

ACTION AID – SURVEY OF GB ADULTS ON TAX AVOIDANCE

Methodology: ComRes interviewed 2,033 GB adults online between 5th and 7th May 2017. Data were weighted to be demographically representative of all GB adults and by past vote recall. ComRes is a member of the British Polling Council and abides by its rules.

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Tax Avoidance Survey
ONLINE Fieldwork: 5th-7th May 2017

Absolutes/col percents

Table 1

Q.1 If a political party promised in its manifesto to focus on reducing corporate tax avoidance, would this make you more likely, less likely or have no impact on your likelihood to vote for them in the 2017 General Election?

Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2033	985	1048	181	287	359	406	296	504	623	585	350	475	284	844
Weighted base	2033	992	1041	228	350	327	362	299	467	544	567	418	504	298	873
More likely	787 39%	411 41%B	376 36%	115 51% ^{EF} GH	150 43% ^{FG}	123 38%	124 34%	95 32%	179 38% ^g	249 46% ^{ijkl}	227 40% ^K	135 32%	176 35%	127 43% ^N	303 35%
No impact	785 39%	407 41%B	378 36%	60 26%	98 28%	122 37% ^{CD}	145 40% ^{CD}	143 48% ^{CDEF}	218 47% ^{CDEF}	204 38%	230 41% ^l	177 42% ^L	173 34%	111 37%	350 40%
Less likely	59 3%	29 3%	30 3%	9 4%	15 4% ^e	5 2%	9 2%	8 3%	13 3%	15 3%	17 3%	9 2%	17 3%	6 2%	27 3%
I am not planning to vote in the 2017 General Election	92 5%	31 3%	62 6%A	12 5% ^H	29 8% ^{GH}	18 6% ^H	18 5% ^H	8 3%	8 2%	15 3%	17 3%	25 6% ^{IJ}	35 7% ^{IJ}	12 4%	44 5%
Don't know	310 15%	115 12%	195 19%A	32 14%	59 17% ^H	59 18% ^H	66 18% ^H	45 15% ^h	50 11%	60 11%	76 13%	72 17% ^l	102 20% ^{IJ}	42 14%	148 17%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

Tax Avoidance Survey

ONLINE Fieldwork: 5th-7th May 2017

Absolutes/col percents

Table 2

Q.1 If a political party promised in its manifesto to focus on reducing corporate tax avoidance, would this make you more likely, less likely or have no impact on your likelihood to vote for them in the 2017 General Election?

Base: All respondents

	Region												Voting Intention				
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Conser- vative (n)	Labour (o)	Liberal Democrat (p)	Will not vote (q)
Unweighted base	2033	189	109	1735	86	196	197	171	152	212	272	273	176	757	492	139	113
Weighted base	2033	179	102*	1752	85*	234	171	183	152	195	270	283	179	719	516	131	116*
More likely	787 39%	69 39%	37 36%	681 39%	48 56% KLM	90 38%	58 34%	68 37%	58 38%	80 41%	114 42%g	103 37%	62 34%	239 33%Q	274 53%NQ	76 58%NQ	9 8%
No impact	785 39%	72 40%ek	43 43%ek	669 38%	24 28%	92 39%e	78 45%EJK	73 40%e	61 40%e	68 35%	85 32%	112 40%ek	76 42%EK	389 54%OPQ	145 28%Q	36 27%q	20 17%
Less likely	59 3%	4 2%	1 1%	54 3%	2 2%	6 3%	6 4%	3 2%	2 1%	7 3%	11 4%	9 3%	8 5%i	13 2%	25 5%NQ	8 6%NQ	- -
I am not planning to vote in the 2017 General Election	92 5%	7 4%	5 5%	81 5%	3 3%	5 2%	7 4%	11 6%f	8 5%	13 7%F	12 5%	10 4%	14 8%FI	2 *	6 1%n	- -	79 68%NOP
Don't know	310 15%	27 15%	16 16%	267 15%	9 11%	41 18%m	23 13%	27 15%	24 16%	27 14%	47 18%m	48 17%m	19 11%	78 11%	66 13%q	12 9%	7 6%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o/p/q

*** small base; ** very small base (under 30) ineligible for sig testing**

Tax Avoidance Survey

ONLINE Fieldwork: 5th-7th May 2017

Absolutes/col percents

Table 3
Q.2 To what extent do you agree or disagree with the following statements?

Summary

Base: All respondents

	Statements					
	The next UK Government should take action to ensure British multinational companies do not avoid paying tax in developing countries where they operate	Tackling tax avoidance by large companies should not be a priority for the next UK Government	It is too easy for large companies to avoid paying tax	Tax avoidance by large companies is morally wrong, even if it is legal	The next UK Government should ensure so-called 'tax havens' linked to the UK (e.g. the British Virgin Islands) are more transparent	The next UK Government should ensure British multinational companies publish how much tax they pay in each of the countries where they do business
Unweighted base	2033	2033	2033	2033	2033	2033
Weighted base	2033	2033	2033	2033	2033	2033
NET: Agree	1707 84%	513 25%	1754 86%	1816 89%	1709 84%	1692 83%
Strongly agree (4)	955 47%	204 10%	1046 51%	1205 59%	962 47%	926 46%
Tend to agree (3)	751 37%	309 15%	708 35%	611 30%	746 37%	766 38%
Tend to disagree (2)	89 4%	593 29%	50 2%	81 4%	70 3%	95 5%
Strongly disagree (1)	23 1%	708 35%	21 1%	20 1%	20 1%	17 1%
NET: Disagree	112 6%	1301 64%	71 4%	101 5%	90 4%	112 6%
Don't know	214 11%	219 11%	207 10%	116 6%	234 12%	229 11%
Mean	3.45	2.00	3.52	3.57	3.47	3.44
Standard deviation	0.65	1.01	0.61	0.63	0.63	0.64
Standard error	0.02	0.02	0.01	0.01	0.01	0.01

Tax Avoidance Survey
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Absolutes/col percents

Table 4

Q.2 To what extent do you agree or disagree with the following statements?**The next UK Government should take action to ensure British multinational companies do not avoid paying tax in developing countries where they operate****Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2033	985	1048	181	287	359	406	296	504	623	585	350	475	284	844
Weighted base	2033	992	1041	228	350	327	362	299	467	544	567	418	504	298	873
NET: Agree	1707 84%	828 83%	879 84%	188 83%	277 79%	269 82%	299 83%	254 85% ^d	419 90% ^{CDEFg}	449 82%	487 86%	351 84%	420 83%	256 86% ⁿ	702 80%
Strongly agree	(4) 955 47%	456 46%	500 48%	95 42%	152 43%	141 43%	174 48%	138 46%	256 55% ^{CDEFg}	239 44%	270 48%	203 48%	244 48%	138 46%	361 41%
Tend to agree	(3) 751 37%	372 38%	379 36%	93 41%	125 36%	128 39%	125 35%	116 39%	164 35%	210 39%	217 38%	148 35%	176 35%	118 39%	341 39%
Tend to disagree	(2) 89 4%	63 6%B	26 3%	12 5%	20 6% ^h	13 4%	12 3%	18 6% ^H	13 3%	33 6% ^{jL}	21 4%	22 5% ^l	13 3%	12 4%	49 6%
Strongly disagree	(1) 23 1%	17 2%B	6 1%	2 1%	8 2%	2 1%	3 1%	2 1%	6 1%	12 2% ^{jL}	5 1%	4 1%	2 *	4 1%	11 1%
NET: Disagree	112 6%	80 8%B	32 3%	14 6%	28 8% ^{eFH}	15 5%	15 4%	21 7%	19 4%	45 8% ^{JL}	26 5%	26 6% ^l	15 3%	16 5%	59 7%
Don't know	214 11%	84 8%	130 12%A	25 11% ^h	45 13% ^H	43 13% ^{gH}	48 13% ^{GH}	24 8%	29 6%	51 9%	54 9%	42 10%	68 14% ^{lj}	26 9%	111 13% ^m
Mean	3.45	3.40	3.51 ^A	3.39	3.38	3.44	3.50 ^{cD}	3.42	3.52 ^{CDDeG}	3.37	3.47 ^I	3.46 ⁱ	3.52 ^l	3.43	3.38
Standard deviation	0.65	0.70	0.59	0.65	0.72	0.62	0.62	0.65	0.63	0.72	0.62	0.66	0.59	0.65	0.67
Standard error	0.02	0.02	0.02	0.05	0.05	0.03	0.03	0.04	0.03	0.03	0.03	0.04	0.03	0.04	0.02

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

Tax Avoidance Survey

ONLINE Fieldwork: 5th-7th May 2017

Absolutes/col percents

Table 5

Q.2 To what extent do you agree or disagree with the following statements?

The next UK Government should take action to ensure British multinational companies do not avoid paying tax in developing countries where they operate

Base: All respondents

	Total	Region											Voting Intention				
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Conser- vative (n)	Labour (o)	Liberal Democrat (p)	Will not vote (q)
Unweighted base	2033	189	109	1735	86	196	197	171	152	212	272	273	176	757	492	139	113
Weighted base	2033	179	102*	1752	85*	234	171	183	152	195	270	283	179	719	516	131	116*
NET: Agree	1707 84%	160 89% ^{DGikLM}	92 91% ^{dgikLM}	1455 83%	77 90% ^{llm}	196 84%	139 82%	155 85%	119 78%	171 88% ^{llm}	224 83%	228 81%	145 81%	589 82% ^Q	450 87% ^{NQ}	122 94% ^{NoQ}	81 70%
Strongly agree	(4) 955 47%	97 54% ^{DGiL}	51 51% ^g	807 46%	42 49%	108 46%	66 38%	94 51% ^{GI}	67 44%	101 52% ^{GL}	128 47% ^g	116 41%	86 48% ^g	278 39%	303 59% ^{NQ}	77 59% ^{NQ}	35 31%
Tend to agree	(3) 751 37%	62 35%	41 40%	648 37%	35 41%	88 38%	74 43% ^{hm}	61 33%	52 34%	70 36%	96 35%	113 40%	59 33%	311 43% ^{Op}	147 28%	45 34%	45 39% ^O
Tend to disagree	(2) 89 4%	6 3%	2 2%	81 5%	2 2%	15 6% ^{jl}	9 6% ^j	7 4%	15 10% ^{ABEhJKL}	4 2%	9 3%	7 3%	12 7% ^{JI}	44 6% ^P	20 4%	2 2%	5 5%
Strongly disagree	(1) 23 1%	1 1%	1 1%	21 1%	2 2%	3 1%	2 1%	1 1%	- -	2 1%	4 1%	4 1%	4 2%	9 1%	5 1%	1 1%	1 1%
NET: Disagree	112 6%	7 4%	3 3%	102 6%	3 4%	18 8% ^j	11 6%	9 5%	15 10% ^{ABhJKL}	6 3%	13 5%	11 4%	16 9% ^{abJI}	53 7% ^{op}	24 5%	4 3%	6 5%
Don't know	214 11%	12 7%	7 7%	195 11% ^a	5 6%	19 8%	20 12%	19 11%	18 12%	17 9%	34 12% ^a	43 15% ^{ABeFj}	18 10%	78 11% ^P	41 8%	5 4%	29 25% ^{NOP}
Mean	3.45	3.53 ^{dfGil}	3.51 ^g	3.44	3.45	3.41	3.35	3.51 ^G	3.38	3.52 ^{Gi}	3.47 ^g	3.42	3.41	3.34	3.58 ^{NQ}	3.57 ^{NQ}	3.33
Standard deviation	0.65	0.61	0.58	0.66	0.65	0.68	0.65	0.62	0.68	0.61	0.65	0.64	0.73	0.67	0.62	0.59	0.64
Standard error	0.02	0.05	0.06	0.02	0.07	0.05	0.05	0.05	0.06	0.04	0.04	0.04	0.06	0.03	0.03	0.05	0.07

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o/p/q

*** small base; ** very small base (under 30) ineligible for sig testing**

Tax Avoidance Survey

ONLINE Fieldwork: 5th-7th May 2017

Absolutes/col percents

Table 6

Q.2 To what extent do you agree or disagree with the following statements?
Tackling tax avoidance by large companies should not be a priority for the next UK Government

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2033	985	1048	181	287	359	406	296	504	623	585	350	475	284	844
Weighted base	2033	992	1041	228	350	327	362	299	467	544	567	418	504	298	873
NET: Agree	513 25%	277 28%B	237 23%	80 35% ^d FgH	93 27% ^H	92 28% ^H	83 23% ^h	81 27% ^H	84 18%	140 26%	148 26%	92 22%	133 26%	86 29%	249 29%
Strongly agree	(4) 204 10%	115 12%B	89 9%	29 13% ^H	37 11%	35 11% ^h	38 10% ^h	31 10%	33 7%	51 9%	55 10%	38 9%	60 12%	41 14% ⁿ	85 10%
Tend to agree	(3) 309 15%	162 16%	147 14%	51 22% ^{FH}	55 16% ^h	57 17% ^{fH}	45 12%	50 17% ^H	51 11%	90 16%	93 16%	54 13%	73 14%	46 15%	164 19%
Tend to disagree	(2) 593 29%	277 28%	316 30%	69 30%	89 26%	95 29%	105 29%	90 30%	143 31%	158 29%	177 31%	125 30%	133 26%	82 28%	248 28%
Strongly disagree	(1) 708 35%	374 38%B	334 32%	50 22%	109 31% ^C	94 29%	126 35% ^C	111 37% ^{CE}	219 47% ^{CDEFG}	193 35%	187 33%	156 37%	173 34%	102 34%	258 30%
NET: Disagree	1301 64%	651 66%	650 62%	119 52%	198 57%	190 58%	231 64% ^{Cd}	201 67% ^{CDE}	363 78% ^{CDEFG}	351 64%	364 64%	281 67% ^l	306 61%	184 62%	506 58%
Don't know	219 11%	65 7%	154 15%A	29 13% ^{GH}	59 17% ^{GH}	46 14% ^{GH}	48 13% ^{GH}	16 5%	21 4%	53 10%	54 10%	46 11%	65 13%	27 9%	118 14% ^m
Mean	2.00	2.02	1.99	2.30 ^{de} FGH	2.07 ^H	2.12 ^H	1.98 ^H	2.00 ^H	1.77	2.00	2.03	1.93	2.05	2.09	2.10
Standard deviation	1.01	1.04	0.97	1.00	1.04	1.01	1.01	1.01	0.92	1.00	0.99	0.98	1.05	1.07	1.00
Standard error	0.02	0.03	0.03	0.08	0.07	0.06	0.05	0.06	0.04	0.04	0.04	0.06	0.05	0.07	0.04

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

Tax Avoidance Survey

ONLINE Fieldwork: 5th-7th May 2017

Absolutes/col percents

Table 7

Q.2 To what extent do you agree or disagree with the following statements?
Tackling tax avoidance by large companies should not be a priority for the next UK Government

Base: All respondents

	Region													Voting Intention			
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Conser- vative (n)	Labour (o)	Liberal Democrat (p)	Will not vote (q)
Unweighted base	2033	189	109	1735	86	196	197	171	152	212	272	273	176	757	492	139	113
Weighted base	2033	179	102*	1752	85*	234	171	183	152	195	270	283	179	719	516	131	116*
NET: Agree	513 25%	39 22%	26 25%	448 26%	23 26%	59 25%	38 22%	39 21%	26 17%	49 25%	68 25% ⁱ	87 31% ^{AgHI}	60 33% ^{AGHIk}	190 26%	126 24%	30 23%	25 22%
Strongly agree	(4) 204 10%	22 12% ⁱ	12 11%	170 10%	14 16% ^{ghlj}	23 10%	15 9%	15 8%	10 6%	16 8%	26 10%	33 12% ⁱ	19 10%	56 8%	70 14% ^{Nq}	15 12%	8 7%
Tend to agree	(3) 309 15%	17 9%	14 14%	278 16% ^A	9 10%	36 16% ^a	23 14%	23 13%	17 11%	33 17% ^A	42 15% ^a	54 19% ^{Ael}	41 23% ^{AEFGHIk19%OP}	134 19% ^{OP}	56 11%	14 11%	17 15%
Tend to disagree	(2) 593 29%	55 30%	26 25%	512 29%	20 23%	61 26%	55 32%	55 30%	55 36% ^{efkm}	58 30%	71 26%	92 33%	46 26%	267 37% ^{OPq}	117 23%	36 28%	31 27%
Strongly disagree	(1) 708 35%	74 41% ^{dL}	40 39% ^L	595 34%	36 43% ^L	93 40% ^L	61 36% ^L	66 36% ^L	50 33% ^L	68 35% ^L	96 36% ^L	65 23%	59 33% ^L	211 29%	228 44% ^{NQ}	57 44% ^{NQ}	25 22%
NET: Disagree	1301 64%	128 72% ^{DKLM}	65 64%	1107 63%	56 66%	155 66% ^L	116 68% ^{Lm}	121 66% ^L	105 69% ^{Lm}	126 64% ^l	167 62%	157 55%	105 59%	478 66% ^Q	345 67% ^Q	94 71% ^Q	56 49%
Don't know	219 11%	12 7%	10 10%	197 11% ^a	7 8%	20 9%	17 10%	23 13% ^a	21 14% ^A	20 10%	35 13% ^A	39 14% ^{Am}	14 8%	51 7%	45 9%	8 6%	34 30% ^{NOP}
Mean	2.00	1.92	1.98	2.02	2.00	1.94	1.94	1.92	1.89	1.98	1.99	2.23 ^{AbFGHIJK}	2.12 ⁱ	2.05 ^o	1.93	1.90	2.09
Standard deviation	1.01	1.03	1.05	1.00	1.14	1.02	0.96	0.97	0.89	0.98	1.02	0.99	1.03	0.92	1.09	1.04	0.95
Standard error	0.02	0.08	0.11	0.03	0.13	0.08	0.07	0.08	0.08	0.07	0.07	0.06	0.08	0.03	0.05	0.09	0.11

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o/p/q

*** small base; ** very small base (under 30) ineligible for sig testing**

Tax Avoidance Survey
ONLINE Fieldwork: 5th-7th May 2017

Absolutes/col percents

Table 8

Q.2 To what extent do you agree or disagree with the following statements?

It is too easy for large companies to avoid paying tax

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2033	985	1048	181	287	359	406	296	504	623	585	350	475	284	844
Weighted base	2033	992	1041	228	350	327	362	299	467	544	567	418	504	298	873
NET: Agree	1754 86%	892 90%B	862 83%	177 78%	276 79%	282 86%CD	312 86%CD	271 91%CDf	438 94%CDEF	469 86%	497 88%	360 86%	428 85%	256 86%	732 84%
Strongly agree	(4) 1046 51%	546 55%B	500 48%	104 46%	171 49%	149 46%	194 54%E	153 51%	275 59%CDEg	274 50%	297 52%	219 52%	256 51%	145 49%	408 47%
Tend to agree	(3) 708 35%	346 35%	362 35%	73 32%	105 30%	132 40%cDF	118 33%	117 39%Df	163 35%	195 36%	199 35%	141 34%	172 34%	110 37%	324 37%
Tend to disagree	(2) 50 2%	23 2%	27 3%	19 8%DEFGH	10 3%Fh	9 3%Fh	2 1%	6 2%	5 1%	23 4%JL	9 2%	13 3%L	5 1%	5 2%	33 4%
Strongly disagree	(1) 21 1%	12 1%	9 1%	3 1%e	11 3%EFH	- -	2 1%	4 1%e	1 *	9 2%j	3 1%	5 1%	5 1%	5 2%	13 2%
NET: Disagree	71 4%	35 4%	36 3%	21 9%EFGH	22 6%EFH	9 3%	4 1%	9 3%h	6 1%	32 6%JL	12 2%	18 4%l	9 2%	10 3%	47 5%
Don't know	207 10%	65 7%	143 14%A	29 13%GH	52 15%GH	37 11%GH	46 13%GH	19 6%	24 5%	43 8%	58 10%	40 10%	66 13%l	32 11%	95 11%
Mean	3.52	3.54	3.51	3.40	3.46	3.48	3.59CDEg	3.50	3.60CDEG	3.47	3.55l	3.52	3.55l	3.49	3.45
Standard deviation	0.61	0.61	0.61	0.72	0.74	0.56	0.55	0.61	0.52	0.67	0.57	0.63	0.58	0.63	0.66
Standard error	0.01	0.02	0.02	0.06	0.05	0.03	0.03	0.04	0.02	0.03	0.02	0.04	0.03	0.04	0.02

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

Tax Avoidance Survey

ONLINE Fieldwork: 5th-7th May 2017

Absolutes/col percents

Table 9

Q.2 To what extent do you agree or disagree with the following statements?

It is too easy for large companies to avoid paying tax

Base: All respondents

	Total	Region											Voting Intention				
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Conser- vative (n)	Labour (o)	Liberal Democrat (p)	Will not vote (q)
Unweighted base	2033	189	109	1735	86	196	197	171	152	212	272	273	176	757	492	139	113
Weighted base	2033	179	102*	1752	85*	234	171	183	152	195	270	283	179	719	516	131	116*
NET: Agree	1754 86%	160 90%l	88 86%	1506 86%	79 92%hl	202 87%	150 88%	152 83%	132 86%	173 88%	231 85%	236 84%	152 85%	638 89%Q	459 89%Q	120 92%Q	71 61%
Strongly agree	(4) 1046 51%	109 61%DfGHILM	54 53%	883 50%	49 57%	117 50%	83 49%	86 47%	77 50%	113 58%ghLm	144 53%	130 46%	84 47%	323 45%q	328 64%NQ	82 63%NQ	40 35%
Tend to agree	(3) 708 35%	51 29%	34 33%	623 36%a	30 35%	85 36%	67 39%Aj	66 36%	55 36%	60 31%	87 32%	107 38%a	67 38%a	315 44%OPQ	131 25%	38 29%	30 26%
Tend to disagree	(2) 50 2%	1 *	- -	50 3%a	2 2%	10 4%AbG	1 *	6 3%ag	7 5%ABG	4 2%	9 3%abg	7 2%	5 3%ag	22 3%	11 2%	3 2%	6 5%
Strongly disagree	(1) 21 1%	2 1%	1 1%	18 1%	1 1%	2 1%	1 1%	1 *	2 1%	1 1%	3 1%	4 1%	2 1%	8 1%	3 1%	2 2%	4 4%no
NET: Disagree	71 4%	3 2%	1 1%	68 4%	3 3%	13 5%abG	2 1%	7 4%	10 6%AbG	5 3%	12 4%g	11 4%g	7 4%g	30 4%	14 3%	5 4%	10 9%no
Don't know	207 10%	16 9%	13 13%e	179 10%	4 5%	19 8%	19 11%	24 13%e	11 7%	18 9%	28 10%	36 13%e	20 11%	51 7%	43 8%	6 5%	35 30%NOP
Mean	3.52	3.64DFHILM	3.59	3.51	3.55	3.48	3.53	3.50	3.46	3.60filM	3.53	3.47	3.47	3.43	3.66NQ	3.60NQ	3.32
Standard deviation	0.61	0.57	0.55	0.62	0.60	0.64	0.55	0.60	0.67	0.57	0.64	0.63	0.63	0.62	0.56	0.62	0.82
Standard error	0.01	0.04	0.06	0.02	0.07	0.05	0.04	0.05	0.06	0.04	0.04	0.04	0.05	0.02	0.03	0.05	0.09

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o/p/q

*** small base; ** very small base (under 30) ineligible for sig testing**

Tax Avoidance Survey
ONLINE Fieldwork: 5th-7th May 2017

Absolutes/col percents

Table 10
Q.2 To what extent do you agree or disagree with the following statements?
Tax avoidance by large companies is morally wrong, even if it is legal
Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2033	985	1048	181	287	359	406	296	504	623	585	350	475	284	844
Weighted base	2033	992	1041	228	350	327	362	299	467	544	567	418	504	298	873
NET: Agree	1816 89%	893 90%	924 89%	192 84%	293 84%	287 88%	325 90%D	276 92%CD	443 95%CDEF	478 88%	510 90%	384 92%i	445 88%	271 91%n	753 86%
Strongly agree (4)	1205 59%	599 60%	606 58%	129 57%	183 52%	173 53%	223 62%DE	193 65%DE	304 65%cDE	304 56%	347 61%i	266 64%II	289 57%	188 63%N	469 54%
Tend to agree (3)	611 30%	294 30%	317 30%	64 28%	110 31%	114 35%fg	102 28%	83 28%	140 30%	174 32%	163 29%	118 28%	156 31%	82 28%	284 33%
Tend to disagree (2)	81 4%	47 5%	34 3%	16 7%EH	19 5%H	10 3%	14 4%	12 4%	10 2%	30 5%kL	24 4%	13 3%	14 3%	11 4%	47 5%
Strongly disagree (1)	20 1%	15 1%B	5 *	4 2%ef	5 1%	* *	1 *	3 1%	7 2%eF	10 2%jl	4 1%	4 1%	2 *	3 1%	11 1%
NET: Disagree	101 5%	61 6%B	39 4%	20 9%EFH	23 7%eh	10 3%	15 4%	15 5%	17 4%	40 7%kL	28 5%	17 4%	17 3%	15 5%	58 7%
Don't know	116 6%	38 4%	78 7%A	15 7%gH	33 9%GH	31 9%GH	23 6%GH	8 3%	7 2%	27 5%	29 5%	18 4%	42 8%lJK	12 4%	63 7%
Mean	3.57	3.55	3.58	3.49	3.49	3.55	3.61cD	3.60d	3.61cD	3.49	3.59I	3.61I	3.59I	3.60N	3.49
Standard deviation	0.63	0.66	0.59	0.72	0.68	0.57	0.58	0.62	0.61	0.69	0.61	0.60	0.58	0.63	0.67
Standard error	0.01	0.02	0.02	0.06	0.04	0.03	0.03	0.04	0.03	0.03	0.03	0.03	0.03	0.04	0.02

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

Tax Avoidance Survey

ONLINE Fieldwork: 5th-7th May 2017

Absolutes/col percents

Table 11

Q.2 To what extent do you agree or disagree with the following statements?

Tax avoidance by large companies is morally wrong, even if it is legal

Base: All respondents

	Region													Voting Intention			
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Conser- vative (n)	Labour (o)	Liberal Democrat (p)	Will not vote (q)
Unweighted base	2033	189	109	1735	86	196	197	171	152	212	272	273	176	757	492	139	113
Weighted base	2033	179	102*	1752	85*	234	171	183	152	195	270	283	179	719	516	131	116*
NET: Agree	1816 89%	169 94%DKL	93 92%k	1555 89%	80 94%KL	211 90%k	157 92%KL	165 90%k	136 89%	179 92%KL	227 84%	240 85%	161 90%	654 91%Q	462 90%Q	122 94%Q	85 74%
Strongly agree	(4) 1205 59%	122 68%DFgKL	70 69%dfKL	1014 58%	56 66%L	134 57%l	99 58%L	109 60%L	92 61%L	134 68%FGKLm	150 55%	134 48%	106 59%L	392 54%	340 66%NQ	93 71%NQ	54 47%
Tend to agree	(3) 611 30%	47 26%	23 23%	541 31%	24 28%	77 33%J	58 34%bJ	56 31%	44 29%	46 23%	77 28%	105 37%ABJK	55 31%	262 36%OPq	122 24%	29 23%	31 27%
Tend to disagree	(2) 81 4%	4 2%	1 1%	75 4%	2 3%	8 3%	6 3%	8 4%	6 4%	10 5%	17 6%abm	15 5%	4 2%	33 5%	21 4%	3 2%	4 3%
Strongly disagree	(1) 20 1%	- -	- -	20 1%	1 1%	4 2%	1 1%	- -	1 *	- -	5 2%aj	3 1%	6 3%AbgHiJl	11 1%O	- -	3 2%O	2 2%O
NET: Disagree	101 5%	4 2%	1 1%	95 5%a	3 4%	11 5%	7 4%	8 4%	6 4%	10 5%	22 8%ABg	17 6%ab	10 6%	44 6%	21 4%	6 4%	6 5%
Don't know	116 6%	6 3%	7 7%	103 6%	2 2%	12 5%	8 4%	10 5%	10 7%	6 3%	22 8%aeJ	26 9%AEgJ	8 5%	21 3%	32 6%Np	3 2%	24 21%NOP
Mean	3.57	3.68DFgKLM	3.72DFGhKL M	3.55	3.62L	3.54	3.56l	3.58L	3.60L	3.65fKLm	3.49	3.45	3.53	3.48	3.66NQ	3.66N	3.50
Standard deviation	0.63	0.52	0.48	0.64	0.60	0.64	0.59	0.58	0.59	0.58	0.71	0.65	0.72	0.66	0.56	0.63	0.70
Standard error	0.01	0.04	0.05	0.02	0.07	0.05	0.04	0.05	0.05	0.04	0.04	0.04	0.06	0.02	0.03	0.05	0.07

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o/p/q

*** small base; ** very small base (under 30) ineligible for sig testing**

Tax Avoidance Survey

ONLINE Fieldwork: 5th-7th May 2017

Absolutes/col percents

Table 12

Q.2 To what extent do you agree or disagree with the following statements?

The next UK Government should ensure so-called 'tax havens' linked to the UK (e.g. the British Virgin Islands) are more transparent

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2033	985	1048	181	287	359	406	296	504	623	585	350	475	284	844
Weighted base	2033	992	1041	228	350	327	362	299	467	544	567	418	504	298	873
NET: Agree	1709 84%	864 87%B	844 81%	173 76%	264 76%	268 82%d	306 85%CD	261 87%CDe	435 93%CDEFG	452 83%	487 86%	354 84%	416 83%	248 83%	700 80%
Strongly agree (4)	962 47%	510 51%B	453 44%	94 41%	135 39%	139 42%	182 50%cDe	138 46%d	274 59%CDEFG	253 47%	266 47%	202 48%	241 48%	138 46%	357 41%
Tend to agree (3)	746 37%	355 36%	391 38%	79 35%	129 37%	129 40%	125 34%	124 41%fh	160 34%	199 36%	222 39%	151 36%	175 35%	110 37%	343 39%
Tend to disagree (2)	70 3%	44 4%B	26 2%	12 5%H	19 5%H	11 3%	11 3%	9 3%	8 2%	24 4%j	14 3%	14 3%	17 3%	8 3%	42 5%
Strongly disagree (1)	20 1%	11 1%	9 1%	5 2%eFH	9 3%EFgH	1 *	1 *	2 1%	1 *	9 2%l	6 1%	3 1%	2 *	8 3%n	10 1%
NET: Disagree	90 4%	55 6%B	35 3%	17 7%fH	28 8%EFgH	12 4%	12 3%	11 4%	10 2%	34 6%j	21 4%	17 4%	19 4%	16 5%	52 6%
Don't know	234 12%	72 7%	162 16%A	38 17%GH	58 16%GH	47 14%GH	43 12%H	26 9%H	23 5%	59 11%	59 10%	48 12%	69 14%	34 11%	122 14%
Mean	3.47	3.48	3.47	3.38	3.33	3.45d	3.53CDe	3.46d	3.59CDEG	3.43	3.47	3.49	3.51	3.43	3.39
Standard deviation	0.63	0.65	0.61	0.72	0.74	0.59	0.58	0.60	0.55	0.68	0.62	0.61	0.60	0.70	0.65
Standard error	0.01	0.02	0.02	0.06	0.05	0.03	0.03	0.04	0.02	0.03	0.03	0.03	0.03	0.04	0.02

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

Tax Avoidance Survey

ONLINE Fieldwork: 5th-7th May 2017

Absolutes/col percents

Table 13

Q.2 To what extent do you agree or disagree with the following statements?

The next UK Government should ensure so-called 'tax havens' linked to the UK (e.g. the British Virgin Islands) are more transparent

Base: All respondents

	Total	Region											Voting Intention				
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Conser- vative (n)	Labour (o)	Liberal Democrat (p)	Will not vote (q)
Unweighted base	2033	189	109	1735	86	196	197	171	152	212	272	273	176	757	492	139	113
Weighted base	2033	179	102*	1752	85*	234	171	183	152	195	270	283	179	719	516	131	116*
NET: Agree	1709 84%	161 90% DHikLM	87 86% g	1460 83%	78 91% HiKLm	202 86% hl	144 84%	145 79%	125 82%	177 91% gHIKLM	218 81%	224 79%	146 82%	628 87% Q	448 87% Q	124 95% NOQ	66 57%
Strongly agree	(4) 962 47%	100 56% DGhikL	56 55% gL	806 46%	46 54% L	110 47%	74 44%	83 46%	68 44%	101 52% L	126 47%	111 39%	86 48% l	301 42% Q	293 57% NQ	86 66% NoQ	33 29%
Tend to agree	(3) 746 37%	61 34%	31 31%	654 37%	31 37%	92 39%	70 41%	62 34%	58 38%	76 39%	92 34%	113 40%	60 34%	327 45% OPQ	155 30%	38 29%	32 28%
Tend to disagree	(2) 70 3%	1 1%	4 4% a	65 4% a	3 3%	7 3%	5 3%	7 4% a	8 5% A	5 2%	10 4% a	10 4% a	9 5% A	30 4%	15 3%	2 1%	6 5%
Strongly disagree	(1) 20 1%	1 *	- -	19 1%	- -	4 2%	1 1%	- -	- -	- -	7 3% hiJ	4 1%	4 2% hj	6 1%	8 1%	1 1%	2 2%
NET: Disagree	90 4%	2 1%	4 4%	84 5% A	3 3%	11 5% a	7 4%	7 4%	8 5% A	5 2%	17 6% Aj	14 5% A	13 7% AJ	35 5%	22 4%	3 2%	8 7%
Don't know	234 12%	16 9%	10 10%	208 12%	5 6%	21 9%	20 12%	31 17% AEFJ	19 12% j	13 7%	36 13% eJ	44 16% aEFJ	20 11%	55 8% p	45 9% P	4 3%	42 36% NOP
Mean	3.47	3.60 DFGIKL M	3.57 L	3.46	3.54 l	3.45	3.44	3.50	3.45	3.53 L	3.44	3.39	3.44	3.39	3.56 NQ	3.64 NQ	3.31
Standard deviation	0.63	0.54	0.58	0.64	0.57	0.65	0.61	0.58	0.61	0.55	0.71	0.65	0.71	0.62	0.64	0.57	0.75
Standard error	0.01	0.04	0.06	0.02	0.06	0.05	0.05	0.05	0.05	0.04	0.05	0.04	0.06	0.02	0.03	0.05	0.09

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o/p/q

*** small base; ** very small base (under 30) ineligible for sig testing**

Tax Avoidance Survey

ONLINE Fieldwork: 5th-7th May 2017

Absolutes/col percents

Table 14

Q.2 To what extent do you agree or disagree with the following statements?**The next UK Government should ensure British multinational companies publish how much tax they pay in each of the countries where they do business****Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2033	985	1048	181	287	359	406	296	504	623	585	350	475	284	844
Weighted base	2033	992	1041	228	350	327	362	299	467	544	567	418	504	298	873
NET: Agree	1692 83%	834 84%	858 82%	184 81%	263 75%	265 81% ^d	310 86% ^D	250 84% ^D	420 90% ^{CDEFg}	464 85%	475 84%	344 82%	409 81%	245 82%	701 80%
Strongly agree	(4) 926 46%	479 48% ^B	446 43%	90 40%	141 40%	144 44%	171 47% ^d	125 42%	254 54% ^{CDEFg}	249 46%	240 42%	198 47%	238 47%	140 47% ^N	337 39%
Tend to agree	(3) 766 38%	355 36%	412 40%	94 41%	122 35%	121 37%	139 38%	124 42%	166 36%	215 39% ^l	235 41% ^{kL}	146 35%	171 34%	105 35%	364 42% ^m
Tend to disagree	(2) 95 5%	59 6% ^B	36 4%	11 5%	26 7% ^{gH}	16 5%	16 4%	11 4%	16 3%	30 5%	21 4%	21 5%	24 5%	8 3%	58 7% ^M
Strongly disagree	(1) 17 1%	15 1% ^B	2 *	1 *	7 2% ^{FH}	3 1%	1 *	4 1%	1 *	9 2% ^{jL}	2 *	5 1%	1 *	4 1%	10 1%
NET: Disagree	112 6%	74 7% ^B	38 4%	12 5%	33 9% ^{FGH}	19 6%	16 5%	14 5%	17 4%	39 7% ^J	23 4%	26 6%	25 5%	13 4%	68 8% ^m
Don't know	229 11%	84 8%	145 14% ^A	32 14% ^H	54 15% ^{FH}	43 13% ^H	35 10%	35 12% ^H	30 6%	42 8%	69 12% ^l	48 12% ⁱ	70 14% ^l	40 13%	105 12%
Mean	3.44	3.43	3.45	3.40	3.34	3.43	3.47 ^D	3.41	3.54 ^{CDEg}	3.40	3.43	3.45	3.49 ^l	3.48 ^N	3.34
Standard deviation	0.64	0.69	0.58	0.61	0.74	0.65	0.60	0.64	0.58	0.68	0.60	0.66	0.61	0.65	0.67
Standard error	0.01	0.02	0.02	0.05	0.05	0.04	0.03	0.04	0.03	0.03	0.03	0.04	0.03	0.04	0.02

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

Tax Avoidance Survey

ONLINE Fieldwork: 5th-7th May 2017

Absolutes/col percents

Table 15

Q.2 To what extent do you agree or disagree with the following statements?

The next UK Government should ensure British multinational companies publish how much tax they pay in each of the countries where they do business

Base: All respondents

	Total	Region											Voting Intention				
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Conser- vative (n)	Labour (o)	Liberal Democrat (p)	Will not vote (q)
Unweighted base	2033	189	109	1735	86	196	197	171	152	212	272	273	176	757	492	139	113
Weighted base	2033	179	102*	1752	85*	234	171	183	152	195	270	283	179	719	516	131	116*
NET: Agree	1692 83%	160 89% DghIKLM	86 85%	1446 83%	75 88%	196 84%	141 83%	151 83%	123 81%	167 85%	216 80%	230 82%	145 81%	600 83% Q	450 87% nQ	120 92% NQ	69 59%
Strongly agree	(4) 926 46%	90 51% GL	58 57% DfGhIKL m	777 44%	41 48%	107 46%	67 39%	83 45%	65 43%	107 55% GhIKLM	123 45%	106 38%	78 44%	290 40% Q	290 56% NQ	74 56% NQ	33 28%
Tend to agree	(3) 766 38%	69 39% b	28 28%	668 38% b	34 40%	89 38%	74 43% BJk	68 37%	58 38%	60 31%	94 35%	124 44% BJk	67 37%	310 43% OQ	160 31%	46 35%	36 31%
Tend to disagree	(2) 95 5%	6 4%	3 3%	86 5%	2 3%	12 5%	8 5%	5 3%	9 6%	8 4%	17 6%	11 4%	13 7% h	49 7% O	15 3%	4 3%	12 11% OP
Strongly disagree	(1) 17 1%	- -	1 1%	16 1%	- -	5 2% a	1 1%	1 1%	- -	1 1%	2 1%	4 1%	2 1%	8 1%	3 1%	1 1%	1 1%
NET: Disagree	112 6%	6 4%	4 4%	102 6%	2 3%	17 7%	9 5%	6 3%	9 6%	9 5%	19 7%	15 5%	15 8% ah	58 8% O	18 4%	6 4%	13 12% Op
Don't know	229 11%	13 7%	12 11%	205 12% a	8 9%	20 9%	20 12%	26 14% a	20 13% a	19 10%	35 13% a	38 13% a	19 11%	61 9% p	47 9% p	5 4%	34 29% NOP
Mean	3.44	3.51 gL	3.59 DFGikL M	3.43	3.50	3.40	3.37	3.48 l	3.42	3.55 fGLM	3.43	3.36	3.39	3.34	3.57 NQ	3.53 NQ	3.23
Standard deviation	0.64	0.57	0.60	0.65	0.56	0.70	0.63	0.60	0.62	0.62	0.67	0.64	0.69	0.67	0.59	0.62	0.74
Standard error	0.01	0.04	0.06	0.02	0.06	0.05	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.03	0.03	0.05	0.08

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o/p/q

*** small base; ** very small base (under 30) ineligible for sig testing**