

YouGov Survey Results

Sample Size: 1926 GB Adults
Fieldwork: 11th - 12th June 2013

	Voting intention				2010 Vote			Gender		Age				Social grade		Region						
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1926	X	X	X	X	571	469	439	936	990	233	491	659	543	1098	828	247	626	412	474	168	
Unweighted Sample	1926	434	595	150	200	557	484	445	903	1023	147	489	737	553	1269	657	300	667	352	449	158	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following best describes your view of the way that most large companies based in the UK should pay their taxes?

Companies should take advantage of legal tax planning, such as transfer pricing, to ensure their tax bill is minimised	12	20	8	15	14	15	9	10	16	9	13	17	10	10	16	8	15	12	11	12	15
Companies should comply with the spirit of the law as well as the letter of the law when paying their taxes	68	68	73	69	65	74	70	72	65	70	57	60	70	76	68	66	65	69	65	71	62
Companies should go beyond the spirit and letter of the law, taking into account the views of wider stakeholders in determining what level of tax to pay and where to pay it	10	5	10	12	10	4	12	11	12	7	13	8	9	10	8	11	8	8	11	7	19
Don't know	11	7	9	5	11	7	9	8	7	14	17	15	11	4	7	15	12	11	13	9	5

Which of the following best describes your view of the way that most large companies based in the UK currently pay their taxes?

Companies take advantage of legal tax planning, such as transfer pricing, to ensure their tax bill is minimised	64	68	64	75	69	67	65	67	68	61	56	65	64	68	69	59	63	65	61	65	71
Companies comply with the spirit of the law as well as the letter of the law when paying their taxes	19	21	21	11	18	21	21	18	21	17	20	15	19	22	18	21	19	18	18	21	18
Companies go beyond the spirit and letter of the law, taking into account the views of wider stakeholders in determining what level of tax to pay and where to pay it	5	3	5	5	8	3	5	6	5	4	4	4	5	4	5	5	4	5	5	5	4
Don't know	12	8	10	9	5	9	9	8	6	17	20	16	11	6	9	15	14	12	16	9	6

Fieldwork: 11th - 12th June 2013

Total	Voting intention				2010 Vote			Gender		Age				Social grade		Region				
	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
1926	X	X	X	X	571	469	439	936	990	233	491	659	543	1098	828	247	626	412	474	168
Unweighted Sample	434	595	150	200	557	484	445	903	1023	147	489	737	553	1269	657	300	667	352	449	158
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following best describes your view of the way that most large companies based in the UK will pay their taxes in 5 years' time?

Companies will take advantage of legal tax planning, such as transfer pricing, to ensure their tax bill is minimised	57	55	61	58	61	55	60	60	62	52	49	55	58	61	60	53	59	57	54	57	62
Companies will comply with the spirit of the law as well as the letter of the law when paying their taxes	21	26	18	27	19	23	19	20	24	18	21	23	18	21	21	20	21	22	19	22	18
Companies will go beyond the spirit and letter of the law, taking into account the views of wider stakeholders in determining what level of tax to pay and where to pay it	6	6	6	3	13	5	7	8	6	5	8	4	8	4	5	7	3	6	5	6	11
Don't know	17	13	15	13	8	17	14	12	8	25	21	18	16	14	14	20	18	15	22	16	9