28%	59 23%	89 34%	54 29%	152 30%	154 27%	55 35%	90 29%
Strongly disagree	(1) 368 18%	39 22%	12 13%	47 20%	35 20%	36 19%	28 17%	24 22%	31 16%	33 13%	46 18%	38 21%	69 14%	122 21%	24 15%	72 23%
NET: Disagree	915 45%	89 51%	44 48%	104 44%	79 44%	79 42%	68 43%	49 46%	84 44%	92 36%	135 52%	92 50%	221 44%	276 48%	79 50%	162 52%
Don't know	368 18%	26 15%	19 20%	39 16%	32 18%	32 17%	24 15%	25 23%	40 21%	54 21%	40 16%	36 19%	77 15%	91 16%	22 14%	52 17%
Mean	2.40	2.26	2.36	2.40	2.43	2.42	2.51	2.25	2.44	2.56	2.33	2.28	2.50	2.35	2.39	2.26
Standard deviation	1.01	0.97	0.92	1.01	1.07	1.01	1.06	1.03	1.04	0.98	0.98	1.02	0.97	1.03	0.94	1.03
Standard error	0.02	0.08	0.11	0.07	0.09	0.08	0.09	0.12	0.09	0.07	0.06	0.08	0.05	0.05	0.08	0.07

Tax Study

ONLINE Fieldwork : 8th - 9th August 2012

Absolutes/col percents

Table 17

Q4. To what extent do you agree or disagree with each of the following statements?

-Companies should be entitled to keep their accounts private

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private	
Unweighted base	2026	916	1110	197	342	392	348	332	415	731	525	285	485	305	767	
Weighted base	2026	993	1033	243	324	385	344	304	426	547	588	425	466	317	818	
NET: Agree	368 18%	186 19%	182 18%	69 28%	104 32%	82 21%	45 13%	36 12%	33 8%	101 18%	119 20%	81 19%	67 14%	73 23%	175 21%	
Strongly agree	(4) 6%	118 7%	69 5%	50 8%	19 13%	42 6%	24 5%	18 2%	6 2%	9 4%	25 6%	38 8%	32 5%	23 10%	33 7%	56
Tend to agree	(3) 12%	250 12%	117 13%	133 20%	50 19%	62 15%	58 8%	26 10%	29 6%	24 14%	76 14%	81 11%	49 9%	43 13%	41 14%	118
Tend to disagree	(2) 33%	675 30%	297 37%	379 36%	87 30%	99 34%	132 34%	117 29%	90 35%	150 33%	179 35%	205 36%	152 30%	139 36%	113 31%	251
Strongly disagree	(1) 36%	737 42%	415 31%	322 14%	33 21%	69 30%	116 40%	138 52%	159 52%	222 40%	220 32%	191 33%	139 40%	187 28%	89 35%	285
NET: Disagree	1412 70%	711 72%	701 68%	120 50%	168 52%	249 65%	255 74%	248 82%	372 87%	400 73%	395 67%	292 69%	325 70%	202 64%	536 66%	
Don't know	246 12%	96 10%	150 15%	54 22%	52 16%	54 14%	45 13%	20 7%	21 5%	46 8%	73 12%	52 12%	74 16%	41 13%	107 13%	
Mean	1.86	1.82	1.90	2.29	2.28	1.97	1.75	1.59	1.56	1.81	1.94	1.93	1.75	2.06	1.92	
Standard deviation	0.89	0.93	0.85	0.87	1.01	0.90	0.86	0.76	0.71	0.87	0.91	0.92	0.88	0.97	0.94	
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.04	0.04	0.03	0.04	0.06	0.04	0.06	0.04	

Tax Study

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Absolutes/col percents

Table 17

Q4. To what extent do you agree or disagree with each of the following statements?

-Companies should be entitled to keep their accounts private

Base: All respondents

	Region												Voting Intention			
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Con-ser-vative	Labour	Lib-eral Demo-crats	Other
Unweighted base	2026	173	83	247	163	199	147	92	180	241	299	202	491	586	167	292
Weighted base	2026	176	92	238	179	187	157	107	190	255	260	185	502	578	158	313
NET: Agree	368 18%	20 12%	10 11%	47 20%	33 18%	34 18%	38 24%	12 11%	34 18%	62 24%	48 19%	29 16%	103 21%	116 20%	37 23%	36 11%
Strongly agree	(4) 118 6%	3 2%	8 8%	15 6%	9 5%	8 5%	8 5%	3 3%	15 8%	25 10%	13 5%	11 6%	29 6%	45 8%	12 8%	12 4%
Tend to agree	(3) 250 12%	17 10%	3 3%	33 14%	24 13%	26 14%	30 19%	9 8%	19 10%	37 15%	36 14%	18 10%	75 15%	72 12%	24 16%	24 8%
Tend to disagree	(2) 675 33%	64 36%	35 38%	73 31%	52 29%	57 31%	50 32%	48 45%	66 35%	87 34%	80 31%	62 34%	180 36%	195 34%	57 36%	90 29%
Strongly disagree	(1) 737 36%	73 42%	30 33%	94 39%	73 41%	77 41%	54 34%	31 29%	65 34%	73 29%	101 39%	66 36%	180 36%	208 36%	52 33%	159 51%
NET: Disagree	1412 70%	137 78%	65 71%	167 70%	125 70%	134 72%	104 66%	80 74%	131 69%	160 63%	181 70%	128 69%	359 72%	403 70%	109 69%	249 80%
Don't know	246 12%	19 11%	16 17%	24 10%	21 12%	19 10%	15 10%	16 15%	25 13%	32 13%	31 12%	28 15%	39 8%	59 10%	12 8%	27 9%
Mean	1.86	1.68	1.84	1.85	1.80	1.80	1.95	1.82	1.90	2.06	1.83	1.83	1.90	1.91	1.98	1.61
Standard deviation	0.89	0.75	0.91	0.92	0.90	0.88	0.91	0.74	0.94	0.97	0.89	0.89	0.89	0.94	0.93	0.81
Standard error	0.02	0.06	0.11	0.06	0.07	0.07	0.08	0.08	0.07	0.07	0.05	0.07	0.04	0.04	0.07	0.05

Tax Study

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Absolutes/col percents

Table 18

Q4. To what extent do you agree or disagree with each of the following statements?**-David Cameron should demand international action to tackle tax avoidance and evasion****Base: All respondents**

	Gender			Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private	
Unweighted base	2026	916	1110	197	342	392	348	332	415	731	525	285	485	305	767	
Weighted base	2026	993	1033	243	324	385	344	304	426	547	588	425	466	317	818	
NET: Agree	1504 74%	769 77%	735 71%	151 62%	227 70%	274 71%	259 75%	251 83%	341 80%	415 76%	426 72%	328 77%	336 72%	232 73%	582 71%	
Strongly agree	(4) 33%	671 40%	393 27%	277 20%	47 28%	91 29%	110 30%	105 44%	133 43%	183 34%	188 27%	161 36%	152 36%	169 31%	97 30%	244 30%
Tend to agree	(3) 41%	833 38%	375 44%	458 43%	104 42%	136 43%	164 45%	155 39%	117 37%	157 41%	226 45%	265 41%	175 36%	166 36%	135 43%	338 41%
Tend to disagree	(2) 8%	164 9%	86 8%	78 8%	19 8%	37 11%	28 7%	25 7%	24 8%	30 7%	50 9%	44 8%	40 9%	29 6%	24 8%	83 10%
Strongly disagree	(1) 3%	52 2%	23 2%	29 3%	10 4%	4 1%	11 3%	6 2%	10 3%	10 2%	15 3%	17 3%	8 2%	10 2%	5 1%	27 3%
NET: Disagree	215 11%	108 11%	107 10%	29 12%	41 13%	40 10%	31 9%	34 11%	41 10%	66 12%	62 10%	49 11%	40 9%	29 9%	110 13%	
Don't know	307 15%	116 12%	191 18%	62 26%	57 17%	71 18%	54 16%	19 6%	44 10%	67 12%	100 17%	49 12%	91 19%	56 18%	126 15%	
Mean	3.23	3.30	3.17	3.04	3.17	3.19	3.23	3.31	3.35	3.22	3.17	3.25	3.32	3.24	3.15	
Standard deviation	0.74	0.75	0.73	0.77	0.71	0.74	0.69	0.77	0.74	0.76	0.73	0.73	0.73	0.69	0.78	
Standard error	0.02	0.03	0.02	0.06	0.04	0.04	0.04	0.04	0.04	0.03	0.04	0.05	0.04	0.04	0.03	

Tax Study

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Absolutes/col percents

Table 18

Q4. To what extent do you agree or disagree with each of the following statements?
-David Cameron should demand international action to tackle tax avoidance and evasion
Base: All respondents

	Region												Voting Intention			
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Con-ser-vative	Labour	Lib-eral Demo-crat	Other
Unweighted base	2026	173	83	247	163	199	147	92	180	241	299	202	491	586	167	292
Weighted base	2026	176	92	238	179	187	157	107	190	255	260	185	502	578	158	313
NET: Agree	1504 74%	139 79%	78 85%	181 76%	136 76%	144 77%	115 73%	78 73%	134 71%	180 71%	185 71%	134 72%	375 75%	450 78%	124 78%	243 78%
Strongly agree	(4) 671 33%	65 37%	30 32%	80 34%	50 28%	62 33%	53 34%	40 37%	59 31%	93 36%	79 30%	59 32%	148 30%	223 39%	45 28%	139 44%
Tend to agree	(3) 833 41%	73 42%	48 53%	101 42%	85 48%	82 44%	61 39%	39 36%	76 40%	87 34%	106 41%	74 40%	227 45%	227 39%	79 50%	104 33%
Tend to disagree	(2) 164 8%	14 8%	3 3%	16 7%	14 8%	16 9%	12 8%	11 10%	19 10%	24 10%	22 8%	12 6%	49 10%	53 9%	14 9%	21 7%
Strongly disagree	(1) 52 3%	- -	- -	5 2%	6 3%	6 3%	11 7%	1 1%	2 1%	4 1%	10 4%	8 4%	20 4%	11 2%	1 1%	7 2%
NET: Disagree	215 11%	14 8%	3 3%	22 9%	20 11%	22 12%	23 15%	12 11%	22 11%	28 11%	32 12%	19 10%	69 14%	64 11%	14 9%	28 9%
Don't know	307 15%	23 13%	11 12%	35 15%	23 13%	21 11%	19 12%	17 16%	34 18%	47 18%	44 17%	32 17%	57 11%	64 11%	20 13%	41 13%
Mean	3.23	3.33	3.34	3.26	3.16	3.21	3.14	3.29	3.23	3.30	3.17	3.21	3.13	3.29	3.21	3.38
Standard deviation	0.74	0.64	0.54	0.72	0.73	0.75	0.88	0.72	0.71	0.74	0.79	0.79	0.78	0.73	0.64	0.74
Standard error	0.02	0.05	0.06	0.05	0.06	0.06	0.08	0.08	0.06	0.05	0.05	0.06	0.04	0.03	0.05	0.05