







# YouGov Survey Results

Sample Size: 613

Fieldwork: 28th - 31st May 2013

Total	Work industry					
Total	Media/ marketing/ advertising/ PR & sales	Medical & health services	Education	Transportation & distribution	Real estate	Other

There has been recent media coverage regarding large multinational corporations avoiding paying the optimum amount of tax on UK revenues.

Some people believe tax avoidance allows corporations to reinvest more of their profits, leading to job creation and further economic growth.

Others believe that paying the optimum amount of tax is important to support things such as health, education and transport services etc. and is part of Corporate Social Responsibility.

Overall, would you say you have a positive or negative opinion of large multinational corporations avoiding paying tax on UK revenues, or do you have no opinion?

	Base: SME decision makers	613	64	12	14	11	19	90
I have a positive opinion of large multinational corporations avoiding paying tax on UK revenues	8%	2%	8%	7%	18%	21%	7%	
I have no opinion regarding large multinational corporations avoiding paying tax on UK revenues	16%	13%	8%	7%	9%	21%	20%	
I have a negative opinion of large multinational corporations avoiding paying tax on UK revenues	72%	80%	83%	86%	73%	58%	70%	
Don't know	3%	6%	-	-	-	-	3%	

Total	Gender		Age					Region						
Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	North	Midlands	East	London	South	Wales	Scotland

How important, if at all, do you think that a business implementing policies/ processes that promote Corporate Social Responsibility is for each of the following in Britain? (Please tick one option on each row)

**Economic stability :**

<b>Base: SME decision makers</b>	613	434	179	2	52	103	188	268	102	94	76	103	182	23	33
Very important	34%	31%	40%	50%	31%	35%	28%	38%	36%	37%	38%	29%	29%	48%	36%
Fairly important	40%	40%	38%	50%	56%	39%	44%	34%	34%	44%	32%	40%	45%	26%	45%
Not very important	14%	15%	11%	-	6%	13%	14%	16%	19%	10%	16%	13%	13%	17%	15%
Not important at all	6%	7%	3%	-	6%	3%	5%	7%	5%	4%	3%	8%	8%	-	-
Don't know	7%	7%	8%	-	2%	11%	9%	6%	6%	5%	12%	11%	5%	9%	3%

**Environmental stability :**

<b>Base: SME decision makers</b>	613	434	179	2	52	103	188	268	102	94	76	103	182	23	33
Very important	24%	21%	33%	-	17%	30%	20%	26%	28%	24%	24%	16%	23%	39%	36%
Fairly important	39%	40%	36%	50%	56%	35%	44%	34%	34%	41%	34%	40%	42%	43%	39%
Not very important	21%	22%	18%	50%	21%	17%	17%	24%	21%	17%	21%	25%	21%	9%	21%
Not important at all	8%	10%	4%	-	4%	7%	10%	9%	11%	10%	8%	9%	9%	-	-
Don't know	8%	7%	8%	-	2%	11%	9%	6%	6%	7%	13%	11%	5%	9%	3%

**Social stability :**

<b>Base: SME decision makers</b>	613	434	179	2	52	103	188	268	102	94	76	103	182	23	33
Very important	24%	21%	32%	50%	25%	25%	17%	28%	26%	21%	26%	19%	21%	48%	33%
Fairly important	43%	43%	43%	50%	54%	41%	47%	39%	41%	49%	38%	43%	44%	30%	52%
Not very important	18%	20%	12%	-	13%	16%	19%	19%	20%	18%	18%	22%	16%	13%	9%
Not important at all	7%	8%	4%	-	4%	7%	7%	7%	6%	5%	5%	5%	11%	-	3%
Don't know	8%	8%	9%	-	4%	12%	9%	7%	7%	6%	12%	11%	8%	9%	3%

**A business' reputation :**

<b>Base: SME decision makers</b>	613	434	179	2	52	103	188	268	102	94	76	103	182	23	33
Very important	38%	35%	44%	100%	33%	42%	33%	40%	35%	38%	39%	31%	40%	43%	45%
Fairly important	41%	42%	38%	-	52%	38%	45%	37%	42%	47%	36%	46%	37%	43%	33%
Not very important	11%	11%	10%	-	8%	6%	10%	14%	15%	5%	11%	10%	12%	9%	12%
Not important at all	4%	5%	2%	-	6%	4%	5%	3%	3%	4%	4%	4%	4%	-	9%
Don't know	7%	7%	6%	-	2%	11%	7%	5%	5%	5%	11%	10%	6%	4%	-

Total	Company Size		Company annual turnover					
Total	Small (less than 50 employees)	Medium (50 to 249 employees)	First year of trading	Up to £999,999	£1 million - £ 9.9 million	£ 10 million +	Don't know	Prefer not to answer

How important, if at all, do you think that a business implementing policies/ processes that promote Corporate Social Responsibility is for each of the following in Britain? (Please tick one option on each row)

**Economic stability :**

<b>Base: SME decision makers</b>	613	508	105	21	295	123	58	30	86
Very important	34%	33%	37%	33%	33%	38%	22%	33%	40%
Fairly important	40%	41%	33%	48%	41%	37%	47%	47%	29%
Not very important	14%	12%	25%	10%	12%	17%	28%	13%	9%
Not important at all	6%	6%	4%	-	6%	7%	3%	-	8%
Don't know	7%	8%	1%	10%	8%	2%	-	7%	14%

**Environmental stability :**

<b>Base: SME decision makers</b>	613	508	105	21	295	123	58	30	86
Very important	24%	24%	25%	38%	22%	27%	14%	23%	30%
Fairly important	39%	40%	36%	43%	38%	38%	45%	47%	38%
Not very important	21%	19%	29%	5%	22%	22%	31%	23%	12%
Not important at all	8%	9%	8%	5%	9%	11%	9%	-	6%
Don't know	8%	8%	3%	10%	9%	2%	2%	7%	14%

**Social stability :**

<b>Base: SME decision makers</b>	613	508	105	21	295	123	58	30	86
Very important	24%	23%	29%	29%	22%	28%	14%	37%	26%
Fairly important	43%	44%	40%	52%	43%	45%	45%	40%	40%
Not very important	18%	17%	23%	5%	18%	20%	31%	13%	13%
Not important at all	7%	7%	6%	-	8%	7%	7%	-	7%
Don't know	8%	9%	3%	14%	9%	2%	3%	10%	15%

**A business' reputation :**

<b>Base: SME decision makers</b>	613	508	105	21	295	123	58	30	86
Very important	38%	37%	41%	48%	37%	41%	31%	47%	36%
Fairly important	41%	40%	43%	43%	40%	41%	52%	33%	36%
Not very important	11%	11%	11%	-	11%	10%	12%	13%	14%
Not important at all	4%	4%	3%	-	5%	6%	3%	-	2%
Don't know	7%	7%	2%	10%	8%	2%	2%	7%	12%

Total	Work industry						
Total	Manufacturing	Construction	Retail	Hospitality and leisure	Financial / Accountancy	Legal	IT & telecoms

How important, if at all, do you think that a business implementing policies/ processes that promote Corporate Social Responsibility is for each of the following in Britain? (Please tick one option on each row)

**Economic stability :**

<b>Base: SME decision makers</b>	613	87	59	60	26	78	22	65
Very important	34%	30%	32%	45%	42%	29%	32%	26%
Fairly important	40%	32%	41%	33%	38%	40%	55%	43%
Not very important	14%	21%	8%	8%	15%	17%	9%	20%
Not important at all	6%	10%	5%	5%	4%	9%	-	5%
Don't know	7%	7%	14%	8%	-	5%	5%	6%

**Environmental stability :**

<b>Base: SME decision makers</b>	613	87	59	60	26	78	22	65
Very important	24%	21%	17%	25%	31%	19%	18%	29%
Fairly important	39%	34%	42%	38%	42%	41%	55%	34%
Not very important	21%	22%	19%	20%	12%	28%	9%	26%
Not important at all	8%	15%	8%	7%	15%	6%	14%	6%
Don't know	8%	8%	14%	10%	-	5%	5%	5%

**Social stability :**

<b>Base: SME decision makers</b>	613	87	59	60	26	78	22	65
Very important	24%	17%	24%	27%	31%	22%	27%	26%
Fairly important	43%	39%	41%	50%	42%	44%	45%	38%
Not very important	18%	26%	12%	7%	23%	21%	14%	20%
Not important at all	7%	9%	7%	7%	4%	10%	9%	9%
Don't know	8%	8%	17%	10%	-	4%	5%	6%

**A business' reputation :**

<b>Base: SME decision makers</b>	613	87	59	60	26	78	22	65
Very important	38%	30%	34%	42%	46%	32%	36%	38%
Fairly important	41%	46%	36%	43%	38%	49%	50%	35%
Not very important	11%	9%	14%	3%	15%	12%	9%	14%
Not important at all	4%	7%	3%	7%	-	4%	-	6%
Don't know	7%	8%	14%	5%	-	4%	5%	6%

Total	Work industry					
Total	Media/ marketing/ advertising/ PR & sales	Medical & health services	Education	Transportation & distribution	Real estate	Other

How important, if at all, do you think that a business implementing policies/ processes that promote Corporate Social Responsibility is for each of the following in Britain? (Please tick one option on each row)

**Economic stability :**

<b>Base: SME decision makers</b>	613	64	12	14	11	19	90
Very important	34%	39%	50%	50%	36%	21%	29%
Fairly important	40%	38%	33%	36%	55%	63%	43%
Not very important	14%	11%	8%	14%	9%	11%	13%
Not important at all	6%	5%	-	-	-	5%	4%
Don't know	7%	8%	8%	-	-	-	10%

**Environmental stability :**

<b>Base: SME decision makers</b>	613	64	12	14	11	19	90
Very important	24%	27%	42%	43%	18%	16%	24%
Fairly important	39%	39%	42%	36%	45%	47%	39%
Not very important	21%	19%	8%	21%	36%	26%	17%
Not important at all	8%	6%	-	-	-	11%	9%
Don't know	8%	9%	8%	-	-	-	11%

**Social stability :**

<b>Base: SME decision makers</b>	613	64	12	14	11	19	90
Very important	24%	27%	33%	29%	27%	26%	21%
Fairly important	43%	41%	42%	50%	55%	63%	43%
Not very important	18%	20%	8%	14%	18%	5%	19%
Not important at all	7%	2%	-	7%	-	5%	6%
Don't know	8%	11%	17%	-	-	-	11%

**A business' reputation :**

<b>Base: SME decision makers</b>	613	64	12	14	11	19	90
Very important	38%	45%	50%	50%	45%	37%	37%
Fairly important	41%	36%	25%	21%	36%	47%	42%
Not very important	11%	11%	17%	14%	18%	11%	9%
Not important at all	4%	2%	-	14%	-	5%	2%
Don't know	7%	6%	8%	-	-	-	10%

Total	Gender		Age					Region						
Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	North	Midlands	East	London	South	Wales	Scotland

**Community development (e.g. by investing money in the community) :**

	613	434	179	2	52	103	188	268	102	94	76	103	182	23	33
<b>Base: SME decision makers</b>															
Very important	26%	21%	40%	-	29%	26%	21%	29%	32%	19%	29%	19%	23%	52%	42%
Fairly important	42%	44%	37%	50%	46%	43%	47%	37%	34%	51%	36%	50%	45%	17%	36%
Not very important	19%	22%	12%	-	17%	17%	16%	23%	24%	16%	20%	17%	19%	22%	21%
Not important at all	6%	7%	4%	50%	6%	5%	7%	6%	4%	9%	4%	5%	9%	-	-
Don't know	7%	6%	7%	-	2%	10%	8%	5%	6%	5%	12%	9%	5%	9%	-

**Thinking about this financial year (i.e. April 2013 to March 2014)...Do you expect your business' annual turnover to increase or decrease compared to last financial year (i.e. April 2012 to March 2013), or do you think it will be about the same?**

	613	434	179	2	52	103	188	268	102	94	76	103	182	23	33
<b>Base: SME decision makers</b>															
I think the business' annual turnover will increase	31%	33%	26%	50%	37%	32%	31%	29%	31%	27%	25%	27%	40%	26%	18%
I think the business' annual turnover will be about the same	41%	40%	43%	-	33%	40%	42%	43%	43%	41%	43%	51%	35%	35%	33%
I think the business' annual turnover will decrease	20%	20%	19%	-	17%	17%	18%	23%	18%	18%	21%	12%	21%	35%	36%
Don't know	5%	4%	7%	50%	12%	6%	5%	3%	4%	10%	5%	7%	2%	4%	6%
Not applicable - first year of trading	3%	3%	6%	-	2%	6%	4%	3%	4%	4%	5%	3%	2%	-	6%

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Total	Company Size		Company annual turnover					
Total	Small (less than 50 employees)	Medium (50 to 249 employees)	First year of trading	Up to £999,999	£1 million - £ 9.9 million	£ 10 million +	Don't know	Prefer not to answer

**Community development (e.g. by investing money in the community) :**

<b>Base: SME decision makers</b>	613	508	105	21	295	123	58	30	86
Very important	26%	26%	28%	43%	26%	28%	14%	30%	28%
Fairly important	42%	43%	37%	43%	42%	41%	48%	47%	40%
Not very important	19%	18%	27%	5%	18%	23%	33%	13%	16%
Not important at all	6%	6%	8%	-	7%	7%	5%	3%	5%
Don't know	7%	8%	1%	10%	8%	2%	-	7%	12%

**Thinking about this financial year (i.e. April 2013 to March 2014)...Do you expect your business' annual turnover to increase or decrease compared to last financial year (i.e. April 2012 to March 2013), or do you think it will be about the same?**

<b>Base: SME decision makers</b>	613	508	105	21	295	123	58	30	86
I think the business' annual turnover will increase	31%	28%	47%	-	23%	44%	60%	37%	23%
I think the business' annual turnover will be about the same	41%	42%	35%	-	46%	41%	29%	40%	42%
I think the business' annual turnover will decrease	20%	20%	16%	-	26%	15%	10%	10%	20%
Don't know	5%	6%	2%	-	4%	-	-	13%	15%
Not applicable - first year of trading	3%	4%	-	100%	-	-	-	-	-

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Total	Work industry						
Total	Manufacturing	Construction	Retail	Hospitality and leisure	Financial / Accountancy	Legal	IT & telecoms

**Community development (e.g. by investing money in the community) :**

<b>Base: SME decision makers</b>	613	87	59	60	26	78	22	65
Very important	26%	20%	25%	27%	31%	24%	27%	26%
Fairly important	42%	36%	46%	45%	38%	42%	50%	43%
Not very important	19%	29%	12%	13%	31%	23%	5%	15%
Not important at all	6%	9%	5%	5%	-	6%	14%	9%
Don't know	7%	7%	12%	10%	-	4%	5%	6%

**Thinking about this financial year (i.e. April 2013 to March 2014)...Do you expect your business' annual turnover to increase or decrease compared to last financial year (i.e. April 2012 to March 2013), or do you think it will be about the same?**

<b>Base: SME decision makers</b>	613	87	59	60	26	78	22	65
I think the business' annual turnover will increase	31%	36%	24%	30%	38%	44%	14%	34%
I think the business' annual turnover will be about the same	41%	40%	32%	32%	38%	40%	55%	45%
I think the business' annual turnover will decrease	20%	21%	31%	25%	15%	12%	23%	15%
Don't know	5%	2%	8%	8%	4%	3%	5%	5%
Not applicable - first year of trading	3%	1%	5%	5%	4%	3%	5%	2%

All figures, unless otherwise stated, are from YouGov Plc.

Total	Work industry					
Total	Media/ marketing/ advertising/ PR & sales	Medical & health services	Education	Transportation & distribution	Real estate	Other

**Community development (e.g. by investing money in the community) :**

<b>Base: SME decision makers</b>	613	64	12	14	11	19	90
Very important	26%	28%	42%	50%	27%	21%	24%
Fairly important	42%	50%	33%	29%	36%	68%	36%
Not very important	19%	14%	17%	21%	27%	5%	24%
Not important at all	6%	2%	-	-	9%	5%	7%
Don't know	7%	6%	8%	-	-	-	9%

**Thinking about this financial year (i.e. April 2013 to March 2014)...Do you expect your business' annual turnover to increase or decrease compared to last financial year (i.e. April 2012 to March 2013), or do you think it will be about the same?**

<b>Base: SME decision makers</b>	613	64	12	14	11	19	90
I think the business' annual turnover will increase	31%	22%	42%	29%	36%	26%	28%
I think the business' annual turnover will be about the same	41%	45%	33%	43%	18%	47%	49%
I think the business' annual turnover will decrease	20%	20%	25%	29%	45%	16%	16%
Don't know	5%	8%	-	-	-	-	3%
Not applicable - first year of trading	3%	5%	-	-	-	11%	4%

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