

# Christian Aid and ActionAid – Tax Avoidance Poll

## METHODOLOGY NOTE

ComRes interviewed 2,052 British adults online between the 12<sup>th</sup> and 13<sup>th</sup> November 2014. Data were weighted to be nationally representative of all British adults aged 18+. 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.*

To commission a voting intention poll or a public opinion survey please contact Katharine Peacock: [katharine.peacock@comres.co.uk](mailto:katharine.peacock@comres.co.uk)

To register for Pollwatch, a monthly newsletter update on the polls, please email: [pollwatch@comres.co.uk](mailto:pollwatch@comres.co.uk)

This research has been partly funded by the European Union. The contents of this research are the sole responsibility of Christian Aid and other member organisations of the STOP Tax Dodging campaign, and can in no way be taken to reflect the views of the European Union.



## Tax Avoidance Survey

### ONLINE Fieldwork: 12th-13th November 2014

Absolutes/col percents

Table 1

**Q1. To what extent do you agree or disagree with each of the following statements?**

**Base: All respondents**

**Summary table**

	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	2052	2052	2052	2052	2052	2052	2052	2052
Weighted base	2052	2052	2052	2052	2052	2052	2052	2052
NET: Agree	1751 85%	1640 80%	1760 86%	408 20%	511 25%	794 39%	1594 78%	425 21%
Strongly agree (4)	1210 59%	957 47%	1219 59%	130 6%	198 10%	292 14%	882 43%	141 7%
Tend to agree (3)	541 26%	683 33%	541 26%	277 14%	312 15%	502 24%	712 35%	284 14%
Tend to disagree (2)	84 4%	94 5%	62 3%	602 29%	663 32%	501 24%	109 5%	496 24%
Strongly disagree (1)	41 2%	30 1%	40 2%	598 29%	505 25%	290 14%	36 2%	660 32%
NET: Disagree	125 6%	124 6%	103 5%	1201 59%	1168 57%	791 39%	145 7%	1156 56%
Don't know	176 9%	288 14%	189 9%	444 22%	373 18%	467 23%	314 15%	471 23%
Mean	3.56	3.45	3.58	1.96	2.12	2.50	3.40	1.94
Standard deviation	0.68	0.68	0.66	0.93	0.97	0.99	0.70	0.97
Standard error	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02

## Tax Avoidance Survey

### ONLINE Fieldwork: 12th-13th November 2014

Absolutes/col percents

Table 2

**Q1. To what extent do you agree or disagree with each of the following statements?**

**Base: All respondents**

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

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2052	1010	1042	247	325	328	372	327	453	565	611	379	497	246	849
Weighted base	2052	1006	1046	244	346	345	366	305	447	548	569	447	488	260	889
NET: Agree	1751 85%	878 87%	873 83%	173 71%	283 82%	286 83%	320 87%	272 89%	417 93%	473 86%	479 84%	387 87%	412 84%	225 86%	738 83%
Strongly agree	(4) 1210 59%	618 61%	592 57%	92 38%	192 56%	194 56%	235 64%	195 64%	302 68%	321 59%	323 57%	276 62%	290 59%	156 60%	492 55%
Tend to agree	(3) 541 26%	260 26%	281 27%	82 33%	91 26%	92 27%	85 23%	78 25%	115 26%	151 28%	156 28%	112 25%	122 25%	68 26%	246 28%
Tend to disagree	(2) 84 4%	44 4%	40 4%	14 6%	20 6%	19 5%	10 3%	13 4%	8 2%	30 5%	29 5%	13 3%	12 2%	12 5%	46 5%
Strongly disagree	(1) 41 2%	27 3%	14 1%	7 3%	8 2%	7 2%	9 2%	4 1%	7 1%	15 3%	10 2%	5 1%	11 2%	4 1%	27 3%
NET: Disagree	125 6%	71 7%	54 5%	20 8%	28 8%	25 7%	19 5%	17 6%	15 3%	45 8%	39 7%	18 4%	23 5%	16 6%	73 8%
Don't know	176 9%	56 6%	120 11%	50 21%	35 10%	34 10%	27 7%	15 5%	15 3%	31 6%	50 9%	42 9%	53 11%	20 8%	77 9%
Mean	3.56	3.55	3.57	3.33	3.50	3.52	3.61	3.60	3.65	3.51	3.53	3.62	3.59	3.57	3.48
Standard deviation	0.68	0.72	0.65	0.76	0.73	0.71	0.68	0.65	0.60	0.73	0.69	0.61	0.67	0.66	0.75
Standard error	0.02	0.02	0.02	0.05	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.03	0.03	0.04	0.03

## Tax Avoidance Survey

### ONLINE Fieldwork: 12th-13th November 2014

Absolutes/col percents

Table 2

**Q1. To what extent do you agree or disagree with each of the following statements?**

**Base: All respondents**

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

	Region											Voting Intention					
	Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Con	Lab	LibDem	UKIP	The Green Party
Unweighted base	2052	199	91	237	200	161	144	111	196	208	313	192	474	519	98	348	71
Weighted base	2052	185	82	226	185	185	144	103	205	267	287	185	474	513	95	360	69
NET: Agree	1751 85%	159 86%	69 84%	198 88%	154 83%	157 85%	124 86%	87 85%	174 85%	212 79%	260 90%	158 85%	425 90%	453 88%	80 85%	307 85%	66 96%
Strongly agree	(4) 1210 59%	115 62%	47 57%	145 64%	107 58%	97 52%	81 57%	56 55%	116 56%	147 55%	188 65%	113 61%	256 54%	325 63%	57 60%	235 65%	47 68%
Tend to agree	(3) 541 26%	44 24%	22 27%	54 24%	47 25%	61 33%	43 30%	31 30%	59 29%	65 24%	72 25%	45 24%	169 36%	129 25%	23 25%	71 20%	19 27%
Tend to disagree	(2) 84 4%	8 5%	4 5%	7 3%	10 5%	5 3%	8 5%	8 8%	4 2%	18 7%	7 2%	5 3%	13 3%	17 3%	5 5%	19 5%	1 1%
Strongly disagree	(1) 41 2%	3 1%	1 1%	5 2%	5 3%	6 3%	1 *	2 2%	3 1%	5 2%	4 1%	6 3%	11 2%	6 1%	4 4%	13 4%	1 1%
NET: Disagree	125 6%	11 6%	4 5%	13 6%	15 8%	11 6%	8 6%	9 9%	7 3%	24 9%	11 4%	12 6%	24 5%	23 4%	9 9%	32 9%	1 2%
Don't know	176 9%	15 8%	9 11%	15 6%	16 9%	17 9%	11 8%	6 6%	24 12%	31 12%	17 6%	15 8%	25 5%	36 7%	6 6%	22 6%	2 3%
Mean	3.56	3.60	3.57	3.60	3.51	3.47	3.55	3.47	3.58	3.50	3.64	3.56	3.49	3.62	3.50	3.56	3.67
Standard deviation	0.68	0.66	0.63	0.68	0.75	0.73	0.63	0.72	0.62	0.74	0.60	0.73	0.67	0.62	0.79	0.77	0.56
Standard error	0.02	0.05	0.07	0.05	0.06	0.06	0.05	0.07	0.05	0.05	0.04	0.05	0.03	0.03	0.08	0.04	0.07

## Tax Avoidance Survey

### ONLINE Fieldwork: 12th-13th November 2014

Absolutes/col percents

Table 3

**Q1. To what extent do you agree or disagree with each of the following statements?**

**Base: All respondents**

**It is too easy for large companies in the UK to avoid paying tax**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2052	1010	1042	247	325	328	372	327	453	565	611	379	497	246	849
Weighted base	2052	1006	1046	244	346	345	366	305	447	548	569	447	488	260	889
NET: Agree	1640 80%	848 84%	792 76%	162 67%	270 78%	269 78%	297 81%	253 83%	387 87%	445 81%	452 79%	359 80%	384 79%	214 82%	696 78%
Strongly agree	(4) 957 47%	516 51%	441 42%	87 36%	162 47%	151 44%	182 50%	143 47%	231 52%	256 47%	249 44%	221 49%	230 47%	117 45%	406 46%
Tend to agree	(3) 683 33%	332 33%	350 34%	75 31%	108 31%	118 34%	115 32%	110 36%	156 35%	188 34%	202 36%	138 31%	154 32%	98 37%	291 33%
Tend to disagree	(2) 94 5%	47 5%	47 4%	17 7%	21 6%	17 5%	13 4%	15 5%	10 2%	32 6%	34 6%	10 2%	18 4%	12 5%	53 6%
Strongly disagree	(1) 30 1%	18 2%	12 1%	4 2%	8 2%	6 2%	8 2%	3 1%	1 *	11 2%	7 1%	5 1%	8 2%	5 2%	19 2%
NET: Disagree	124 6%	65 6%	59 6%	22 9%	29 8%	23 7%	21 6%	18 6%	11 2%	43 8%	41 7%	15 3%	26 5%	17 7%	73 8%
Don't know	288 14%	93 9%	195 19%	60 24%	47 14%	53 15%	47 13%	33 11%	48 11%	61 11%	77 13%	73 16%	78 16%	29 11%	120 14%
Mean	3.45	3.47	3.43	3.33	3.42	3.42	3.48	3.45	3.55	3.42	3.41	3.54	3.48	3.41	3.41
Standard deviation	0.68	0.69	0.67	0.75	0.74	0.70	0.70	0.65	0.56	0.71	0.68	0.62	0.67	0.69	0.73
Standard error	0.02	0.02	0.02	0.05	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.03	0.03	0.05	0.03

## Tax Avoidance Survey

### ONLINE Fieldwork: 12th-13th November 2014

Absolutes/col percents

Table 3

**Q1. To what extent do you agree or disagree with each of the following statements?**

**Base: All respondents**

**It is too easy for large companies in the UK to avoid paying tax**

	Region											Voting Intention					
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Con	Lab	LibDem	UKIP	The Green Party
Unweighted base	2052	199	91	237	200	161	144	111	196	208	313	192	474	519	98	348	71
Weighted base	2052	185	82	226	185	185	144	103	205	267	287	185	474	513	95	360	69
NET: Agree	1640 80%	151 82%	65 80%	192 85%	150 81%	134 73%	123 86%	85 83%	156 76%	199 75%	244 85%	141 76%	389 82%	425 83%	77 81%	295 82%	61 88%
Strongly agree	(4) 957 47%	83 45%	41 50%	107 47%	88 48%	79 43%	53 37%	56 54%	77 37%	133 50%	158 55%	83 45%	182 39%	257 50%	42 44%	197 55%	51 74%
Tend to agree	(3) 683 33%	67 36%	25 30%	85 37%	61 33%	55 30%	70 49%	29 29%	80 39%	66 25%	87 30%	58 31%	206 44%	168 33%	35 37%	98 27%	9 13%
Tend to disagree	(2) 94 5%	12 6%	2 3%	7 3%	11 6%	13 7%	5 4%	1 1%	8 4%	19 7%	8 3%	8 5%	28 6%	27 5%	8 9%	13 4%	2 2%
Strongly disagree	(1) 30 1%	1 *	2 2%	4 2%	- -	7 4%	- -	3 2%	5 3%	2 1%	4 1%	3 2%	8 2%	8 2%	1 1%	6 2%	1 1%
NET: Disagree	124 6%	12 7%	4 5%	11 5%	11 6%	20 11%	5 4%	4 4%	13 6%	21 8%	11 4%	11 6%	36 8%	35 7%	9 9%	19 5%	2 3%
Don't know	288 14%	22 12%	13 16%	23 10%	24 13%	30 16%	15 11%	14 13%	36 18%	47 17%	32 11%	33 18%	49 10%	52 10%	9 9%	46 13%	6 9%
Mean	3.45	3.43	3.51	3.46	3.48	3.33	3.37	3.55	3.34	3.50	3.56	3.45	3.32	3.46	3.38	3.54	3.76
Standard deviation	0.68	0.65	0.67	0.66	0.63	0.82	0.56	0.67	0.72	0.70	0.63	0.69	0.68	0.69	0.69	0.67	0.56
Standard error	0.02	0.05	0.08	0.05	0.05	0.07	0.05	0.07	0.06	0.05	0.04	0.05	0.03	0.03	0.07	0.04	0.07

## Tax Avoidance Survey

### ONLINE Fieldwork: 12th-13th November 2014

Absolutes/col percents

Table 4

**Q1. To what extent do you agree or disagree with each of the following statements?**

**Base: All respondents**

**It is unfair that I pay my taxes when it seems that large companies don't have to**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2052	1010	1042	247	325	328	372	327	453	565	611	379	497	246	849
Weighted base	2052	1006	1046	244	346	345	366	305	447	548	569	447	488	260	889
NET: Agree	1760 86%	885 88%	876 84%	182 75%	278 80%	290 84%	320 87%	280 92%	410 92%	483 88%	498 88%	379 85%	399 82%	233 89%	756 85%
Strongly agree	(4) 1219 59%	633 63%	586 56%	113 46%	199 58%	188 54%	245 67%	178 58%	297 66%	328 60%	328 58%	285 64%	278 57%	160 62%	523 59%
Tend to agree	(3) 541 26%	252 25%	290 28%	69 28%	79 23%	102 30%	75 20%	103 34%	114 25%	155 28%	171 30%	94 21%	122 25%	73 28%	233 26%
Tend to disagree	(2) 62 3%	35 3%	27 3%	12 5%	21 6%	9 3%	9 2%	5 2%	6 1%	21 4%	23 4%	12 3%	7 1%	10 4%	32 4%
Strongly disagree	(1) 40 2%	19 2%	21 2%	1 *	7 2%	9 3%	17 5%	4 1%	3 1%	10 2%	6 1%	8 2%	17 3%	3 1%	22 2%
NET: Disagree	103 5%	54 5%	49 5%	13 6%	28 8%	18 5%	26 7%	9 3%	8 2%	31 6%	29 5%	20 4%	24 5%	13 5%	53 6%
Don't know	189 9%	67 7%	122 12%	49 20%	40 11%	37 11%	20 6%	15 5%	28 6%	35 6%	42 7%	48 11%	65 13%	14 5%	79 9%
Mean	3.58	3.60	3.56	3.50	3.54	3.52	3.58	3.57	3.68	3.56	3.56	3.65	3.56	3.58	3.55
Standard deviation	0.66	0.66	0.67	0.64	0.72	0.69	0.77	0.60	0.53	0.66	0.63	0.64	0.72	0.64	0.70
Standard error	0.02	0.02	0.02	0.05	0.04	0.04	0.04	0.03	0.03	0.03	0.03	0.03	0.03	0.04	0.03

## Tax Avoidance Survey

### ONLINE Fieldwork: 12th-13th November 2014

Absolutes/col percents

Table 4

**Q1. To what extent do you agree or disagree with each of the following statements?**

**Base: All respondents**

**It is unfair that I pay my taxes when it seems that large companies don't have to**

	Region											Voting Intention					
	Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Con	Lab	LibDem	UKIP	The Green Party
Unweighted base	2052	199	91	237	200	161	144	111	196	208	313	192	474	519	98	348	71
Weighted base	2052	185	82	226	185	185	144	103	205	267	287	185	474	513	95	360	69
NET: Agree	1760 86%	162 88%	69 85%	198 88%	157 85%	146 79%	128 89%	87 85%	167 81%	223 84%	261 91%	162 88%	419 88%	446 87%	83 88%	322 89%	61 89%
Strongly agree	(4) 1219 59%	111 60%	49 60%	137 61%	111 60%	97 53%	82 57%	54 53%	116 56%	167 62%	186 65%	110 59%	265 56%	317 62%	52 55%	250 69%	51 73%
Tend to agree	(3) 541 26%	51 28%	21 25%	61 27%	46 25%	49 26%	46 32%	33 32%	51 25%	56 21%	75 26%	52 28%	153 32%	129 25%	32 33%	72 20%	11 15%
Tend to disagree	(2) 62 3%	6 3%	1 1%	7 3%	7 4%	10 5%	7 5%	4 4%	4 2%	8 3%	5 2%	4 2%	17 4%	18 4%	2 2%	6 2%	2 3%
Strongly disagree	(1) 40 2%	1 1%	3 3%	6 2%	5 3%	6 3%	- -	1 1%	10 5%	4 2%	2 1%	2 1%	13 3%	8 2%	2 2%	10 3%	3 5%
NET: Disagree	103 5%	7 4%	4 4%	12 5%	12 7%	16 9%	7 5%	5 5%	14 7%	12 5%	7 3%	6 3%	30 6%	27 5%	3 4%	16 4%	6 8%
Don't know	189 9%	15 8%	9 11%	15 7%	16 8%	23 12%	9 6%	10 10%	24 12%	32 12%	19 7%	17 9%	25 5%	40 8%	8 8%	22 6%	2 3%
Mean	3.58	3.60	3.58	3.57	3.55	3.46	3.56	3.52	3.50	3.64	3.66	3.60	3.50	3.60	3.54	3.66	3.63
Standard deviation	0.66	0.60	0.70	0.69	0.72	0.78	0.59	0.65	0.79	0.63	0.55	0.61	0.71	0.65	0.64	0.66	0.78
Standard error	0.02	0.04	0.08	0.05	0.05	0.07	0.05	0.07	0.06	0.05	0.03	0.05	0.03	0.03	0.07	0.04	0.09



## Tax Avoidance Survey

### ONLINE Fieldwork: 12th-13th November 2014

Absolutes/col percents

Table 5

**Q1. To what extent do you agree or disagree with each of the following statements?**

**Base: All respondents**

**The promises made by UK political parties to tackle tax avoidance by large companies are sufficient to address the issue**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2052	1010	1042	247	325	328	372	327	453	565	611	379	497	246	849
Weighted base	2052	1006	1046	244	346	345	366	305	447	548	569	447	488	260	889
NET: Agree	408 20%	173 17%	234 22%	55 23%	88 25%	70 20%	81 22%	42 14%	72 16%	117 21%	110 19%	88 20%	92 19%	57 22%	198 22%
Strongly agree	(4) 130 6%	48 5%	82 8%	17 7%	34 10%	25 7%	28 8%	9 3%	19 4%	33 6%	27 5%	33 7%	37 8%	16 6%	73 8%
Tend to agree	(3) 277 14%	125 12%	152 15%	39 16%	54 16%	45 13%	53 14%	33 11%	53 12%	84 15%	83 15%	55 12%	55 11%	40 15%	125 14%
Tend to disagree	(2) 602 29%	318 32%	285 27%	61 25%	99 29%	92 27%	93 25%	101 33%	157 35%	174 32%	167 29%	129 29%	132 27%	66 25%	258 29%
Strongly disagree	(1) 598 29%	359 36%	239 23%	48 20%	81 23%	100 29%	128 35%	102 33%	140 31%	168 31%	162 28%	130 29%	138 28%	89 34%	235 26%
NET: Disagree	1201 59%	677 67%	524 50%	109 45%	179 52%	192 55%	221 60%	203 67%	297 67%	342 62%	329 58%	259 58%	270 55%	155 60%	493 55%
Don't know	444 22%	156 15%	288 28%	80 33%	78 23%	84 24%	64 18%	60 20%	77 17%	89 16%	130 23%	100 22%	125 26%	49 19%	198 22%
Mean	1.96	1.84	2.10	2.14	2.15	1.98	1.94	1.79	1.87	1.96	1.94	1.97	1.98	1.92	2.05
Standard deviation	0.93	0.88	0.97	0.96	1.00	0.97	0.98	0.81	0.84	0.92	0.90	0.96	0.97	0.96	0.97
Standard error	0.02	0.03	0.04	0.07	0.06	0.06	0.06	0.05	0.04	0.04	0.04	0.06	0.05	0.07	0.04

## Tax Avoidance Survey

### ONLINE Fieldwork: 12th-13th November 2014

Absolutes/col percents

Table 5

**Q1. To what extent do you agree or disagree with each of the following statements?**

**Base: All respondents**

**The promises made by UK political parties to tackle tax avoidance by large companies are sufficient to address the issue**

	Region											Voting Intention					
	Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Con	Lab	LibDem	UKIP	The Green Party
Unweighted base	2052	199	91	237	200	161	144	111	196	208	313	192	474	519	98	348	71
Weighted base	2052	185	82	226	185	185	144	103	205	267	287	185	474	513	95	360	69
NET: Agree	408 20%	37 20%	16 19%	57 25%	30 16%	44 24%	31 21%	25 24%	30 15%	55 21%	53 18%	31 17%	139 29%	103 20%	20 21%	46 13%	4 6%
Strongly agree	(4) 130 6%	15 8%	2 3%	21 9%	8 5%	16 9%	7 5%	10 10%	7 3%	20 8%	15 5%	8 4%	37 8%	37 7%	12 12%	15 4%	2 3%
Tend to agree	(3) 277 14%	22 12%	13 16%	36 16%	21 12%	28 15%	24 16%	15 14%	23 11%	35 13%	38 13%	24 13%	101 21%	66 13%	8 9%	31 9%	2 4%
Tend to disagree	(2) 602 29%	61 33%	17 21%	59 26%	56 30%	55 30%	43 30%	24 24%	74 36%	63 24%	100 35%	50 27%	169 36%	138 27%	34 36%	107 30%	15 22%
Strongly disagree	(1) 598 29%	54 29%	30 37%	67 30%	58 32%	52 28%	31 22%	32 31%	52 25%	84 32%	89 31%	49 27%	82 17%	187 36%	26 27%	139 38%	39 56%
NET: Disagree	1201 59%	114 62%	47 57%	126 56%	114 62%	107 58%	75 52%	56 55%	126 62%	147 55%	189 66%	100 54%	251 53%	324 63%	60 63%	246 68%	54 78%
Don't know	444 22%	33 18%	20 24%	43 19%	41 22%	34 18%	38 26%	22 21%	49 24%	65 24%	46 16%	54 29%	84 18%	86 17%	14 15%	68 19%	11 16%
Mean	1.96	1.99	1.81	2.06	1.86	2.05	2.06	2.04	1.90	1.96	1.91	1.92	2.24	1.89	2.08	1.74	1.44
Standard deviation	0.93	0.95	0.91	1.01	0.88	0.98	0.89	1.04	0.81	1.00	0.88	0.89	0.89	0.96	1.01	0.85	0.72
Standard error	0.02	0.07	0.11	0.07	0.07	0.09	0.09	0.11	0.07	0.08	0.05	0.08	0.05	0.05	0.11	0.05	0.09

## Tax Avoidance Survey

### ONLINE Fieldwork: 12th-13th November 2014

Absolutes/col percents

Table 6

**Q1. To what extent do you agree or disagree with each of the following statements?**

**Base: All respondents**

**I am currently boycotting the products or services of a company because they do not pay their fair share of tax in the UK**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2052	1010	1042	247	325	328	372	327	453	565	611	379	497	246	849
Weighted base	2052	1006	1046	244	346	345	366	305	447	548	569	447	488	260	889
NET: Agree	511 25%	279 28%	232 22%	51 21%	84 24%	89 26%	103 28%	72 24%	111 25%	166 30%	139 24%	107 24%	99 20%	76 29%	222 25%
Strongly agree	(4) 198 10%	111 11%	87 8%	18 7%	38 11%	48 14%	31 8%	23 7%	41 9%	68 12%	56 10%	38 8%	37 8%	36 14%	91 10%
Tend to agree	(3) 312 15%	168 17%	145 14%	33 14%	46 13%	41 12%	73 20%	50 16%	70 16%	98 18%	83 15%	69 15%	62 13%	40 15%	131 15%
Tend to disagree	(2) 663 32%	327 33%	336 32%	68 28%	124 36%	110 32%	103 28%	104 34%	154 35%	178 32%	201 35%	135 30%	150 31%	96 37%	273 31%
Strongly disagree	(1) 505 25%	268 27%	236 23%	54 22%	84 24%	98 28%	105 29%	73 24%	91 20%	130 24%	130 23%	121 27%	125 26%	49 19%	244 27%
NET: Disagree	1168 57%	595 59%	572 55%	122 50%	208 60%	207 60%	208 57%	177 58%	245 55%	308 56%	331 58%	255 57%	274 56%	144 55%	517 58%
Don't know	373 18%	131 13%	242 23%	71 29%	54 16%	49 14%	54 15%	55 18%	90 20%	74 14%	99 17%	85 19%	115 23%	40 15%	150 17%
Mean	2.12	2.14	2.10	2.09	2.13	2.13	2.09	2.09	2.17	2.22	2.14	2.07	2.03	2.29	2.09
Standard deviation	0.97	0.99	0.95	0.96	0.98	1.05	0.98	0.92	0.94	1.00	0.95	0.97	0.95	0.99	1.00
Standard error	0.02	0.03	0.03	0.07	0.06	0.06	0.06	0.06	0.05	0.05	0.04	0.06	0.05	0.07	0.04

## Tax Avoidance Survey

### ONLINE Fieldwork: 12th-13th November 2014

Absolutes/col percents

Table 6

**Q1. To what extent do you agree or disagree with each of the following statements?**

**Base: All respondents**

**I am currently boycotting the products or services of a company because they do not pay their fair share of tax in the UK**

	Region											Voting Intention					
	Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Con	Lab	LibDem	UKIP	The Green Party
Unweighted base	2052	199	91	237	200	161	144	111	196	208	313	192	474	519	98	348	71
Weighted base	2052	185	82	226	185	185	144	103	205	267	287	185	474	513	95	360	69
NET: Agree	511 25%	51 28%	22 26%	53 24%	45 25%	43 23%	25 17%	29 28%	50 24%	75 28%	75 26%	43 23%	98 21%	157 31%	31 33%	84 23%	28 41%
Strongly agree	(4) 198 10%	16 9%	5 6%	25 11%	17 9%	19 10%	7 5%	9 9%	20 10%	34 13%	29 10%	18 10%	30 6%	70 14%	11 12%	30 8%	13 19%
Tend to agree	(3) 312 15%	35 19%	17 20%	28 12%	29 15%	24 13%	18 12%	20 20%	30 15%	41 15%	46 16%	25 14%	68 14%	87 17%	20 21%	54 15%	15 22%
Tend to disagree	(2) 663 32%	67 36%	21 26%	65 29%	61 33%	59 32%	48 34%	31 30%	67 33%	87 33%	92 32%	64 34%	150 32%	173 34%	29 31%	125 35%	23 33%
Strongly disagree	(1) 505 25%	38 21%	20 24%	70 31%	42 23%	52 28%	42 29%	27 26%	47 23%	56 21%	70 24%	42 23%	149 31%	100 19%	17 17%	107 30%	12 17%
NET: Disagree	1168 57%	106 57%	41 50%	135 60%	103 56%	111 60%	91 63%	57 56%	114 55%	144 54%	161 56%	105 57%	298 63%	273 53%	46 48%	232 64%	35 50%
Don't know	373 18%	28 15%	20 24%	37 17%	36 20%	31 17%	28 20%	16 16%	42 20%	48 18%	51 18%	36 20%	77 16%	82 16%	17 18%	44 12%	6 9%
Mean	2.12	2.18	2.11	2.04	2.14	2.07	1.91	2.13	2.14	2.24	2.15	2.13	1.95	2.29	2.34	2.02	2.47
Standard deviation	0.97	0.92	0.95	1.03	0.96	0.99	0.87	0.97	0.97	1.01	0.98	0.96	0.92	1.00	0.98	0.94	1.03
Standard error	0.02	0.07	0.12	0.07	0.07	0.09	0.08	0.10	0.08	0.08	0.06	0.08	0.05	0.05	0.11	0.05	0.13

## Tax Avoidance Survey

### ONLINE Fieldwork: 12th-13th November 2014

Absolutes/col percents

Table 7

**Q1. To what extent do you agree or disagree with each of the following statements?**

**Base: All respondents**

**I am considering boycotting the products or services of a company because they do not pay their fair share of tax in the UK**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2052	1010	1042	247	325	328	372	327	453	565	611	379	497	246	849
Weighted base	2052	1006	1046	244	346	345	366	305	447	548	569	447	488	260	889
NET: Agree	794 39%	424 42%	370 35%	84 34%	159 46%	125 36%	145 40%	119 39%	162 36%	238 43%	206 36%	190 43%	159 33%	111 42%	366 41%
Strongly agree	(4) 292 14%	156 16%	135 13%	31 13%	62 18%	47 14%	46 12%	46 15%	60 14%	96 18%	74 13%	65 15%	57 12%	46 18%	136 15%
Tend to agree	(3) 502 24%	268 27%	235 22%	53 22%	97 28%	78 23%	100 27%	73 24%	101 23%	142 26%	133 23%	125 28%	103 21%	65 25%	230 26%
Tend to disagree	(2) 501 24%	253 25%	248 24%	59 24%	78 23%	80 23%	87 24%	70 23%	127 28%	138 25%	162 29%	88 20%	113 23%	66 25%	207 23%
Strongly disagree	(1) 290 14%	156 16%	134 13%	26 11%	45 13%	61 18%	62 17%	46 15%	49 11%	71 13%	82 14%	64 14%	73 15%	29 11%	137 15%
NET: Disagree	791 39%	409 41%	382 37%	85 35%	124 36%	141 41%	149 41%	117 38%	175 39%	210 38%	244 43%	152 34%	186 38%	95 37%	344 39%
Don't know	467 23%	173 17%	294 28%	75 31%	63 18%	79 23%	72 20%	69 23%	109 24%	101 18%	119 21%	105 23%	143 29%	55 21%	179 20%
Mean	2.50	2.51	2.49	2.53	2.62	2.42	2.44	2.50	2.51	2.59	2.44	2.56	2.42	2.62	2.51
Standard deviation	0.99	1.00	0.98	0.96	1.00	1.03	0.99	1.02	0.95	1.00	0.97	1.00	1.00	0.99	1.01
Standard error	0.02	0.03	0.04	0.07	0.06	0.07	0.06	0.06	0.05	0.05	0.04	0.06	0.05	0.07	0.04

## Tax Avoidance Survey

### ONLINE Fieldwork: 12th-13th November 2014

Absolutes/col percents

Table 7

**Q1. To what extent do you agree or disagree with each of the following statements?**

**Base: All respondents**

**I am considering boycotting the products or services of a company because they do not pay their fair share of tax in the UK**

	Region											Voting Intention					
	Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Con	Lab	LibDem	UKIP	The Green Party
Unweighted base	2052	199	91	237	200	161	144	111	196	208	313	192	474	519	98	348	71
Weighted base	2052	185	82	226	185	185	144	103	205	267	287	185	474	513	95	360	69
NET: Agree	794 39%	63 34%	36 44%	93 41%	77 42%	59 32%	45 31%	41 40%	76 37%	124 47%	117 41%	63 34%	173 37%	229 45%	47 49%	139 39%	45 65%
Strongly agree	(4) 292 14%	27 15%	11 13%	33 14%	32 18%	27 15%	13 9%	12 12%	23 11%	44 17%	48 17%	22 12%	42 9%	97 19%	16 17%	58 16%	19 28%
Tend to agree	(3) 502 24%	35 19%	25 30%	60 27%	45 24%	32 17%	32 22%	29 28%	54 26%	80 30%	70 24%	41 22%	131 28%	132 26%	31 33%	81 23%	25 37%
Tend to disagree	(2) 501 24%	61 33%	19 24%	43 19%	43 23%	55 30%	35 24%	24 24%	52 26%	55 21%	73 25%	40 22%	120 25%	129 25%	18 19%	100 28%	8 12%
Strongly disagree	(1) 290 14%	23 12%	8 10%	49 22%	26 14%	33 18%	16 11%	13 12%	29 14%	26 10%	36 13%	30 17%	80 17%	60 12%	9 9%	61 17%	6 8%
NET: Disagree	791 39%	84 45%	27 33%	92 41%	69 37%	88 47%	51 35%	37 36%	82 40%	82 31%	109 38%	71 38%	200 42%	189 37%	26 28%	161 45%	14 20%
Don't know	467 23%	38 21%	19 23%	41 18%	38 21%	38 20%	48 33%	25 24%	47 23%	61 23%	61 21%	51 28%	101 21%	95 19%	22 23%	60 17%	11 15%
Mean	2.50	2.46	2.62	2.41	2.57	2.37	2.43	2.52	2.44	2.69	2.57	2.40	2.36	2.64	2.74	2.45	3.00
Standard deviation	0.99	0.97	0.92	1.06	1.03	1.03	0.93	0.95	0.95	0.95	1.00	1.02	0.94	0.99	0.93	1.02	0.93
Standard error	0.02	0.08	0.11	0.08	0.08	0.09	0.09	0.10	0.08	0.07	0.06	0.09	0.05	0.05	0.11	0.06	0.12

## Tax Avoidance Survey

### ONLINE Fieldwork: 12th-13th November 2014

Absolutes/col percents

Table 8

**Q1. To what extent do you agree or disagree with each of the following statements?**

**Base: All respondents**

**When large multinational companies avoid paying taxes in developing countries, it harms ordinary people in those countries**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2052	1010	1042	247	325	328	372	327	453	565	611	379	497	246	849
Weighted base	2052	1006	1046	244	346	345	366	305	447	548	569	447	488	260	889
NET: Agree	1594 78%	805 80%	788 75%	157 64%	268 77%	265 77%	289 79%	252 83%	362 81%	450 82%	437 77%	341 76%	365 75%	219 84%	678 76%
Strongly agree	(4) 882 43%	454 45%	428 41%	74 30%	152 44%	138 40%	173 47%	138 45%	208 47%	251 46%	239 42%	192 43%	199 41%	115 44%	373 42%
Tend to agree	(3) 712 35%	351 35%	360 34%	84 34%	116 34%	128 37%	116 32%	114 37%	155 35%	199 36%	198 35%	149 33%	166 34%	104 40%	305 34%
Tend to disagree	(2) 109 5%	60 6%	49 5%	18 7%	23 7%	16 5%	23 6%	6 2%	23 5%	25 5%	32 6%	24 5%	27 6%	12 4%	51 6%
Strongly disagree	(1) 36 2%	23 2%	13 1%	6 2%	6 2%	8 2%	7 2%	7 2%	2 *	13 2%	10 2%	5 1%	8 2%	5 2%	20 2%
NET: Disagree	145 7%	82 8%	62 6%	24 10%	29 8%	24 7%	30 8%	13 4%	25 6%	38 7%	42 7%	29 6%	35 7%	17 6%	71 8%
Don't know	314 15%	118 12%	196 19%	63 26%	49 14%	57 16%	47 13%	39 13%	59 13%	61 11%	89 16%	77 17%	87 18%	25 10%	139 16%
Mean	3.40	3.39	3.41	3.24	3.39	3.37	3.43	3.44	3.47	3.41	3.39	3.43	3.39	3.40	3.38
Standard deviation	0.70	0.73	0.67	0.76	0.72	0.71	0.72	0.68	0.63	0.71	0.71	0.67	0.71	0.68	0.73
Standard error	0.02	0.02	0.02	0.06	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.04	0.05	0.03

## Tax Avoidance Survey

### ONLINE Fieldwork: 12th-13th November 2014

Absolutes/col percents

Table 8

**Q1. To what extent do you agree or disagree with each of the following statements?**

**Base: All respondents**

**When large multinational companies avoid paying taxes in developing countries, it harms ordinary people in those countries**

	Region											Voting Intention					
	Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Con	Lab	LibDem	UKIP	The Green Party
Unweighted base	2052	199	91	237	200	161	144	111	196	208	313	192	474	519	98	348	71
Weighted base	2052	185	82	226	185	185	144	103	205	267	287	185	474	513	95	360	69
NET: Agree	1594 78%	146 79%	62 76%	174 77%	147 80%	142 77%	110 77%	82 80%	160 78%	197 74%	242 84%	131 71%	369 78%	430 84%	78 82%	272 75%	65 94%
Strongly agree	(4) 882 43%	81 44%	36 44%	96 43%	79 43%	68 37%	51 35%	46 45%	81 40%	131 49%	137 48%	75 40%	165 35%	252 49%	52 55%	167 46%	50 72%
Tend to agree	(3) 712 35%	64 35%	26 32%	78 34%	68 37%	74 40%	59 41%	36 35%	79 38%	67 25%	104 36%	56 30%	204 43%	178 35%	26 28%	104 29%	15 22%
Tend to disagree	(2) 109 5%	11 6%	9 11%	13 6%	9 5%	6 3%	10 7%	5 5%	5 2%	18 7%	12 4%	12 6%	22 5%	27 5%	4 4%	32 9%	1 1%
Strongly disagree	(1) 36 2%	1 *	1 1%	4 2%	4 2%	5 2%	- -	2 2%	9 5%	2 1%	3 1%	6 3%	17 3%	7 1%	2 2%	6 2%	- -
NET: Disagree	145 7%	12 7%	10 12%	18 8%	13 7%	11 6%	10 7%	6 6%	14 7%	19 7%	15 5%	17 9%	38 8%	34 7%	5 6%	38 11%	1 1%
Don't know	314 15%	27 15%	10 12%	34 15%	25 13%	32 17%	24 17%	14 14%	31 15%	50 19%	30 11%	36 20%	66 14%	48 9%	12 12%	50 14%	4 5%
Mean	3.40	3.44	3.36	3.38	3.39	3.35	3.35	3.43	3.33	3.51	3.46	3.35	3.27	3.45	3.54	3.40	3.75
Standard deviation	0.70	0.65	0.73	0.72	0.71	0.70	0.62	0.68	0.77	0.68	0.65	0.79	0.74	0.68	0.68	0.75	0.46
Standard error	0.02	0.05	0.08	0.05	0.05	0.06	0.06	0.07	0.06	0.05	0.04	0.06	0.04	0.03	0.07	0.04	0.06



## Tax Avoidance Survey

### ONLINE Fieldwork: 12th-13th November 2014

Absolutes/col percents

Table 9

**Q1. To what extent do you agree or disagree with each of the following statements?**

**Base: All respondents**

**Large multinational companies operating in developing countries should focus on making a profit and minimising the tax they pay there**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2052	1010	1042	247	325	328	372	327	453	565	611	379	497	246	849
Weighted base	2052	1006	1046	244	346	345	366	305	447	548	569	447	488	260	889
NET: Agree	425 21%	219 22%	206 20%	68 28%	94 27%	84 24%	67 18%	43 14%	68 15%	112 20%	110 19%	101 23%	102 21%	54 21%	223 25%
Strongly agree	(4) 141 7%	77 8%	63 6%	15 6%	36 10%	25 7%	33 9%	11 4%	21 5%	37 7%	32 6%	42 9%	30 6%	12 4%	83 9%
Tend to agree	(3) 284 14%	142 14%	142 14%	53 22%	58 17%	59 17%	34 9%	33 11%	47 11%	76 14%	78 14%	59 13%	72 15%	42 16%	140 16%
Tend to disagree	(2) 496 24%	251 25%	245 23%	52 21%	84 24%	78 23%	83 23%	77 25%	122 27%	141 26%	145 25%	105 23%	106 22%	65 25%	212 24%
Strongly disagree	(1) 660 32%	369 37%	291 28%	43 18%	93 27%	100 29%	140 38%	112 37%	171 38%	202 37%	185 33%	128 29%	145 30%	92 35%	256 29%
NET: Disagree	1156 56%	620 62%	536 51%	96 39%	177 51%	178 52%	223 61%	189 62%	293 66%	343 62%	330 58%	233 52%	250 51%	158 61%	468 53%
Don't know	471 23%	167 17%	304 29%	80 33%	74 22%	83 24%	76 21%	72 24%	86 19%	94 17%	128 23%	113 25%	136 28%	49 19%	197 22%
Mean	1.94	1.91	1.97	2.24	2.13	2.04	1.86	1.75	1.77	1.88	1.90	2.04	1.96	1.87	2.07
Standard deviation	0.97	0.99	0.96	0.95	1.03	1.00	1.02	0.86	0.89	0.96	0.94	1.03	0.98	0.92	1.02
Standard error	0.02	0.03	0.04	0.07	0.07	0.06	0.06	0.05	0.05	0.04	0.04	0.06	0.05	0.07	0.04

## Tax Avoidance Survey

### ONLINE Fieldwork: 12th-13th November 2014

Absolutes/col percents

Table 9

**Q1. To what extent do you agree or disagree with each of the following statements?**

**Base: All respondents**

**Large multinational companies operating in developing countries should focus on making a profit and minimising the tax they pay there**

	Region											Voting Intention					
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Con	Lab	LibDem	UKIP	The Green Party
Unweighted base	2052	199	91	237	200	161	144	111	196	208	313	192	474	519	98	348	71
Weighted base	2052	185	82	226	185	185	144	103	205	267	287	185	474	513	95	360	69
NET: Agree	425 21%	36 20%	16 19%	48 21%	47 25%	39 21%	31 21%	21 21%	30 14%	65 24%	60 21%	33 18%	111 23%	113 22%	20 21%	60 17%	7 10%
Strongly agree	(4) 141 7%	13 7%	6 7%	15 7%	9 5%	13 7%	9 6%	10 9%	12 6%	22 8%	15 5%	16 8%	29 6%	34 7%	10 11%	29 8%	3 4%
Tend to agree	(3) 284 14%	23 12%	10 12%	33 15%	37 20%	26 14%	22 15%	12 12%	17 8%	42 16%	45 16%	17 9%	82 17%	80 16%	10 11%	32 9%	4 6%
Tend to disagree	(2) 496 24%	53 29%	13 16%	51 22%	45 24%	51 28%	35 24%	23 23%	55 27%	59 22%	67 23%	43 23%	122 26%	131 26%	20 21%	87 24%	12 18%
Strongly disagree	(1) 660 32%	63 34%	35 43%	74 33%	49 26%	45 25%	38 27%	30 30%	74 36%	86 32%	103 36%	60 33%	144 30%	169 33%	33 35%	138 38%	42 60%
NET: Disagree	1156 56%	116 63%	49 59%	125 55%	94 51%	96 52%	74 51%	53 52%	129 63%	146 55%	171 59%	103 56%	267 56%	300 59%	53 56%	225 62%	54 78%
Don't know	471 23%	32 17%	18 22%	52 23%	44 24%	49 27%	39 27%	28 27%	46 23%	57 21%	57 20%	48 26%	96 20%	99 19%	22 23%	75 21%	8 12%
Mean	1.94	1.91	1.78	1.94	2.05	2.05	2.01	2.01	1.79	2.00	1.88	1.91	1.99	1.95	1.96	1.83	1.48
Standard deviation	0.97	0.96	1.02	0.99	0.94	0.95	0.97	1.04	0.92	1.02	0.94	1.01	0.95	0.96	1.08	0.98	0.82
Standard error	0.02	0.07	0.12	0.07	0.08	0.09	0.09	0.12	0.08	0.08	0.06	0.08	0.05	0.05	0.12	0.06	0.10

## Tax Avoidance Survey

### ONLINE Fieldwork: 12th-13th November 2014

Absolutes/col percents

Table 10

**Q2. How important, if at all, are each of the following to you personally?****Base: All respondents****Summary table**

	Large companies pay their fair share of tax in the UK	Large UK 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	The next UK Government legislates to increase the penalties against companies which avoid tax in the UK	The next UK Government legislates to discourage large UK companies from avoiding tax in other developed countries in which they operate	The next UK Government legislates to discourage large UK companies from avoiding tax in developing countries in which they operate
Unweighted base	2052	2052	2052	2052	2052	2052
Weighted base	2052	2052	2052	2052	2052	2052
NET: Important	1748 85%	1605 78%	1602 78%	1681 82%	1456 71%	1491 73%
Very important (4)	1261 61%	987 48%	1013 49%	1183 58%	850 41%	852 42%
Fairly important (3)	486 24%	618 30%	590 29%	498 24%	606 30%	639 31%
Not very important (2)	84 4%	147 7%	146 7%	105 5%	190 9%	158 8%
Not at all important (1)	38 2%	59 3%	55 3%	45 2%	96 5%	99 5%
NET: Not important	123 6%	206 10%	201 10%	150 7%	286 14%	257 13%
Don't know	181 9%	241 12%	249 12%	221 11%	310 15%	304 15%
Mean	3.59	3.40	3.42	3.54	3.27	3.28
Standard deviation	0.68	0.77	0.77	0.71	0.86	0.85
Standard error	0.02	0.02	0.02	0.02	0.02	0.02

## Tax Avoidance Survey

### ONLINE Fieldwork: 12th-13th November 2014

Absolutes/col percents

Table 11

**Q2. How important, if at all, are each of the following to you personally?****Base: All respondents****Large companies pay their fair share of tax in the UK**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2052	1010	1042	247	325	328	372	327	453	565	611	379	497	246	849
Weighted base	2052	1006	1046	244	346	345	366	305	447	548	569	447	488	260	889
NET: Important	1748 85%	887 88%	861 82%	169 69%	275 80%	292 85%	321 88%	278 91%	412 92%	485 88%	483 85%	381 85%	399 82%	221 85%	749 84%
Very important	(4) 1261 61%	668 66%	594 57%	97 40%	187 54%	200 58%	245 67%	208 68%	324 72%	347 63%	341 60%	277 62%	296 61%	164 63%	505 57%
Fairly important	(3) 486 24%	219 22%	267 26%	72 30%	88 25%	92 27%	76 21%	70 23%	89 20%	138 25%	142 25%	104 23%	103 21%	56 22%	244 27%
Not very important	(2) 84 4%	41 4%	43 4%	8 3%	18 5%	16 5%	16 4%	10 3%	16 4%	23 4%	29 5%	15 3%	18 4%	9 3%	44 5%
Not at all important	(1) 38 2%	19 2%	20 2%	7 3%	15 4%	1 *	8 2%	4 1%	4 1%	10 2%	7 1%	8 2%	13 3%	5 2%	21 2%
NET: Not important	123 6%	60 6%	63 6%	15 6%	32 9%	17 5%	24 7%	14 5%	20 5%	32 6%	36 6%	23 5%	31 6%	14 5%	65 7%
Don't know	181 9%	59 6%	123 12%	60 24%	38 11%	36 11%	21 6%	12 4%	14 3%	31 6%	49 9%	43 10%	59 12%	25 10%	75 8%
Mean	3.59	3.62	3.55	3.41	3.46	3.59	3.62	3.65	3.69	3.59	3.57	3.61	3.59	3.62	3.51
Standard deviation	0.68	0.66	0.68	0.75	0.81	0.60	0.69	0.61	0.59	0.67	0.67	0.66	0.71	0.67	0.72
Standard error	0.02	0.02	0.02	0.05	0.05	0.04	0.04	0.03	0.03	0.03	0.03	0.04	0.03	0.05	0.03

## Tax Avoidance Survey

### ONLINE Fieldwork: 12th-13th November 2014

Absolutes/col percents

Table 11

**Q2. How important, if at all, are each of the following to you personally?****Base: All respondents****Large companies pay their fair share of tax in the UK**

	Region											Voting Intention					
	Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Con	Lab	LibDem	UKIP	The Green Party
Unweighted base	2052	199	91	237	200	161	144	111	196	208	313	192	474	519	98	348	71
Weighted base	2052	185	82	226	185	185	144	103	205	267	287	185	474	513	95	360	69
NET: Important	1748 85%	164 89%	64 78%	191 85%	164 89%	154 84%	123 86%	85 83%	169 82%	223 84%	257 89%	154 83%	424 89%	454 88%	86 91%	308 86%	66 95%
Very important	(4) 1261 61%	120 65%	49 60%	129 57%	115 62%	103 56%	82 57%	68 66%	123 60%	163 61%	194 68%	115 62%	295 62%	338 66%	56 59%	244 68%	45 66%
Fairly important	(3) 486 24%	44 24%	15 18%	63 28%	49 26%	51 28%	41 28%	17 16%	46 22%	61 23%	63 22%	39 21%	128 27%	115 22%	30 32%	65 18%	20 30%
Not very important	(2) 84 4%	6 3%	5 6%	11 5%	6 3%	7 4%	6 4%	3 3%	13 6%	9 3%	6 2%	12 7%	19 4%	16 3%	2 3%	21 6%	2 2%
Not at all important	(1) 38 2%	1 *	2 2%	6 3%	4 2%	5 3%	3 2%	2 2%	2 1%	6 2%	2 1%	5 3%	9 2%	5 1%	- -	6 2%	- -
NET: Not important	123 6%	7 4%	7 9%	17 7%	10 5%	12 6%	9 6%	6 6%	15 7%	15 6%	8 3%	17 9%	28 6%	21 4%	2 3%	26 7%	2 2%
Don't know	181 9%	14 8%	11 13%	18 8%	11 6%	19 10%	12 8%	12 12%	21 10%	28 11%	22 8%	14 7%	22 5%	38 7%	6 6%	25 7%	2 3%
Mean	3.59	3.66	3.56	3.51	3.58	3.52	3.54	3.66	3.58	3.59	3.69	3.54	3.57	3.66	3.60	3.63	3.65
Standard deviation	0.68	0.57	0.75	0.72	0.68	0.71	0.69	0.68	0.67	0.69	0.55	0.76	0.67	0.60	0.54	0.68	0.53
Standard error	0.02	0.04	0.08	0.05	0.05	0.06	0.06	0.07	0.05	0.05	0.03	0.06	0.03	0.03	0.06	0.04	0.06

## Tax Avoidance Survey

### ONLINE Fieldwork: 12th-13th November 2014

Absolutes/col percents

Table 12

**Q2. How important, if at all, are each of the following to you personally?****Base: All respondents****Large UK companies pay their fair share of tax in other developed countries in which they operate**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2052	1010	1042	247	325	328	372	327	453	565	611	379	497	246	849
Weighted base	2052	1006	1046	244	346	345	366	305	447	548	569	447	488	260	889
NET: Important	1605 78%	807 80%	798 76%	156 64%	265 77%	266 77%	288 79%	249 82%	381 85%	443 81%	445 78%	354 79%	362 74%	206 79%	687 77%
Very important	(4) 987 48%	513 51%	474 45%	75 31%	157 45%	164 48%	197 54%	155 51%	239 53%	278 51%	270 48%	225 50%	214 44%	129 50%	407 46%
Fairly important	(3) 618 30%	294 29%	323 31%	81 33%	108 31%	101 29%	91 25%	94 31%	142 32%	165 30%	175 31%	128 29%	149 30%	77 29%	280 32%
Not very important	(2) 147 7%	74 7%	73 7%	19 8%	26 7%	23 7%	30 8%	24 8%	24 5%	45 8%	48 8%	27 6%	26 5%	18 7%	76 9%
Not at all important	(1) 59 3%	36 4%	22 2%	7 3%	14 4%	10 3%	14 4%	8 3%	6 1%	19 3%	13 2%	13 3%	14 3%	9 3%	33 4%
NET: Not important	206 10%	111 11%	95 9%	25 10%	40 12%	33 10%	44 12%	32 10%	31 7%	64 12%	61 11%	40 9%	40 8%	26 10%	109 12%
Don't know	241 12%	88 9%	153 15%	62 26%	40 12%	47 14%	33 9%	23 8%	35 8%	41 7%	63 11%	53 12%	85 17%	29 11%	93 10%
Mean	3.40	3.40	3.40	3.24	3.33	3.41	3.42	3.41	3.49	3.38	3.39	3.44	3.39	3.41	3.33
Standard deviation	0.77	0.80	0.74	0.78	0.82	0.77	0.83	0.76	0.68	0.80	0.76	0.76	0.76	0.79	0.81
Standard error	0.02	0.03	0.02	0.06	0.05	0.05	0.05	0.04	0.03	0.04	0.03	0.04	0.04	0.05	0.03

## Tax Avoidance Survey

### ONLINE Fieldwork: 12th-13th November 2014

Absolutes/col percents

Table 12

**Q2. How important, if at all, are each of the following to you personally?****Base: All respondents****Large UK companies pay their fair share of tax in other developed countries in which they operate**

	Region											Voting Intention					
	Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Con	Lab	LibDem	UKIP	The Green Party
Unweighted base	2052	199	91	237	200	161	144	111	196	208	313	192	474	519	98	348	71
Weighted base	2052	185	82	226	185	185	144	103	205	267	287	185	474	513	95	360	69
NET: Important	1605 78%	155 84%	60 73%	169 75%	150 81%	135 73%	113 79%	82 80%	157 76%	204 76%	246 86%	134 73%	385 81%	426 83%	80 85%	273 76%	64 92%
Very important	(4) 987 48%	100 54%	36 43%	105 46%	85 46%	80 43%	58 41%	61 60%	83 41%	132 49%	157 55%	90 49%	221 47%	273 53%	46 48%	178 50%	40 57%
Fairly important	(3) 618 30%	55 30%	24 30%	64 29%	64 35%	56 30%	55 38%	21 20%	74 36%	72 27%	89 31%	44 24%	164 35%	153 30%	35 37%	95 26%	24 35%
Not very important	(2) 147 7%	10 6%	7 8%	22 10%	13 7%	18 10%	8 5%	6 6%	15 7%	19 7%	9 3%	19 10%	32 7%	29 6%	5 5%	40 11%	2 3%
Not at all important	(1) 59 3%	1 1%	2 3%	12 5%	7 4%	7 4%	5 4%	2 2%	5 2%	8 3%	3 1%	6 3%	16 3%	10 2%	1 1%	12 3%	- -
NET: Not important	206 10%	12 6%	9 11%	34 15%	20 11%	25 13%	13 9%	9 9%	20 10%	27 10%	12 4%	25 13%	48 10%	39 8%	6 7%	52 15%	2 3%
Don't know	241 12%	18 10%	13 16%	23 10%	15 8%	25 13%	18 12%	12 12%	28 14%	36 13%	29 10%	25 14%	41 9%	48 9%	8 8%	35 10%	3 4%
Mean	3.40	3.52	3.35	3.29	3.34	3.30	3.32	3.55	3.33	3.42	3.55	3.37	3.36	3.48	3.44	3.35	3.56
Standard deviation	0.77	0.65	0.79	0.88	0.79	0.83	0.77	0.74	0.75	0.79	0.63	0.84	0.78	0.71	0.68	0.84	0.57
Standard error	0.02	0.05	0.09	0.06	0.06	0.07	0.07	0.08	0.06	0.06	0.04	0.06	0.04	0.03	0.07	0.05	0.07

## Tax Avoidance Survey

### ONLINE Fieldwork: 12th-13th November 2014

Absolutes/col percents

Table 13

**Q2. How important, if at all, are each of the following to you personally?****Base: All respondents****Large UK companies pay their fair share of tax in developing countries in which they operate**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2052	1010	1042	247	325	328	372	327	453	565	611	379	497	246	849
Weighted base	2052	1006	1046	244	346	345	366	305	447	548	569	447	488	260	889
NET: Important	1602 78%	800 80%	802 77%	154 63%	260 75%	263 76%	292 80%	250 82%	383 86%	444 81%	446 78%	350 78%	362 74%	208 80%	682 77%
Very important	(4) 1013 49%	516 51%	497 47%	79 32%	162 47%	174 50%	201 55%	156 51%	240 54%	288 52%	274 48%	225 50%	226 46%	136 52%	416 47%
Fairly important	(3) 590 29%	284 28%	306 29%	74 30%	98 28%	89 26%	91 25%	94 31%	143 32%	156 28%	172 30%	125 28%	136 28%	72 28%	266 30%
Not very important	(2) 146 7%	77 8%	69 7%	18 7%	29 8%	27 8%	28 8%	22 7%	22 5%	42 8%	49 9%	27 6%	28 6%	22 8%	75 8%
Not at all important	(1) 55 3%	36 4%	19 2%	6 2%	14 4%	5 1%	16 4%	7 2%	8 2%	15 3%	14 3%	13 3%	13 3%	3 1%	31 3%
NET: Not important	201 10%	112 11%	89 8%	24 10%	43 12%	32 9%	43 12%	29 9%	30 7%	57 10%	64 11%	40 9%	41 8%	25 10%	106 12%
Don't know	249 12%	94 9%	155 15%	67 27%	42 12%	51 15%	31 8%	26 8%	33 7%	48 9%	59 10%	57 13%	85 18%	27 11%	101 11%
Mean	3.42	3.40	3.44	3.28	3.35	3.47	3.42	3.43	3.49	3.43	3.38	3.44	3.43	3.46	3.35
Standard deviation	0.77	0.80	0.73	0.77	0.84	0.73	0.83	0.74	0.69	0.77	0.77	0.77	0.76	0.72	0.81
Standard error	0.02	0.03	0.02	0.06	0.05	0.04	0.05	0.04	0.03	0.03	0.03	0.04	0.04	0.05	0.03



## Tax Avoidance Survey

### ONLINE Fieldwork: 12th-13th November 2014

Absolutes/col percents

Table 13

**Q2. How important, if at all, are each of the following to you personally?****Base: All respondents****Large UK companies pay their fair share of tax in developing countries in which they operate**

	Region											Voting Intention					
	Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Con	Lab	LibDem	UKIP	The Green Party
Unweighted base	2052	199	91	237	200	161	144	111	196	208	313	192	474	519	98	348	71
Weighted base	2052	185	82	226	185	185	144	103	205	267	287	185	474	513	95	360	69
NET: Important	1602 78%	155 84%	63 77%	169 75%	151 82%	128 69%	114 79%	80 78%	160 78%	204 76%	243 84%	136 74%	397 84%	420 82%	79 83%	267 74%	65 93%
Very important	(4) 1013 49%	103 56%	36 44%	100 44%	94 51%	80 43%	62 43%	59 58%	88 43%	140 53%	160 56%	90 49%	221 47%	279 54%	47 50%	175 49%	45 64%
Fairly important	(3) 590 29%	52 28%	28 34%	69 31%	57 31%	48 26%	51 36%	21 20%	71 35%	63 24%	83 29%	46 25%	176 37%	141 28%	32 33%	92 26%	20 29%
Not very important	(2) 146 7%	11 6%	3 3%	18 8%	14 7%	22 12%	6 4%	7 6%	13 6%	23 9%	12 4%	18 10%	20 4%	35 7%	7 8%	41 11%	1 2%
Not at all important	(1) 55 3%	1 *	2 3%	13 6%	7 4%	5 3%	5 4%	1 1%	5 2%	6 2%	4 1%	7 4%	14 3%	8 2%	1 1%	14 4%	1 1%
NET: Not important	201 10%	12 6%	5 6%	31 14%	20 11%	28 15%	11 8%	8 8%	18 9%	29 11%	16 5%	24 13%	34 7%	44 9%	8 9%	55 15%	2 3%
Don't know	249 12%	18 10%	14 16%	26 11%	13 7%	29 16%	19 13%	15 14%	28 13%	34 13%	29 10%	24 13%	43 9%	49 9%	8 8%	38 11%	2 3%
Mean	3.42	3.54	3.42	3.28	3.39	3.30	3.37	3.57	3.37	3.45	3.54	3.37	3.40	3.49	3.44	3.33	3.62
Standard deviation	0.77	0.64	0.73	0.88	0.79	0.84	0.76	0.70	0.74	0.77	0.66	0.84	0.72	0.72	0.69	0.86	0.59
Standard error	0.02	0.05	0.08	0.06	0.06	0.07	0.07	0.07	0.06	0.06	0.04	0.06	0.03	0.03	0.07	0.05	0.07

## Tax Avoidance Survey

### ONLINE Fieldwork: 12th-13th November 2014

Absolutes/col percents

Table 14

**Q2. How important, if at all, are each of the following to you personally?****Base: All respondents****The next UK Government legislates to increase the penalties against companies which avoid tax in the UK**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2052	1010	1042	247	325	328	372	327	453	565	611	379	497	246	849
Weighted base	2052	1006	1046	244	346	345	366	305	447	548	569	447	488	260	889
NET: Important	1681	852	829	153	269	274	310	270	406	469	465	356	391	212	714
	82%	85%	79%	63%	78%	79%	85%	89%	91%	85%	82%	80%	80%	81%	80%
Very important	(4) 1183	627	557	86	173	194	226	182	322	320	308	258	296	149	463
	58%	62%	53%	35%	50%	56%	62%	60%	72%	58%	54%	58%	61%	57%	52%
Fairly important	(3) 498	225	273	67	96	80	84	88	84	149	157	98	95	63	251
	24%	22%	26%	28%	28%	23%	23%	29%	19%	27%	28%	22%	19%	24%	28%
Not very important	(2) 105	51	55	19	16	23	21	13	13	33	32	24	16	14	60
	5%	5%	5%	8%	5%	7%	6%	4%	3%	6%	6%	5%	3%	5%	7%
Not at all important	(1) 45	26	19	9	17	5	7	3	3	10	9	12	13	5	25
	2%	3%	2%	4%	5%	2%	2%	1%	1%	2%	2%	3%	3%	2%	3%
NET: Not important	150	77	73	28	34	28	28	16	16	43	41	36	29	19	84
	7%	8%	7%	11%	10%	8%	8%	5%	4%	8%	7%	8%	6%	7%	9%
Don't know	221	77	144	63	43	44	28	19	24	36	63	55	67	30	90
	11%	8%	14%	26%	12%	13%	8%	6%	5%	7%	11%	12%	14%	11%	10%
Mean	3.54	3.56	3.52	3.27	3.40	3.53	3.57	3.57	3.72	3.52	3.51	3.53	3.60	3.54	3.44
Standard deviation	0.71	0.72	0.70	0.84	0.83	0.71	0.70	0.63	0.56	0.71	0.69	0.75	0.71	0.71	0.76
Standard error	0.02	0.02	0.02	0.06	0.05	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.03	0.05	0.03

## Tax Avoidance Survey

### ONLINE Fieldwork: 12th-13th November 2014

Absolutes/col percents

Table 14

**Q2. How important, if at all, are each of the following to you personally?****Base: All respondents****The next UK Government legislates to increase the penalties against companies which avoid tax in the UK**

	Region											Voting Intention					
	Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Con	Lab	LibDem	UKIP	The Green Party
Unweighted base	2052	199	91	237	200	161	144	111	196	208	313	192	474	519	98	348	71
Weighted base	2052	185	82	226	185	185	144	103	205	267	287	185	474	513	95	360	69
NET: Important	1681 82%	158 86%	62 75%	186 82%	148 80%	150 81%	119 83%	85 82%	167 82%	218 82%	244 85%	145 78%	410 87%	436 85%	85 90%	300 83%	64 93%
Very important	(4) 1183 58%	109 59%	45 55%	130 57%	105 57%	98 53%	72 50%	61 60%	110 54%	159 60%	187 65%	106 58%	260 55%	320 62%	58 61%	232 64%	46 67%
Fairly important	(3) 498 24%	49 26%	16 20%	56 25%	43 23%	52 28%	47 33%	23 23%	57 28%	59 22%	57 20%	38 21%	150 32%	116 23%	28 29%	68 19%	18 26%
Not very important	(2) 105 5%	11 6%	5 6%	13 6%	12 6%	8 5%	6 4%	3 3%	9 4%	13 5%	12 4%	13 7%	25 5%	21 4%	2 2%	24 7%	2 2%
Not at all important	(1) 45 2%	1 *	2 2%	3 1%	8 5%	7 4%	4 3%	2 2%	6 3%	4 2%	2 1%	5 3%	9 2%	8 2%	2 2%	9 2%	1 1%
NET: Not important	150 7%	12 7%	7 8%	15 7%	20 11%	15 8%	10 7%	6 6%	14 7%	17 6%	15 5%	18 10%	34 7%	29 6%	4 4%	33 9%	2 3%
Don't know	221 11%	15 8%	14 17%	24 11%	17 9%	20 11%	15 10%	12 12%	24 12%	31 12%	29 10%	22 12%	30 6%	47 9%	6 6%	27 8%	2 3%
Mean	3.54	3.57	3.54	3.55	3.45	3.46	3.46	3.59	3.50	3.58	3.66	3.51	3.49	3.61	3.59	3.57	3.65
Standard deviation	0.71	0.64	0.75	0.68	0.83	0.78	0.72	0.69	0.73	0.68	0.61	0.78	0.69	0.66	0.63	0.74	0.59
Standard error	0.02	0.05	0.09	0.05	0.06	0.07	0.06	0.07	0.06	0.05	0.04	0.06	0.03	0.03	0.07	0.04	0.07

## Tax Avoidance Survey

### ONLINE Fieldwork: 12th-13th November 2014

Absolutes/col percents

Table 15

**Q2. How important, if at all, are each of the following to you personally?****Base: All respondents****The next UK Government legislates to discourage large UK companies from avoiding tax in other developed countries in which they operate**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2052	1010	1042	247	325	328	372	327	453	565	611	379	497	246	849
Weighted base	2052	1006	1046	244	346	345	366	305	447	548	569	447	488	260	889
NET: Important	1456 71%	717 71%	739 71%	134 55%	230 67%	238 69%	277 76%	229 75%	347 78%	398 73%	409 72%	310 69%	338 69%	188 72%	614 69%
Very important	(4) 850 41%	439 44%	411 39%	64 26%	120 35%	144 42%	175 48%	132 43%	214 48%	231 42%	216 38%	191 43%	212 43%	117 45%	334 38%
Fairly important	(3) 606 30%	279 28%	328 31%	70 29%	110 32%	94 27%	102 28%	98 32%	133 30%	167 30%	193 34%	120 27%	126 26%	71 27%	279 31%
Not very important	(2) 190 9%	100 10%	91 9%	24 10%	38 11%	35 10%	28 8%	26 8%	38 9%	68 12%	44 8%	47 10%	32 6%	25 10%	95 11%
Not at all important	(1) 96 5%	67 7%	29 3%	13 5%	15 4%	16 5%	22 6%	13 4%	15 3%	34 6%	25 4%	14 3%	23 5%	10 4%	53 6%
NET: Not important	286 14%	166 17%	120 11%	38 15%	54 16%	52 15%	50 14%	39 13%	54 12%	101 18%	69 12%	61 14%	54 11%	36 14%	148 17%
Don't know	310 15%	122 12%	187 18%	72 30%	62 18%	55 16%	38 10%	36 12%	45 10%	49 9%	90 16%	75 17%	95 20%	37 14%	128 14%
Mean	3.27	3.23	3.30	3.08	3.18	3.26	3.32	3.29	3.36	3.19	3.25	3.31	3.34	3.31	3.18
Standard deviation	0.86	0.93	0.79	0.91	0.86	0.88	0.89	0.84	0.81	0.91	0.83	0.84	0.86	0.85	0.90
Standard error	0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.06	0.03

## Tax Avoidance Survey

### ONLINE Fieldwork: 12th-13th November 2014

Absolutes/col percents

Table 15

**Q2. How important, if at all, are each of the following to you personally?****Base: All respondents****The next UK Government legislates to discourage large UK companies from avoiding tax in other developed countries in which they operate**

	Region											Voting Intention					
	Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Con	Lab	LibDem	UKIP	The Green Party
Unweighted base	2052	199	91	237	200	161	144	111	196	208	313	192	474	519	98	348	71
Weighted base	2052	185	82	226	185	185	144	103	205	267	287	185	474	513	95	360	69
NET: Important	1456 71%	142 77%	52 63%	154 68%	129 70%	120 65%	110 77%	77 75%	149 73%	184 69%	222 77%	117 63%	360 76%	390 76%	75 79%	243 67%	56 81%
Very important	(4) 850 41%	84 45%	38 46%	89 40%	67 36%	67 36%	57 40%	50 49%	78 38%	119 45%	127 44%	74 40%	175 37%	247 48%	39 42%	158 44%	40 57%
Fairly important	(3) 606 30%	58 31%	14 17%	65 29%	62 34%	53 29%	53 37%	27 26%	71 35%	66 25%	94 33%	43 23%	186 39%	143 28%	36 38%	84 23%	16 24%
Not very important	(2) 190 9%	21 11%	6 8%	22 10%	20 11%	25 14%	9 6%	11 11%	16 8%	23 9%	18 6%	19 10%	39 8%	41 8%	8 9%	44 12%	10 14%
Not at all important	(1) 96 5%	3 2%	5 6%	14 6%	12 7%	13 7%	5 4%	1 1%	7 4%	11 4%	7 2%	16 8%	23 5%	16 3%	2 2%	30 8%	- -
NET: Not important	286 14%	24 13%	11 14%	36 16%	32 17%	38 21%	14 10%	12 12%	24 12%	34 13%	25 9%	35 19%	62 13%	57 11%	11 11%	74 21%	10 14%
Don't know	310 15%	19 10%	19 23%	35 16%	24 13%	26 14%	19 13%	13 13%	32 16%	49 18%	41 14%	33 18%	51 11%	65 13%	9 9%	43 12%	4 5%
Mean	3.27	3.34	3.34	3.20	3.14	3.09	3.30	3.41	3.27	3.34	3.39	3.15	3.21	3.39	3.31	3.17	3.46
Standard deviation	0.86	0.78	0.96	0.92	0.91	0.96	0.78	0.76	0.80	0.86	0.74	1.00	0.83	0.80	0.76	1.00	0.74
Standard error	0.02	0.06	0.12	0.06	0.07	0.08	0.07	0.08	0.06	0.06	0.05	0.08	0.04	0.04	0.08	0.06	0.09

## Tax Avoidance Survey

### ONLINE Fieldwork: 12th-13th November 2014

Absolutes/col percents

Table 16

**Q2. How important, if at all, are each of the following to you personally?****Base: All respondents****The next UK Government legislates to discourage large UK companies from avoiding tax in developing countries in which they operate**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2052	1010	1042	247	325	328	372	327	453	565	611	379	497	246	849
Weighted base	2052	1006	1046	244	346	345	366	305	447	548	569	447	488	260	889
NET: Important	1491 73%	734 73%	757 72%	132 54%	241 70%	246 71%	285 78%	232 76%	356 80%	412 75%	418 74%	319 71%	342 70%	191 73%	643 72%
Very important	(4) 852 42%	437 43%	415 40%	71 29%	118 34%	143 41%	170 47%	130 43%	220 49%	241 44%	211 37%	183 41%	216 44%	112 43%	332 37%
Fairly important	(3) 639 31%	297 30%	342 33%	61 25%	123 35%	103 30%	114 31%	102 33%	136 31%	171 31%	207 36%	136 30%	126 26%	79 30%	311 35%
Not very important	(2) 158 8%	78 8%	80 8%	27 11%	25 7%	27 8%	23 6%	24 8%	32 7%	54 10%	42 7%	38 8%	24 5%	23 9%	68 8%
Not at all important	(1) 99 5%	73 7%	26 2%	11 5%	18 5%	18 5%	21 6%	14 5%	18 4%	31 6%	26 5%	19 4%	24 5%	10 4%	53 6%
NET: Not important	257 13%	151 15%	106 10%	38 16%	43 13%	45 13%	43 12%	38 12%	49 11%	85 15%	68 12%	57 13%	48 10%	33 13%	121 14%
Don't know	304 15%	121 12%	183 17%	74 30%	62 18%	55 16%	38 10%	35 11%	41 9%	51 9%	82 14%	72 16%	98 20%	36 14%	125 14%
Mean	3.28	3.24	3.33	3.12	3.20	3.28	3.32	3.29	3.38	3.25	3.24	3.29	3.37	3.31	3.21
Standard deviation	0.85	0.93	0.77	0.91	0.85	0.87	0.86	0.83	0.81	0.88	0.82	0.84	0.85	0.83	0.87
Standard error	0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.06	0.03

## Tax Avoidance Survey

### ONLINE Fieldwork: 12th-13th November 2014

Absolutes/col percents

Table 16

**Q2. How important, if at all, are each of the following to you personally?****Base: All respondents****The next UK Government legislates to discourage large UK companies from avoiding tax in developing countries in which they operate**

	Region											Voting Intention					
	Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Con	Lab	LibDem	UKIP	The Green Party
Unweighted base	2052	199	91	237	200	161	144	111	196	208	313	192	474	519	98	348	71
Weighted base	2052	185	82	226	185	185	144	103	205	267	287	185	474	513	95	360	69
NET: Important	1491 73%	147 80%	52 63%	154 68%	132 72%	127 69%	116 80%	79 77%	148 72%	193 72%	225 78%	117 63%	365 77%	406 79%	75 79%	250 69%	58 84%
Very important	(4) 852 42%	85 46%	35 43%	89 40%	71 38%	65 35%	57 39%	54 53%	77 38%	111 42%	133 46%	74 40%	178 38%	246 48%	38 40%	156 43%	41 60%
Fairly important	(3) 639 31%	62 34%	17 20%	65 29%	62 33%	62 34%	59 41%	25 25%	71 35%	81 31%	93 32%	43 23%	187 39%	160 31%	37 39%	94 26%	17 24%
Not very important	(2) 158 8%	15 8%	7 8%	23 10%	17 9%	19 10%	7 5%	9 9%	13 6%	16 6%	16 5%	17 9%	33 7%	31 6%	9 9%	37 10%	6 8%
Not at all important	(1) 99 5%	3 2%	5 6%	16 7%	14 8%	13 7%	4 3%	1 1%	12 6%	9 3%	7 2%	15 8%	29 6%	12 2%	2 2%	30 8%	1 1%
NET: Not important	257 13%	19 10%	12 14%	39 17%	31 17%	31 17%	11 8%	10 10%	25 12%	25 10%	22 8%	33 18%	62 13%	43 8%	11 12%	67 19%	6 9%
Don't know	304 15%	19 10%	19 23%	33 14%	22 12%	26 14%	17 12%	13 13%	32 16%	49 18%	39 14%	35 19%	47 10%	63 12%	9 9%	43 12%	5 7%
Mean	3.28	3.38	3.29	3.18	3.16	3.13	3.33	3.48	3.24	3.35	3.42	3.18	3.21	3.43	3.29	3.19	3.53
Standard deviation	0.85	0.74	0.95	0.94	0.93	0.91	0.72	0.73	0.86	0.80	0.73	1.00	0.85	0.74	0.76	0.98	0.71
Standard error	0.02	0.06	0.11	0.07	0.07	0.08	0.06	0.07	0.07	0.06	0.04	0.08	0.04	0.03	0.08	0.06	0.09