Christian Aid – Tax Avoidance November 2017

Methodology: ComRes surveyed 2,051 British adults aged 18+ between 15th – 16th November. ComRes is a member of the British Polling Council and abides by its rules.

All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.

For information about commissioning research please contact info@comresglobal.com or call +44 (0)20 7871 8660.

To register for Pollwatch, featuring commentary and insight from the ComRes team, please email: pollwatch@comresglobal.com

REPUTATION | COMMUNICATIONS | PUBLIC POLICY

Four Millbank | London | SW1P 3JA | T. +44 (0)20 7871 8660

Rond-Point Schuman / Schumanplein 6 | Box 5 | 1040 Bruxelles | T. +32 (0)2 234 63 82

51/F Raffles City | No.268 Xi Zang Middle Road | HuangPu District Shanghai | 200001 China | T. +86 (0)21 2312 7674

Tax Avoidance Survey
ONLINE Fieldwork: 15th-16th November 2017

Absolutes/col percents

Table 1
Q.1 Thinking back to the General Election in 2017, which party, if any, did you vote for?

	Total	Gender Male (a)	Female (b)	Age 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	Social Grade AB (l)	C1 (m)	C2 (n)	DE (o)	Employment Sector Public (p)	Private (q)
Unweighted base	2051	1014	1037	259	308	275	378	300	531	567	653	831	575	566	387	523	272	816
Weighted base	2051	1001	1050	230	353	330	365	301	472	582	695	774	549	572	422	508	308	874
Labour	756 37%	342 34%	413 39%A	117 51%FGH	167 47%FGH	156 47%FGH	122 33%H	102 34%H	90 19%	284 49%JK	278 40%K	193 25%	196 36%	219 38%	144 34%	197 39%	152 49%Q	333 38%
Conservative	729 36%	379 38%b	350 33%	53 23%	77 22%	79 24%	126 35%CDE	115 38%CDE	278 59%CDEFG	130 22%	206 30%I	393 51%IJ	219 40%O	211 37%O	150 36%o	149 29%	76 25%	282 32%P
Liberal Democrat	130 6%	73 7%b	56 5%	7 3%	27 8%C	14 4%	28 8%C	18 6%	35 7%C	34 6%	42 6%	53 7%	51 9%mNO	34 6%	21 5%	24 5%	20 7%	48 5%
UKIP	113 6%	74 7%B	40 4%	6 2%	14 4%	20 6%c	30 8%CD	17 6%	28 6%c	20 3%	50 7%I	44 6%i	19 3%	22 4%	37 9%LM	35 7%LM	15 5%	59 7%
SNP	75 4%	37 4%	38 4%	5 2%	19 6%ch	9 3%	14 4%	14 5%	12 3%	25 4%	23 3%	27 3%	15 3%	20 3%	21 5%	19 4%	10 3%	31 3%
Green	30 1%	11 1%	19 2%	7 3%EH	7 2%e	1 *	7 2%e	3 1%	3 1%	15 3%K	8 1%	7 1%	10 2%M	3 *	5 1%	12 2%M	2 1%	19 2%
Plaid Cymru	8 *	6 1%	2 *	1 *	- -	1 *	- -	4 1%dF	2 *	1 *	1 *	6 1%i	3 1%	2 *	1 *	2 *	1 *	3 *
Other	7 *	5 *	3 *	- -	1 *	4 1%fh	- -	1 *	1 *	1 *	4 1%	2 *	4 1%m	- -	1 *	3 1%	3 1%	4 *
Didn't vote	182 9%	69 7%	113 11%A	28 12%H	35 10%H	42 13%H	32 9%H	25 8%H	21 4%	63 11%K	74 11%K	45 6%	27 5%	58 10%L	40 9%L	58 11%L	23 7%	87 10%
Don't remember / Prefer not to say	21 1%	6 1%	15 1%a	6 3%gH	4 1%	3 1%	6 2%h	1 *	1 *	10 2%K	8 1%k	3 *	5 1%	4 1%	3 1%	9 2%	5 2%	7 1%

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

COMRES

Tax Avoidance Survey
ONLINE Fieldwork: 15th-16th November 2017

Absolutes/col percents

Table 1
Q.1 Thinking back to the General Election in 2017, which party, if any, did you vote for?

	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)
							Region						
Unweighted base	2051	191	111	1749	80	229	198	184	145	225	254	270	164
Weighted base	2051	180	103*	1768	86*	236	172	185	154	197	273	285	180
Labour	756	44	37	675	40	115	69	77	61	67	113	74	59
	37%	24%	36%al	38%A	46%AjLm	49%ABgJLM	40%AL	42%AL	40%AL	34%al	42%ALm	26%	33%
Conservative	729	34	36	659	31	66	63	70	61	83	89	127	70
	36%	19%	35%A	37%A	36%A	28%A	36%Af	38%AF	40%AF	42%AFK	33%A	44%AFK	39%AF
Liberal Democrat	130	11	3	116	-	10	12	6	6	12	21	22	27
	6%	6%E	3%	7%	-	4%e	7%E	3%	4%e	6%E	8%bEh	8%bEh	15%ABEFGHIJKL
UKIP	113	1	6	106	4	14	13	6	11	14	21	15	8
	6%	1%	6%A	6%A	5%a	6%A	7%A	3%	7%A	7%A	8%Ah	5%A	4%a
SNP	75	75	-	-	-	-	-	-	-	-	-	-	-
	4%	41%DBEFGHIJKLM	-	-	-	-	-	-	-	-	-	-	-
Green	30	-	-	30	1	1	2	3	3	6	2	7	4
	1%	-	-	2%a	1%	*	1%	2%a	2%a	3%AbFK	1%	3%Af	2%a
Plaid Cymru	8	-	8	-	-	-	-	-	-	-	-	-	-
	*	-	8%DAEFGHIJKLM	-	-	-	-	-	-	-	-	-	-
Other	7	-	-	7	-	1	1	1	-	1	1	2	1
	*	-	-	*	-	1%	1%	1%	-	*	*	1%	*
Didn't vote	182	14	12	156	9	24	11	20	10	12	25	34	11
	9%	8%	12%	9%	10%	10%	7%	11%	7%	6%	9%	12%gjm	6%
Don't remember / Prefer not to say	21	2	1	18	2	4	1	-	1	1	2	5	2
	1%	1%	1%	1%	2%h	2%	1%	-	1%	1%	1%	2%h	1%

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

Tax Avoidance Survey
ONLINE Fieldwork: 15th-16th November 2017

Table 1

Q.1 Thinking back to the General Election in 2017, which party, if any, did you vote for?

	Total	Labour (b)	Conservative (a)	Liberal Democrat (c)	UKIP (f)	SNP (d)	Green (g)	Plaid Cymru (e)	Other (h)	Didn't vote (i)	Don't remember / Prefer not to say (j)
						Q.1 Vote in 2017 General Election					
Unweighted base	2051	761	721	122	108	75	33	10	7	192	22
Weighted base	2051	756	729	130*	113*	75*	30**	8**	7**	182	21**
Labour	756	756	-	-	-	-	-	-	-	-	-
	37%	100%ACDFI	-	-	-	-	-	-	-	-	-
Conservative	729	-	729	-	-	-	-	-	-	-	-
	36%	-	100%BCDFI	-	-	-	-	-	-	-	-
Liberal Democrat	130	-	-	130	-	-	-	-	-	-	-
	6%	-	-	100%ABDFI	-	-	-	-	-	-	-
UKIP	113	-	-	-	113	-	-	-	-	-	-
	6%	-	-	-	100%ABCDI	-	-	-	-	-	-
SNP	75	-	-	-	-	75	-	-	-	-	-
	4%	-	-	-	-	100%ABCFI	-	-	-	-	-
Green	30	-	-	-	-	-	30	-	-	-	-
	1%	-	-	-	-	-	100%	-	-	-	-
Plaid Cymru	8	-	-	-	-	-	-	8	-	-	-
	*	-	-	-	-	-	-	100%	-	-	-
Other	7	-	-	-	-	-	-	-	7	-	-
	*	-	-	-	-	-	-	-	100%	-	-
Didn't vote	182	-	-	-	-	-	-	-	-	182	-
	9%	-	-	-	-	-	-	-	-	100%ABCDF	-
Don't remember / Prefer not to say	21	-	-	-	-	-	-	-	-	-	21
	1%	-	-	-	-	-	-	-	-	-	100%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i/j
* small base; ** very small base (under 30) ineligible for sig testing

Tax Avoidance Survey
ONLINE Fieldwork: 15th-16th November 2017

Table 2
Q.2 To what extent do you agree or disagree with the following statements?
Summary Table
Base: All respondents

		Tax avoidance by large companies is morally wrong, even if it is legal	It is too easy for large companies in the UK to avoid paying tax	It is unfair that I pay my taxes when it seems that large companies don't have to	The promises made by UK political parties to tackle tax avoidance by large companies are sufficient to address the issue	I am currently boycotting the products or services of a company because they do not pay their fair share of tax in the UK	I am considering boycotting the products or services of a company because they do not pay their fair share of tax in the UK	When large multinational companies avoid paying taxes in developing countries, it harms ordinary people in those countries	Large multinational companies operating in developing countries should focus on making a profit and minimising the tax they pay there
Unweighted base		2051	2051	2051	2051	2051	2051	2051	2051
Weighted base		2051	2051	2051	2051	2051	2051	2051	2051
NET: Agree		1817 89%	1739 85%	1841 90%	471 23%	519 25%	874 43%	1723 84%	393 19%
Strongly agree	(4)	1211 59%	961 47%	1258 61%	141 7%	202 10%	281 14%	976 48%	136 7%
Tend to agree	(3)	606 30%	778 38%	582 28%	330 16%	317 15%	594 29%	748 36%	257 13%
Tend to disagree	(2)	102 5%	94 5%	85 4%	648 32%	757 37%	520 25%	101 5%	562 27%
Strongly disagree	(1)	30 1%	27 1%	22 1%	605 30%	484 24%	253 12%	29 1%	760 37%
NET: Disagree		133 6%	120 6%	107 5%	1253 61%	1242 61%	773 38%	130 6%	1322 64%
Don't know		101 5%	192 9%	103 5%	328 16%	290 14%	403 20%	198 10%	337 16%
Mean		3.54	3.44	3.58	2.00	2.13	2.55	3.44	1.86
Standard deviation		0.67	0.66	0.63	0.93	0.95	0.95	0.67	0.94
Standard error		0.02	0.02	0.01	0.02	0.02	0.02	0.02	0.02

Prepared by ComRes

COMRES

Tax Avoidance Survey
ONLINE Fieldwork: 15th-16th November 2017

Table 3
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	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Public	Pri-vate
			(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted base		2051	1014	1037	259	308	275	378	300	531	567	653	831	575	566	387	523	272	816
Weighted base		2051	1001	1050	230	353	330	365	301	472	582	695	774	549	572	422	508	308	874
NET: Agree		1817	885	932	192	279	293	331	283	439	472	623	722	490	495	387	445	285	739
		89%	88%	89%	84%	79%	89%D	91%CD	94%CDE	93%CDe	81%	90%I	93%IJ	89%	87%	92%Mo	88%	93%Q	85%
Strongly agree	(4)	1211	620	591	130	168	177	230	210	296	298	407	507	328	311	250	322	189	471
		59%	62%B	56%	57%d	48%	54%	63%DE	70%CDEfh	63%DE	51%	59%I	65%IJ	60%m	54%	59%	63%M	62%Q	54%
Tend to agree	(3)	606	265	341	62	111	116	101	73	143	174	217	216	161	185	137	123	96	268
		30%	26%	32%A	27%	32%g	35%cfG	28%	24%	30%g	30%	31%	28%	29%o	32%O	32%O	24%	31%	31%
Tend to disagree	(2)	102	63	39	17	36	8	13	9	19	53	21	28	31	38	14	19	10	61
		5%	6%B	4%	7%EfGh	10%EFGH	2%	4%	3%	4%	9%JK	3%	4%	6%	7%No	3%	4%	3%	7%P
Strongly disagree	(1)	30	19	11	4	6	2	7	5	7	10	9	11	9	10	6	6	4	14
		1%	2%	1%	2%	2%	1%	2%	1%	1%	2%	1%	1%	2%	2%	1%	1%	1%	2%
NET: Disagree		133	82	51	21	42	10	20	14	26	63	30	40	40	47	20	25	14	76
		6%	8%B	5%	9%Egh	12%EFGH	3%	5%	5%	6%	11%JK	4%	5%	7%	8%nO	5%	5%	5%	9%P
Don't know		101	33	68	17	31	27	14	4	7	48	41	11	19	29	15	38	8	59
		5%	3%	6%A	7%fGH	9%FGH	8%FGH	4%gH	1%	2%	8%K	6%K	1%	3%	5%	4%	7%LN	3%	7%P
Mean		3.54	3.54	3.54	3.49d	3.37	3.54D	3.58D	3.65CDe	3.57D	3.42	3.56I	3.60I	3.53	3.47	3.55m	3.62LM	3.57q	3.47
Standard deviation		0.67	0.71	0.63	0.72	0.76	0.58	0.66	0.62	0.65	0.75	0.63	0.64	0.68	0.70	0.64	0.63	0.63	0.71
Standard error		0.02	0.02	0.02	0.05	0.05	0.04	0.03	0.04	0.03	0.03	0.03	0.02	0.03	0.03	0.03	0.03	0.04	0.03

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

Tax Avoidance Survey
ONLINE Fieldwork: 15th-16th November 2017

Absolutes/col percents

Table 3
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	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Region Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base		2051	191	111	1749	80	229	198	184	145	225	254	270	164
Weighted base		2051	180	103*	1768	86*	236	172	185	154	197	273	285	180
NET: Agree		1817 89%	168 93%dBKL	86 84%	1563 88%	77 89%	216 91%bKl	155 90%	165 89%	136 88%	179 91%bk	231 85%	244 86%	162 90%
Strongly agree	(4)	1211 59%	112 62%k	62 61%	1037 59%	52 61%	141 60%	111 65%K	114 62%k	86 56%	117 59%	142 52%	161 57%	111 61%
Tend to agree	(3)	606 30%	55 31%	24 23%	527 30%	24 28%	75 32%	43 25%	50 27%	49 32%	62 31%	89 33%	83 29%	51 28%
Tend to disagree	(2)	102 5%	4 2%	10 10%DAeFghij	88 5%	2 3%	8 3%	8 4%	8 4%	5 3%	8 4%	21 8%Af	14 5%	15 8%Afi
Strongly disagree	(1)	30 1%	1 *	2 2%	28 2%	1 2%	1 *	4 2%m	3 1%	3 2%m	2 1%	6 2%m	8 3%afm	- -
NET: Disagree		133 6%	5 3%	12 11%dAFj	116 7%a	4 4%	9 4%	11 7%	10 6%	8 5%	10 5%	27 10%AFj	22 8%A	15 8%Af
Don't know		101 5%	8 4%	5 5%	88 5%	6 7%m	11 5%	6 3%	10 5%	10 6%m	8 4%	15 5%	19 7%m	4 2%
Mean		3.54	3.62Kl	3.50	3.53	3.59	3.58K	3.58k	3.58K	3.52	3.56k	3.43	3.50	3.54
Standard deviation		0.67	0.56	0.75	0.67	0.63	0.58	0.69	0.65	0.68	0.63	0.74	0.73	0.65
Standard error		0.02	0.04	0.07	0.02	0.07	0.04	0.05	0.05	0.06	0.04	0.05	0.05	0.05

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

Prepared by ComRes

COMRES

Tax Avoidance Survey
ONLINE Fieldwork: 15th-16th November 2017

Absolutes/col percents

Table 3
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	Labour (b)	Conservative (a)	Liberal Democrat (c)	UKIP (f)	SNP (d)	Green (g)	Plaid Cymru (e)	Other (h)	Didn't vote (i)	Don't remember / Prefer not to say (j)
						Q.1 Vote in 2017 General Election						
Unweighted base		2051	761	721	122	108	75	33	10	7	192	22
Weighted base		2051	756	729	130*	113*	75*	30**	8**	7**	182	21**
NET: Agree		1817 89%	688 91%AI	636 87%I	121 93%I	104 92%I	74 99%ABcfI	26 87%	6 76%	6 80%	138 76%	17 80%
Strongly agree	(4)	1211 59%	479 63%AI	403 55%i	85 65%aI	69 61%I	47 62%I	19 64%	6 76%	6 80%	87 48%	10 50%
Tend to agree	(3)	606 30%	209 28%	233 32%	36 28%	35 31%	27 37%	7 23%	- -	- -	51 28%	6 30%
Tend to disagree	(2)	102 5%	34 5%d	48 7%D	7 5%d	3 2%	- -	1 2%	1 8%	- -	9 5%d	1 5%
Strongly disagree	(1)	30 1%	5 1%	14 2%b	- -	3 3%b	- -	1 5%	1 7%	- -	6 3%Bc	- -
NET: Disagree		133 6%	39 5%d	62 9%BD	7 5%d	6 5%d	- -	2 7%	1 15%	- -	15 8%D	1 5%
Don't know		101 5%	28 4%	30 4%	2 2%	3 3%	1 1%	2 6%	1 9%	2 20%	30 16%ABCDF	3 15%
Mean		3.54	3.60AI	3.47	3.61ai	3.55	3.63ai	3.57	3.60	4.00	3.43	3.53
Standard deviation		0.67	0.62	0.71	0.59	0.68	0.49	0.78	1.00	0.00	0.77	0.62
Standard error		0.02	0.02	0.03	0.05	0.07	0.06	0.14	0.33	0.00	0.06	0.14

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i/j
* small base; ** very small base (under 30) ineligible for sig testing

COMRES

Tax Avoidance Survey
ONLINE Fieldwork: 15th-16th November 2017

Absolutes/col percents

Table 4
Q.2 To what extent do you agree or disagree with the following statements?
It is too easy for large companies in the UK to avoid paying tax
Base: All respondents

		Total	Gender Male (a)	Gender Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base		2051	1014	1037	259	308	275	378	300	531	567	653	831	575	566	387	523	272	816
Weighted base		2051	1001	1050	230	353	330	365	301	472	582	695	774	549	572	422	508	308	874
NET: Agree		1739	875	864	186	269	265	309	273	437	455	574	711	476	487	356	419	264	707
		85%	87%B	82%	81%	76%	80%	85%D	91%CDEF	93%CDEF	78%	83%i	92%IJ	87%o	85%	84%	82%	86%q	81%
Strongly agree	(4)	961	518	442	102	147	127	180	162	242	249	308	404	243	263	192	263	157	369
		47%	52%B	42%	44%	42%	39%	49%dE	54%CDE	51%cDE	43%	44%	52%IJ	44%	46%	45%	52%Lmn	51%Q	42%
Tend to agree	(3)	778	357	421	84	121	138	128	111	195	206	266	307	233	224	165	157	107	338
		38%	36%	40%a	37%	34%	42%	35%	37%	41%df	35%	38%	40%	42%O	39%O	39%O	31%	35%	39%
Tend to disagree	(2)	94	56	38	14	31	18	16	4	11	45	34	15	34	27	16	16	13	56
		5%	6%B	4%	6%GH	9%FGH	5%GH	4%G	1%	2%	8%jK	5%K	2%	6%O	5%	4%	3%	4%	6%
Strongly disagree	(1)	27	12	15	3	9	3	3	4	6	11	6	10	6	6	11	3	5	14
		1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	3%O	1%	2%	2%
NET: Disagree		120	68	53	17	39	21	19	8	16	56	40	24	40	34	27	19	18	70
		6%	7%	5%	7%GH	11%eFGH	6%Gh	5%	3%	3%	10%JK	6%K	3%	7%O	6%	6%	4%	6%	8%
Don't know		192	58	134	27	44	44	37	20	19	71	81	39	33	51	39	70	25	96
		9%	6%	13%A	12%gH	13%GH	13%GH	10%H	7%	4%	12%K	12%K	5%	6%	9%I	9%I	14%LMn	8%	11%
Mean		3.44	3.47b	3.41	3.41	3.32	3.36	3.48DE	3.53CDE	3.48DE	3.36	3.43	3.50IJ	3.38	3.43	3.40	3.55LMN	3.47q	3.37
Standard deviation		0.66	0.66	0.65	0.68	0.77	0.65	0.63	0.60	0.61	0.73	0.64	0.61	0.66	0.65	0.70	0.61	0.67	0.70
Standard error		0.02	0.02	0.02	0.04	0.05	0.04	0.03	0.04	0.03	0.03	0.03	0.02	0.03	0.03	0.04	0.03	0.04	0.03

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

<u>Tax Avoidance Survey</u>
<u>ONLINE Fieldwork: 15th-16th November 2017</u>

Table 4
Q.2 To what extent do you agree or disagree with the following statements?
It is too easy for large companies in the UK to avoid paying tax
Base: All respondents

		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)
Unweighted base		2051	191	111	1749	80	229	198	184	145	225	254	270	164
Weighted base		2051	180	103*	1768	86*	236	172	185	154	197	273	285	180
NET: Agree		1739 85%	159 88%L	87 85%	1493 84%	71 82%	200 85%	147 85%	160 86%I	130 85%	170 86%I	231 85%	227 80%	158 87%I
Strongly agree	(4)	961 47%	86 48%I	55 54%eL	819 46%	35 40%	109 46%	80 46%	94 51%L	75 49%I	97 49%L	130 48%I	110 39%	90 50%L
Tend to agree	(3)	778 38%	73 41%	32 31%	673 38%	36 42%	91 39%	67 39%	65 35%	55 36%	73 37%	101 37%	117 41%b	68 38%
Tend to disagree	(2)	94 5%	6 4%	2 2%	85 5%	3 3%	6 3%	8 5%	7 4%	7 4%	9 4%	12 5%	22 8%abF	11 6%
Strongly disagree	(1)	27 1%	2 1%	1 1%	23 1%	1 1%	2 1%	3 2%	1 *	5 3%	1 1%	3 1%	4 1%	4 2%
NET: Disagree		120 6%	9 5%	3 3%	109 6%	3 4%	8 3%	11 6%	8 4%	11 7%f	10 5%	16 6%	27 9%bFh	15 8%bF
Don't know		192 9%	12 7%	13 12%M	167 9%	12 14%aM	28 12%M	15 9%	17 9%m	12 8%	17 9%	26 10%m	31 11%M	7 4%
Mean		3.44	3.44l	3.57dgLm	3.43	3.42	3.48L	3.42	3.51L	3.42	3.48L	3.45L	3.31	3.41
Standard deviation		0.66	0.64	0.60	0.66	0.61	0.59	0.68	0.61	0.73	0.62	0.66	0.70	0.72
Standard error		0.02	0.05	0.06	0.02	0.07	0.04	0.05	0.05	0.06	0.04	0.04	0.05	0.06

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

Prepared by ComRes

Tax Avoidance Survey
ONLINE Fieldwork: 15th-16th November 2017

Table 4
Q.2 To what extent do you agree or disagree with the following statements?
It is too easy for large companies in the UK to avoid paying tax
Base: All respondents

		Total	Labour (b)	Conservative (a)	Liberal Democrat (c)	UKIP (f)	SNP (d)	Green (g)	Plaid Cymru (e)	Other (h)	Didn't vote (i)	Don't remember / Prefer not to say (j)
								Q.1 Vote in 2017 General Election				
Unweighted base		2051	761	721	122	108	75	33	10	7	192	22
Weighted base		2051	756	729	130*	113*	75*	30**	8**	7**	182	21**
NET: Agree		1739 85%	660 87%I	625 86%I	118 91%I	97 85%I	69 93%I	24 80%	7 85%	7 100%	117 64%	14 69%
Strongly agree	(4)	961 47%	394 52%AI	315 43%I	74 57%Afl	49 43%	41 55%al	10 32%	5 66%	5 71%	60 33%	7 32%
Tend to agree	(3)	778 38%	266 35%	310 43%BI	45 35%	48 42%i	28 37%	14 48%	1 19%	2 29%	57 31%	8 37%
Tend to disagree	(2)	94 5%	29 4%	38 5%	3 3%	6 6%	2 2%	1 4%	1 7%	-	11 6%	2 11%
Strongly disagree	(1)	27 1%	8 1%	8 1%	3 2%	2 2%	-	1 4%	-	-	4 2%	-
NET: Disagree		120 6%	37 5%	46 6%	6 5%	8 7%	2 2%	3 9%	1 7%	-	15 8%b	2 11%
Don't know		192 9%	58 8%	57 8%	5 4%	8 7%	4 5%	3 11%	1 9%	-	50 28%ABCDF	4 21%
Mean		3.44	3.50Afl	3.39	3.52al	3.36	3.55afl	3.22	3.65	3.71	3.31	3.27
Standard deviation		0.66	0.64	0.65	0.66	0.69	0.55	0.76	0.65	0.49	0.76	0.70
Standard error		0.02	0.02	0.03	0.06	0.07	0.06	0.14	0.22	0.18	0.06	0.17

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i/j
* small base; ** very small base (under 30) ineligible for sig testing

Tax Avoidance Survey
ONLINE Fieldwork: 15th-16th November 2017

Absolutes/col percents

Table 5
Q.2 To what extent do you agree or disagree with the following statements?
It is unfair that I pay my taxes when it seems that large companies don't have to
Base: All respondents

| | | Total | Gender | | Age | | | | | | | | | Social Grade | | | | Employment Sector | |
| | | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 18-34 | 35-54 | 55+ | AB | C1 | C2 | DE | Public | Pri-vate |
			(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted base		2051	1014	1037	259	308	275	378	300	531	567	653	831	575	566	387	523	272	816
Weighted base		2051	1001	1050	230	353	330	365	301	472	582	695	774	549	572	422	508	308	874
NET: Agree		1841	899	942	193	291	294	326	284	452	484	621	736	497	510	386	447	285	766
		90%	90%	90%	84%	83%	89%D	89%cD	94%CDEF	96%CDEF	83%	89%I	95%IJ	91%	89%	92%	88%	93%Q	88%
Strongly agree	(4)	1258	632	626	123	190	186	227	206	326	313	414	532	318	359	263	317	198	492
		61%	63%	60%	53%	54%	56%	62%CD	68%CDE	69%CDEF	54%	59%i	69%IJ	58%	63%	62%	62%	64%Q	56%
Tend to agree	(3)	582	266	316	70	101	108	99	79	126	171	207	204	179	151	123	130	86	274
		28%	27%	30%	31%	29%	33%h	27%	26%	27%	29%	30%	26%	33%MO	26%	29%	26%	28%	31%
Tend to disagree	(2)	85	47	38	16	30	10	10	6	13	46	20	18	30	25	13	17	9	42
		4%	5%	4%	7%eFGH	9%EFGH	3%	3%	2%	3%	8%JK	3%	2%	5%	4%	3%	3%	3%	5%
Strongly disagree	(1)	22	16	6	2	3	1	8	4	3	5	10	7	7	8	5	2	5	11
		1%	2%B	1%	1%	1%	*	2%eh	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%
NET: Disagree		107	63	44	18	33	11	18	10	16	51	30	26	37	33	18	18	13	53
		5%	6%b	4%	8%EGH	9%EFGH	3%	5%	3%	3%	9%JK	4%	3%	7%O	6%	4%	4%	4%	6%
Don't know		103	39	64	19	28	24	20	7	4	47	45	12	15	29	17	43	9	55
		5%	4%	6%A	8%GH	8%GH	7%GH	6%gH	2%	1%	8%K	6%K	2%	3%	5%l	4%	8%LMN	3%	6%p
Mean		3.58	3.58	3.58	3.49	3.47	3.57	3.58d	3.65CD	3.66CDef	3.48	3.57l	3.66IJ	3.51	3.59l	3.59l	3.64L	3.60	3.52
Standard deviation		0.63	0.66	0.60	0.68	0.71	0.58	0.67	0.59	0.57	0.69	0.63	0.58	0.67	0.65	0.62	0.57	0.63	0.66
Standard error		0.01	0.02	0.02	0.04	0.04	0.04	0.04	0.03	0.02	0.03	0.03	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/o - p/q

Prepared by ComRes

COMRES

Tax Avoidance Survey
ONLINE Fieldwork: 15th-16th November 2017

Absolutes/col percents

Table 5
Q.2 To what extent do you agree or disagree with the following statements?
It is unfair that I pay my taxes when it seems that large companies don't have to
Base: All respondents

		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)
Unweighted base		2051	191	111	1749	80	229	198	184	145	225	254	270	164
Weighted base		2051	180	103*	1768	86*	236	172	185	154	197	273	285	180
NET: Agree		1841 90%	165 92%	89 86%	1587 90%	77 90%	218 92%	153 89%	161 87%	134 87%	183 93%bhik	239 88%	256 90%	166 92%
Strongly agree	(4)	1258 61%	113 63%	66 64%	1080 61%	53 62%	151 64%	104 60%	109 59%	85 55%	125 63%	159 58%	183 64%i	111 62%
Tend to agree	(3)	582 28%	52 29%	23 22%	507 29%	24 28%	67 28%	49 28%	52 28%	49 32%	58 30%	79 29%	73 25%	55 31%
Tend to disagree	(2)	85 4%	5 3%	6 6%f	74 4%	1 1%	5 2%	9 5%	8 5%	5 3%	6 3%	16 6%f	17 6%F	7 4%
Strongly disagree	(1)	22 1%	3 1%	1 1%	19 1%	1 1%	1 *	4 2%	2 1%	3 2%	1 1%	1 *	4 1%	2 1%
NET: Disagree		107 5%	7 4%	7 7%f	93 5%	2 2%	6 2%	12 7%F	11 6%	9 6%	7 4%	17 6%f	21 7%F	9 5%
Don't know		103 5%	8 4%	7 7%	88 5%	7 8%lm	12 5%	7 4%	13 7%lm	11 7%lm	7 3%	18 6%l	8 3%	5 3%
Mean		3.58	3.60	3.61	3.58	3.64	3.65gi	3.53	3.56	3.51	3.61	3.56	3.57	3.56
Standard deviation		0.63	0.62	0.64	0.63	0.56	0.54	0.70	0.65	0.68	0.58	0.63	0.67	0.64
Standard error		0.01	0.05	0.06	0.02	0.06	0.04	0.05	0.05	0.06	0.04	0.04	0.04	0.05

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

Prepared by ComRes

COMRES

Tax Avoidance Survey
ONLINE Fieldwork: 15th-16th November 2017

Table 5
Q.2 To what extent do you agree or disagree with the following statements?
It is unfair that I pay my taxes when it seems that large companies don't have to
Base: All respondents

		Total	Labour (b)	Conservative (a)	Liberal Democrat (c)	UKIP (f)	SNP (d)	Green (g)	Plaid Cymru (e)	Other (h)	Didn't vote (i)	Don't remember / Prefer not to say (j)
						Q.1 Vote in 2017 General Election						
Unweighted base		2051	761	721	122	108	75	33	10	7	192	22
Weighted base		2051	756	729	130*	113*	75*	30**	8**	7**	182	21**
NET: Agree		1841 90%	686 91%I	656 90%I	125 96%Abfl	102 90%I	70 94%I	26 88%	7 85%	6 82%	144 79%	19 90%
Strongly agree	(4)	1258 61%	485 64%I	438 60%I	87 67%I	74 66%I	49 66%I	16 52%	6 76%	5 61%	87 48%	11 50%
Tend to agree	(3)	582 28%	201 27%	217 30%	38 29%	27 24%	21 28%	11 36%	1 8%	2 20%	57 31%	8 40%
Tend to disagree	(2)	85 4%	25 3%	45 6%B	3 2%	4 4%	1 2%	1 2%	- -	- -	5 3%	- -
Strongly disagree	(1)	22 1%	8 1%	9 1%	- -	1 1%	2 2%	1 4%	1 7%	- -	1 1%	- -
NET: Disagree		107 5%	33 4%	54 7%Bci	3 2%	5 5%	3 4%	2 6%	1 7%	- -	7 4%	- -
Don't know		103 5%	36 5%Ac	20 3%	1 1%	7 6%c	2 2%	2 6%	1 9%	1 18%	32 17%ABCDF	2 10%
Mean		3.58	3.62A	3.53	3.65ai	3.64	3.61	3.44	3.69	3.75	3.52	3.56
Standard deviation		0.63	0.61	0.67	0.53	0.59	0.65	0.76	0.86	0.47	0.62	0.51
Standard error		0.01	0.02	0.03	0.05	0.06	0.08	0.14	0.29	0.19	0.05	0.11

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i/j
* small base; ** very small base (under 30) ineligible for sig testing

COMRES

Tax Avoidance Survey
ONLINE Fieldwork: 15th-16th November 2017

Absolutes/col percents

Table 6
Q.2 To what extent do you agree or disagree with the following statements?
The promises made by UK political parties to tackle tax avoidance by large companies are sufficient to address the issue
Base: All respondents

		Total	Gender		Age									Social Grade				Employment Sector	
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Public	Pri-vate
			(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted base		2051	1014	1037	259	308	275	378	300	531	567	653	831	575	566	387	523	272	816
Weighted base		2051	1001	1050	230	353	330	365	301	472	582	695	774	549	572	422	508	308	874
NET: Agree		471	235	235	71	115	86	74	45	79	186	161	124	127	124	110	109	89	218
		23%	23%	22%	31%FGH	33%FGH	26%GH	20%g	15%	17%	32%JK	23%K	16%	23%	22%	26%	21%	29%	25%
Strongly agree	(4)	141	70	71	22	36	25	22	19	17	58	47	36	41	35	23	42	35	59
		7%	7%	7%	9%H	10%fH	7%H	6%h	6%h	4%	10%jK	7%	5%	7%	6%	6%	8%	11%Q	7%
Tend to agree	(3)	330	166	164	49	79	62	52	26	62	128	114	88	87	89	87	67	54	159
		16%	17%	16%	21%FGH	22%FGH	19%Gh	14%G	9%	13%g	22%JK	16%K	11%	16%	16%	21%ImO	13%	18%	18%
Tend to disagree	(2)	648	301	347	71	86	86	127	93	186	156	213	279	186	199	131	132	96	260
		32%	30%	33%	31%	24%	26%	35%DE	31%	39%CDEG	27%	31%	36%IJ	34%O	35%O	31%	26%	31%	30%
Strongly disagree	(1)	605	358	247	48	81	83	111	125	157	129	194	282	173	141	125	165	83	244
		30%	36%B	24%	21%	23%	25%	30%CD	41%CDEFH	33%CDE	22%	28%I	36%IJ	32%M	25%	30%	33%M	27%	28%
NET: Disagree		1253	659	594	119	166	169	238	218	343	285	407	561	359	341	256	297	179	504
		61%	66%B	57%	52%	47%	51%	65%CDE	72%CDEf	73%CDEF	49%	59%I	72%IJ	65%mO	60%	61%	58%	58%	58%
Don't know		328	107	221	40	71	75	53	39	50	111	128	89	63	107	56	102	40	152
		16%	11%	21%A	17%H	20%fGH	23%FGH	15%	13%	11%	19%K	18%K	11%	11%	19%LN	13%	20%LN	13%	17%
Mean		2.00	1.94	2.07A	2.23FGH	2.25FGH	2.11fGH	1.95G	1.77	1.85	2.24JK	2.02K	1.82	1.99	2.04	2.02	1.96	2.15	2.05
Standard deviation		0.93	0.95	0.91	0.96	1.01	0.97	0.90	0.90	0.81	0.99	0.93	0.85	0.93	0.89	0.91	0.99	1.01	0.94
Standard error		0.02	0.03	0.03	0.07	0.06	0.07	0.05	0.06	0.04	0.05	0.04	0.03	0.04	0.04	0.05	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/o - p/q

Prepared by ComRes

COMRES

Tax Avoidance Survey
ONLINE Fieldwork: 15th-16th November 2017

Table 6
Q.2 To what extent do you agree or disagree with the following statements?
The promises made by UK political parties to tackle tax avoidance by large companies are sufficient to address the issue
Base: All respondents

		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)
Unweighted base		2051	191	111	1749	80	229	198	184	145	225	254	270	164
Weighted base		2051	180	103*	1768	86*	236	172	185	154	197	273	285	180
NET: Agree		471 23%	37 21%	20 19%	414 23%	17 19%	54 23%	44 26%l	50 27%lm	49 32%ABefJLM	41 21%	74 27%Lm	53 19%	33 18%
Strongly agree	(4)	141 7%	11 6%	8 7%	122 7%	6 7%	14 6%	12 7%	21 11%fjLM	12 8%	10 5%	26 10%IM	15 5%	6 3%
Tend to agree	(3)	330 16%	26 15%	12 12%	292 16%	11 12%	39 17%	32 19%	29 16%	38 25%ABEfhJLm	30 15%	48 17%	38 13%	27 15%
Tend to disagree	(2)	648 32%	58 32%	33 32%	557 31%	30 35%	71 30%	52 30%	51 28%	48 31%	69 35%k	71 26%	99 35%K	64 36%k
Strongly disagree	(1)	605 30%	59 33%	35 34%	511 29%	21 24%	73 31%	47 27%	51 27%	40 26%	59 30%	74 27%	85 30%	63 35%
NET: Disagree		1253 61%	117 65%hK	68 67%hK	1068 60%	51 60%	144 61%	99 57%	102 55%	87 57%	128 65%hK	145 53%	184 65%hK	127 70%fGHIK
Don't know		328 16%	27 15%	15 14%	286 16%	18 21%im	38 16%	29 17%	33 18%	17 11%	28 14%	54 20%IM	48 17%	21 12%
Mean		2.00	1.93	1.91	2.02	2.03	1.97	2.07m	2.13alM	2.16abjLM	1.95	2.12alM	1.93	1.85
Standard deviation		0.93	0.91	0.94	0.93	0.91	0.93	0.95	1.03	0.94	0.88	1.01	0.88	0.83
Standard error		0.02	0.07	0.10	0.02	0.11	0.07	0.07	0.08	0.08	0.06	0.07	0.06	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
* small base; ** very small base (under 30) ineligible for sig testing

Prepared by ComRes

Tax Avoidance Survey
ONLINE Fieldwork: 15th-16th November 2017

Table 6
Q.2 To what extent do you agree or disagree with the following statements?
The promises made by UK political parties to tackle tax avoidance by large companies are sufficient to address the issue
Base: All respondents

		Total	Labour (b)	Conservative (a)	Liberal Democrat (c)	UKIP (f)	SNP (d)	Green (g)	Plaid Cymru (e)	Other (h)	Didn't vote (i)	Don't remember / Prefer not to say (j)
							Q.1 Vote in 2017 General Election					
Unweighted base		2051	761	721	122	108	75	33	10	7	192	22
Weighted base		2051	756	729	130*	113*	75*	30**	8**	7**	182	21**
NET: Agree		471	176	189	19	32	14	5	2	-	30	3
		23%	23%Ci	26%CI	14%	29%CI	19%	18%	24%	-	16%	16%
Strongly agree	(4)	141	64	40	7	15	6	1	-	-	6	1
		7%	8%AI	6%	6%	14%AcI	8%	3%	-	-	3%	4%
Tend to agree	(3)	330	112	148	11	17	8	5	2	-	24	2
		16%	15%c	20%BCdI	9%	15%	11%	16%	24%	-	13%	12%
Tend to disagree	(2)	648	230	256	41	23	23	8	3	2	54	7
		32%	30%F	35%bF	32%f	20%	31%	25%	33%	33%	30%f	31%
Strongly disagree	(1)	605	247	171	64	37	30	12	3	3	36	3
		30%	33%AI	23%	49%ABFI	32%aI	40%AI	41%	35%	47%	20%	12%
NET: Disagree		1253	477	427	105	60	53	20	5	6	90	9
		61%	63%fI	59%I	81%ABFI	53%	71%aFI	66%	67%	80%	50%	43%
Don't know		328	102	113	6	21	7	5	1	2	62	9
		16%	14%C	15%C	5%	19%C	10%	16%	9%	20%	34%ABCDF	41%
Mean		2.00	1.99C	2.09bCd	1.70	2.12C	1.87	1.76	1.88	1.41	2.00C	2.13
Standard deviation		0.93	0.97	0.88	0.87	1.12	0.96	0.87	0.85	0.54	0.84	0.85
Standard error		0.02	0.04	0.04	0.08	0.12	0.11	0.17	0.28	0.22	0.07	0.23

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i/j
* small base; ** very small base (under 30) ineligible for sig testing

Prepared by ComRes

Tax Avoidance Survey
ONLINE Fieldwork: 15th-16th November 2017

Absolutes/col percents

Table 7
Q.2 To what extent do you agree or disagree with the following statements?
I am currently boycotting the products or services of a company because they do not pay their fair share of tax in the UK
Base: All respondents

		Total	Gender Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	Age 45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	Social Grade C1 (m)	C2 (n)	DE (o)	Employment Sector Public (p)	Pri- vate (q)
Unweighted base		2051	1014	1037	259	308	275	378	300	531	567	653	831	575	566	387	523	272	816
Weighted base		2051	1001	1050	230	353	330	365	301	472	582	695	774	549	572	422	508	308	874
NET: Agree		519 25%	286 29%B	233 22%	70 31%EH	99 28%E	67 20%	94 26%	80 27%e	108 23%	170 29%Jk	161 23%	188 24%	135 25%	145 25%	106 25%	132 26%	94 31%	227 26%
Strongly agree	(4)	202 10%	122 12%B	80 8%	22 10%	41 12%h	35 11%	35 10%	33 11%	36 8%	63 11%	70 10%	69 9%	48 9%	62 11%	40 9%	52 10%	46 15%Q	88 10%
Tend to agree	(3)	317 15%	164 16%	153 15%	48 21%Eh	59 17%E	31 10%	59 16%E	48 16%E	72 15%E	106 18%J	91 13%	120 15%	87 16%	84 15%	66 16%	80 16%	48 16%	139 16%
Tend to disagree	(2)	757 37%	355 35%	403 38%	65 28%	113 32%	116 35%	147 40%CD	122 41%CD	194 41%CD	178 31%	263 38%I	317 41%I	211 39%O	219 38%O	165 39%O	162 32%	115 37%	316 36%
Strongly disagree	(1)	484 24%	264 26%B	220 21%	59 26%	88 25%	89 27%g	79 22%	60 20%	110 23%	146 25%	168 24%	170 22%	142 26%N	136 24%	80 19%	127 25%n	57 19%	216 25%p
NET: Disagree		1242 61%	619 62%	623 59%	123 54%	201 57%	205 62%c	226 62%c	183 61%	304 64%Cd	324 56%	431 62%I	487 63%I	353 64%nO	356 62%o	245 58%	289 57%	172 56%	532 61%
Don't know		290 14%	96 10%	194 18%A	36 16%	52 15%	58 18%fh	45 12%	38 13%	60 13%	89 15%	103 15%	99 13%	61 11%	71 12%	71 17%Lm	87 17%LM	41 13%	115 13%
Mean		2.13	2.16	2.11	2.17	2.18	2.05	2.16	2.20	2.08	2.17	2.11	2.13	2.09	2.14	2.19	2.14	2.31Q	2.13
Standard deviation		0.95	0.99	0.89	0.99	1.00	0.98	0.92	0.93	0.89	1.00	0.95	0.91	0.93	0.96	0.91	0.99	1.00	0.96
Standard error		0.02	0.03	0.03	0.07	0.06	0.07	0.05	0.06	0.04	0.05	0.04	0.03	0.04	0.04	0.05	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/o - p/q

COMRES

Tax Avoidance Survey
ONLINE Fieldwork: 15th-16th November 2017

Table 7
Q.2 To what extent do you agree or disagree with the following statements?
I am currently boycotting the products or services of a company because they do not pay their fair share of tax in the UK
Base: All respondents

		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)
Unweighted base		2051	191	111	1749	80	229	198	184	145	225	254	270	164
Weighted base		2051	180	103*	1768	86*	236	172	185	154	197	273	285	180
NET: Agree		519	48	18	453	16	57	43	46	41	45	86	58	62
		25%	26%	18%	26%b	18%	24%	25%	25%	26%	23%	32%BEJL	20%	34%BEFghJL
Strongly agree	(4)	202	17	5	181	7	25	20	17	13	17	42	17	23
		10%	9%	5%	10%b	8%	10%	11%bl	9%	9%	8%	15%aBhiJL	6%	13%BL
Tend to agree	(3)	317	31	13	272	9	32	23	29	27	28	44	41	39
		15%	17%	13%	15%	11%	14%	13%	16%	18%	14%	16%	14%	22%efgjl
Tend to disagree	(2)	757	61	37	659	34	86	60	67	58	83	88	118	64
		37%	34%	36%	37%	40%	37%	35%	36%	38%	42%K	32%	41%k	35%
Strongly disagree	(1)	484	35	25	425	23	57	41	43	34	42	71	67	47
		24%	19%	24%	24%	26%	24%	24%	23%	22%	21%	26%	24%	26%
NET: Disagree		1242	96	62	1084	57	143	101	110	93	125	159	185	111
		61%	53%	60%	61%A	66%a	61%	59%	59%	60%	64%a	58%	65%A	61%
Don't know		290	37	23	231	13	36	28	29	21	27	27	42	8
		14%	20%DKM	22%DijKM	13%	16%M	15%M	16%kM	16%M	13%M	14%M	10%m	15%M	4%
Mean		2.13	2.21bl	1.98	2.14	2.00	2.12	2.15	2.13	2.15	2.11	2.23bL	2.03	2.22bl
Standard deviation		0.95	0.94	0.85	0.95	0.91	0.96	0.99	0.94	0.92	0.89	1.05	0.85	0.99
Standard error		0.02	0.08	0.09	0.02	0.11	0.07	0.08	0.07	0.08	0.06	0.07	0.06	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
* small base; ** very small base (under 30) ineligible for sig testing

Prepared by ComRes

COMRES

Tax Avoidance Survey
ONLINE Fieldwork: 15th-16th November 2017

Table 7
Q.2 To what extent do you agree or disagree with the following statements?
I am currently boycotting the products or services of a company because they do not pay their fair share of tax in the UK
Base: All respondents

		Total	Labour (b)	Conservative (a)	Liberal Democrat (c)	UKIP (f)	SNP (d)	Green (g)	Plaid Cymru (e)	Other (h)	Didn't vote (i)	Don't remember / Prefer not to say (j)
												Q.1 Vote in 2017 General Election
Unweighted base		2051	761	721	122	108	75	33	10	7	192	22
Weighted base		2051	756	729	130*	113*	75*	30**	8**	7**	182	21**
NET: Agree		519 25%	223 30%AI	149 20%I	46 35%AI	39 34%AI	23 30%al	14 45%	1 19%	1 7%	22 12%	2 9%
Strongly agree	(4)	202 10%	89 12%AI	51 7%	22 17%AI	15 13%AI	10 13%al	6 22%	- -	1 7%	9 5%	- -
Tend to agree	(3)	317 15%	134 18%AI	98 13%I	24 19%I	23 21%al	13 17%I	7 24%	1 19%	- -	13 7%	2 9%
Tend to disagree	(2)	757 37%	274 36%	291 40%	49 38%	40 36%	26 35%	7 24%	4 49%	3 44%	61 33%	3 14%
Strongly disagree	(1)	484 24%	153 20%	212 29%BCDF	23 18%	20 18%	10 14%	6 20%	1 9%	2 29%	51 28%BcDf	5 24%
NET: Disagree		1242 61%	427 57%	503 69%BCDFi	72 56%	61 54%	36 48%	13 44%	5 58%	5 72%	112 61%d	8 38%
Don't know		290 14%	105 14%a	77 11%	12 9%	14 12%	16 22%AC	3 10%	2 24%	2 20%	48 26%ABCF	11 54%
Mean		2.13	2.24AI	1.98	2.37AI	2.34AI	2.38AI	2.52	2.13	1.82	1.85	1.66
Standard deviation		0.95	0.97	0.89	1.00	0.97	0.96	1.11	0.64	0.91	0.86	0.81
Standard error		0.02	0.04	0.03	0.10	0.10	0.12	0.21	0.24	0.37	0.07	0.25

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i/j
* small base; ** very small base (under 30) ineligible for sig testing

Prepared by ComRes

Tax Avoidance Survey
ONLINE Fieldwork: 15th-16th November 2017

Absolutes/col percents

Table 8
Q.2 To what extent do you agree or disagree with the following statements?
I am considering boycotting the products or services of a company because they do not pay their fair share of tax in the UK
Base: All respondents

		Total	Gender Male (a)	Gender Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	Age 45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	Social Grade AB (l)	C1 (m)	C2 (n)	DE (o)	Employment Sector Public (p)	Pri- vate (q)
Unweighted base		2051	1014	1037	259	308	275	378	300	531	567	653	831	575	566	387	523	272	816
Weighted base		2051	1001	1050	230	353	330	365	301	472	582	695	774	549	572	422	508	308	874
NET: Agree		874	457	417	105	171	121	157	131	189	276	278	320	260	245	175	194	138	402
		43%	46%B	40%	46%e	48%EH	37%	43%	43%	40%	47%JK	40%	41%	47%nO	43%	41%	38%	45%	46%
Strongly agree	(4)	281	165	115	30	69	34	49	41	58	99	83	99	82	67	63	69	57	118
		14%	17%B	11%	13%	19%cEfgH	10%	14%	14%	12%	17%Jk	12%	13%	15%	12%	15%	14%	19%q	13%
Tend to agree	(3)	594	292	302	75	102	88	108	90	131	178	195	221	178	178	112	126	81	284
		29%	29%	29%	33%	29%	27%	29%	30%	28%	30%	28%	29%	32%nO	31%O	27%	25%	26%	32%p
Tend to disagree	(2)	520	267	253	56	71	82	102	77	132	127	184	209	143	141	111	125	84	205
		25%	27%	24%	24%	20%	25%	28%D	26%	28%D	22%	26%i	27%I	26%	25%	26%	25%	27%	23%
Strongly disagree	(1)	253	136	117	30	55	40	39	33	57	86	78	90	70	75	43	66	24	117
		12%	14%	11%	13%	16%f	12%	11%	11%	12%	15%	11%	12%	13%	13%	10%	13%	8%	13%P
NET: Disagree		773	403	370	86	127	122	140	110	189	212	262	299	213	215	154	191	108	322
		38%	40%B	35%	37%	36%	37%	38%	36%	40%	36%	38%	39%	39%	38%	37%	38%	35%	37%
Don't know		403	141	263	38	55	87	68	61	95	94	155	155	76	112	93	123	61	150
		20%	14%	25%A	17%	16%	26%CDFh	19%	20%	20%	16%	22%I	20%i	14%	20%L	22%L	24%Lm	20%	17%
Mean		2.55	2.56	2.53	2.55	2.62	2.47	2.56	2.58	2.50	2.59	2.52	2.53	2.58	2.51	2.59	2.51	2.70q	2.56
Standard deviation		0.95	0.97	0.92	0.94	1.04	0.92	0.92	0.93	0.93	1.00	0.92	0.93	0.94	0.93	0.94	0.97	0.94	0.95
Standard error		0.02	0.03	0.03	0.06	0.06	0.07	0.05	0.06	0.05	0.05	0.04	0.04	0.04	0.04	0.05	0.05	0.06	0.04

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

Prepared by ComRes

Tax Avoidance Survey
ONLINE Fieldwork: 15th-16th November 2017

Absolutes/col percents

Table 8
Q.2 To what extent do you agree or disagree with the following statements?
I am considering boycotting the products or services of a company because they do not pay their fair share of tax in the UK
Base: All respondents

		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)
Unweighted base		2051	191	111	1749	80	229	198	184	145	225	254	270	164
Weighted base		2051	180	103*	1768	86*	236	172	185	154	197	273	285	180
NET: Agree		874 43%	85 47%Ej	41 40%	748 42%	28 33%	104 44%	75 43%	79 43%	66 43%	74 38%	117 43%	113 40%	90 50%EJl
Strongly agree	(4)	281 14%	29 16%j	11 11%	241 14%	11 13%	31 13%	27 16%j	26 14%	21 14%	18 9%	47 17%Jl	31 11%	29 16%j
Tend to agree	(3)	594 29%	56 31%e	31 30%	507 29%	17 20%	74 31%e	48 28%	53 29%	45 30%	56 28%	70 26%	82 29%	62 34%E
Tend to disagree	(2)	520 25%	38 21%	21 21%	461 26%	32 37%ABFghkl	55 23%	43 25%	46 25%	40 26%	58 29%a	68 25%	73 25%	47 26%
Strongly disagree	(1)	253 12%	21 12%	17 17%ij	215 12%	9 10%	32 13%	19 11%	25 13%	14 9%	19 10%	44 16%ij	35 12%	19 11%
NET: Disagree		773 38%	60 33%	39 38%	675 38%	40 47%A	86 37%	61 36%	70 38%	54 35%	77 39%	112 41%	107 38%	67 37%
Don't know		403 20%	36 20%	22 22%m	345 20%	17 20%	45 19%	36 21%m	35 19%	33 22%m	46 23%kM	44 16%	65 23%kM	24 13%
Mean		2.55	2.64	2.44	2.54	2.45	2.54	2.61	2.54	2.61	2.48	2.52	2.50	2.64
Standard deviation		0.95	0.96	0.98	0.94	0.92	0.95	0.96	0.96	0.91	0.87	1.02	0.92	0.92
Standard error		0.02	0.08	0.10	0.03	0.12	0.07	0.08	0.08	0.08	0.07	0.07	0.06	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
* small base; ** very small base (under 30) ineligible for sig testing

Prepared by ComRes

Tax Avoidance Survey
ONLINE Fieldwork: 15th-16th November 2017

Table 8
Q.2 To what extent do you agree or disagree with the following statements?
I am considering boycotting the products or services of a company because they do not pay their fair share of tax in the UK
Base: All respondents

		Total	Labour (b)	Conservative (a)	Liberal Democrat (c)	UKIP (f)	SNP (d)	Green (g)	Plaid Cymru (e)	Other (h)	Didn't vote (i)	Don't remember / Prefer not to say (j)
							Q.1 Vote in 2017 General Election					
Unweighted base		2051	761	721	122	108	75	33	10	7	192	22
Weighted base		2051	756	729	130*	113*	75*	30**	8**	7**	182	21**
NET: Agree		874	369	267	74	51	43	17	3	1	45	5
		43%	49%AI	37%I	57%Afl	45%I	58%AI	58%	35%	7%	25%	23%
Strongly agree	(4)	281	124	68	29	21	17	6	-	1	14	1
		14%	16%AI	9%	23%AI	18%AI	23%AI	20%	-	7%	8%	6%
Tend to agree	(3)	594	245	199	45	30	26	11	3	-	31	3
		29%	32%aI	27%I	34%I	27%i	35%I	37%	35%	-	17%	16%
Tend to disagree	(2)	520	171	215	28	30	14	7	3	2	46	4
		25%	23%	29%Bd	22%	26%	19%	24%	43%	27%	25%	17%
Strongly disagree	(1)	253	67	118	11	9	6	3	1	1	34	3
		12%	9%	16%BcF	9%	8%	9%	9%	7%	18%	18%BCdF	13%
NET: Disagree		773	239	333	39	39	20	10	4	3	80	6
		38%	32%	46%BCDF	30%	34%	27%	33%	50%	45%	44%BCD	30%
Don't know		403	148	129	16	24	11	3	1	4	58	10
		20%	20%c	18%	13%	21%	15%	9%	16%	48%	32%ABCDf	48%
Mean		2.55	2.70AI	2.36	2.81AI	2.70AI	2.85AI	2.76	2.33	1.93	2.20	2.31
Standard deviation		0.95	0.92	0.92	0.94	0.94	0.94	0.93	0.67	1.09	0.97	1.02
Standard error		0.02	0.04	0.04	0.09	0.10	0.12	0.17	0.24	0.55	0.08	0.31

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i/j
* small base; ** very small base (under 30) ineligible for sig testing

Prepared by ComRes

Tax Avoidance Survey
ONLINE Fieldwork: 15th-16th November 2017

Absolutes/col percents

Table 9
Q.2 To what extent do you agree or disagree with the following statements?
When large multinational companies avoid paying taxes in developing countries, it harms ordinary people in those countries
Base: All respondents

		Total	Gender Male (a)	Gender Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base		2051	1014	1037	259	308	275	378	300	531	567	653	831	575	566	387	523	272	816
Weighted base		2051	1001	1050	230	353	330	365	301	472	582	695	774	549	572	422	508	308	874
NET: Agree		1723 84%	864 86%B	859 82%	189 82%	278 79%	257 78%	321 88%cDE	257 85%dE	421 89%CDE	467 80%	578 83%	678 88%IJ	479 87%O	477 83%	364 86%O	404 79%	266 87%	718 82%
Strongly agree	(4)	976 48%	517 52%B	459 44%	106 46%	155 44%	136 41%	185 51%E	157 52%dE	237 50%E	261 45%	321 46%	394 51%lj	263 48%	273 48%	197 47%	243 48%	161 52%Q	387 44%
Tend to agree	(3)	748 36%	347 35%	400 38%	83 36%	123 35%	121 37%	137 37%	100 33%	184 39%	206 35%	258 37%	284 37%	216 39%O	204 36%	167 39%O	161 32%	105 34%	330 38%
Tend to disagree	(2)	101 5%	55 6%	46 4%	12 5%H	32 9%eFH	16 5%h	14 4%	17 6%H	10 2%	44 8%JK	30 4%	27 3%	31 6%	34 6%o	19 4%	17 3%	7 2%	68 8%P
Strongly disagree	(1)	29 1%	17 2%	12 1%	4 2%	4 1%	5 2%	6 2%	4 1%	6 1%	8 1%	11 2%	10 1%	8 1%	8 1%	9 2%	4 1%	10 3%Q	6 1%
NET: Disagree		130 6%	72 7%	58 6%	16 7%H	36 10%FH	21 6%h	20 6%	21 7%H	15 3%	52 9%jK	41 6%	37 5%	39 7%o	42 7%O	28 7%	21 4%	17 5%	74 8%
Don't know		198 10%	65 6%	133 13%A	25 11%f	39 11%f	52 16%FGH	23 6%	23 8%	35 8%	64 11%k	75 11%k	59 8%	32 6%	53 9%L	30 7%	83 16%LMN	24 8%	82 9%
Mean		3.44	3.46	3.42	3.42	3.37	3.39	3.46	3.47	3.49De	3.39	3.43	3.49I	3.42	3.43	3.41	3.51LmN	3.48	3.39
Standard deviation		0.67	0.69	0.65	0.69	0.72	0.68	0.66	0.68	0.61	0.71	0.67	0.64	0.67	0.68	0.69	0.62	0.71	0.68
Standard error		0.02	0.02	0.02	0.05	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.02	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/o - p/q

COMRES

Tax Avoidance Survey
ONLINE Fieldwork: 15th-16th November 2017

Absolutes/col percents

Table 9
Q.2 To what extent do you agree or disagree with the following statements?
When large multinational companies avoid paying taxes in developing countries, it harms ordinary people in those countries
Base: All respondents

		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)
Unweighted base		2051	191	111	1749	80	229	198	184	145	225	254	270	164
Weighted base		2051	180	103*	1768	86*	236	172	185	154	197	273	285	180
NET: Agree		1723 84%	158 88%g	83 81%	1483 84%	70 82%	201 85%	137 80%	152 82%	128 83%	174 88%bG	227 83%	240 84%	154 85%
Strongly agree	(4)	976 48%	95 53%F	50 49%	830 47%	38 44%	99 42%	91 53%F	95 51%f	68 44%	91 46%	129 47%	127 45%	93 51%f
Tend to agree	(3)	748 36%	63 35%	32 31%	653 37%	32 37%	102 43%bGHm	46 27%	57 31%	60 39%G	82 42%bGH	99 36%g	113 40%Gh	61 34%
Tend to disagree	(2)	101 5%	5 3%	7 7%	89 5%	3 3%	9 4%	14 8%af	8 4%	8 5%	10 5%	14 5%	16 6%	7 4%
Strongly disagree	(1)	29 1%	1 1%	4 4%DafjM	24 1%	1 1%	2 1%	5 3%m	2 1%	3 2%	1 1%	5 2%	5 2%	* *
NET: Disagree		130 6%	7 4%	11 11%Afm	112 6%	3 4%	11 5%	18 10%AeFhM	10 5%	11 7%	11 6%	19 7%	21 7%	8 4%
Don't know		198 10%	16 9%	9 9%	173 10%	12 14%J	24 10%	17 10%	23 12%J	16 10%	12 6%	26 10%	24 8%	18 10%
Mean		3.44	3.53fiL	3.38	3.44	3.46	3.40	3.44	3.52l	3.39	3.42	3.43	3.39	3.52l
Standard deviation		0.67	0.60	0.81	0.67	0.62	0.62	0.77	0.65	0.70	0.63	0.69	0.69	0.60
Standard error		0.02	0.05	0.08	0.02	0.07	0.04	0.06	0.05	0.06	0.04	0.05	0.04	0.05

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

Prepared by ComRes

COMRES

Tax Avoidance Survey
ONLINE Fieldwork: 15th-16th November 2017

Table 9
Q.2 To what extent do you agree or disagree with the following statements?
When large multinational companies avoid paying taxes in developing countries, it harms ordinary people in those countries
Base: All respondents

		Total	Labour (b)	Conservative (a)	Liberal Democrat (c)	UKIP (f)	SNP (d)	Green (g)	Plaid Cymru (e)	Other (h)	Didn't vote (i)	Don't remember / Prefer not to say (j)
Unweighted base		2051	761	721	122	108	75	33	10	7	192	22
Weighted base		2051	756	729	130*	113*	75*	30**	8**	7**	182	21**
NET: Agree		1723 84%	657 87%aFI	606 83%I	126 97%ABDFI	89 78%	66 89%fI	21 70%	7 82%	5 63%	132 72%	15 71%
Strongly agree	(4)	976 48%	405 54%AfI	302 41%	78 60%AFI	48 43%	46 62%AFI	15 50%	5 67%	3 45%	66 36%	7 34%
Tend to agree	(3)	748 36%	252 33%	304 42%BD	49 37%	40 36%	20 27%	6 20%	1 15%	1 18%	66 36%	8 36%
Tend to disagree	(2)	101 5%	33 4%	40 6%	2 2%	9 8%C	3 3%	5 16%	1 9%	1 17%	6 4%	- -
Strongly disagree	(1)	29 1%	9 1%	14 2%	- -	4 3%c	- -	1 2%	- -	- -	2 1%	- -
NET: Disagree		130 6%	42 6%	54 7%C	2 2%	13 11%BCdI	3 3%	6 19%	1 9%	1 17%	8 4%	- -
Don't know		198 10%	56 7%C	68 9%C	1 1%	12 10%C	6 8%C	3 11%	1 9%	2 20%	43 23%ABCDF	6 29%
Mean		3.44	3.51AFi	3.35	3.59AFI	3.31	3.63AFI	3.33	3.64	3.35	3.40	3.49
Standard deviation		0.67	0.65	0.69	0.53	0.79	0.56	0.88	0.71	0.88	0.63	0.52
Standard error		0.02	0.02	0.03	0.05	0.08	0.07	0.16	0.24	0.36	0.05	0.13

Q.1 Vote in 2017 General Election

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i/j
* small base; ** very small base (under 30) ineligible for sig testing

Prepared by ComRes

COMRES

Tax Avoidance Survey
ONLINE Fieldwork: 15th-16th November 2017

Absolutes/col percents

Table 10
Q.2 To what extent do you agree or disagree with the following statements?
Large multinational companies operating in developing countries should focus on making a profit and minimising the tax they pay there
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)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri-vate (q)
Unweighted base	2051	1014	1037	259	308	275	378	300	531	567	653	831	575	566	387	523	272	816
Weighted base	2051	1001	1050	230	353	330	365	301	472	582	695	774	549	572	422	508	308	874
NET: Agree	393	201	192	55	92	63	70	48	64	146	134	112	111	98	100	84	77	182
	19%	20%	18%	24%GH	26%efGH	19%h	19%H	16%	14%	25%JK	19%K	15%	20%	17%	24%MO	16%	25%	21%
Strongly agree (4)	136	67	69	23	26	22	24	23	18	49	46	41	32	40	22	42	25	57
	7%	7%	7%	10%H	8%H	7%	7%h	8%H	4%	8%K	7%	5%	6%	7%	5%	8%	8%	6%
Tend to agree (3)	257	134	123	32	65	41	47	25	46	97	88	72	79	58	78	42	52	125
	13%	13%	12%	14%g	19%efGH	13%	13%g	8%	10%	17%jK	13%k	9%	14%mO	10%	19%MO	8%	17%	14%
Tend to disagree (2)	562	284	278	58	82	84	119	71	149	140	202	219	155	176	113	117	62	251
	27%	28%	26%	25%	23%	25%	32%cDeG	23%	31%DeG	24%	29%i	28%	28%o	31%O	27%	23%	20%	29%P
Strongly disagree (1)	760	413	348	71	113	98	138	146	194	184	236	340	217	205	145	193	112	306
	37%	41%B	33%	31%	32%	30%	38%e	49%CDEFh	41%CDE	32%	34%	44%IJ	39%	36%	34%	38%	36%	35%
NET: Disagree	1322	696	626	129	194	182	257	217	343	324	439	560	372	381	258	310	174	556
	64%	70%B	60%	56%	55%	55%	70%CDE	72%CDE	73%CDE	56%	63%I	72%IJ	68%nO	67%o	61%	61%	56%	64%p
Don't know	337	104	233	46	66	85	38	36	65	112	123	102	66	93	63	115	56	135
	16%	10%	22%A	20%FGH	19%FGh	26%dFGH	10%	12%	14%	19%K	18%K	13%	12%	16%I	15%	23%LMN	18%	15%
Mean	1.86	1.84	1.89	2.03fGH	2.02fGH	1.95GH	1.87gH	1.71	1.73	2.03jK	1.90K	1.72	1.85	1.86	1.93	1.83	1.96	1.91
Standard deviation	0.94	0.94	0.95	1.03	1.00	0.96	0.92	0.96	0.83	1.01	0.94	0.88	0.93	0.93	0.93	1.00	1.03	0.94
Standard error	0.02	0.03	0.03	0.07	0.06	0.07	0.05	0.06	0.04	0.05	0.04	0.03	0.04	0.04	0.05	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/o - p/q

Prepared by ComRes

COMRES

Tax Avoidance Survey
ONLINE Fieldwork: 15th-16th November 2017

Table 10
Q.2 To what extent do you agree or disagree with the following statements?
Large multinational companies operating in developing countries should focus on making a profit and minimising the tax they pay there
Base: All respondents

		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)
Unweighted base		2051	191	111	1749	80	229	198	184	145	225	254	270	164
Weighted base		2051	180	103*	1768	86*	236	172	185	154	197	273	285	180
NET: Agree		393 19%	39 21%	19 19%	335 19%	19 22%	36 15%	30 18%	40 22%	32 21%	32 16%	64 23%Fj	49 17%	31 17%
Strongly agree	(4)	136 7%	15 8%	9 8%	112 6%	4 5%	14 6%	8 4%	15 8%	7 4%	11 6%	28 10%GijM	19 7%	7 4%
Tend to agree	(3)	257 13%	23 13%	11 10%	223 13%	15 17%f	22 9%	23 13%	25 14%	26 17%f	21 11%	36 13%	31 11%	24 13%
Tend to disagree	(2)	562 27%	39 21%	31 30%	492 28%a	26 30%	74 31%Ak	50 29%	49 27%	42 27%	59 30%a	64 23%	77 27%	51 28%
Strongly disagree	(1)	760 37%	73 40%	41 40%	647 37%	29 34%	81 34%	67 39%	65 35%	56 37%	75 38%	96 35%	102 36%	76 42%
NET: Disagree		1322 64%	111 62%	72 70%k	1139 64%	55 64%	155 66%	117 68%k	114 62%	98 64%	134 68%k	160 59%	179 63%	127 70%K
Don't know		337 16%	30 17%	11 11%	295 17%	12 14%	45 19%b	24 14%	31 17%	23 15%	31 16%	49 18%	56 20%bm	23 13%
Mean		1.86	1.87	1.86	1.86	1.92	1.84	1.80	1.94	1.87	1.81	1.98m	1.85	1.76
Standard deviation		0.94	1.02	0.97	0.94	0.90	0.90	0.88	0.99	0.91	0.90	1.04	0.94	0.87
Standard error		0.02	0.08	0.10	0.02	0.11	0.07	0.07	0.08	0.08	0.07	0.07	0.06	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
* small base; ** very small base (under 30) ineligible for sig testing

Tax Avoidance Survey
ONLINE Fieldwork: 15th-16th November 2017

Table 10
Q.2 To what extent do you agree or disagree with the following statements?
Large multinational companies operating in developing countries should focus on making a profit and minimising the tax they pay there
Base: All respondents

		Total	Labour (b)	Conservative (a)	Liberal Democrat (c)	UKIP (f)	SNP (d)	Green (g)	Plaid Cymru (e)	Other (h)	Didn't vote (i)	Don't remember / Prefer not to say (j)
							Q.1 Vote in 2017 General Election					
Unweighted base		2051	761	721	122	108	75	33	10	7	192	22
Weighted base		2051	756	729	130*	113*	75*	30**	8**	7**	182	21**
NET: Agree		393 19%	134 18%	154 21%	22 17%	27 24%	18 25%	3 11%	1 8%	1 7%	30 16%	4 19%
Strongly agree	(4)	136 7%	47 6%	48 7%	13 10%	11 10%	4 6%	- -	- -	1 7%	10 5%	2 10%
Tend to agree	(3)	257 13%	87 12%	106 15%C	9 7%	16 14%	14 19%C	3 11%	1 8%	- -	20 11%	2 9%
Tend to disagree	(2)	562 27%	197 26%D	232 32%BDI	38 30%D	31 27%D	10 13%	8 28%	2 22%	2 25%	39 22%	2 11%
Strongly disagree	(1)	760 37%	319 42%AI	238 33%	57 44%AI	40 36%	35 46%AI	13 45%	5 61%	2 29%	48 26%	3 14%
NET: Disagree		1322 64%	516 68%I	471 65%I	96 74%adI	71 63%I	44 59%	22 73%	7 83%	4 55%	87 48%	5 25%
Don't know		337 16%	106 14%	104 14%	12 10%	16 14%	12 16%	5 17%	1 9%	3 38%	66 36%ABCDF	12 56%
Mean		1.86	1.79	1.94B	1.81	1.98b	1.81	1.59	1.43	1.76	1.93	2.32
Standard deviation		0.94	0.93	0.92	0.99	1.02	1.02	0.72	0.71	1.06	0.96	1.21
Standard error		0.02	0.04	0.04	0.09	0.11	0.13	0.14	0.24	0.47	0.09	0.40

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i/j
* small base; ** very small base (under 30) ineligible for sig testing

Prepared by ComRes

COMRES

Tax Avoidance Survey
ONLINE Fieldwork: 15th-16th November 2017

Table 11
Q.3 How important, if at all, are each of the following to you personally?
Summary Table
Base: All respondents

		Statements					
		Large companies pay their fair share of tax in the UK	Large companies pay their fair share of tax in other developed countries in which they operate	Large UK companies pay their fair share of tax in developing countries in which they operate	This UK Government legislates to increase the penalties against companies which avoid tax in the UK	This UK Government legislates to discourage large UK companies from avoiding tax in other developed countries in which they operate	This UK Government legislates to discourage large UK companies from avoiding tax in developing countries in which they operate
Unweighted base		2051	2051	2051	2051	2051	2051
Weighted base		2051	2051	2051	2051	2051	2051
NET: Important		1801 88%	1590 78%	1598 78%	1727 84%	1507 73%	1536 75%
Very important	(4)	1355 66%	944 46%	982 48%	1179 57%	869 42%	901 44%
Fairly important	(3)	446 22%	646 31%	616 30%	548 27%	638 31%	634 31%
Not very important	(2)	62 3%	125 6%	127 6%	100 5%	167 8%	150 7%
Not at all important	(1)	16 1%	54 3%	37 2%	24 1%	51 3%	40 2%
NET: Not important		79 4%	178 9%	163 8%	124 6%	218 11%	190 9%
Don't know		171 8%	283 14%	290 14%	200 10%	325 16%	325 16%
Mean		3.67	3.40	3.44	3.56	3.35	3.39
Standard deviation		0.58	0.75	0.72	0.66	0.77	0.74
Standard error		0.01	0.02	0.02	0.02	0.02	0.02

Prepared by ComRes

Tax Avoidance Survey
ONLINE Fieldwork: 15th-16th November 2017

Absolutes/col percents

Table 12
Q.3 How important, if at all, are each of the following to you personally?
Large companies pay their fair share of tax in the UK
Base: All respondents

		Total	Gender Male (a)	Female (b)	Age 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	Social Grade AB (l)	C1 (m)	C2 (n)	DE (o)	Employment Sector Public (p)	Private (q)
Unweighted base		2051	1014	1037	259	308	275	378	300	531	567	653	831	575	566	387	523	272	816
Weighted base		2051	1001	1050	230	353	330	365	301	472	582	695	774	549	572	422	508	308	874
NET: Important		1801 88%	886 89%	915 87%	198 86%	287 81%	279 85%	322 88%D	280 93%CDEf	435 92%CDEf	485 83%	601 86%	715 92%IJ	502 92%MO	490 86%	378 90%o	431 85%	275 90%	745 85%
Very important	(4)	1355 66%	681 68%b	674 64%	141 61%	193 55%	187 57%	249 68%DE	232 77%CDEF	352 75%CDEf	334 57%	437 63%i	584 75%IJ	381 69%m	365 64%	274 65%	335 66%	201 65%	535 61%
Fairly important	(3)	446 22%	205 20%	242 23%	57 25%GH	94 27%fGH	92 28%FGH	72 20%	48 16%	83 18%	151 26%K	164 24%K	131 17%	122 22%	125 22%	104 25%o	95 19%	74 24%	211 24%
Not very important	(2)	62 3%	38 4%b	25 2%	6 3%	21 6%fGH	13 4%G	10 3%g	2 1%	9 2%	27 5%K	23 3%K	12 1%	15 3%	21 4%	11 3%	16 3%	9 3%	39 4%
Not at all important	(1)	16 1%	9 1%	7 1%	4 2%	2 1%	2 1%	3 1%	2 1%	3 1%	6 1%	5 1%	5 1%	6 1%	2 *	5 1%	4 1%	- -	6 1%
NET: Not important		79 4%	47 5%b	32 3%	11 5%G	23 6%GH	15 5%G	13 4%	4 1%	13 3%	33 6%K	28 4%k	17 2%	20 4%	23 4%	15 4%	20 4%	9 3%	44 5%
Don't know		171 8%	68 7%	103 10%A	21 9%h	43 12%GH	36 11%GH	30 8%h	17 6%	25 5%	64 11%K	66 9%K	41 5%	26 5%	59 10%Ln	29 7%	58 11%LN	23 8%	84 10%
Mean		3.67	3.67	3.67	3.60	3.54	3.58	3.70DE	3.79CDEF	3.75CDE	3.57	3.64i	3.77IJ	3.68	3.66	3.65	3.69	3.68	3.61
Standard deviation		0.58	0.60	0.56	0.65	0.65	0.61	0.57	0.47	0.52	0.65	0.59	0.51	0.59	0.57	0.60	0.58	0.53	0.62
Standard error		0.01	0.02	0.02	0.04	0.04	0.04	0.03	0.03	0.02	0.03	0.02	0.02	0.03	0.03	0.03	0.03	0.03	0.02

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

Prepared by ComRes

COMRES

Tax Avoidance Survey
ONLINE Fieldwork: 15th-16th November 2017

Absolutes/col percents

Table 12
Q.3 How important, if at all, are each of the following to you personally?
Large companies pay their fair share of tax in the UK
Base: All respondents

		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)
								Region						
Unweighted base		2051	191	111	1749	80	229	198	184	145	225	254	270	164
Weighted base		2051	180	103*	1768	86*	236	172	185	154	197	273	285	180
NET: Important		1801 88%	156 87%	89 87%	1556 88%	74 86%	218 93%agK	149 86%	166 90%K	135 88%	175 89%K	222 82%	255 89%K	161 89%K
Very important	(4)	1355 66%	119 66%	71 70%i	1164 66%	66 77%GhIKl	167 71%gIK	107 62%	121 66%	88 57%	134 68%i	165 60%	188 66%	127 70%lk
Fairly important	(3)	446 22%	37 20%E	18 17%	392 22%	8 9%	51 22%E	42 24%E	45 24%E	47 30%aBEfjkM	41 21%E	58 21%E	67 23%E	35 19%e
Not very important	(2)	62 3%	4 2%	4 4%	55 3%	3 3%	5 2%	7 4%	3 2%	5 3%	4 2%	10 4%	8 3%	9 5%
Not at all important	(1)	16 1%	3 2%dg	2 2%g	11 1%	- -	1 *	- -	1 *	- -	2 1%	3 1%	3 1%	1 *
NET: Not important		79 4%	7 4%	6 6%	66 4%	3 3%	6 3%	7 4%	4 2%	5 3%	7 4%	13 5%	11 4%	10 5%
Don't know		171 8%	17 10%f	8 7%	146 8%	9 11%f	11 5%	17 10%f	14 8%	14 9%	15 7%	37 14%FhjLM	19 7%	9 5%
Mean		3.67	3.67	3.67	3.67	3.83aGhIjKLm	3.71i	3.65	3.68	3.60	3.69	3.63	3.65	3.68
Standard deviation		0.58	0.62	0.66	0.57	0.46	0.52	0.56	0.54	0.56	0.59	0.63	0.60	0.59
Standard error		0.01	0.05	0.07	0.01	0.05	0.04	0.04	0.04	0.05	0.04	0.04	0.04	0.05

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

Prepared by ComRes

COMRES

Tax Avoidance Survey
ONLINE Fieldwork: 15th-16th November 2017

Table 12
Q.3 How important, if at all, are each of the following to you personally?
Large companies pay their fair share of tax in the UK
Base: All respondents

		Total	Labour (b)	Conservative (a)	Liberal Democrat (c)	UKIP (f)	SNP (d)	Green (g)	Plaid Cymru (e)	Other (h)	Didn't vote (i)	Don't remember / Prefer not to say (j)
Unweighted base		2051	761	721	122	108	75	33	10	7	192	22
Weighted base		2051	756	729	130*	113*	75*	30**	8**	7**	182	21**
NET: Important		1801 88%	678 90%I	655 90%I	121 93%I	99 88%I	68 91%I	26 86%	7 83%	6 80%	126 69%	15 72%
Very important	(4)	1355 66%	521 69%I	484 66%I	104 80%ABDfI	77 68%I	48 65%I	20 66%	5 67%	3 45%	83 46%	10 49%
Fairly important	(3)	446 22%	157 21%c	172 24%C	18 14%	23 20%	20 26%C	6 21%	1 16%	3 35%	43 23%c	5 23%
Not very important	(2)	62 3%	19 2%	22 3%	4 3%	6 5%	1 1%	1 3%	-	2 20%	7 4%	1 6%
Not at all important	(1)	16 1%	4 1%	4 1%	-	1 1%	1 1%	1 5%	-	-	5 3%ABc	-
NET: Not important		79 4%	23 3%	26 4%	4 3%	7 6%	2 2%	2 8%	-	2 20%	12 7%aB	1 6%
Don't know		171 8%	55 7%	47 7%	5 4%	7 6%	5 7%	2 6%	1 17%	-	45 25%ABCDF	5 22%
Mean		3.67	3.71I	3.67I	3.80Adfl	3.64i	3.66	3.57	3.81	3.24	3.48	3.55
Standard deviation		0.58	0.54	0.57	0.47	0.63	0.58	0.79	0.42	0.83	0.76	0.65
Standard error		0.01	0.02	0.02	0.04	0.06	0.07	0.14	0.15	0.31	0.06	0.16

Q.1 Vote in 2017 General Election

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i/j
* small base; ** very small base (under 30) ineligible for sig testing

Tax Avoidance Survey
ONLINE Fieldwork: 15th-16th November 2017

Table 13
Q.3 How important, if at all, are each of the following to you personally?
Large companies pay their fair share of tax in other developed countries in which 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)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base		2051	1014	1037	259	308	275	378	300	531	567	653	831	575	566	387	523	272	816
Weighted base		2051	1001	1050	230	353	330	365	301	472	582	695	774	549	572	422	508	308	874
NET: Important		1590	771	819	182	258	239	300	241	369	440	539	611	455	440	321	374	248	669
		78%	77%	78%	79%e	73%	72%	82%DE	80%de	78%e	76%	78%	79%	83%MNO	77%	76%	74%	81%	77%
Very important	(4)	944	457	487	105	145	142	176	153	223	250	318	376	270	254	185	234	152	381
		46%	46%	46%	46%	41%	43%	48%d	51%De	47%	43%	46%	49%i	49%	44%	44%	46%	49%	44%
Fairly important	(3)	646	313	333	77	113	97	124	88	147	190	221	235	185	186	136	139	96	288
		31%	31%	32%	34%	32%	29%	34%	29%	31%	33%	32%	30%	34%O	32%o	32%	27%	31%	33%
Not very important	(2)	125	67	58	13	24	16	17	10	45	37	33	55	35	39	31	20	13	54
		6%	7%	6%	6%	7%g	5%	5%	3%	10%cEFG	6%	5%	7%j	6%	7%o	7%O	4%	4%	6%
Not at all impor-tant	(1)	54	35	19	3	12	7	13	10	8	16	20	18	13	11	12	18	8	19
		3%	3%B	2%	2%	3%	2%	3%	3%	2%	3%	3%	2%	2%	2%	3%	3%	3%	2%
NET: Not important		178	101	77	17	36	23	29	20	53	53	52	73	48	49	43	38	21	72
		9%	10%B	7%	7%	10%	7%	8%	7%	11%eG	9%	8%	9%	9%	9%	10%	7%	7%	8%
Don't know		283	129	154	31	59	68	35	40	49	90	104	90	46	82	58	97	39	132
		14%	13%	15%	13%	17%FH	21%cFGH	10%	13%	10%	15%k	15%k	12%	8%	14%L	14%L	19%Lmn	13%	15%
Mean		3.40	3.37	3.44a	3.43	3.33	3.43	3.41	3.47D	3.38	3.37	3.42	3.42	3.42	3.40	3.36	3.43	3.45	3.39
Standard deviation		0.75	0.79	0.71	0.70	0.80	0.73	0.76	0.74	0.75	0.76	0.74	0.75	0.73	0.73	0.77	0.78	0.73	0.73
Standard error		0.02	0.03	0.02	0.05	0.05	0.05	0.04	0.05	0.03	0.03	0.03	0.03	0.03	0.03	0.04	0.04	0.05	0.03

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

<u>Tax Avoidance Survey</u>
<u>ONLINE Fieldwork: 15th-16th November 2017</u>

Absolutes/col percents

Table 13
Q.3 How important, if at all, are each of the following to you personally?
Large companies pay their fair share of tax in other developed countries in which they operate
Base: All respondents

		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)
												Region		
Unweighted base		2051	191	111	1749	80	229	198	184	145	225	254	270	164
Weighted base		2051	180	103*	1768	86*	236	172	185	154	197	273	285	180
NET: Important		1590 78%	146 81%k	78 76%	1366 77%	65 76%	180 76%	131 76%	141 76%	121 79%	164 83%fgKl	198 73%	219 77%	146 81%k
Very important	(4)	944 46%	85 47%	44 43%	815 46%	44 51%	116 49%l	76 44%	87 47%	61 40%	96 49%l	124 45%	113 40%	98 54%gIL
Fairly important	(3)	646 31%	61 34%	34 33%	551 31%	22 25%	64 27%	55 32%	54 29%	59 39%eFKM	69 35%	74 27%	106 37%eFKM	48 27%
Not very important	(2)	125 6%	9 5%	7 7%	109 6%	5 6%	18 8%hj	12 7%h	5 3%	11 7%	7 3%	18 7%	22 8%Hj	10 6%
Not at all important	(1)	54 3%	4 2%	5 5%gJ	45 3%	1 1%	8 3%	3 1%	6 3%	5 3%	2 1%	8 3%	7 3%	5 3%
NET: Not important		178 9%	12 7%	13 12%hJ	153 9%	7 8%	26 11%hJ	15 9%	11 6%	16 10%j	9 5%	26 10%j	29 10%J	15 8%
Don't know		283 14%	22 12%	12 12%	249 14%	14 17%	30 13%	27 16%	33 18%m	17 11%	24 12%	48 18%m	37 13%	19 11%
Mean		3.40	3.44	3.29	3.41	3.50	3.40	3.40	3.46il	3.30	3.49BIL	3.40	3.31	3.48bil
Standard deviation		0.75	0.70	0.86	0.75	0.71	0.80	0.72	0.74	0.77	0.64	0.79	0.75	0.75
Standard error		0.02	0.05	0.09	0.02	0.09	0.06	0.06	0.06	0.07	0.05	0.05	0.05	0.06

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

Prepared by ComRes

COMRES

Tax Avoidance Survey
ONLINE Fieldwork: 15th-16th November 2017

Absolutes/col percents

Table 13
Q.3 How important, if at all, are each of the following to you personally?
Large companies pay their fair share of tax in other developed countries in which they operate
Base: All respondents

		Total	Labour (b)	Conservative (a)	Liberal Democrat (c)	UKIP (f)	SNP (d)	Green (g)	Plaid Cymru (e)	Other (h)	Didn't vote (i)	Don't remember / Prefer not to say (j)
											Q.1 Vote in 2017 General Election	
Unweighted base		2051	761	721	122	108	75	33	10	7	192	22
Weighted base		2051	756	729	130*	113*	75*	30**	8**	7**	182	21**
NET: Important		1590 78%	624 83%FI	575 79%FI	110 85%FI	75 66%i	61 82%FI	24 79%	6 75%	3 38%	101 55%	11 53%
Very important	(4)	944 46%	423 56%AFI	292 40%I	67 52%AI	51 45%I	39 52%al	10 34%	5 61%	3 38%	48 26%	7 32%
Fairly important	(3)	646 31%	202 27%	284 39%BFI	43 33%f	25 22%	22 29%	14 45%	1 13%	-	53 29%	4 21%
Not very important	(2)	125 6%	33 4%	56 8%B	7 6%	11 10%B	4 5%	1 2%	1 7%	-	11 6%	1 5%
Not at all important	(1)	54 3%	10 1%	22 3%Bc	-	4 4%bc	3 4%c	3 9%	1 9%	1 18%	8 4%BC	2 10%
NET: Not important		178 9%	43 6%	78 11%B	7 6%	15 14%Bc	6 9%	3 11%	1 17%	1 18%	19 11%B	3 15%
Don't know		283 14%	89 12%	76 10%	13 10%	23 20%ABCd	7 10%	3 10%	1 9%	3 44%	63 34%ABCDF	7 32%
Mean		3.40	3.56AFI	3.29	3.51AI	3.34	3.44I	3.14	3.39	3.04	3.18	3.11
Standard deviation		0.75	0.66	0.76	0.61	0.87	0.78	0.90	1.08	1.61	0.86	1.09
Standard error		0.02	0.03	0.03	0.06	0.09	0.09	0.17	0.36	0.80	0.08	0.28

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i/j
* small base; ** very small base (under 30) ineligible for sig testing

Prepared by ComRes

Tax Avoidance Survey
ONLINE Fieldwork: 15th-16th November 2017

Absolutes/col percents

Table 14
Q.3 How important, if at all, are each of the following to you personally?
Large UK companies pay their fair share of tax in developing countries in which they operate
Base: All respondents

		Total	Gender		Age										Social Grade				Employment Sector	
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Public	Pri-vate
			(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted base		2051	1014	1037	259	308	275	378	300	531	567	653	831	575	566	387	523	272	816
Weighted base		2051	1001	1050	230	353	330	365	301	472	582	695	774	549	572	422	508	308	874
NET: Important		1598 78%	775 77%	822 78%	178 77%	259 73%	245 74%	290 79%	244 81%De	383 81%DE	437 75%	534 77%	627 81%Ij	452 82%O	447 78%o	328 78%	371 73%	239 78%	669 77%
Very important	(4)	982 48%	482 48%	500 48%	111 48%d	142 40%	146 44%	184 50%D	166 55%DE	234 50%D	252 43%	330 47%	400 52%I	284 52%N	271 47%	187 44%	239 47%	149 49%	402 46%
Fairly important	(3)	616 30%	294 29%	322 31%	67 29%	117 33%g	98 30%	106 29%	78 26%	149 32%	185 32%	204 29%	227 29%	168 31%	176 31%	140 33%O	132 26%	90 29%	267 31%
Not very important	(2)	127 6%	81 8%B	46 4%	17 8%f	27 8%fg	20 6%	15 4%	13 4%	35 7%fg	45 8%j	35 5%	47 6%	40 7%	34 6%	27 6%	26 5%	20 7%	62 7%
Not at all impor-tant	(1)	37 2%	23 2%b	13 1%	4 2%	7 2%	4 1%	12 3%eH	5 2%	4 1%	11 2%	16 2%	10 1%	6 1%	13 2%	7 2%	11 2%	3 1%	13 1%
NET: Not important		163 8%	105 10%B	59 6%	21 9%	34 10%	24 7%	27 7%	18 6%	39 8%	56 10%	51 7%	57 7%	45 8%	47 8%	34 8%	37 7%	24 8%	75 9%
Don't know		290 14%	121 12%	169 16%A	31 13%	59 17%H	62 19%fH	48 13%	40 13%	50 11%	90 15%k	110 16%K	90 12%	51 9%	78 14%L	60 14%L	101 20%LMN	45 15%	130 15%
Mean		3.44	3.40	3.49A	3.43	3.34	3.44	3.46d	3.55cDh	3.45d	3.38	3.45	3.49I	3.47	3.43	3.40	3.47	3.47	3.42
Standard deviation		0.72	0.76	0.67	0.74	0.75	0.69	0.76	0.68	0.69	0.74	0.73	0.69	0.69	0.74	0.72	0.73	0.69	0.72
Standard error		0.02	0.03	0.02	0.05	0.05	0.05	0.04	0.04	0.03	0.03	0.03	0.03	0.03	0.03	0.04	0.04	0.05	0.03

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

Tax Avoidance Survey
ONLINE Fieldwork: 15th-16th November 2017

Absolutes/col percents

Table 14
Q.3 How important, if at all, are each of the following to you personally?
Large UK companies pay their fair share of tax in developing countries in which they operate
Base: All respondents

		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)
								Region						
Unweighted base		2051	191	111	1749	80	229	198	184	145	225	254	270	164
Weighted base		2051	180	103*	1768	86*	236	172	185	154	197	273	285	180
NET: Important		1598 78%	138 77%	86 84%gk	1374 78%	69 80%	187 79%	127 74%	148 80%	117 76%	154 78%	200 73%	228 80%	142 79%
Very important	(4)	982 48%	82 46%	51 49%	849 48%	47 54%i	123 52%I	77 45%	92 50%i	61 40%	95 48%	127 47%	129 45%	98 54%ll
Fairly important	(3)	616 30%	56 31%	35 34%	525 30%	23 26%	64 27%	50 29%	56 30%	56 37%fkM	59 30%	73 27%	99 35%kM	44 25%
Not very important	(2)	127 6%	12 7%	6 6%	109 6%	4 5%	16 7%	11 6%	6 3%	8 5%	11 5%	20 7%	16 5%	18 10%H
Not at all important	(1)	37 2%	3 2%	2 2%	32 2%	1 1%	4 2%	2 1%	7 4%k	4 2%	3 1%	3 1%	6 2%	4 2%
NET: Not important		163 8%	15 8%	8 8%	141 8%	4 5%	19 8%	13 8%	13 7%	12 8%	14 7%	23 8%	21 7%	22 12%
Don't know		290 14%	28 15%	9 9%	253 14%	12 14%	29 12%	32 19%BM	24 13%	24 16%m	29 15%	50 18%BM	36 13%	16 9%
Mean		3.44	3.42	3.44	3.45	3.57i	3.48	3.44	3.45	3.35	3.47	3.46	3.41	3.44
Standard deviation		0.72	0.71	0.70	0.72	0.63	0.72	0.71	0.76	0.73	0.69	0.71	0.71	0.78
Standard error		0.02	0.06	0.07	0.02	0.08	0.05	0.06	0.06	0.07	0.05	0.05	0.05	0.06

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

Prepared by ComRes

Tax Avoidance Survey
ONLINE Fieldwork: 15th-16th November 2017

Table 14
Q.3 How important, if at all, are each of the following to you personally?
Large UK companies pay their fair share of tax in developing countries in which they operate
Base: All respondents

		Total	Labour (b)	Conservative (a)	Liberal Democrat (c)	UKIP (f)	SNP (d)	Green (g)	Plaid Cymru (e)	Other (h)	Didn't vote (i)	Don't remember / Prefer not to say (j)
												Q.1 Vote in 2017 General Election
Unweighted base		2051	761	721	122	108	75	33	10	7	192	22
Weighted base		2051	756	729	130*	113*	75*	30**	8**	7**	182	21**
NET: Important		1598 78%	639 85%AdFI	566 78%fI	106 82%FI	78 69%	57 76%I	22 74%	5 69%	6 80%	110 60%	8 37%
Very important	(4)	982 48%	429 57%AFI	322 44%I	71 55%Afl	47 41%I	35 47%I	14 47%	4 53%	3 45%	51 28%	5 26%
Fairly important	(3)	616 30%	210 28%	245 34%B	35 27%	31 28%	22 29%	8 27%	1 16%	3 35%	59 32%	2 11%
Not very important	(2)	127 6%	26 3%	53 7%B	13 10%Bi	13 12%BI	7 9%B	3 9%	1 14%	-	8 4%	3 17%
Not at all impor- tant	(1)	37 2%	5 1%	17 2%B	-	4 4%Bc	3 4%Bc	2 5%	-	-	5 3%Bc	1 4%
NET: Not important		163 8%	31 4%	69 10%B	13 10%B	17 15%aBI	10 13%B	4 14%	1 14%	-	13 7%	4 21%
Don't know		290 14%	85 11%	93 13%	11 8%	18 16%	8 11%	4 12%	1 17%	2 20%	60 33%ABCDF	9 42%
Mean		3.44	3.59ADFI	3.37	3.49fl	3.26	3.34	3.31	3.47	3.56	3.27	3.03
Standard deviation		0.72	0.61	0.75	0.68	0.86	0.83	0.90	0.83	0.54	0.76	1.05
Standard error		0.02	0.02	0.03	0.06	0.09	0.10	0.17	0.29	0.22	0.07	0.29

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i/j
* small base; ** very small base (under 30) ineligible for sig testing

Prepared by ComRes

Tax Avoidance Survey
ONLINE Fieldwork: 15th-16th November 2017

Absolutes/col percents

Table 15
Q.3 How important, if at all, are each of the following to you personally?
This UK Government legislates to increase the penalties against companies which avoid tax in the UK
Base: All respondents

		Total	Gender		Age						18-34	35-54	55+	Social Grade				Employment Sector	
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+				AB	C1	C2	DE	Public	Private
			(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted base		2051	1014	1037	259	308	275	378	300	531	567	653	831	575	566	387	523	272	816
Weighted base		2051	1001	1050	230	353	330	365	301	472	582	695	774	549	572	422	508	308	874
NET: Important		1727	839	888	182	280	262	312	264	428	462	573	691	487	475	347	418	266	706
		84%	84%	85%	79%	79%	79%	85%cde	87%CDE	91%CDEF	79%	83%	89%IJ	89%MNO	83%	82%	82%	86%q	81%
Very important	(4)	1179	603	576	106	167	161	228	207	310	273	388	518	318	327	237	297	171	467
		57%	60%B	55%	46%	47%	49%	62%CDE	69%CDE	66%CDE	47%	56%I	67%IJ	58%	57%	56%	58%	56%	53%
Fairly important	(3)	548	236	311	76	113	101	84	56	117	189	185	174	169	148	110	120	94	239
		27%	24%	30%A	33%FGH	32%FGH	31%fG	23%	19%	25%g	32%JK	27%k	22%	31%mO	26%	26%	24%	31%	27%
Not very important	(2)	100	66	33	21	20	17	19	7	15	42	36	22	29	34	22	15	9	64
		5%	7%B	3%	9%efGH	6%gh	5%	5%g	2%	3%	7%K	5%K	3%	5%o	6%O	5%	3%	3%	7%P
Not at all important	(1)	24	12	12	2	2	2	8	7	4	4	9	11	5	11	4	5	3	11
		1%	1%	1%	1%	1%	1%	2%	2%eh	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
NET: Not important		124	79	45	23	23	19	26	14	19	46	45	33	33	45	26	20	12	75
		6%	8%B	4%	10%eGH	6%	6%	7%H	5%	4%	8%K	7%k	4%	6%	8%O	6%	4%	4%	9%P
Don't know		200	83	117	25	50	50	27	23	26	74	76	49	28	52	49	71	30	93
		10%	8%	11%A	11%H	14%FGH	15%FGH	7%	8%	5%	13%K	11%K	6%	5%	9%L	12%L	14%LM	10%	11%
Mean		3.56	3.56	3.56	3.40	3.47	3.50	3.57Cd	3.67CDE	3.65CDE	3.44	3.54I	3.65IJ	3.54	3.52	3.56	3.62LM	3.56	3.49
Standard deviation		0.66	0.69	0.63	0.71	0.66	0.64	0.70	0.66	0.59	0.68	0.67	0.62	0.64	0.71	0.66	0.61	0.61	0.71
Standard error		0.02	0.02	0.02	0.05	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.02	0.03	0.03	0.04	0.03	0.04	0.03

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

Prepared by ComRes

Tax Avoidance Survey
ONLINE Fieldwork: 15th-16th November 2017

Table 15
Q.3 How important, if at all, are each of the following to you personally?
This UK Government legislates to increase the penalties against companies which avoid tax in the UK
Base: All respondents

		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)
Unweighted base		2051	191	111	1749	80	229	198	184	145	225	254	270	164
Weighted base		2051	180	103*	1768	86*	236	172	185	154	197	273	285	180
NET: Important		1727 84%	159 88%eil	87 85%	1481 84%	68 79%	203 86%	148 86%	160 86%	122 80%	170 86%	227 83%	232 81%	152 84%
Very important	(4)	1179 57%	99 55%	71 69%DAgHIKlm	1009 57%	56 65%	139 59%	100 58%	100 54%	82 53%	117 59%	150 55%	165 58%	101 56%
Fairly important	(3)	548 27%	59 33%dBEL	16 16%	472 27%B	12 14%	65 27%BE	48 28%BE	60 32%BEI	41 26%bE	53 27%BE	76 28%BE	67 23%e	51 28%BE
Not very important	(2)	100 5%	5 3%	8 8%a	87 5%	6 7%	9 4%	6 3%	8 4%	12 8%a	7 4%	12 5%	17 6%	9 5%
Not at all important	(1)	24 1%	3 2%k	- -	21 1%	1 1%	1 1%	1 1%	2 1%	4 3%fK	4 2%k	* *	5 2%k	3 2%
NET: Not important		124 6%	8 5%	8 8%	108 6%	7 8%	11 4%	7 4%	10 5%	16 11%aFGhjK	11 5%	13 5%	23 8%	12 7%
Don't know		200 10%	13 7%	8 8%	179 10%	12 14%	22 9%	17 10%	15 8%	15 10%	17 8%	33 12%	31 11%	17 9%
Mean		3.56	3.53	3.66l	3.55	3.66i	3.59i	3.60i	3.52	3.44	3.57	3.57i	3.54	3.52
Standard deviation		0.66	0.65	0.62	0.66	0.66	0.60	0.59	0.64	0.78	0.67	0.60	0.72	0.69
Standard error		0.02	0.05	0.06	0.02	0.08	0.04	0.04	0.05	0.07	0.05	0.04	0.05	0.06

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

Tax Avoidance Survey
ONLINE Fieldwork: 15th-16th November 2017

Table 15
Q.3 How important, if at all, are each of the following to you personally?
This UK Government legislates to increase the penalties against companies which avoid tax in the UK
Base: All respondents

		Total	Labour (b)	Conservative (a)	Liberal Democrat (c)	UKIP (f)	SNP (d)	Green (g)	Plaid Cymru (e)	Other (h)	Didn't vote (i)	Don't remember / Prefer not to say (j)
											Q.1 Vote in 2017 General Election	
Unweighted base		2051	761	721	122	108	75	33	10	7	192	22
Weighted base		2051	756	729	130*	113*	75*	30**	8**	7**	182	21**
NET: Important		1727 84%	658 87%I	617 85%I	120 93%Afl	95 84%I	68 91%I	26 86%	7 91%	6 80%	119 65%	10 50%
Very important	(4)	1179 57%	458 61%aI	403 55%I	91 70%AbI	73 65%aI	45 60%I	12 42%	7 85%	5 63%	78 43%	7 35%
Fairly important	(3)	548 27%	200 26%	214 29%Fi	29 22%	22 19%	24 32%f	13 44%	1 7%	1 17%	41 22%	3 15%
Not very important	(2)	100 5%	30 4%	40 5%	4 3%	10 9%B	3 4%	2 6%	-	2 20%	8 4%	2 11%
Not at all important	(1)	24 1%	6 1%	12 2%	-	1 1%	1 1%	1 3%	-	-	3 2%	-
NET: Not important		124 6%	35 5%	52 7%b	4 3%	11 10%Bc	4 5%	3 8%	-	2 20%	11 6%	2 11%
Don't know		200 10%	62 8%	60 8%	5 4%	7 6%	3 4%	2 6%	1 9%	-	53 29%ABCDF	8 40%
Mean		3.56	3.60Ai	3.51	3.70AI	3.57	3.56	3.32	3.93	3.43	3.49	3.40
Standard deviation		0.66	0.61	0.69	0.53	0.72	0.63	0.72	0.28	0.87	0.73	0.80
Standard error		0.02	0.02	0.03	0.05	0.07	0.07	0.13	0.09	0.33	0.06	0.22

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i/j
* small base; ** very small base (under 30) ineligible for sig testing

Tax Avoidance Survey
ONLINE Fieldwork: 15th-16th November 2017

Absolutes/col percents

Table 16
Q.3 How important, if at all, are each of the following to you personally?
This UK Government legislates to discourage large UK companies from avoiding tax in other developed countries in which they operate
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)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri-vate (q)
Unweighted base		2051	1014	1037	259	308	275	378	300	531	567	653	831	575	566	387	523	272	816
Weighted base		2051	1001	1050	230	353	330	365	301	472	582	695	774	549	572	422	508	308	874
NET: Important		1507 73%	748 75%	760 72%	174 76%	243 69%	239 72%	275 75%d	231 77%d	345 73%	417 72%	514 74%	577 75%	421 77%mO	408 71%	320 76%	359 71%	232 75%	640 73%
Very important	(4)	869 42%	441 44%	427 41%	103 45%d	128 36%	126 38%	164 45%D	150 50%DEH	198 42%	231 40%	290 42%	347 45%i	240 44%	226 39%	181 43%	223 44%	129 42%	363 42%
Fairly important	(3)	638 31%	306 31%	332 32%	71 31%	115 33%	113 34%g	111 30%	81 27%	148 31%	185 32%	224 32%	229 30%	181 33%O	182 32%o	139 33%o	136 27%	104 34%	277 32%
Not very important	(2)	167 8%	98 10%B	68 7%	20 9%	30 8%	20 6%	28 8%	19 6%	50 11%Eg	50 9%	48 7%	69 9%	55 10%NO	61 11%NO	24 6%	27 5%	20 7%	76 9%
Not at all impor-tant	(1)	51 3%	33 3%B	18 2%	2 1%	6 2%	12 4%	9 3%	9 3%	13 3%	8 1%	21 3%i	22 3%	12 2%	15 3%	12 3%	12 2%	10 3%	15 2%
NET: Not important		218 11%	131 13%B	87 8%	22 10%	36 10%	31 9%	38 10%	29 10%	62 13%	58 10%	69 10%	91 12%	67 12%nO	76 13%NO	36 8%	39 8%	30 10%	91 10%
Don't know		325 16%	122 12%	204 19%A	34 15%	74 21%cFGH	60 18%	52 14%	42 14%	64 14%	108 18%K	112 16%	106 14%	61 11%	87 15%l	66 16%l	111 22%LMN	45 15%	143 16%
Mean		3.35	3.32	3.38	3.40	3.31	3.31	3.37	3.43h	3.30	3.35	3.34	3.35	3.33	3.28	3.38	3.43lM	3.34	3.35
Standard deviation		0.77	0.82	0.73	0.72	0.75	0.79	0.77	0.78	0.80	0.74	0.78	0.80	0.77	0.80	0.75	0.75	0.78	0.75
Standard error		0.02	0.03	0.03	0.05	0.05	0.05	0.04	0.05	0.04	0.03	0.03	0.03	0.03	0.04	0.04	0.04	0.05	0.03

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

Prepared by ComRes

COMRES

Tax Avoidance Survey
ONLINE Fieldwork: 15th-16th November 2017

Absolutes/col percents

Table 16
Q.3 How important, if at all, are each of the following to you personally?
This UK Government legislates to discourage large UK companies from avoiding tax in other developed countries in which they operate
Base: All respondents

		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)
														Region
Unweighted base		2051	191	111	1749	80	229	198	184	145	225	254	270	164
Weighted base		2051	180	103*	1768	86*	236	172	185	154	197	273	285	180
NET: Important		1507 73%	135 75%	81 79%	1291 73%	61 71%	184 78%l	125 73%	133 72%	110 71%	148 75%	193 71%	200 70%	137 76%
Very important	(4)	869 42%	71 39%	47 46%	751 42%	39 45%	105 44%	67 39%	80 43%	69 45%	81 41%	111 41%	114 40%	85 47%
Fairly important	(3)	638 31%	65 36%	34 33%	540 31%	22 25%	79 33%	58 34%	53 29%	41 27%	67 34%	83 30%	86 30%	52 29%
Not very important	(2)	167 8%	14 8%	13 13%fhj	140 8%	7 8%	14 6%	14 8%	11 6%	13 9%	12 6%	30 11%fj	22 8%	19 10%
Not at all important	(1)	51 3%	3 2%	- -	48 3%	1 1%	7 3%bk	7 4%bK	6 3%bk	7 5%BK	4 2%	2 1%	11 4%bK	3 2%
NET: Not important		218 11%	17 9%	13 13%	188 11%	8 10%	21 9%	20 12%	17 9%	20 13%	16 8%	31 11%	32 11%	22 12%
Don't know		325 16%	28 16%	9 9%	288 16%B	17 20%B	31 13%	27 15%	34 19%B	24 15%	33 17%b	48 18%B	53 18%B	22 12%
Mean		3.35	3.33	3.37	3.35	3.43	3.37	3.27	3.38	3.32	3.37	3.35	3.30	3.38
Standard deviation		0.77	0.73	0.72	0.78	0.75	0.76	0.82	0.79	0.87	0.73	0.73	0.82	0.77
Standard error		0.02	0.06	0.07	0.02	0.09	0.05	0.06	0.06	0.08	0.05	0.05	0.06	0.06

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

Tax Avoidance Survey
ONLINE Fieldwork: 15th-16th November 2017

Table 16
Q.3 How important, if at all, are each of the following to you personally?
This UK Government legislates to discourage large UK companies from avoiding tax in other developed countries in which they operate
Base: All respondents

		Total	Labour (b)	Conservative (a)	Liberal Democrat (c)	UKIP (f)	SNP (d)	Green (g)	Plaid Cymru (e)	Other (h)	Didn't vote (i)	Don't remember / Prefer not to say (j)
						Q.1 Vote in 2017 General Election						
Unweighted base		2051	761	721	122	108	75	33	10	7	192	22
Weighted base		2051	756	729	130*	113*	75*	30**	8**	7**	182	21**
NET: Important		1507 73%	605 80%AFI	536 74%I	104 80%FI	75 66%I	59 79%fl	20 68%	7 84%	5 62%	89 49%	8 37%
Very important	(4)	869 42%	385 51%Adfl	276 38%I	61 47%al	46 40%I	29 39%i	11 38%	5 68%	3 45%	48 26%	5 26%
Fairly important	(3)	638 31%	221 29%	260 36%Bfl	43 33%i	29 26%	30 40%bfl	9 30%	1 16%	1 17%	41 23%	2 11%
Not very important	(2)	167 8%	46 6%	72 10%B	11 8%	10 9%	7 9%	4 12%	1 7%	2 20%	15 8%	1 5%
Not at all impor-tant	(1)	51 3%	5 1%	24 3%B	2 1%	10 9%ABCI	2 2%	1 3%	-	1 18%	4 2%b	2 10%
NET: Not important		218 11%	51 7%	96 13%B	12 10%	19 17%B	8 11%	4 15%	1 7%	3 38%	20 11%b	3 15%
Don't know		325 16%	99 13%	97 13%	13 10%	19 17%	7 10%	5 17%	1 9%	-	74 41%ABCDF	10 48%
Mean		3.35	3.50ADFI	3.25	3.40af	3.17	3.28	3.25	3.66	2.89	3.22	3.03
Standard deviation		0.77	0.66	0.80	0.72	0.99	0.75	0.83	0.67	1.25	0.83	1.21
Standard error		0.02	0.03	0.03	0.07	0.11	0.09	0.16	0.22	0.47	0.08	0.37

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i/j
* small base; ** very small base (under 30) ineligible for sig testing

Prepared by ComRes

Tax Avoidance Survey
ONLINE Fieldwork: 15th-16th November 2017

Absolutes/col percents

Table 17
Q.3 How important, if at all, are each of the following to you personally?
This UK Government legislates to discourage large UK companies from avoiding tax in developing countries in which they operate
Base: All respondents

		Total	Gender Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base		2051	1014	1037	259	308	275	378	300	531	567	653	831	575	566	387	523	272	816
Weighted base		2051	1001	1050	230	353	330	365	301	472	582	695	774	549	572	422	508	308	874
NET: Important		1536 75%	760 76%	776 74%	179 78%d	249 70%	240 73%	281 77%d	231 77%	355 75%	428 73%	521 75%	586 76%	426 78%mO	416 73%	332 79%mO	362 71%	237 77%	654 75%
Very important	(4)	901 44%	444 44%	457 44%	106 46%	139 39%	127 38%	171 47%dE	146 48%DE	212 45%	245 42%	298 43%	358 46%	252 46%	236 41%	183 43%	230 45%	119 39%	384 44%
Fairly important	(3)	634 31%	315 32%	319 30%	73 32%	109 31%	113 34%	110 30%	86 28%	143 30%	183 31%	223 32%	228 30%	173 32%o	180 31%o	149 35%O	132 26%	118 38%Q	270 31%
Not very important	(2)	150 7%	93 9%B	56 5%	14 6%	36 10%eG	18 5%	25 7%	16 5%	42 9%eg	49 8%	42 6%	58 8%	50 9%nO	50 9%nO	23 6%	27 5%	19 6%	66 8%
Not at all important	(1)	40 2%	25 2%	15 1%	4 2%	6 2%	4 1%	13 4%eh	7 2%	7 1%	9 2%	17 2%	14 2%	9 2%	18 3%o	7 2%	7 1%	7 2%	14 2%
NET: Not important		190 9%	118 12%B	72 7%	17 7%	41 12%e	22 7%	37 10%	23 8%	49 10%e	59 10%	59 9%	72 9%	59 11%nO	68 12%NO	30 7%	33 7%	25 8%	80 9%
Don't know		325 16%	123 12%	202 19%A	33 14%	63 18%f	68 21%cFH	46 13%	47 16%	68 14%	96 16%	114 16%	115 15%	65 12%	88 15%	60 14%	113 22%LMN	46 15%	140 16%
Mean		3.39	3.34	3.44A	3.43	3.32	3.38	3.38	3.45d	3.39	3.37	3.38	3.41	3.38	3.31	3.40	3.48IM	3.33	3.40
Standard deviation		0.74	0.78	0.70	0.71	0.76	0.68	0.80	0.74	0.74	0.74	0.75	0.74	0.74	0.80	0.70	0.70	0.72	0.73
Standard error		0.02	0.03	0.02	0.05	0.05	0.05	0.04	0.05	0.03	0.03	0.03	0.03	0.03	0.04	0.04	0.03	0.05	0.03

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

Prepared by ComRes

Tax Avoidance Survey
ONLINE Fieldwork: 15th-16th November 2017

Table 17
Q.3 How important, if at all, are each of the following to you personally?
This UK Government legislates to discourage large UK companies from avoiding tax in developing countries in which they operate
Base: All respondents

		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)
														Region
Unweighted base		2051	191	111	1749	80	229	198	184	145	225	254	270	164
Weighted base		2051	180	103*	1768	86*	236	172	185	154	197	273	285	180
NET: Important		1536 75%	132 73%	84 81%l	1320 75%	65 75%	179 76%	127 74%	141 76%	121 79%	150 76%	200 73%	202 71%	135 75%
Very important	(4)	901 44%	70 39%	43 42%	788 45%	39 46%	107 45%	73 43%	94 51%A	64 42%	91 46%	123 45%	120 42%	76 42%
Fairly important	(3)	634 31%	62 34%h	40 39%dHkl	532 30%	25 30%	72 31%	54 31%	47 25%	57 37%Hk	60 30%	77 28%	82 29%	59 33%
Not very important	(2)	150 7%	11 6%	10 10%	128 7%	5 5%	14 6%	11 6%	10 5%	10 7%	14 7%	23 8%	25 9%	18 10%
Not at all impor-tant	(1)	40 2%	5 3%	* *	35 2%	1 1%	5 2%	3 2%	5 2%	3 2%	3 2%	3 1%	8 3%	4 2%
NET: Not important		190 9%	17 9%	10 10%	163 9%	5 6%	20 8%	14 8%	14 8%	13 9%	17 9%	25 9%	33 12%	21 12%
Don't know		325 16%	32 18%B	9 9%	285 16%b	16 19%b	37 15%	31 18%B	30 16%b	20 13%	29 15%	48 18%B	50 18%B	25 14%
Mean		3.39	3.33	3.35	3.40	3.48	3.41	3.39	3.49al	3.36	3.42	3.42	3.34	3.33
Standard deviation		0.74	0.77	0.68	0.74	0.66	0.74	0.73	0.74	0.72	0.73	0.72	0.80	0.77
Standard error		0.02	0.06	0.07	0.02	0.08	0.05	0.06	0.06	0.06	0.05	0.05	0.05	0.06

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

Prepared by ComRes

COMRES

Tax Avoidance Survey
ONLINE Fieldwork: 15th-16th November 2017

Table 17
Q.3 How important, if at all, are each of the following to you personally?
This UK Government legislates to discourage large UK companies from avoiding tax in developing countries in which they operate
Base: All respondents

		Total	Labour (b)	Conservative (a)	Liberal Democrat (c)	UKIP (f)	SNP (d)	Green (g)	Plaid Cymru (e)	Other (h)	Didn't vote (i)	Don't remember / Prefer not to say (j)
							Q.1 Vote in 2017 General Election					
Unweighted base		2051	761	721	122	108	75	33	10	7	192	22
Weighted base		2051	756	729	130*	113*	75*	30**	8**	7**	182	21**
NET: Important		1536	622	545	101	76	53	25	7	5	92	9
		75%	82%ADFI	75%I	78%fI	67%I	71%I	82%	84%	71%	50%	45%
Very important	(4)	901	401	278	71	47	27	17	5	3	48	6
		44%	53%ADFI	38%I	55%ADfI	41%I	36%	56%	63%	36%	26%	27%
Fairly important	(3)	634	222	267	30	29	27	8	2	3	44	4
		31%	29%	37%BCFI	23%	25%	35%i	26%	20%	35%	24%	17%
Not very important	(2)	150	33	62	13	16	6	1	1	-	14	2
		7%	4%	9%B	10%B	14%aBi	9%	4%	7%	-	8%b	11%
Not at all impor-tant	(1)	40	5	22	-	3	4	1	-	-	5	1
		2%	1%	3%Bc	-	3%Bc	5%BC	3%	-	-	3%Bc	4%
NET: Not important		190	38	84	13	20	10	2	1	-	19	3
		9%	5%	11%B	10%B	17%B	13%B	7%	7%	-	10%B	15%
Don't know		325	95	100	15	18	11	3	1	2	71	9
		16%	13%	14%	12%	16%	15%	11%	9%	29%	39%ABCDF	41%
Mean		3.39	3.54ADFI	3.27	3.50ADFI	3.25	3.21	3.52	3.61	3.50	3.22	3.15
Standard deviation		0.74	0.63	0.78	0.70	0.87	0.85	0.73	0.68	0.56	0.84	0.98
Standard error		0.02	0.02	0.03	0.07	0.09	0.10	0.14	0.23	0.25	0.08	0.28

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i/j
* small base; ** very small base (under 30) ineligible for sig testing

Prepared by ComRes