



# ActionAid – Tax Avoidance Poll

## METHODOLOGY NOTE

ComRes surveyed 1,000 GB adults aged 18+ in 40 of the most marginal constituencies between March 26<sup>th</sup> and April 13<sup>th</sup> 2015. 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 register for Pollwatch, a monthly newsletter update on the polls, please email: [pollwatch@comres.co.uk](mailto:pollwatch@comres.co.uk)

## ComRes Battlebus - Action Aid

### QB1\_SUM. Do you think that each of the following pay too much tax, not enough tax or about the right amount... - SUMMARY TABLE

Base: All respondents

	Total	Too much tax	About the right amount	Not enough tax	Don't know
		*a	*b	*c	*d
		*A	*B	*C	*D
Me personally	1000	331	562	19	88
	100%	33%	56%	2%	9%
The British public as a whole	1000	280	482	156	83
	100%	28%	48%	16%	8%
People on low incomes	1000	530	364	32	74
	100%	53%	36%	3%	7%
People on middle incomes	1000	232	626	68	74
	100%	23%	63%	7%	7%
People on high incomes	1000	86	185	669	61
	100%	9%	18%	67%	6%
Small businesses and entrepreneurs	1000	264	509	93	133
	100%	26%	51%	9%	13%
Large multinational companies operating in the UK	1000	47	121	753	80
	100%	5%	12%	75%	8%
Large multinational companies headquartered in the UK that operate operating in developing countries	1000	43	127	699	132
	100%	4%	13%	70%	13%

Columns Tested: A,B,C,D

## ComRes Battlebus - Action Aid

**B1\_1. The UK Government collects taxes to pay for public services, such as education, the NHS and roads. Bearing this in mind, do you think that each of the following pay too much tax, not enough tax or about the right amount? - Me personally**

Base: All respondents

	GENDER		AGE						SOCIAL GRADE				CURRENT MP		MARGINALITY				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	Con 2%-4%	Con <2%	Lab <2%	Lab 2%-4%
	a	b		c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
	A	B		C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Total	1000	466	534	70	137	159	203	196	235	276	292	162	270	609	391	345	264	212	179
Weighted Total	1000	491	509	125	172	180	174	147	203	212	303	213	272	625	375	350	275	200	175
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Too much tax	331	167	164	43	75	60	62	39	52	66	97	94	74	204	127	107	97	60	67
	33%	34%	32%	35%	44%	33%	36%	27%	26%	31%	32%	44%	27%	33%	34%	31%	35%	30%	38%
				eGH	h	gH						IJL						oq	
About the right amount	562	285	277	59	75	99	97	97	136	129	181	102	151	358	204	212	146	116	89
	56%	58%	54%	47%	43%	55%	56%	66%	67%	61%	60%	48%	55%	57%	54%	61%	53%	58%	51%
				D	D	CDEF	CDEF			K	K					pR			
Not enough tax	19	10	9	-	3	3	2	4	7	8	5	3	2	13	6	6	7	3	3
	2%	2%	2%	-	2%	1%	1%	3%	3%	4%	2%	1%	1%	2%	2%	2%	2%	2%	2%
										L									
Don't know	88	29	59	23	19	18	13	7	8	10	20	14	45	50	37	25	25	21	17
	9%	6%	12%	18%	11%	10%	7%	5%	4%	5%	7%	6%	16%	8%	10%	7%	9%	10%	10%
			A	FGH	GH	gH							IJK						

Columns Tested: A,B - C,D,E,F,G,H - I,J,K,L - M,N - O,P,Q,R

### ComRes Battlebus - Action Aid

**B1\_1. The UK Government collects taxes to pay for public services, such as education, the NHS and roads. Bearing this in mind, do you think that each of the following pay too much tax, not enough tax or about the right amount? - Me personally**

Base: All respondents

	VOTING INTENTION						PAST VOTE - GENERAL ELECTION 2010			REGION					
	Total	Conservative	Labour	Liberal Democrat	UKIP	Green	Undef	Conservative	Labour	Liberal Democrat	North	Midlands	South East & East	London	South West & Wales
		a	b	c	d	e	f	g	h	i	j	k	l	m	n
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Unweighted Total	1000	282	326	44	129	45	46	285	286	135	381	286	151	106	76
Weighted Total	1000	266	327	47	126	42	50	271	272	128	376	302	145	100	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Too much tax	331	77	105	9	45	11	19	84	85	38	115	103	47	40	26
	33%	29%	32%	20%	35%	26%	39%	31%	31%	30%	30%	34%	33%	40%	34%
				c			c							j	
About the right amount	562	181	186	33	75	22	23	176	157	77	216	163	89	53	42
	56%	68%	57%	71%	59%	52%	46%	65%	58%	60%	57%	54%	61%	52%	55%
		BdEF		beF				h							
Not enough tax	19	3	8	3	-	3	-	2	6	6	8	3	4	2	2
	2%	1%	3%	7%	-	7%	-	1%	2%	5%	2%	1%	2%	2%	3%
			d	ADf		AbDf				G					
Don't know	88	6	29	1	7	7	8	8	24	7	38	32	6	5	6
	9%	2%	9%	2%	5%	15%	15%	3%	9%	5%	10%	11%	4%	5%	8%
			Ac			ACD	ACD		G		L	L			

Columns Tested: A,B,C,D,E,F - G,H,I - J,K,L,M,N

## ComRes Battlebus - Action Aid

**B1\_2. The UK Government collects taxes to pay for public services, such as education, the NHS and roads. Bearing this in mind, do you think that each of the following pay too much tax, not enough tax or about the right amount? - The British public as a whole**

Base: All respondents

	GENDER		AGE						SOCIAL GRADE				CURRENT MP		MARGINALITY				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	Con 2%-4%	Con <2%	Lab <2%	Lab 2%-4%
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
Unweighted Total	1000	466	534	70	137	159	203	196	235	276	292	162	270	609	391	345	264	212	179
Weighted Total	1000	491	509	125	172	180	174	147	203	212	303	213	272	625	375	350	275	200	175
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Too much tax	280	134	146	45	52	47	54	40	43	44	75	76	84	165	115	89	76	56	59
	28%	27%	29%	36%	30%	26%	31%	27%	21%	21%	25%	36%	31%	26%	31%	25%	28%	28%	34%
				H	H		H					IJ	I						O
About the right amount	482	248	234	50	74	87	84	78	110	117	152	97	116	324	157	184	140	89	69
	48%	51%	46%	40%	43%	49%	48%	53%	54%	55%	50%	46%	43%	52%	42%	53%	51%	44%	39%
							cd	CD		kL	I			N		qR	R		
Not enough tax	156	84	72	11	28	23	25	26	42	42	58	21	35	91	65	54	37	34	31
	16%	17%	14%	9%	16%	13%	14%	18%	21%	20%	19%	10%	13%	15%	17%	15%	13%	17%	18%
							c	CEf		KL	KI								
Don't know	83	25	58	19	18	22	11	4	9	9	19	19	37	45	38	23	22	22	16
	8%	5%	11%	15%	10%	12%	7%	2%	4%	4%	6%	9%	13%	7%	10%	7%	8%	11%	9%
			A	FGH	GH	fGH	G					I	IJ						o

Columns Tested: A,B - C,D,E,F,G,H - I,J,K,L - M,N - O,P,Q,R

### ComRes Battlebus - Action Aid

**B1\_2. The UK Government collects taxes to pay for public services, such as education, the NHS and roads. Bearing this in mind, do you think that each of the following pay too much tax, not enough tax or about the right amount? - The British public as a whole**

Base: All respondents

	VOTING INTENTION						PAST VOTE - GENERAL ELECTION 2010			REGION					
	Total	Conservative	Labour	Liberal Democrat	UKIP	Green	Undef	Conservative	Labour	Liberal Democrat	North	Midlands	South East & East	London	South West & Wales
		a	b	c	d	e	f	g	h	i	j	k	l	m	n
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Unweighted Total	1000	282	326	44	129	45	46	285	286	135	381	286	151	106	76
Weighted Total	1000	266	327	47	126	42	50	271	272	128	376	302	145	100	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Too much tax	280	54	90	8	41	10	14	58	68	33	104	95	35	25	21
	28%	20%	28%	17%	33%	23%	29%	21%	25%	25%	28%	32%	24%	25%	27%
			A		Ac							I			
About the right amount	482	164	156	22	63	17	23	160	133	66	189	129	71	58	35
	48%	62%	48%	48%	50%	40%	46%	59%	49%	52%	50%	43%	49%	58%	46%
		BcDEF						H			k			K	
Not enough tax	156	39	59	16	18	11	3	42	51	25	53	41	34	14	13
	16%	14%	18%	35%	14%	26%	5%	15%	19%	19%	14%	14%	24%	14%	17%
		f	F	ABDF		adF							JKm		
Don't know	83	9	22	-	4	5	10	11	20	4	31	36	6	3	7
	8%	3%	7%	-	3%	11%	20%	4%	7%	3%	8%	12%	4%	3%	9%
			ac			ACD	ABCD		gi		lm	jLM			m

Columns Tested: A,B,C,D,E,F - G,H,I - J,K,L,M,N

### ComRes Battlebus - Action Aid

#### B1\_3. The UK Government collects taxes to pay for public services, such as education, the NHS and roads. Bearing this in mind, do you think that each of the following pay too much tax, not enough tax or about the right amount? - People on low incomes

Base: All respondents

	GENDER		AGE						SOCIAL GRADE				CURRENT MP		MARGINALITY				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	Con 2%-4%	Con <2%	Lab <2%	Lab 2%-4%
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
Unweighted Total	1000	466	534	70	137	159	203	196	235	276	292	162	270	609	391	345	264	212	179
Weighted Total	1000	491	509	125	172	180	174	147	203	212	303	213	272	625	375	350	275	200	175
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Too much tax	530	259	271	73	73	85	97	83	119	86	151	133	161	333	197	185	149	106	91
	53%	53%	53%	58%	42%	48%	56%	57%	59%	41%	50%	62%	59%	53%	53%	53%	54%	53%	52%
			D			D	De	DE		I	IJ	IJ							
About the right amount	364	191	173	28	77	69	63	52	74	104	125	61	74	230	134	130	100	70	64
	36%	39%	34%	23%	45%	39%	36%	35%	36%	49%	41%	29%	27%	37%	36%	37%	36%	35%	36%
			Cfg		C	C	c	C		jKL	KL								
Not enough tax	32	17	15	6	6	9	4	4	4	7	11	8	6	20	12	8	12	7	5
	3%	3%	3%	5%	4%	5%	2%	3%	2%	3%	4%	4%	2%	3%	3%	2%	4%	4%	3%
Don't know	74	25	49	18	16	16	10	8	6	15	17	12	31	42	32	27	15	16	16
	7%	5%	10%	14%	9%	9%	6%	5%	3%	7%	6%	5%	11%	7%	9%	8%	5%	8%	9%
			A	FGH	H	H							iJK						

Columns Tested: A,B - C,D,E,F,G,H - I,J,K,L - M,N - O,P,Q,R

### ComRes Battlebus - Action Aid

**B1\_3. The UK Government collects taxes to pay for public services, such as education, the NHS and roads. Bearing this in mind, do you think that each of the following pay too much tax, not enough tax or about the right amount? - People on low incomes**

Base: All respondents

	VOTING INTENTION						PAST VOTE - GENERAL ELECTION 2010			REGION					
	Total	Conservative	Labour	Liberal Democrat	UKIP	Green	Undef	Conservative	Labour	Liberal Democrat	North	Midlands	South East & East	London	South West & Wales
		a	b	c	d	e	f	g	h	i	j	k	l	m	n
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Unweighted Total	1000	282	326	44	129	45	46	285	286	135	381	286	151	106	76
Weighted Total	1000	266	327	47	126	42	50	271	272	128	376	302	145	100	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Too much tax	530	109	196	22	72	31	23	120	151	72	179	175	87	53	36
	53%	41%	60%	47%	57%	74%	46%	44%	56%	56%	48%	58%	60%	52%	48%
			Acf	A	AbCDF				G	G		J	Jn		
About the right amount	364	144	107	18	41	9	15	135	94	46	154	93	48	38	30
	36%	54%	33%	39%	33%	20%	31%	50%	35%	36%	41%	31%	33%	38%	40%
		BcDEF	e	e				HI			KI				
Not enough tax	32	6	8	5	8	-	-	9	11	5	13	9	5	4	1
	3%	2%	2%	10%	7%	-	-	3%	4%	4%	3%	3%	3%	4%	1%
				ABEF	ABef										
Don't know	74	8	16	2	5	2	12	6	15	6	30	25	5	5	9
	7%	3%	5%	5%	4%	6%	23%	2%	5%	5%	8%	8%	4%	5%	11%
					ABCDE				g		l	l			L

Columns Tested: A,B,C,D,E,F - G,H,I - J,K,L,M,N



### ComRes Battlebus - Action Aid

#### B1\_4. The UK Government collects taxes to pay for public services, such as education, the NHS and roads. Bearing this in mind, do you think that each of the following pay too much tax, not enough tax or about the right amount? - People on middle incomes

Base: All respondents

	GENDER		AGE						SOCIAL GRADE				CURRENT MP		MARGINALITY				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	Con 2%-4%	Con <2%	Lab <2%	Lab 2%-4%
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
Unweighted Total	1000	466	534	70	137	159	203	196	235	276	292	162	270	609	391	345	264	212	179
Weighted Total	1000	491	509	125	172	180	174	147	203	212	303	213	272	625	375	350	275	200	175
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Too much tax	232	97	135	28	48	46	50	31	30	56	73	55	48	149	83	77	72	39	44
	23%	20%	27%	22%	28%	25%	29%	21%	15%	26%	24%	26%	18%	24%	22%	22%	26%	20%	25%
			A		H	H	gH	h		L	I	L					q		
About the right amount	626	332	293	72	92	111	106	97	148	132	206	123	164	390	236	225	164	134	102
	63%	68%	58%	57%	54%	62%	61%	66%	73%	62%	68%	58%	60%	62%	63%	64%	60%	67%	58%
		B					D	CDEF			KI							r	
Not enough tax	68	38	30	7	9	9	8	14	21	13	7	19	29	45	23	23	22	10	14
	7%	8%	6%	5%	5%	5%	5%	10%	10%	6%	2%	9%	11%	7%	6%	7%	8%	5%	8%
							f	eF		J		J	IJ						
Don't know	74	24	50	19	22	14	10	5	5	11	18	15	30	42	33	25	17	18	15
	7%	5%	10%	15%	13%	8%	6%	3%	2%	5%	6%	7%	11%	7%	9%	7%	6%	9%	8%
			A	eFGH	FGH	gH	h						IJ						

Columns Tested: A,B - C,D,E,F,G,H - I,J,K,L - M,N - O,P,Q,R

### ComRes Battlebus - Action Aid

**B1\_4. The UK Government collects taxes to pay for public services, such as education, the NHS and roads. Bearing this in mind, do you think that each of the following pay too much tax, not enough tax or about the right amount? - People on middle incomes**

Base: All respondents

	VOTING INTENTION						PAST VOTE - GENERAL ELECTION 2010			REGION					
	Total	Conservative	Labour	Liberal Democrat	UKIP	Green	Undef	Conservative	Labour	Liberal Democrat	North	Midlands	South East & East	London	South West & Wales
		a	b	c	d	e	f	g	h	i	j	k	l	m	n
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Unweighted Total	1000	282	326	44	129	45	46	285	286	135	381	286	151	106	76
Weighted Total	1000	266	327	47	126	42	50	271	272	128	376	302	145	100	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Too much tax	232	63	53	10	33	6	11	67	52	26	78	71	39	29	15
	23%	24%	16%	20%	26%	14%	22%	25%	19%	21%	21%	23%	27%	29%	19%
		B			Be			h						j	
About the right amount	626	183	231	32	76	30	27	180	176	88	239	193	84	58	51
	63%	69%	71%	68%	61%	71%	54%	66%	65%	69%	64%	64%	58%	58%	66%
		f	DF												
Not enough tax	68	13	27	5	8	4	2	15	28	9	27	14	12	10	5
	7%	5%	8%	12%	7%	10%	3%	5%	10%	7%	7%	5%	9%	10%	6%
		a		a				G					k	K	
Don't know	74	7	16	-	8	2	10	9	17	5	32	24	9	3	6
	7%	3%	5%	-	6%	6%	20%	3%	6%	4%	9%	8%	6%	3%	8%
					ac		ABCDE				M	m			m

Columns Tested: A,B,C,D,E,F - G,H,I - J,K,L,M,N

### ComRes Battlebus - Action Aid

**B1\_5. The UK Government collects taxes to pay for public services, such as education, the NHS and roads. Bearing this in mind, do you think that each of the following pay too much tax, not enough tax or about the right amount? - People on high incomes**

Base: All respondents

	GENDER		AGE						SOCIAL GRADE				CURRENT MP		MARGINALITY				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	Con 2%-4%	Con <2%	Lab <2%	Lab 2%-4%
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
Unweighted Total	1000	466	534	70	137	159	203	196	235	276	292	162	270	609	391	345	264	212	179
Weighted Total	1000	491	509	125	172	180	174	147	203	212	303	213	272	625	375	350	275	200	175
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Too much tax	86	35	51	22	19	15	14	9	7	20	21	26	19	49	37	24	25	14	23
	9%	7%	10%	17%	11%	8%	8%	6%	4%	10%	7%	12%	7%	8%	10%	7%	9%	7%	13%
			a	EFGH	H	H	H					Jl						OQ	
About the right amount	185	96	88	21	34	27	31	29	42	52	64	27	41	128	56	71	57	35	21
	18%	20%	17%	17%	20%	15%	18%	20%	21%	25%	21%	13%	15%	21%	15%	20%	21%	18%	12%
										KL	Kl			N		R	R		
Not enough tax	669	341	328	69	100	123	120	106	153	128	207	149	185	415	254	238	177	137	117
	67%	69%	64%	55%	58%	68%	69%	72%	75%	60%	68%	70%	68%	66%	68%	68%	64%	68%	67%
		b				cd	CD	CD	CD		l	l	i						
Don't know	61	19	41	13	20	15	8	3	1	12	12	10	27	32	28	17	15	15	13
	6%	4%	8%	11%	11%	8%	5%	2%	1%	6%	4%	5%	10%	5%	8%	5%	6%	7%	8%
			A	fGH	FGH	GH	H						ijK						

Columns Tested: A,B - C,D,E,F,G,H - I,J,K,L - M,N - O,P,Q,R

### ComRes Battlebus - Action Aid

**B1\_5. The UK Government collects taxes to pay for public services, such as education, the NHS and roads. Bearing this in mind, do you think that each of the following pay too much tax, not enough tax or about the right amount? - People on high incomes**

Base: All respondents

	VOTING INTENTION						PAST VOTE - GENERAL ELECTION 2010			REGION					
	Total	Conservative	Labour	Liberal Democrat	UKIP	Green	Undef	Conservative	Labour	Liberal Democrat	North	Midlands	South East & East	London	South West & Wales
Significance Level: 90%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Significance Level: 95%		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Unweighted Total	1000	282	326	44	129	45	46	285	286	135	381	286	151	106	76
Weighted Total	1000	266	327	47	126	42	50	271	272	128	376	302	145	100	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Too much tax	86 9%	26 10%	15 4%	4 9%	11 9%	2 5%	4 8%	33 12%	9 3%	6 5%	28 8%	33 11%	11 7%	8 8%	6 8%
		B			b			HI							
About the right amount	185 18%	95 36%	41 13%	5 11%	20 16%	1 1%	8 16%	83 31%	37 14%	13 10%	68 18%	44 14%	30 21%	29 29%	14 18%
		BCDEF	E	e	E		E	HI						JKn	
Not enough tax	669 67%	138 52%	258 79%	36 77%	92 73%	37 88%	31 63%	149 55%	213 78%	105 82%	253 67%	201 67%	101 70%	62 62%	52 68%
			AF	A	A	ADF		G	G	G					
Don't know	61 6%	7 3%	13 4%	2 3%	3 2%	2 6%	6 13%	6 2%	13 5%	4 3%	27 7%	24 8%	3 2%	1 1%	4 6%
						ABD		g			LM	LM			m

Columns Tested: A,B,C,D,E,F - G,H,I - J,K,L,M,N

## ComRes Battlebus - Action Aid

**B1\_6. The UK Government collects taxes to pay for public services, such as education, the NHS and roads. Bearing this in mind, do you think that each of the following pay too much tax, not enough tax or about the right amount? - Small businesses and entrepreneurs**

Base: All respondents

	GENDER		AGE						SOCIAL GRADE				CURRENT MP		MARGINALITY				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	Con 2%-4%	Con <2%	Lab <2%	Lab 2%-4%
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
Unweighted Total	1000	466	534	70	137	159	203	196	235	276	292	162	270	609	391	345	264	212	179
Weighted Total	1000	491	509	125	172	180	174	147	203	212	303	213	272	625	375	350	275	200	175
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Too much tax	264	127	138	32	54	60	41	36	41	65	73	56	70	178	87	90	88	42	45
	26%	26%	27%	26%	32%	34%	24%	24%	20%	31%	24%	26%	26%	28%	23%	26%	32%	21%	26%
					H	FgH				j				n		oQ			
About the right amount	509	262	247	67	76	79	88	84	115	106	180	105	119	315	195	190	124	108	87
	51%	53%	49%	53%	44%	44%	51%	57%	57%	50%	59%	49%	44%	50%	52%	54%	45%	54%	50%
								DE	DE		IKL					P		p	
Not enough tax	93	52	41	4	13	15	23	15	23	21	20	22	31	60	33	31	29	19	14
	9%	11%	8%	4%	7%	8%	13%	11%	12%	10%	7%	10%	11%	10%	9%	9%	11%	9%	8%
							Cd	c	C				j						
Don't know	133	50	83	22	29	25	22	12	24	21	30	30	52	72	61	39	33	32	29
	13%	10%	16%	17%	17%	14%	12%	8%	12%	10%	10%	14%	19%	12%	16%	11%	12%	16%	17%
			A	G	G	g							IJ	M				o	

Columns Tested: A,B - C,D,E,F,G,H - I,J,K,L - M,N - O,P,Q,R

### ComRes Battlebus - Action Aid

**B1\_6. The UK Government collects taxes to pay for public services, such as education, the NHS and roads. Bearing this in mind, do you think that each of the following pay too much tax, not enough tax or about the right amount? - Small businesses and entrepreneurs**

Base: All respondents

	VOTING INTENTION						PAST VOTE - GENERAL ELECTION 2010			REGION					
	Total	Conservative	Labour	Liberal Democrat	UKIP	Green	Undef	Conservative	Labour	Liberal Democrat	North	Midlands	South East & East	London	South West & Wales
		a	b	c	d	e	f	g	h	i	j	k	l	m	n
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Unweighted Total	1000	282	326	44	129	45	46	285	286	135	381	286	151	106	76
Weighted Total	1000	266	327	47	126	42	50	271	272	128	376	302	145	100	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Too much tax	264	84	67	7	36	14	13	82	49	28	89	89	39	25	23
	26%	32%	20%	16%	29%	33%	25%	30%	18%	22%	24%	29%	27%	24%	30%
		BC			bc	bc		Hi				j			
About the right amount	509	131	190	36	64	17	23	136	153	74	202	134	73	60	40
	51%	49%	58%	76%	51%	40%	46%	50%	56%	58%	54%	44%	51%	60%	53%
			AE	ABDEF							K			K	
Not enough tax	93	26	34	3	15	5	3	29	35	14	34	28	16	10	4
	9%	10%	10%	6%	12%	12%	5%	11%	13%	11%	9%	9%	11%	10%	6%
Don't know	133	26	37	1	11	6	12	24	35	13	51	51	17	5	8
	13%	10%	11%	1%	9%	15%	24%	9%	13%	10%	14%	17%	12%	5%	11%
		c	C			C	ABCD				M	M	m		

Columns Tested: A,B,C,D,E,F - G,H,I - J,K,L,M,N

### ComRes Battlebus - Action Aid

**B1\_7. The UK Government collects taxes to pay for public services, such as education, the NHS and roads. Bearing this in mind, do you think that each of the following pay too much tax, not enough tax or about the right amount? - Large multinational companies operating in the UK**

Base: All respondents

	GENDER		AGE						SOCIAL GRADE				CURRENT MP		MARGINALITY				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	Con 2%-4%	Con <2%	Lab <2%	Lab 2%-4%
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
Unweighted Total	1000	466	534	70	137	159	203	196	235	276	292	162	270	609	391	345	264	212	179
Weighted Total	1000	491	509	125	172	180	174	147	203	212	303	213	272	625	375	350	275	200	175
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Too much tax	47	19	28	13	16	7	8	2	1	5	10	23	10	24	23	10	13	14	9
	5%	4%	6%	11%	10%	4%	5%	1%	*	2%	3%	11%	4%	4%	6%	3%	5%	7%	5%
				EfGH	EfGH	H	gH					IJL		m			O		
About the right amount	121	49	72	27	26	15	12	23	18	26	50	19	26	71	50	35	36	24	26
	12%	10%	14%	22%	15%	8%	7%	15%	9%	12%	16%	9%	10%	11%	13%	10%	13%	12%	15%
			A	EFH	eFh		EFH				KL								
Not enough tax	753	397	355	70	108	142	140	117	176	167	229	158	199	487	266	284	203	144	122
	75%	81%	70%	56%	63%	79%	81%	79%	86%	78%	75%	74%	73%	78%	71%	81%	74%	72%	70%
		B		CD	CD	CD	CD	CDeg						N		PQR			
Don't know	80	26	54	14	21	16	13	5	9	15	15	13	37	43	37	20	22	19	18
	8%	5%	11%	12%	12%	9%	8%	4%	5%	7%	5%	6%	13%	7%	10%	6%	8%	9%	10%
		A		GH	GH	Gh	g					IJK		m				o	

Columns Tested: A,B - C,D,E,F,G,H - I,J,K,L - M,N - O,P,Q,R

### ComRes Battlebus - Action Aid

**B1\_7. The UK Government collects taxes to pay for public services, such as education, the NHS and roads. Bearing this in mind, do you think that each of the following pay too much tax, not enough tax or about the right amount? - Large multinational companies operating in the UK**

Base: All respondents

	VOTING INTENTION						PAST VOTE - GENERAL ELECTION 2010			REGION					
	Total	Conservative	Labour	Liberal Democrat	UKIP	Green	Undef	Conservative	Labour	Liberal Democrat	North	Midlands	South East & East	London	South West & Wales
		a	b	c	d	e	f	g	h	i	j	k	l	m	n
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Unweighted Total	1000	282	326	44	129	45	46	285	286	135	381	286	151	106	76
Weighted Total	1000	266	327	47	126	42	50	271	272	128	376	302	145	100	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Too much tax	47	6	12	1	4	1	3	8	6	3	9	21	8	7	3
	5%	2%	4%	2%	4%	3%	7%	3%	2%	2%	2%	7%	5%	7%	3%
							a					J	j	J	
About the right amount	121	49	37	5	15	2	8	42	28	11	53	33	14	14	7
	12%	18%	11%	11%	12%	6%	16%	16%	10%	9%	14%	11%	10%	14%	9%
		BE						hi							
Not enough tax	753	200	261	40	101	37	30	210	218	107	281	220	113	76	62
	75%	75%	80%	85%	80%	87%	60%	78%	80%	84%	75%	73%	78%	76%	82%
		F	F	F	F	aF								k	
Don't know	80	12	18	1	5	2	9	11	19	7	34	28	10	3	4
	8%	5%	5%	3%	4%	5%	17%	4%	7%	6%	9%	9%	7%	3%	6%
						ABCDe					m	M			

Columns Tested: A,B,C,D,E,F - G,H,I - J,K,L,M,N



## ComRes Battlebus - Action Aid

**B1\_8. The UK Government collects taxes to pay for public services, such as education, the NHS and roads. Bearing this in mind, do you think that each of the following pay too much tax, not enough tax or about the right amount? - Large multinational companies headquartered in the UK that operate operating in developing countries**

Base: All respondents

	GENDER		AGE						SOCIAL GRADE				CURRENT MP		MARGINALITY				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	Con 2%-4%	Con <2%	Lab <2%	Lab 2%-4%
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
Unweighted Total	1000	466	534	70	137	159	203	196	235	276	292	162	270	609	391	345	264	212	179
Weighted Total	1000	491	509	125	172	180	174	147	203	212	303	213	272	625	375	350	275	200	175
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Too much tax	43	14	29	9	16	6	8	2	2	9	7	17	9	22	20	10	12	11	9
	4%	3%	6%	7%	9%	3%	5%	1%	1%	4%	2%	8%	3%	4%	5%	3%	5%	6%	5%
			A	GH	EFGH	h	gH					iJL						o	
About the right amount	127	61	66	30	22	14	14	24	22	26	58	18	25	76	51	39	37	26	25
	13%	12%	13%	24%	13%	8%	8%	16%	11%	12%	19%	9%	9%	12%	14%	11%	13%	13%	14%
			DEFH				EF				IKL								
Not enough tax	699	375	324	61	97	135	130	110	165	152	206	148	193	450	249	257	193	137	112
	70%	76%	64%	49%	56%	75%	75%	75%	81%	72%	68%	70%	71%	72%	66%	73%	70%	68%	64%
		B			CD	CD	CD	CD						n	R				
Don't know	132	42	90	24	37	24	22	11	15	25	32	29	45	77	55	44	33	25	30
	13%	9%	18%	19%	21%	13%	13%	7%	7%	12%	11%	14%	17%	12%	15%	13%	12%	13%	17%
			A	GH	eFGH	gH	gh					J							

Columns Tested: A,B - C,D,E,F,G,H - I,J,K,L - M,N - O,P,Q,R

### ComRes Battlebus - Action Aid

**B1\_8. The UK Government collects taxes to pay for public services, such as education, the NHS and roads. Bearing this in mind, do you think that each of the following pay too much tax, not enough tax or about the right amount? - Large multinational companies headquartered in the UK that operate operating in developing countries**

Base: All respondents

	VOTING INTENTION						PAST VOTE - GENERAL ELECTION 2010			REGION					
	Total	Conservative	Labour	Liberal Democrat	UKIP	Green	Undef	Conservative	Labour	Liberal Democrat	North	Midlands	South East & East	London	South West & Wales
		a	b	c	d	e	f	g	h	i	j	k	l	m	n
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Unweighted Total	1000	282	326	44	129	45	46	285	286	135	381	286	151	106	76
Weighted Total	1000	266	327	47	126	42	50	271	272	128	376	302	145	100	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Too much tax	43 4%	8 3%	8 3%	- -	4 3%	2 5%	3 7%	9 3%	5 2%	3 2%	8 2%	17 5%	11 8%	3 3%	4 5%
						c						J	J		
About the right amount	127 13%	51 19%	37 11%	7 15%	14 11%	3 8%	7 14%	46 17%	29 11%	11 8%	47 12%	35 12%	16 11%	18 18%	10 13%
		Bde						HI						k	
Not enough tax	699 70%	184 69%	242 74%	34 72%	100 80%	29 70%	28 57%	196 72%	204 75%	96 75%	265 70%	209 69%	100 69%	72 72%	52 69%
			F		AF										
Don't know	132 13%	24 9%	40 12%	6 13%	7 6%	8 18%	11 22%	20 7%	34 12%	18 14%	56 15%	41 13%	18 12%	7 7%	10 13%
			D			aD	AbD		G	G	M	m			

Columns Tested: A,B,C,D,E,F - G,H,I - J,K,L,M,N

## ComRes Battlebus - Action Aid

### QB2\_SUM. To what extent do you agree or disagree with the following statements? - SUMMARY TABLE

Base: All respondents

	Total	Strongly agree *a *A	Tend to agree *b *B	Tend to disagree *c *C	Strongly disagree *d *D	Don't know *e *E	NETS		
							Agree *f *F	Disagree *g *G	Mean *h *H
Significance Level: 90%									
Significance Level: 95%									
Tax avoidance by large companies is morally wrong, even if it is legal	1000 100%	651 65%	226 23%	51 5%	17 2%	55 6%	877 88%	68 7%	3.60
It is unfair that I pay my taxes when it seems that large companies don't have to	1000 100%	611 61%	273 27%	37 4%	10 1%	69 7%	884 88%	48 5%	3.59
It is too easy for large companies in the UK to avoid paying tax	1000 100%	534 53%	309 31%	53 5%	5 *	99 10%	843 84%	58 6%	3.52
When large multinational companies avoid paying taxes in developing countries, it harms ordinary people in those countries	1000 100%	435 44%	375 37%	55 6%	14 1%	121 12%	810 81%	69 7%	3.40
I am considering boycotting the products or services of a company because they do not pay their fair share of tax in the UK	1000 100%	163 16%	284 28%	251 25%	107 11%	196 20%	447 45%	358 36%	2.63
I am currently boycotting the products or services of a company because they do not pay their fair share of tax in the UK	1000 100%	128 13%	180 18%	302 30%	204 20%	186 19%	308 31%	506 51%	2.29
The promises made by UK political parties to tackle tax avoidance by large companies are sufficient to address the issue	1000 100%	67 7%	191 19%	324 32%	258 26%	160 16%	258 26%	582 58%	2.08

Columns Tested: A,B,C,D,E - F,G,H

**ComRes Battlebus - Action Aid****QB2\_SUM. To what extent do you agree or disagree with the following statements? - SUMMARY TABLE**

Base: All respondents

Significance Level: 90%

Significance Level: 95%

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

Columns Tested: A,B,C,D,E - F,G,H

Total	Strongly agree *a *A	Tend to agree *b *B	Tend to disagree *c *C	Strongly disagree *d *D	Don't know *e *E	NETS		
						Agree *f *F	Disagree *g *G	Mean *h *H
1000	74	159	264	319	185	233	583	1.98
100%	7%	16%	26%	32%	18%	23%	58%	

## ComRes Battlebus - Action Aid

### B2\_1. 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

	GENDER		AGE						SOCIAL GRADE				CURRENT MP		MARGINALITY				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	Con 2%-4%	Con <2%	Lab <2%	Lab 2%-4%
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
Unweighted Total	1000	466	534	70	137	159	203	196	235	276	292	162	270	609	391	345	264	212	179
Weighted Total	1000	491	509	125	172	180	174	147	203	212	303	213	272	625	375	350	275	200	175
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	(4) 651 65%	335 68%	315 62%	75 60%	110 64%	113 63%	110 63%	96 65%	147 72%	139 65%	189 62%	151 71%	172 63%	415 66%	236 63%	231 66%	184 67%	121 60%	115 66%
Tend to agree	(3) 226 23%	93 19%	133 26%	30 24%	33 19%	38 21%	49 28%	35 24%	42 21%	51 24%	78 26%	36 17%	61 22%	135 22%	91 24%	80 23%	54 20%	48 24%	43 25%
Tend to disagree	(2) 51 5%	32 6%	19 4%	11 9%	7 4%	10 6%	7 4%	7 4%	9 5%	13 6%	18 6%	6 3%	15 5%	31 5%	20 5%	20 6%	11 4%	12 6%	8 4%
Strongly disagree	(1) 17 2%	11 2%	6 1%	- -	5 3%	3 2%	- -	4 3%	4 2%	3 2%	7 2%	2 1%	4 2%	12 2%	5 1%	7 2%	5 2%	3 2%	2 1%
Don't know	55 6%	20 4%	36 7%	9 7%	17 10%	15 8%	8 5%	6 4%	1 1%	6 3%	11 4%	17 8%	20 7%	33 5%	23 6%	12 3%	21 8%	16 8%	7 4%
			A	H	fGH	gH	H	H				IJ	lj			Or	Or		
<b>NETS</b>																			
Net: Agree	877 88%	428 87%	449 88%	105 84%	143 83%	151 84%	159 91%	130 89%	189 93%	190 89%	267 88%	187 88%	233 86%	550 88%	327 87%	311 89%	238 87%	169 84%	158 91%
							cDE		CDE										q
Net: Disagree	68 7%	43 9%	25 5%	11 9%	12 7%	14 8%	7 4%	11 7%	13 7%	16 7%	25 8%	8 4%	19 7%	43 7%	25 7%	27 8%	16 6%	15 8%	10 6%
			B								k								
Mean score	3.60	3.60	3.60	3.55	3.60	3.58	3.62	3.57	3.64	3.58	3.54	3.72	3.59	3.61	3.58	3.58	3.64	3.56	3.61
Standard deviation	.68	.72	.63	.67	.73	.70	.57	.72	.67	.68	.72	.58	.68	.68	.67	.70	.66	.70	.64
Standard error	.02	.03	.03	.08	.07	.06	.04	.05	.04	.04	.04	.05	.04	.03	.03	.04	.04	.05	.05

Columns Tested: A,B - C,D,E,F,G,H - I,J,K,L - M,N - O,P,Q,R

## ComRes Battlebus - Action Aid

### B2\_1. 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	VOTING INTENTION					PAST VOTE - GENERAL ELECTION 2010			REGION						
		Conservative	Labour	Liberal Democrat	UKIP	Green	Undef	Conservative	Labour	Liberal Democrat	North	Midlands	South East & East	London	South West & Wales	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	
Significance Level: 90%																
Significance Level: 95%																
Unweighted Total	1000	282	326	44	129	45	46	285	286	135	381	286	151	106	76	
Weighted Total	1000	266	327	47	126	42	50	271	272	128	376	302	145	100	76	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Strongly agree	(4)	651	162	241	33	83	34	30	160	195	105	248	198	94	61	50
	65%	61%	74%	69%	66%	79%	61%	59%	72%	82%	66%	66%	64%	61%	66%	
			Adf			Adf			G	GH						
Tend to agree	(3)	226	78	68	10	27	5	10	82	57	15	84	64	37	28	13
	23%	29%	21%	21%	21%	12%	20%	30%	21%	11%	22%	21%	26%	28%	17%	
			BdE					HI	I					n		
Tend to disagree	(2)	51	19	7	4	9	2	2	20	8	3	17	14	9	6	5
	5%	7%	2%	9%	7%	4%	3%	7%	3%	2%	4%	5%	6%	6%	7%	
			B		B			HI								
Strongly disagree	(1)	17	4	4	-	2	-	2	5	2	1	4	7	1	3	1
	2%	1%	1%	-	2%	-	4%	2%	1%	1%	1%	2%	1%	3%	2%	
Don't know		55	4	7	-	5	2	6	5	10	3	24	19	4	2	7
	6%	2%	2%	-	4%	5%	12%	2%	4%	3%	6%	6%	3%	2%	9%	
						ABCD									Im	
<b>NETS</b>																
Net: Agree	877	240	309	43	109	39	40	242	252	120	332	262	131	89	63	
	88%	90%	94%	91%	87%	92%	81%	89%	93%	94%	88%	87%	90%	89%	83%	
		f	ADF													
Net: Disagree	68	23	12	4	11	2	4	24	10	5	21	21	10	9	7	
	7%	9%	4%	9%	9%	4%	7%	9%	4%	4%	6%	7%	7%	9%	9%	
		B		b	B			HI								
Mean score	3.60	3.52	3.70	3.60	3.57	3.79	3.56	3.49	3.70	3.80	3.63	3.60	3.58	3.50	3.61	
			AD			Ad			G	Gh	m					
Standard deviation	.68	.69	.58	.66	.72	.50	.77	.71	.57	.53	.64	.70	.66	.75	.71	
Standard error	.02	.04	.03	.10	.06	.08	.12	.04	.03	.05	.03	.04	.05	.07	.08	

Columns Tested: A,B,C,D,E,F - G,H,I - J,K,L,M,N

### ComRes Battlebus - Action Aid

## B2\_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

		GENDER		AGE						SOCIAL GRADE				CURRENT MP		MARGINALITY					
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	Con 2%-4%	Con <2%	Lab <2%	Lab 2%-4%	
			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
			A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
Unweighted Total		1000	466	534	70	137	159	203	196	235	276	292	162	270	609	391	345	264	212	179	
Weighted Total		1000	491	509	125	172	180	174	147	203	212	303	213	272	625	375	350	275	200	175	
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Strongly agree	(4)	534 53%	286 58%	248 49%	59 47%	80 46%	98 55%	89 51%	81 55%	128 63%	110 52%	161 53%	128 60%	135 50%	334 53%	201 53%	180 52%	153 56%	105 52%	96 55%	
				B	CDFg						iL										
Tend to agree	(3)	309 31%	141 29%	168 33%	32 26%	49 28%	51 29%	70 40%	48 33%	59 29%	75 35%	94 31%	48 23%	91 34%	203 33%	106 28%	122 35%	81 29%	57 28%	49 28%	
				CDEH						K k K											
Tend to disagree	(2)	53 5%	27 5%	26 5%	15 12%	14 8%	10 5%	3 2%	7 4%	5 2%	9 4%	20 7%	12 6%	12 4%	29 5%	24 6%	14 4%	15 6%	14 7%	9 5%	
				eFGH	FH	f									o						
Strongly disagree	(1)	5 *	1 *	4 1%	1 1%	1 *	1 1%	1 1%	1 1%	1 *	1 1%	3 1%	- -	1 *	1 *	4 1%	1 *	- -	2 1%	1 1%	
				A	FgH FGH H										p						
Don't know		99 10%	35 7%	64 13%	18 15%	29 17%	19 11%	11 6%	11 7%	11 5%	17 8%	25 8%	25 12%	33 12%	58 9%	42 11%	32 9%	26 9%	22 11%	20 11%	
				A	FgH FGH H																
<b>NETS</b>																					
Net: Agree		843 84%	427 87%	416 82%	91 73%	128 75%	150 83%	158 91%	129 88%	187 92%	185 87%	255 84%	176 83%	227 83%	537 86%	306 82%	303 87%	234 85%	161 81%	145 83%	
				B	cd CDE CD CDE										n q						
Net: Disagree		58 6%	28 6%	29 6%	16 13%	14 8%	11 6%	4 3%	7 5%	5 3%	11 5%	23 7%	12 6%	12 5%	30 5%	27 7%	15 4%	15 6%	17 8%	10 6%	
				eFGH	FH									O							
Mean score		3.52	3.56	3.48	3.40	3.45	3.54	3.51	3.53	3.63	3.50	3.49	3.62	3.51	3.53	3.51	3.52	3.55	3.48	3.54	
				b	CDFg						ijl										
Standard deviation		.63	.62	.64	.75	.69	.64	.58	.62	.55	.62	.68	.60	.61	.61	.68	.60	.61	.70	.65	
Standard error		.02	.03	.03	.10	.06	.05	.04	.05	.04	.04	.04	.05	.04	.03	.04	.03	.04	.05	.05	

Columns Tested: A,B - C,D,E,F,G,H - I,J,K,L - M,N - O,P,Q,R

## ComRes Battlebus - Action Aid

### B2\_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	VOTING INTENTION					PAST VOTE - GENERAL ELECTION 2010			REGION						
		Conservative	Labour	Liberal Democrat	UKIP	Green	Undef	Conservative	Labour	Liberal Democrat	North	Midlands	South East & East	London	South West & Wales	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	
Significance Level: 90%																
Significance Level: 95%																
Unweighted Total	1000	282	326	44	129	45	46	285	286	135	381	286	151	106	76	
Weighted Total	1000	266	327	47	126	42	50	271	272	128	376	302	145	100	76	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Strongly agree	(4)	534	113	199	26	80	29	22	121	172	81	202	168	73	55	37
		53%	42%	61%	56%	63%	70%	45%	45%	63%	64%	54%	56%	50%	55%	48%
			AF	a	AF	AF			G	G						
Tend to agree	(3)	309	121	99	15	33	8	14	113	68	36	123	73	52	32	29
		31%	45%	30%	31%	26%	20%	28%	42%	25%	28%	33%	24%	36%	31%	38%
			BcDEF						HI			K	K		K	
Tend to disagree	(2)	53	13	15	3	4	1	2	15	13	3	11	21	10	9	2
		5%	5%	5%	5%	3%	2%	3%	6%	5%	2%	3%	7%	7%	9%	2%
												J	J	Jn		
Strongly disagree	(1)	5	1	2	-	1	-	-	1	1	-	1	2	-	1	1
		*	*	1%	-	1%	-	-	*	*	-	*	1%	-	1%	1%
Don't know		99	20	13	4	7	4	12	21	19	7	39	39	9	4	8
		10%	7%	4%	8%	6%	8%	23%	8%	7%	6%	10%	13%	6%	4%	11%
			b				ABcDe				M	LM			m	
<b>NETS</b>																
Net: Agree		843	234	297	41	113	38	36	235	240	117	325	241	126	86	65
		84%	88%	91%	87%	90%	89%	73%	87%	88%	92%	86%	80%	86%	86%	86%
			F	F	F	F	f				K	K	k			
Net: Disagree		58	13	17	3	6	1	2	16	13	3	12	23	10	10	2
		6%	5%	5%	5%	4%	2%	3%	6%	5%	2%	3%	7%	7%	10%	3%
												J	j	Jn		
Mean score	3.52	3.40	3.57	3.55	3.62	3.74	3.55	3.42	3.62	3.65	3.56	3.54	3.46	3.45	3.50	
			A	A	A	Ab			G	G						
Standard deviation	.63	.60	.61	.61	.61	.50	.59	.62	.60	.53	.58	.67	.63	.72	.61	
Standard error	.02	.04	.03	.10	.06	.08	.10	.04	.04	.05	.03	.04	.05	.07	.07	

Columns Tested: A,B,C,D,E,F - G,H,I - J,K,L,M,N



## ComRes Battlebus - Action Aid

### B2\_3. 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

	GENDER		AGE						SOCIAL GRADE				CURRENT MP		MARGINALITY				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	Con 2%-4%	Con <2%	Lab <2%	Lab 2%-4%
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
Unweighted Total	1000	466	534	70	137	159	203	196	235	276	292	162	270	609	391	345	264	212	179
Weighted Total	1000	491	509	125	172	180	174	147	203	212	303	213	272	625	375	350	275	200	175
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	(4) 611 61%	311 63%	300 59%	65 52%	100 58%	111 62%	105 60%	95 65%	134 66%	129 61%	174 57%	148 69%	160 59%	376 60%	234 62%	214 61%	162 59%	126 63%	108 62%
						c	C				iJL								
Tend to agree	(3) 273 27%	129 26%	144 28%	41 33%	46 27%	47 26%	51 29%	37 25%	52 25%	61 29%	100 33%	45 21%	67 25%	179 29%	94 25%	99 28%	80 29%	46 23%	48 27%
										k	KL								
Tend to disagree	(2) 37 4%	20 4%	17 3%	4 3%	9 5%	6 3%	4 3%	7 5%	7 3%	11 5%	10 3%	7 3%	9 3%	22 4%	15 4%	12 3%	11 4%	9 4%	6 3%
Strongly disagree	(1) 10 1%	4 1%	6 1%	2 2%	1 1%	- -	3 2%	2 1%	3 1%	4 2%	3 1%	- -	4 1%	6 1%	4 1%	4 1%	2 1%	2 1%	3 1%
				e						k									
Don't know	69 7%	27 5%	42 8%	13 10%	15 9%	16 9%	11 6%	6 4%	8 4%	8 4%	15 5%	13 6%	32 12%	41 7%	27 7%	21 6%	20 7%	16 8%	11 6%
			a	gH	gh	gh							IJK						
<b>NETS</b>																			
Net: Agree	884 88%	440 90%	444 87%	106 85%	146 85%	158 88%	155 89%	132 90%	186 91%	189 89%	275 91%	193 91%	227 84%	555 89%	329 88%	313 89%	242 88%	173 86%	156 89%
										d	I	L	L						
Net: Disagree	48 5%	24 5%	23 5%	6 5%	10 6%	6 3%	7 4%	9 6%	10 5%	15 7%	13 4%	7 3%	13 5%	28 5%	19 5%	16 5%	12 5%	11 5%	8 5%
										k									
Mean score	3.59	3.61	3.58	3.51	3.57	3.64	3.58	3.60	3.62	3.54	3.55	3.71	3.60	3.59	3.61	3.59	3.58	3.62	3.59
												IJI							
Standard deviation	.62	.61	.63	.67	.63	.55	.63	.65	.62	.69	.62	.52	.64	.62	.63	.63	.61	.63	.64
Standard error	.02	.03	.03	.08	.06	.05	.05	.05	.04	.04	.04	.04	.04	.03	.03	.03	.04	.04	.05

Columns Tested: A,B - C,D,E,F,G,H - I,J,K,L - M,N - O,P,Q,R

## ComRes Battlebus - Action Aid

### B2\_3. 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	VOTING INTENTION					PAST VOTE - GENERAL ELECTION 2010			REGION						
		Conservative	Labour	Liberal Democrat	UKIP	Green	Undef	Conservative	Labour	Liberal Democrat	North	Midlands	South East & East	London	South West & Wales	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	
Significance Level: 90%																
Significance Level: 95%																
Unweighted Total	1000	282	326	44	129	45	46	285	286	135	381	286	151	106	76	
Weighted Total	1000	266	327	47	126	42	50	271	272	128	376	302	145	100	76	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Strongly agree	(4)	611	150	218	29	83	26	31	157	175	93	236	183	84	62	46
		61%	56%	67%	61%	66%	62%	62%	58%	64%	73%	63%	60%	58%	62%	61%
			A		a					Gh						
Tend to agree	(3)	273	92	85	16	30	12	9	89	73	28	97	83	45	31	18
		27%	35%	26%	34%	24%	28%	18%	33%	27%	22%	26%	27%	31%	31%	24%
			BDF		f				I							
Tend to disagree	(2)	37	16	7	2	5	2	1	17	8	3	12	11	10	2	2
		4%	6%	2%	3%	4%	4%	2%	6%	3%	2%	3%	4%	7%	2%	2%
			B						hi					Jm		
Strongly disagree	(1)	10	2	3	1	2	1	-	2	2	1	5	1	-	2	2
		1%	1%	1%	2%	2%	2%	-	1%	1%	1%	1%	*	-	2%	2%
														kl	I	
Don't know		69	7	14	-	6	2	9	7	14	3	26	24	7	3	8
		7%	3%	4%	-	5%	5%	19%	2%	5%	3%	7%	8%	5%	3%	11%
						ABCDE			g			m			IM	
<b>NETS</b>																
Net: Agree		884	242	304	44	112	38	39	245	248	121	333	265	128	93	64
		88%	91%	93%	95%	89%	90%	80%	90%	91%	94%	88%	88%	88%	93%	84%
			F	F	F									n		
Net: Disagree		48	18	10	2	7	2	1	19	10	4	17	12	10	4	3
		5%	7%	3%	5%	6%	6%	2%	7%	4%	3%	5%	4%	7%	4%	5%
			B						h							
Mean score		3.59	3.50	3.65	3.54	3.61	3.57	3.73	3.51	3.64	3.71	3.61	3.61	3.53	3.57	3.61
			A							G	G					
Standard deviation		.62	.65	.58	.67	.66	.68	.50	.66	.57	.55	.63	.59	.63	.65	.67
Standard error		.02	.04	.03	.10	.06	.10	.08	.04	.03	.05	.03	.04	.05	.06	.08

Columns Tested: A,B,C,D,E,F - G,H,I - J,K,L,M,N

### ComRes Battlebus - Action Aid

#### B2\_4. 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				CURRENT MP		MARGINALITY				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	Con <2%	Con <2%	Lab <2%	Lab <2%	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Significance Level: 90%		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
Significance Level: 95%																				
Unweighted Total	1000	466	534	70	137	159	203	196	235	276	292	162	270	609	391	345	264	212	179	
Weighted Total	1000	491	509	125	172	180	174	147	203	212	303	213	272	625	375	350	275	200	175	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Strongly agree	(4)	67	27	39	10	16	11	9	3	17	6	15	26	20	38	29	26	12	18	11
		7%	6%	8%	8%	9%	6%	5%	2%	8%	3%	5%	12%	7%	6%	8%	7%	4%	9%	6%
					G	G	G	g	G			IJI	I					P		
Tend to agree	(3)	191	102	89	33	43	40	18	25	33	39	59	39	54	118	73	64	55	38	34
		19%	21%	18%	27%	25%	22%	10%	17%	16%	19%	19%	18%	20%	19%	19%	18%	20%	19%	20%
					FgH	FgH	F		F	f										
Tend to disagree	(2)	324	157	167	36	44	48	78	45	73	82	102	63	77	205	119	117	88	65	53
		32%	32%	33%	29%	26%	27%	45%	31%	36%	39%	33%	29%	28%	33%	32%	34%	32%	33%	30%
								CDEGh		De										
Strongly disagree	(1)	258	158	100	17	30	52	46	52	60	61	72	56	69	167	91	95	72	48	42
		26%	32%	20%	14%	17%	29%	27%	36%	30%	29%	24%	26%	26%	27%	24%	27%	26%	24%	24%
			B				CD	CD	CDF	CD										
Don't know		160	48	113	28	39	28	23	22	20	24	55	30	51	96	64	48	49	30	34
		16%	10%	22%	22%	23%	16%	13%	15%	10%	11%	18%	14%	19%	15%	17%	14%	18%	15%	20%
			A		fH	FgH	h					I	I						o	
<b>NETS</b>																				
Net: Agree		258	129	129	44	59	52	26	28	50	45	74	65	74	156	101	89	67	56	45
		26%	26%	25%	35%	34%	29%	15%	19%	24%	21%	24%	30%	27%	25%	27%	26%	24%	28%	26%
					FGh	FGH	FG		F				I							
Net: Disagree		582	315	267	53	74	100	124	97	133	143	174	118	147	372	209	213	160	114	96
		58%	64%	53%	43%	43%	56%	71%	66%	66%	67%	57%	56%	54%	60%	56%	61%	58%	57%	55%
			B				cD	CDE	CDE	CDE	JKL									
Mean score		2.08	2.00	2.17	2.38	2.34	2.07	1.93	1.83	2.04	1.95	2.07	2.19	2.11	2.05	2.13	2.07	2.03	2.15	2.09
			A		EFGH	EFGH	G		G			I	I							
Standard deviation		.92	.91	.92	.90	.96	.96	.81	.83	.94	.81	.88	1.03	.95	.91	.94	.93	.88	.96	.92
Standard error		.03	.04	.04	.12	.09	.08	.06	.06	.06	.05	.06	.09	.06	.04	.05	.05	.06	.07	.08

Columns Tested: A,B - C,D,E,F,G,H - I,J,K,L - M,N - O,P,Q,R



## ComRes Battlebus - Action Aid

### B2\_4. 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

		VOTING INTENTION						PAST VOTE - GENERAL ELECTION 2010			REGION				
Total		Conservative	Labour	Liberal Democrat	UKIP	Green	Undef	Conservative	Labour	Liberal Democrat	North	Midlands	South East & East	London	South West & Wales
		a	b	c	d	e	f	g	h	i	j	k	l	m	n
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Significance Level: 90%															
Significance Level: 95%															
Unweighted Total	1000	282	326	44	129	45	46	285	286	135	381	286	151	106	76
Weighted Total	1000	266	327	47	126	42	50	271	272	128	376	302	145	100	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	(4) 67 7%	14 5%	29 9%	5 10%	8 7%	1 1%	2 4%	16 6%	23 8%	8 6%	29 8%	10 3%	10 7%	14 14%	4 5%
			ae	e							K		k	JKLn	
Tend to agree	(3) 191 19%	75 28%	61 19%	9 19%	23 18%	2 5%	2 4%	65 24%	52 19%	22 17%	74 20%	55 18%	24 17%	27 26%	12 16%
			BDEF	EF	EF	EF		i						kl	
Tend to disagree	(2) 324 32%	98 37%	115 35%	15 31%	43 34%	10 23%	17 35%	102 37%	92 34%	36 28%	115 30%	105 35%	50 35%	24 24%	30 39%
			e					i				M	m		M
Strongly disagree	(1) 258 26%	41 15%	95 29%	12 26%	40 32%	23 54%	12 24%	54 20%	76 28%	50 39%	104 28%	76 25%	41 28%	24 24%	13 17%
			A	a	A	ABCD			G	GH	N		n		
Don't know	160 16%	38 14%	27 8%	6 13%	11 9%	7 16%	17 33%	34 13%	29 11%	12 9%	55 15%	56 19%	20 14%	11 11%	18 23%
			B			b	ABCDe					m			jIM
<b>NETS</b>															
Net: Agree	258 26%	90 34%	90 27%	14 29%	31 25%	3 6%	4 8%	82 30%	75 27%	30 23%	103 27%	64 21%	34 23%	41 41%	16 21%
			bdEF	EF	EF	EF					k			JKLN	
Net: Disagree	582 58%	139 52%	210 64%	27 57%	83 66%	33 77%	29 59%	155 57%	169 62%	86 67%	219 58%	181 60%	91 63%	48 48%	42 56%
			A		A	AbCf				g	m	M	M		
Mean score	2.08	2.28	2.08	2.16	2.00	1.45	1.82	2.18	2.09	1.89	2.08	1.99	2.02	2.35	2.13
			BDEF	E	E	E	E	l	i					JKL	
Standard deviation	.92	.83	.95	1.00	.92	.69	.81	.86	.95	.95	.95	.83	.91	1.05	.83
Standard error	.03	.05	.06	.16	.09	.11	.14	.05	.06	.09	.05	.05	.08	.11	.11

Columns Tested: A,B,C,D,E,F - G,H,I - J,K,L,M,N

## ComRes Battlebus - Action Aid

### B2\_5. 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

	GENDER		AGE						SOCIAL GRADE				CURRENT MP		MARGINALITY				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	Con 2%-4%	Con <2%	Lab <2%	Lab 2%-4%
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
Unweighted Total	1000	466	534	70	137	159	203	196	235	276	292	162	270	609	391	345	264	212	179
Weighted Total	1000	491	509	125	172	180	174	147	203	212	303	213	272	625	375	350	275	200	175
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	(4)	128	78	50	15	24	23	16	23	27	39	32	30	86	42	51	34	20	22
		13%	16%	10%	12%	14%	13%	9%	16%	13%	13%	15%	11%	14%	11%	15%	12%	10%	13%
			B				F												
Tend to agree	(3)	180	96	85	23	30	27	31	26	51	52	28	49	101	79	55	46	43	37
		18%	20%	17%	19%	18%	15%	18%	17%	24%	17%	13%	18%	16%	21%	16%	17%	21%	21%
										JKI				M					o
Tend to disagree	(2)	302	132	170	32	60	48	59	45	66	98	59	79	194	108	112	83	60	48
		30%	27%	33%	25%	35%	27%	34%	31%	31%	32%	28%	29%	31%	29%	32%	30%	30%	28%
				A															
Strongly disagree	(1)	204	119	85	27	29	43	38	27	42	72	43	46	131	73	73	58	39	34
		20%	24%	17%	22%	17%	24%	22%	19%	20%	24%	20%	17%	21%	19%	21%	21%	20%	19%
			B								L								
Don't know		186	66	120	28	29	38	29	26	26	42	50	68	113	73	59	54	38	35
		19%	13%	23%	22%	17%	21%	17%	18%	12%	14%	23%	25%	18%	19%	17%	20%	19%	20%
				A								IJ	IJ						
<b>NETS</b>																			
Net: Agree		308	173	135	38	54	50	47	49	78	91	60	79	187	122	107	80	63	59
		31%	35%	26%	31%	32%	28%	27%	33%	37%	30%	28%	29%	30%	32%	31%	29%	31%	33%
			B							jkL									
Net: Disagree		506	251	255	59	88	91	97	72	108	170	103	125	325	181	184	141	99	82
		51%	51%	50%	47%	51%	51%	56%	49%	51%	56%	48%	46%	52%	48%	53%	51%	49%	47%
											L								
Mean score		2.29	2.31	2.26	2.27	2.35	2.22	2.17	2.37	2.34	2.22	2.30	2.31	2.28	2.30	2.29	2.25	2.27	2.33
								f											
Standard deviation		1.01	1.07	.94	1.03	.99	1.06	.95	1.04	.99	1.01	1.07	.98	1.02	.99	1.03	1.02	.97	1.01
Standard error		.04	.05	.05	.14	.09	.09	.07	.08	.06	.06	.10	.07	.05	.06	.06	.07	.07	.08

Columns Tested: A,B - C,D,E,F,G,H - I,J,K,L - M,N - O,P,Q,R

## ComRes Battlebus - Action Aid

### B2\_5. 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

		VOTING INTENTION						PAST VOTE - GENERAL ELECTION 2010			REGION					
Total		Conservative	Labour	Liberal Democrat	UKIP	Green	Undef	Conservative	Labour	Liberal Democrat	North	Midlands	South East & East	London	South West & Wales	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	
Significance Level: 90%																
Significance Level: 95%																
Unweighted Total	1000	282	326	44	129	45	46	285	286	135	381	286	151	106	76	
Weighted Total	1000	266	327	47	126	42	50	271	272	128	376	302	145	100	76	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Strongly agree	(4)	128	24	54	16	14	7	2	29	43	31	53	33	22	13	7
		13%	9%	16%	34%	11%	18%	4%	11%	16%	25%	14%	11%	15%	13%	9%
				AF	ABDeF		aF			g	GH					
Tend to agree	(3)	180	52	73	5	27	6	3	47	64	21	62	50	31	19	19
		18%	20%	22%	11%	21%	14%	5%	17%	23%	16%	16%	16%	21%	19%	25%
			F	cF		F				gi						jk
Tend to disagree	(2)	302	91	96	10	41	14	19	87	83	43	112	98	42	33	17
		30%	34%	29%	21%	33%	33%	38%	32%	31%	33%	30%	32%	29%	33%	22%
			c				c					n				
Strongly disagree	(1)	204	74	53	10	22	7	9	77	37	19	75	56	33	22	17
		20%	28%	16%	21%	17%	17%	18%	28%	14%	15%	20%	19%	23%	22%	23%
			BD						HI							
Don't know		186	25	51	6	21	8	17	30	44	14	75	65	17	13	16
		19%	9%	16%	13%	17%	18%	35%	11%	16%	11%	20%	21%	11%	13%	21%
				A		A	a	ABCDE		g		L	Lm			L
<b>NETS</b>																
Net: Agree		308	76	127	21	41	14	5	77	107	52	115	83	53	32	26
		31%	29%	39%	45%	33%	32%	9%	28%	39%	41%	30%	27%	37%	32%	34%
			F	AF	AF	F	F			G	G			K		
Net: Disagree		506	165	149	20	63	21	28	164	120	62	187	155	75	55	34
		51%	62%	45%	42%	50%	50%	56%	60%	44%	48%	50%	51%	52%	55%	45%
			BCD						HI							
Mean score		2.29	2.11	2.46	2.66	2.32	2.40	1.93	2.12	2.50	2.57	2.31	2.25	2.33	2.26	2.25
				AF	AdF	AF	aF			G	G					
Standard deviation		1.01	.95	1.01	1.23	.96	1.05	.78	1.00	.98	1.07	1.03	.97	1.04	1.00	1.01
Standard error		.04	.06	.06	.20	.09	.17	.14	.06	.06	.10	.06	.06	.09	.10	.13

Columns Tested: A,B,C,D,E,F - G,H,I - J,K,L,M,N

## ComRes Battlebus - Action Aid

### B2\_6. 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

	GENDER		AGE						SOCIAL GRADE				CURRENT MP		MARGINALITY				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	Con <2%	Con <2%	Lab <2%	Lab <2%
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
Significance Level: 90%																			
Significance Level: 95%																			
Unweighted Total	1000	466	534	70	137	159	203	196	235	276	292	162	270	609	391	345	264	212	179
Weighted Total	1000	491	509	125	172	180	174	147	203	212	303	213	272	625	375	350	275	200	175
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	(4)	163	93	70	17	36	24	24	26	28	49	47	37	104	58	62	42	25	33
		16%	19%	14%	13%	21%	14%	14%	18%	13%	16%	22%	14%	17%	16%	18%	15%	13%	19%
			B			ef						IL						q	
Tend to agree	(3)	284	148	136	37	50	54	43	38	76	77	49	82	177	108	102	75	60	48
		28%	30%	27%	29%	29%	30%	25%	26%	36%	26%	23%	30%	28%	29%	29%	27%	30%	27%
										JK									
Tend to disagree	(2)	251	118	133	28	44	41	49	32	51	86	50	64	163	89	84	79	52	37
		25%	24%	26%	22%	26%	23%	28%	22%	24%	28%	24%	23%	26%	24%	24%	29%	26%	21%
																r			
Strongly disagree	(1)	107	64	42	16	8	21	26	17	24	34	21	28	66	41	35	31	20	20
		11%	13%	8%	13%	5%	12%	15%	11%	11%	11%	10%	10%	11%	11%	10%	11%	10%	12%
			B		D		D	DH	D										
Don't know		196	67	128	28	33	39	32	34	33	56	45	61	116	80	66	49	43	37
		20%	14%	25%	22%	19%	22%	18%	23%	15%	19%	21%	23%	18%	21%	19%	18%	22%	21%
			A			h		H					I						
<b>NETS</b>																			
Net: Agree		447	241	206	53	86	78	67	64	105	127	96	119	281	166	164	117	85	81
		45%	49%	40%	43%	50%	44%	38%	44%	49%	42%	45%	44%	45%	44%	47%	42%	42%	46%
			B			F		F		j									
Net: Disagree		358	182	175	44	53	62	75	49	75	120	71	91	229	129	119	109	72	57
		36%	37%	34%	35%	31%	35%	43%	33%	35%	40%	34%	34%	37%	34%	34%	40%	36%	32%
							DeG												
Mean score		2.63	2.64	2.61	2.55	2.82	2.58	2.45	2.65	2.61	2.58	2.73	2.61	2.63	2.62	2.67	2.57	2.57	2.68
						ceF		f	F										
Standard deviation		.95	.99	.91	.96	.89	.95	.98	.99	.91	.96	1.01	.93	.95	.95	.95	.95	.91	1.00
Standard error		.03	.05	.05	.13	.09	.09	.08	.08	.06	.06	.09	.06	.04	.05	.06	.06	.07	.09

Columns Tested: A,B - C,D,E,F,G,H - I,J,K,L - M,N - O,P,Q,R

## ComRes Battlebus - Action Aid

### B2\_6. 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	VOTING INTENTION					PAST VOTE - GENERAL ELECTION 2010			REGION						
		Conservative	Labour	Liberal Democrat	UKIP	Green	Undef	Conservative	Labour	Liberal Democrat	North	Midlands	South East & East	London	South West & Wales	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	
Significance Level: 90%																
Significance Level: 95%																
Unweighted Total	1000	282	326	44	129	45	46	285	286	135	381	286	151	106	76	
Weighted Total	1000	266	327	47	126	42	50	271	272	128	376	302	145	100	76	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Strongly agree	(4)	163	37	60	15	25	7	3	39	53	33	66	44	27	17	8
		16%	14%	18%	32%	20%	18%	7%	15%	19%	25%	18%	14%	19%	17%	11%
			f	ABdF	F					G						
Tend to agree	(3)	284	71	117	7	35	16	12	75	92	43	106	79	38	36	25
		28%	27%	36%	14%	28%	39%	24%	28%	34%	34%	28%	26%	26%	36%	33%
			c	AC		c	aC								k	
Tend to disagree	(2)	251	79	72	17	35	9	15	75	67	25	88	77	43	27	16
		25%	30%	22%	35%	28%	20%	30%	28%	25%	20%	23%	25%	29%	27%	21%
			B		b				i							
Strongly disagree	(1)	107	42	23	1	11	2	5	43	17	8	44	29	17	10	6
		11%	16%	7%	3%	9%	5%	10%	16%	6%	7%	12%	10%	12%	10%	8%
			BCde						HI							
Don't know		196	37	55	7	19	8	14	38	43	18	71	73	21	10	20
		20%	14%	17%	15%	15%	18%	29%	14%	16%	14%	19%	24%	14%	10%	26%
								ABD				M	jLM			LM
<b>NETS</b>																
Net: Agree		447	108	177	22	60	24	15	115	145	76	172	123	65	53	33
		45%	41%	54%	46%	48%	56%	31%	42%	53%	59%	46%	41%	45%	53%	44%
				AF		F	AF			G	G				K	
Net: Disagree		358	121	95	18	46	11	20	118	84	34	133	106	59	37	23
		36%	45%	29%	39%	37%	26%	40%	44%	31%	26%	35%	35%	41%	37%	30%
			BE						HI							
Mean score		2.63	2.45	2.79	2.89	2.69	2.83	2.39	2.48	2.79	2.91	2.64	2.60	2.61	2.67	2.63
				AF	AF	A	AF			G	G					
Standard deviation		.95	.97	.88	.98	.95	.85	.85	.98	.88	.92	.98	.94	.98	.91	.88
Standard error		.03	.06	.05	.16	.09	.14	.15	.06	.06	.09	.06	.06	.09	.09	.11

Columns Tested: A,B,C,D,E,F - G,H,I - J,K,L,M,N



## ComRes Battlebus - Action Aid

### B2\_7. 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		AGE						SOCIAL GRADE				CURRENT MP		MARGINALITY				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	Con 2%-4%	Con <2%	Lab <2%	Lab 2%-4%	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
Unweighted Total	1000	466	534	70	137	159	203	196	235	276	292	162	270	609	391	345	264	212	179	
Weighted Total	1000	491	509	125	172	180	174	147	203	212	303	213	272	625	375	350	275	200	175	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Strongly agree	(4)	435	226	210	56	66	78	69	70	96	92	128	98	117	277	158	158	120	82	76
		44%	46%	41%	45%	39%	43%	40%	48%	47%	43%	42%	46%	43%	44%	42%	45%	44%	41%	43%
Tend to agree	(3)	375	179	196	43	70	61	68	51	82	82	122	76	95	239	136	133	106	70	66
		37%	36%	39%	34%	41%	34%	39%	35%	40%	39%	40%	36%	35%	38%	36%	38%	38%	35%	38%
Tend to disagree	(2)	55	30	25	7	8	14	11	9	5	13	19	8	15	32	24	19	13	17	7
		6%	6%	5%	6%	5%	8%	7%	6%	3%	6%	6%	4%	6%	5%	6%	5%	5%	9%	4%
							H	H	h										pr	
Strongly disagree	(1)	14	8	5	-	3	3	2	2	3	5	3	1	4	9	4	5	4	3	1
		1%	2%	1%	-	2%	2%	1%	2%	1%	3%	1%	1%	1%	1%	1%	1%	2%	2%	1%
Don't know		121	48	73	19	24	23	23	14	18	20	31	30	40	68	53	36	33	27	25
		12%	10%	14%	15%	14%	13%	13%	10%	9%	9%	10%	14%	15%	11%	14%	10%	12%	14%	14%
				A									i							
<b>NETS</b>																				
Net: Agree		810	404	406	99	137	139	137	121	178	174	250	173	213	516	294	290	225	152	142
		81%	82%	80%	79%	80%	77%	79%	82%	87%	82%	82%	81%	78%	83%	78%	83%	82%	76%	81%
									DEF								q			
Net: Disagree		69	39	30	7	12	17	13	12	8	18	22	10	19	41	28	24	17	20	8
		7%	8%	6%	6%	7%	10%	8%	8%	4%	9%	7%	5%	7%	7%	8%	7%	6%	10%	5%
							H	h											R	
Mean score		3.40	3.40	3.40	3.46	3.35	3.37	3.36	3.42	3.45	3.36	3.38	3.47	3.41	3.41	3.39	3.41	3.41	3.34	3.45
Standard deviation		.68	.70	.65	.62	.69	.74	.68	.70	.63	.73	.67	.62	.69	.67	.68	.68	.67	.73	.62
Standard error		.02	.03	.03	.08	.06	.06	.05	.05	.04	.05	.04	.05	.04	.03	.04	.04	.04	.05	.05

Columns Tested: A,B - C,D,E,F,G,H - I,J,K,L - M,N - O,P,Q,R

## ComRes Battlebus - Action Aid

### B2\_7. 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	VOTING INTENTION					PAST VOTE - GENERAL ELECTION 2010			REGION					
		Conservative	Labour	Liberal Democrat	UKIP	Green	Undef	Conservative	Labour	Liberal Democrat	North	Midlands	South East & East	London	South West & Wales
		a	b	c	d	e	f	g	h	i	j	k	l	m	n
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Significance Level: 90%															
Significance Level: 95%															
Unweighted Total	1000	282	326	44	129	45	46	285	286	135	381	286	151	106	76
Weighted Total	1000	266	327	47	126	42	50	271	272	128	376	302	145	100	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	(4)	435	104	170	25	43	25	106	127	70	164	137	61	43	30
		44%	39%	52%	54%	34%	60%	39%	47%	55%	44%	45%	42%	42%	39%
				AD	aD		ADf		g	G					
Tend to agree	(3)	375	125	121	17	47	6	124	106	42	137	104	59	48	27
		37%	47%	37%	37%	37%	15%	46%	39%	32%	36%	35%	41%	48%	35%
			BdEF	E	E	E		hl						JKn	
Tend to disagree	(2)	55	15	10	2	16	3	18	9	7	19	17	11	4	6
		6%	6%	3%	5%	13%	8%	7%	3%	6%	5%	6%	7%	4%	7%
						AB		h							
Strongly disagree	(1)	14	4	7	-	3	-	4	6	1	4	5	3	2	-
		1%	2%	2%	-	2%	-	1%	2%	1%	1%	2%	2%	2%	-
Don't know		121	19	20	2	17	7	19	24	8	53	38	11	4	14
		12%	7%	6%	4%	14%	17%	7%	9%	6%	14%	13%	8%	4%	19%
						ABc	ABC	ABCd			LM	M			LM
<b>NETS</b>															
Net: Agree		810	228	291	43	90	32	230	233	112	301	242	120	90	56
		81%	86%	89%	91%	72%	75%	85%	86%	87%	80%	80%	83%	90%	74%
			DeF	DEF	DEF									JKN	
Net: Disagree		69	19	16	2	18	3	22	15	8	23	22	14	6	6
		7%	7%	5%	5%	15%	8%	8%	6%	6%	6%	7%	9%	6%	7%
						ABcf									
Mean score		3.40	3.32	3.48	3.51	3.21	3.63	3.31	3.42	3.51	3.43	3.42	3.33	3.36	3.39
				AD	aD		AD		g	G					
Standard deviation		.68	.67	.67	.60	.78	.66	.68	.69	.65	.66	.69	.72	.66	.65
Standard error		.02	.04	.04	.09	.07	.11	.04	.04	.06	.04	.04	.06	.07	.08

Columns Tested: A,B,C,D,E,F - G,H,I - J,K,L,M,N

## ComRes Battlebus - Action Aid

### B2\_8. 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	GENDER		AGE						SOCIAL GRADE				CURRENT MP		MARGINALITY				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	Con <2%-4%	Con <2%	Lab <2%	Lab <2%-4%	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
Unweighted Total	1000	466	534	70	137	159	203	196	235	276	292	162	270	609	391	345	264	212	179	
Weighted Total	1000	491	509	125	172	180	174	147	203	212	303	213	272	625	375	350	275	200	175	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Strongly agree	(4)	74	33	41	12	17	10	15	4	14	9	25	19	20	38	36	18	20	19	16
		7%	7%	8%	10%	10%	6%	9%	3%	7%	4%	8%	9%	7%	6%	10%	5%	7%	10%	9%
					G	G		G		G		I	I		M			O	o	
Tend to agree	(3)	159	84	75	18	24	31	33	21	32	28	51	38	42	98	61	50	48	36	25
		16%	17%	15%	15%	14%	17%	19%	14%	16%	13%	17%	18%	16%	16%	16%	14%	18%	18%	14%
Tend to disagree	(2)	264	125	138	35	38	54	46	40	51	66	88	51	58	161	102	93	69	60	43
		26%	26%	27%	28%	22%	30%	26%	27%	25%	31%	29%	24%	21%	26%	27%	26%	25%	30%	24%
										L	L									
Strongly disagree	(1)	319	185	134	29	56	47	48	59	78	83	88	57	91	218	101	129	89	51	50
		32%	38%	26%	24%	33%	26%	28%	40%	38%	39%	29%	27%	34%	35%	27%	37%	32%	26%	28%
			B					CEF	CEF	JK				N		Qr				
Don't know		185	64	120	29	36	37	32	22	28	25	51	48	60	109	75	61	48	34	42
		18%	13%	24%	23%	21%	21%	18%	15%	14%	12%	17%	23%	22%	17%	20%	17%	18%	17%	24%
				A	H	h	h					i	l	l						oq
<b>NETS</b>																				
Net: Agree		233	117	116	31	42	41	48	25	47	38	76	57	63	136	97	67	69	55	41
		23%	24%	23%	25%	24%	23%	27%	17%	23%	18%	25%	27%	23%	22%	26%	19%	25%	28%	24%
							G					I	I					o	O	
Net: Disagree		583	310	272	65	94	101	94	100	129	149	176	108	149	379	203	221	158	111	92
		58%	63%	54%	52%	55%	56%	54%	68%	63%	70%	58%	51%	55%	61%	54%	63%	57%	56%	53%
			B					CDEF	cdf	JKL				N		qR				
Mean score		1.98	1.92	2.06	2.14	2.02	2.03	2.10	1.76	1.90	1.80	2.05	2.11	1.96	1.92	2.10	1.85	2.00	2.14	2.06
				A	G	G	G	Gh				I	I	i		M		o	O	O
Standard deviation		.97	.97	.98	1.00	1.06	.92	1.00	.85	.97	.87	.98	1.01	1.01	.95	1.00	.92	.99	.99	1.02
Standard error		.03	.05	.05	.14	.10	.08	.08	.07	.07	.06	.06	.09	.07	.04	.06	.05	.07	.07	.09

Columns Tested: A,B - C,D,E,F,G,H - I,J,K,L - M,N - O,P,Q,R

## ComRes Battlebus - Action Aid

### B2\_8. 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

		VOTING INTENTION						PAST VOTE - GENERAL ELECTION 2010			REGION				
Total		Conservative	Labour	Liberal Democrat	UKIP	Green	Undef	Conservative	Labour	Liberal Democrat	North	Midlands	South East & East	London	South West & Wales
		a	b	c	d	e	f	g	h	i	j	k	l	m	n
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Significance Level: 90%															
Significance Level: 95%															
Unweighted Total	1000	282	326	44	129	45	46	285	286	135	381	286	151	106	76
Weighted Total	1000	266	327	47	126	42	50	271	272	128	376	302	145	100	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	(4) 74 7%	16 6%	24 7%	4 8%	14 11%	- -	2 4%	13 5%	20 7%	7 5%	29 8%	27 9%	9 6%	6 6%	2 3%
		e	e	e	aE							n			
Tend to agree	(3) 159 16%	53 20%	44 13%	8 18%	32 25%	6 15%	4 7%	55 20%	35 13%	18 14%	56 15%	47 16%	25 18%	21 21%	10 13%
		BF			BF			H							
Tend to disagree	(2) 264 26%	76 29%	89 27%	8 18%	38 30%	9 22%	10 20%	85 31%	68 25%	32 25%	96 26%	77 26%	45 31%	26 26%	19 25%
								h							
Strongly disagree	(1) 319 32%	78 29%	133 41%	18 39%	26 21%	20 48%	21 43%	72 26%	105 39%	55 43%	131 35%	93 31%	41 28%	32 32%	23 30%
		d	AD	D		AD	aD		G	G					
Don't know	185 18%	43 16%	37 11%	8 17%	16 12%	7 16%	13 26%	46 17%	44 16%	16 13%	65 17%	58 19%	24 16%	15 15%	22 29%
		b					BD								JkLM
<b>NETS</b>															
Net: Agree	233 23%	69 26%	68 21%	12 26%	46 37%	6 15%	6 11%	68 25%	55 20%	25 20%	84 22%	74 25%	35 24%	27 27%	12 16%
		F		f	ABEF									n	
Net: Disagree	583 58%	155 58%	223 68%	27 57%	64 51%	29 69%	31 63%	157 58%	173 64%	87 68%	227 60%	170 56%	87 60%	58 58%	41 55%
			AD			D				g					
Mean score	1.98	2.03 BEF	1.86	1.94	2.31 ABcEF	1.60	1.62	2.04 HI	1.87	1.80	1.94	2.04	2.02	2.02	1.85
Standard deviation	.97	.93	.96	1.05	.98	.78	.87	.89	.98	.93	.98	1.01	.93	.95	.88
Standard error	.03	.06	.06	.18	.09	.12	.15	.06	.06	.09	.05	.07	.08	.10	.12

Columns Tested: A,B,C,D,E,F - G,H,I - J,K,L,M,N

## ComRes Battlebus - Action Aid

### QB3\_SUM. How important, if at all, are each of the following to you personally? - SUMMARY TABLE

Base: All respondents

	Total	Very important *a *A	Fairly important *b *B	Not very important *c *C	Not at all important *d *D	Don't know *e *E	NETS	
							Important *f *F	Unimportant *g *G
Significance Level: 90%								
Significance Level: 95%								
Large companies pay their fair share of tax in the UK	1000 100%	666 67%	219 22%	29 3%	10 1%	76 8%	885 89%	39 4%
The next UK Government legislates to increase the penalties against companies which avoid tax in the UK	1000 100%	644 64%	216 22%	47 5%	12 1%	82 8%	860 86%	58 6%
Large companies which operate in the UK ensure that their accounts are transparent and publicly available	1000 100%	619 62%	239 24%	49 5%	6 1%	87 9%	858 86%	55 6%
Large companies pay their fair share of tax in other developed countries in which they operate	1000 100%	525 52%	289 29%	77 8%	17 2%	92 9%	814 81%	95 9%
Large UK companies pay their fair share of tax in developing countries in which they operate	1000 100%	522 52%	279 28%	80 8%	18 2%	102 10%	800 80%	98 10%
The next UK Government legislates to discourage large UK companies from avoiding tax in developing countries in which they operate	1000 100%	495 50%	278 28%	97 10%	28 3%	102 10%	773 77%	125 12%
The next UK Government legislates to discourage large UK companies from avoiding tax in other developed countries in which they operate	1000 100%	497 50%	269 27%	105 11%	28 3%	100 10%	766 77%	134 13%

Columns Tested: A,B,C,D,E - F,G

### ComRes Battlebus - Action Aid

#### B3\_1. 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

		GENDER		AGE					SOCIAL GRADE				CURRENT MP		MARGINALITY							
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	Con >2%-4%	Con <2%	Lab <2%	Lab >2%-4%		
			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r		
			A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R		
Unweighted Total		1000	466	534	70	137	159	203	196	235	276	292	162	270	609	391	345	264	212	179		
Weighted Total		1000	491	509	125	172	180	174	147	203	212	303	213	272	625	375	350	275	200	175		
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Very important	(4)	666 67%	336 69%	329 65%	77 61%	104 60%	119 66%	107 62%	101 69%	158 78%	151 71%	196 65%	142 67%	177 65%	416 67%	250 67%	231 66%	185 67%	131 66%	119 68%		
		CDEFG																				
Fairly important	(3)	219 22%	108 22%	111 22%	24 20%	43 25%	33 18%	50 29%	32 22%	37 18%	48 23%	75 25%	39 18%	56 21%	139 22%	81 22%	85 24%	53 19%	42 21%	39 22%		
		EH																				
Not very important	(2)	29 3%	14 3%	15 3%	10 8%	3 2%	3 2%	2 1%	7 5%	2 1%	5 2%	13 4%	4 2%	7 2%	18 3%	11 3%	8 2%	10 3%	6 3%	5 3%		
					DEFH				FH													
Not at all important	(1)	10 1%	7 1%	3 1%	- -	2 1%	2 1%	2 1%	1 1%	2 1%	- -	2 1%	5 2%	3 1%	7 1%	2 1%	4 1%	3 1%	- -	2 1%		
		I																				
Don't know		76 8%	26 5%	51 10%	14 11%	20 11%	22 12%	12 7%	5 3%	4 2%	8 4%	17 6%	22 10%	29 10%	46 7%	31 8%	22 6%	23 9%	21 10%	10 6%		
					GH		fGH		H		Ij				IJ				or			
<b>NETS</b>																						
Net: Important		885 89%	444 91%	441 87%	101 81%	146 85%	152 85%	157 91%	133 91%	195 96%	199 94%	271 89%	181 85%	234 86%	554 89%	331 88%	316 90%	239 87%	173 87%	157 90%		
		b									Ce			Ce			CDEFG					
Net: Unimportant		39 4%	21 4%	18 3%	10 8%	6 3%	5 3%	4 3%	9 6%	4 2%	5 2%	15 5%	10 5%	10 4%	25 4%	14 4%	12 3%	13 5%	6 3%	8 4%		
					eFH		fH															
Mean score		3.67	3.66	3.67	3.60	3.63	3.71	3.62	3.64	3.76	3.72	3.63	3.67	3.68	3.66	3.68	3.65	3.67	3.70	3.66		
		CDEFG																				
Standard deviation		.59	.61	.57	.66	.61	.57	.59	.63	.51	.50	.61	.66	.59	.60	.57	.59	.62	.52	.62		
Standard error		.02	.03	.03	.08	.06	.05	.04	.05	.03	.03	.04	.05	.04	.03	.03	.03	.04	.04	.05		

Columns Tested: A,B - C,D,E,F,G,H - I,J,K,L - M,N - O,P,Q,R



### ComRes Battlebus - Action Aid

#### B3\_1. 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	VOTING INTENTION					PAST VOTE - GENERAL ELECTION 2010			REGION					
		Conservative	Labour	Liberal Democrat	UKIP	Green	Undef	Conservative	Labour	Liberal Democrat	North	Midlands	South East & East	London	South West & Wales
		a	b	c	d	e	f	g	h	i	j	k	l	m	n
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Unweighted Total	1000	282	326	44	129	45	46	285	286	135	381	286	151	106	76
Weighted Total	1000	266	327	47	126	42	50	271	272	128	376	302	145	100	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important (4)	666 67%	174 65%	244 74%	33 70%	88 70%	29 69%	29 59%	179 66%	198 73%	98 77%	254 68%	200 66%	97 67%	66 66%	49 64%
			AF						g	G					
Fairly important (3)	219 22%	76 29%	67 20%	14 30%	24 19%	6 15%	5 11%	75 28%	52 19%	25 19%	79 21%	61 20%	35 24%	28 28%	17 22%
			BDeF	eF				Hi						k	
Not very important (2)	29 3%	7 3%	4 1%	-	9 7%	1 1%	3 5%	9 3%	6 2%	1 1%	11 3%	13 4%	3 2%	1 1%	1 2%
					ABc		B								
Not at all important (1)	10 1%	-	4 1%	-	1 1%	-	2 4%	-	4 2%	-	3 1%	2 1%	4 3%	1 1%	-
			a		a		A		G						
Don't know	76 8%	9 4%	9 3%	-	4 3%	7 15%	10 20%	7 3%	12 4%	4 3%	29 8%	26 9%	8 5%	4 4%	9 12%
					ABCD		ABCD								IM
<b>NETS</b>															
Net: Important	885 89%	250 94%	310 95%	47 100%	112 89%	35 83%	35 70%	255 94%	250 92%	123 96%	333 89%	261 86%	131 90%	94 94%	66 86%
			dEF	DEF	aDEF	F								Kn	
Net: Unimportant	39 4%	7 3%	8 2%	-	10 8%	1 1%	5 9%	9 3%	10 4%	1 1%	14 4%	15 5%	6 4%	2 2%	1 2%
					ABc		ABCe		i						
Mean score	3.67	3.65	3.73	3.70	3.63	3.80	3.58	3.64	3.71	3.78	3.68	3.66	3.63	3.66	3.71
			a			a				G					
Standard deviation	.59	.53	.55	.46	.67	.45	.83	.55	.59	.43	.58	.61	.66	.55	.50
Standard error	.02	.03	.03	.07	.06	.07	.14	.03	.04	.04	.03	.04	.05	.05	.06

Columns Tested: A,B,C,D,E,F - G,H,I - J,K,L,M,N

## ComRes Battlebus - Action Aid

### B3\_2. 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				CURRENT MP		MARGINALITY			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	Con 2%-4%	Con <2%	Lab <2%	Lab 2%-4%
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Total	1000	466	534	70	137	159	203	196	235	276	292	162	270	609	391	345	264	212	179
Weighted Total	1000	491	509	125	172	180	174	147	203	212	303	213	272	625	375	350	275	200	175
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4) 525 52%	256 52%	269 53%	64 51%	81 47%	102 57%	80 46%	80 54%	118 58%	127 60%	156 51%	101 47%	141 52%	320 51%	205 55%	167 48%	153 56%	104 52%	102 58%
						F			dF	JKI						o			O
Fairly important	(3) 289 29%	149 30%	140 28%	37 30%	50 29%	44 25%	53 30%	41 28%	63 31%	65 31%	94 31%	57 27%	73 27%	192 31%	97 26%	129 37%	63 23%	52 26%	45 26%
														n		PQR			
Not very important	(2) 77 8%	42 9%	35 7%	10 8%	15 9%	10 5%	17 10%	15 10%	10 5%	11 5%	33 11%	14 7%	19 7%	48 8%	30 8%	20 6%	27 10%	18 9%	12 7%
							H	H			I								o
Not at all important	(1) 17 2%	11 2%	6 1%	- -	6 3%	2 1%	3 2%	2 1%	4 2%	2 1%	- -	10 5%	6 2%	15 2%	2 1%	8 2%	7 3%	1 1%	1 *
												IJ	J	N					r
Don't know	92 9%	33 7%	59 12%	14 11%	19 11%	22 12%	21 12%	9 6%	8 4%	7 4%	20 7%	32 15%	33 12%	51 8%	41 11%	26 7%	25 9%	26 13%	15 9%
			A	H	H	gH	GH				i	IJ	IJ						O
<b>NETS</b>																			
Net: Important	814 81%	404 82%	409 80%	101 81%	132 77%	146 81%	133 76%	121 82%	181 89%	192 90%	250 82%	157 74%	214 79%	512 82%	302 81%	296 85%	216 78%	155 78%	147 84%
								cDEFG		JKL	K					pQ			
Net: Unimportant	95 9%	54 11%	41 8%	10 8%	21 12%	12 7%	20 12%	17 12%	14 7%	13 6%	33 11%	24 11%	25 9%	63 10%	32 9%	28 8%	34 13%	19 9%	13 8%
					eh		h	h			I	i							or
Mean score	3.45	3.42	3.49	3.48	3.36	3.56	3.37	3.44	3.51	3.55	3.43	3.37	3.46	3.42	3.51	3.40	3.44	3.48	3.55
			a			DF			df	JK					m				O
Standard deviation	.73	.76	.69	.66	.81	.67	.76	.75	.69	.64	.69	.84	.75	.75	.68	.72	.80	.70	.66
Standard error	.02	.04	.03	.08	.07	.06	.06	.05	.05	.04	.04	.07	.05	.03	.04	.04	.05	.05	.05

Columns Tested: A,B - C,D,E,F,G,H - I,J,K,L - M,N - O,P,Q,R



## ComRes Battlebus - Action Aid

### B3\_2. 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	VOTING INTENTION					PAST VOTE - GENERAL ELECTION 2010			REGION						
		Conservative	Labour	Liberal Democrat	UKIP	Green	Undef	Conservative	Labour	Liberal Democrat	North	Midlands	South East & East	London	South West & Wales	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	
Significance Level: 90%																
Significance Level: 95%																
Unweighted Total	1000	282	326	44	129	45	46	285	286	135	381	286	151	106	76	
Weighted Total	1000	266	327	47	126	42	50	271	272	128	376	302	145	100	76	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very important	(4)	525	130	198	31	61	22	28	138	158	87	197	170	73	48	37
		52%	49%	61%	66%	49%	53%	56%	51%	58%	68%	52%	56%	50%	48%	48%
				AD	AD					g	GH					
Fairly important	(3)	289	101	88	13	33	12	8	94	69	27	110	71	44	41	23
		29%	38%	27%	27%	26%	27%	17%	35%	25%	21%	29%	23%	30%	41%	30%
			BDF						HI			k		JKI		
Not very important	(2)	77	22	20	3	16	2	2	27	18	7	26	27	10	8	7
		8%	8%	6%	7%	13%	4%	4%	10%	7%	6%	7%	9%	7%	8%	9%
					B											
Not at all important	(1)	17	1	9	-	5	-	-	2	7	2	5	4	6	1	2
		2%	*	3%	-	4%	-	-	1%	3%	1%	1%	1%	4%	1%	2%
				A		A				G				JKm		
Don't know		92	13	12	-	10	7	11	10	19	5	38	30	13	3	8
		9%	5%	4%	-	8%	15%	23%	4%	7%	4%	10%	10%	9%	3%	11%
						bc	ABC	ABCD		g		M	M	M		M
<b>NETS</b>																
Net: Important		814	231	286	44	95	34	36	232	227	114	307	241	117	89	59
		81%	87%	87%	93%	75%	80%	73%	86%	83%	89%	82%	80%	80%	89%	78%
			DF	DF	DeF										JKIn	
Net: Unimportant		95	23	29	3	21	2	2	28	26	9	31	31	16	9	9
		9%	9%	9%	7%	17%	4%	4%	10%	10%	7%	8%	10%	11%	9%	11%
					ABEF											
Mean score		3.45	3.42	3.51	3.59	3.30	3.57	3.66	3.42	3.49	3.62	3.48	3.50	3.38	3.39	3.39
				D	D		d	AD			Gh					
Standard deviation		.73	.66	.74	.63	.87	.60	.59	.70	.76	.67	.70	.73	.81	.67	.77
Standard error		.02	.04	.04	.09	.08	.09	.10	.04	.05	.06	.04	.05	.07	.07	.09

Columns Tested: A,B,C,D,E,F - G,H,I - J,K,L,M,N

## ComRes Battlebus - Action Aid

### B3\_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				CURRENT MP		MARGINALITY			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	Con >=4%	Con <2%	Lab <2%	Lab >=4%
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Total	1000	466	534	70	137	159	203	196	235	276	292	162	270	609	391	345	264	212	179
Weighted Total	1000	491	509	125	172	180	174	147	203	212	303	213	272	625	375	350	275	200	175
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4)	522	260	261	65	81	100	80	74	121	158	101	141	203	203	174	145	104	99
		52%	53%	51%	52%	47%	55%	46%	51%	60%	57%	52%	47%	52%	51%	50%	53%	52%	56%
						f			DFg	K									
Fairly important	(3)	279	131	147	32	51	46	52	42	56	95	49	70	102	102	110	66	53	49
		28%	27%	29%	26%	29%	25%	30%	28%	27%	31%	23%	26%	27%	27%	31%	24%	27%	28%
										k						P			
Not very important	(2)	80	49	31	12	13	9	15	16	14	28	17	22	25	25	28	27	14	11
		8%	10%	6%	10%	8%	5%	9%	11%	7%	9%	8%	8%	7%	7%	8%	10%	7%	6%
			B					e											
Not at all important	(1)	18	10	8	2	5	2	2	4	3	2	9	5	2	2	8	8	2	1
		2%	2%	2%	1%	3%	1%	1%	2%	1%	1%	4%	2%	1%	2%	2%	3%	1%	*
											ij			N		r			
Don't know		102	41	61	14	22	23	23	12	9	21	37	34	42	42	30	30	27	15
		10%	8%	12%	11%	13%	13%	13%	8%	5%	7%	18%	13%	11%	11%	9%	11%	13%	9%
			a		h	H	H	gH			IJ	IJ						o	
<b>NETS</b>																			
Net: Important		800	391	409	97	132	145	133	116	177	253	150	211	306	306	284	211	157	148
		80%	80%	80%	78%	77%	81%	77%	79%	87%	88%	71%	78%	81%	81%	81%	77%	79%	85%
									cDFG		KL	KI	k						P
Net: Unimportant		98	59	39	14	18	12	18	19	17	29	25	27	27	27	36	34	16	12
		10%	12%	8%	11%	11%	6%	10%	13%	8%	10%	12%	10%	7%	7%	10%	13%	8%	7%
			B					E						N		R			
Mean score		3.45	3.42	3.48	3.44	3.39	3.55	3.40	3.38	3.52	3.45	3.38	3.46	3.52	3.52	3.41	3.42	3.50	3.54
							dfG			dfg				M					o
Standard deviation		.74	.77	.70	.75	.79	.67	.73	.79	.70	.70	.85	.75	.67	.67	.75	.81	.69	.64
Standard error		.02	.04	.03	.09	.07	.06	.05	.06	.05	.04	.07	.05	.04	.04	.04	.05	.05	.05

Columns Tested: A,B - C,D,E,F,G,H - I,J,K,L - M,N - O,P,Q,R

### ComRes Battlebus - Action Aid

#### B3\_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	VOTING INTENTION					PAST VOTE - GENERAL ELECTION 2010			REGION						
		Conservative	Labour	Liberal Democrat	UKIP	Green	Undef	Conservative	Labour	Liberal Democrat	North	Midlands	South East & East	London	South West & Wales	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	
Unweighted Total	1000	282	326	44	129	45	46	285	286	135	381	286	151	106	76	
Weighted Total	1000	266	327	47	126	42	50	271	272	128	376	302	145	100	76	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very important	(4)	522	128	197	31	58	27	28	141	154	82	196	167	68	50	41
		52%	48%	60%	67%	46%	63%	57%	52%	57%	64%	52%	55%	47%	50%	54%
				AD	AD		ad			G		I				
Fairly important	(3)	279	99	85	14	35	8	7	85	68	34	108	73	44	37	17
		28%	37%	26%	29%	28%	19%	14%	31%	25%	27%	29%	24%	30%	37%	22%
			BdEF	f	f	f			h					KN		
Not very important	(2)	80	24	23	2	17	1	2	32	22	3	29	24	15	7	5
		8%	9%	7%	4%	13%	2%	4%	12%	8%	3%	8%	8%	10%	7%	7%
					BcE				l	l						
Not at all important	(1)	18	1	8	-	6	-	-	1	5	1	3	7	2	2	4
		2%	*	2%	-	5%	-	-	*	2%	*	1%	2%	2%	2%	6%
				A		A			g						Jl	
Don't know		102	14	15	-	10	7	12	13	24	8	41	32	16	5	8
		10%	5%	5%	-	8%	15%	25%	5%	9%	6%	11%	11%	11%	4%	11%
					c	ABC	ABCD		g			M	m	m		
<b>NETS</b>																
Net: Important		800	227	282	45	93	35	35	226	222	116	304	240	112	87	58
		80%	85%	86%	96%	74%	82%	71%	83%	81%	91%	81%	79%	77%	87%	76%
			DF	DF	AbDEF					GH				In		
Net: Unimportant		98	25	31	2	22	1	2	33	26	4	32	30	17	9	10
		10%	9%	9%	4%	18%	2%	4%	12%	10%	3%	8%	10%	12%	9%	13%
					ABCEF				l	l						
Mean score		3.45	3.41	3.51	3.63	3.26	3.72	3.70	3.42	3.49	3.64	3.48	3.48	3.38	3.41	3.40
			d	aD	AD		AbD	AD			GH					
Standard deviation		.74	.67	.74	.56	.88	.52	.58	.71	.74	.57	.69	.76	.76	.71	.89
Standard error		.02	.04	.04	.08	.08	.08	.10	.04	.05	.05	.04	.05	.06	.07	.11

Columns Tested: A,B,C,D,E,F - G,H,I - J,K,L,M,N

## ComRes Battlebus - Action Aid

### B3\_4. How important, if at all, are each of the following to you personally? - The next UK Government legislates to increase the penalties against companies which avoid tax in the UK

Base: All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CURRENT MP		MARGINALITY			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	Con >2%	Con <2%	Lab <2%	Lab >2%
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Total	1000	466	534	70	137	159	203	196	235	276	292	162	270	609	391	345	264	212	179
Weighted Total	1000	491	509	125	172	180	174	147	203	212	303	213	272	625	375	350	275	200	175
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4) 644	337	307	65	105	116	102	98	156	145	174	142	183	408	236	232	176	120	116
	64%	69%	60%	52%	61%	65%	59%	67%	77%	68%	57%	67%	67%	65%	63%	66%	64%	60%	66%
		B				c		C	CDEFG	J		J	J						
Fairly important	(3) 216	91	125	30	42	29	47	33	35	45	88	38	45	131	86	80	51	46	40
	22%	19%	25%	24%	24%	16%	27%	22%	17%	21%	29%	18%	17%	21%	23%	23%	19%	23%	23%
			A		eh		EH				IKL								
Not very important	(2) 47	26	21	16	4	9	6	8	4	11	22	5	9	28	19	15	13	12	7
	5%	5%	4%	12%	2%	5%	4%	5%	2%	5%	7%	2%	3%	4%	5%	4%	5%	6%	4%
				DeFGH				h			KL								
Not at all important	(1) 12	8	3	-	5	1	1	1	3	2	3	4	3	8	3	3	6	2	1
	1%	2%	1%	-	3%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%
Don't know	82	29	53	14	15	24	16	8	6	9	17	23	32	50	31	21	29	20	11
	8%	6%	10%	11%	9%	13%	9%	5%	3%	4%	6%	11%	12%	8%	8%	6%	11%	10%	6%
			A	gH	H	GH	H					IJ	IJ				O	o	
<b>NETS</b>																			
Net: Important	860	428	432	96	148	146	150	130	191	190	261	180	228	539	321	312	227	166	155
	86%	87%	85%	77%	86%	81%	86%	89%	94%	90%	86%	85%	84%	86%	86%	89%	83%	83%	89%
					c		c	CE	CDEFG	L						PQ			p
Net: Unimportant	58	34	25	16	9	10	8	9	7	13	25	9	12	36	22	17	19	14	8
	6%	7%	5%	12%	5%	6%	4%	6%	3%	6%	8%	4%	4%	6%	6%	5%	7%	7%	5%
				deFGH							I								
Mean score	3.62	3.64	3.61	3.45	3.58	3.68	3.59	3.63	3.74	3.64	3.51	3.68	3.70	3.63	3.61	3.64	3.61	3.58	3.65
						C		c	CDFg	J		J	J						
Standard deviation	.64	.67	.61	.73	.70	.62	.62	.64	.56	.63	.68	.63	.60	.65	.64	.61	.70	.67	.60
Standard error	.02	.03	.03	.09	.06	.05	.04	.05	.04	.04	.04	.05	.04	.03	.03	.03	.04	.05	.05

Columns Tested: A,B - C,D,E,F,G,H - I,J,K,L - M,N - O,P,Q,R

## ComRes Battlebus - Action Aid

### B3\_4. How important, if at all, are each of the following to you personally? - The next UK Government legislates to increase the penalties against companies which avoid tax in the UK

Base: All respondents

	Total	VOTING INTENTION					PAST VOTE - GENERAL ELECTION 2010			REGION					
		Conservative	Labour	Liberal Democrat	UKIP	Green	Undef	Conservative	Labour	Liberal Democrat	North	Midlands	South East & East	London	South West & Wales
		a	b	c	d	e	f	g	h	i	j	k	l	m	n
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Significance Level: 90%															
Significance Level: 95%															
Unweighted Total	1000	282	326	44	129	45	46	285	286	135	381	286	151	106	76
Weighted Total	1000	266	327	47	126	42	50	271	272	128	376	302	145	100	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4) 644 64%	167 63%	242 74%	32 67%	84 67%	26 61%	30 61%	168 62%	195 72%	96 75%	258 69%	191 63%	88 60%	63 63%	44 58%
			Aef						G	G	ln				
Fairly important	(3) 216 22%	72 27%	65 20%	9 19%	24 19%	9 22%	7 14%	74 27%	49 18%	23 18%	71 19%	60 20%	40 28%	28 27%	18 24%
			Bdf					HI					Jk	j	
Not very important	(2) 47 5%	12 5%	9 3%	5 12%	9 7%	2 4%	2 3%	14 5%	10 4%	4 3%	12 3%	18 6%	7 5%	4 4%	6 8%
				aB	B										j
Not at all important	(1) 12 1%	2 1%	3 1%	-	3 2%	-	2 4%	4 1%	4 1%	-	4 1%	4 1%	3 2%	1 1%	-
						a									
Don't know	82 8%	12 5%	9 3%	1 2%	6 4%	5 12%	9 17%	11 4%	14 5%	5 4%	31 8%	31 10%	7 5%	4 4%	8 11%
					ABcd	ABCD						lm			
<b>NETS</b>															
Net: Important	860 86%	240 90%	307 94%	41 87%	109 86%	36 84%	37 76%	242 89%	244 90%	119 93%	329 87%	250 83%	128 88%	91 91%	62 81%
		F	acDEF		f						k			kn	
Net: Unimportant	58 6%	14 5%	12 4%	5 12%	12 9%	2 4%	4 7%	18 7%	13 5%	4 3%	16 4%	21 7%	10 7%	5 5%	6 8%
				B	B										
Mean score	3.62	3.59	3.71	3.57	3.58	3.65	3.61	3.57	3.69	3.74	3.69	3.61	3.54	3.60	3.55
			Ad						G	G	Ln				
Standard deviation	.64	.62	.57	.70	.72	.58	.78	.66	.61	.51	.59	.67	.70	.62	.66
Standard error	.02	.04	.03	.11	.06	.09	.13	.04	.04	.04	.03	.04	.06	.06	.08

Columns Tested: A,B,C,D,E,F - G,H,I - J,K,L,M,N

## ComRes Battlebus - Action Aid

### B3\_5. How important, if at all, are each of the following to you personally? - The next UK Government legislates to discourage large UK companies from avoiding tax in other developed countries in which they operate

Base: All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CURRENT MP		MARGINALITY				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	Con <2%	Con <2%	Lab <2%	Lab <2%	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Significance Level: 90%		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
Significance Level: 95%																				
Unweighted Total	1000	466	534	70	137	159	203	196	235	276	292	162	270	609	391	345	264	212	179	
Weighted Total	1000	491	509	125	172	180	174	147	203	212	303	213	272	625	375	350	275	200	175	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very important	(4)	497	249	248	49	80	96	78	71	123	111	137	105	145	309	188	170	139	94	95
		50%	51%	49%	39%	47%	53%	45%	49%	61%	52%	45%	49%	53%	49%	50%	49%	51%	47%	54%
						c			CDFG	j			j							
Fairly important	(3)	269	121	148	43	50	39	53	41	43	65	96	50	58	170	99	112	58	55	44
		27%	25%	29%	35%	29%	22%	30%	28%	21%	31%	32%	23%	21%	27%	27%	32%	21%	28%	25%
					EH	h		eH			kL	kL				P		p		
Not very important	(2)	105	64	41	14	15	17	22	15	22	18	42	17	28	67	38	35	32	23	15
		11%	13%	8%	11%	8%	10%	13%	10%	11%	8%	14%	8%	10%	11%	10%	10%	12%	12%	9%
			B								lk									
Not at all important	(1)	28	20	8	3	7	2	2	7	7	7	5	10	6	21	7	8	14	3	4
		3%	4%	2%	3%	4%	1%	1%	5%	3%	2%	5%	2%	3%	2%	2%	5%	2%	2%	2%
			B					eF				J				oQ				
Don't know		100	37	63	15	21	26	19	12	8	11	23	31	35	58	42	26	33	25	17
		10%	8%	12%	12%	12%	14%	11%	8%	4%	5%	8%	14%	13%	9%	11%	7%	12%	12%	10%
				A	H	H	gH	H	h			IJ	IJ				o	o		
<b>NETS</b>																				
Net: Important		766	370	396	92	130	134	131	113	167	176	233	155	202	478	288	282	197	149	139
		77%	75%	78%	74%	76%	75%	75%	77%	82%	83%	77%	73%	74%	77%	77%	80%	72%	74%	79%
									ef		jKL					Pq			p	
Net: Unimportant		134	84	50	18	21	19	24	22	29	25	47	27	35	88	45	42	46	26	19
		13%	17%	10%	14%	12%	11%	14%	15%	14%	12%	15%	13%	13%	14%	12%	12%	17%	13%	11%
			B													r				
Mean score		3.37	3.32	3.43	3.26	3.35	3.48	3.33	3.31	3.45	3.39	3.31	3.37	3.44	3.35	3.41	3.37	3.33	3.37	3.46
				a			cfg			cg			j							
Standard deviation		.81	.87	.74	.80	.83	.75	.77	.87	.82	.79	.78	.87	.80	.83	.77	.77	.91	.78	.77
Standard error		.03	.04	.03	.10	.08	.06	.06	.06	.05	.05	.05	.07	.05	.04	.04	.04	.06	.06	.06

Columns Tested: A,B - C,D,E,F,G,H - I,J,K,L - M,N - O,P,Q,R

## ComRes Battlebus - Action Aid

### B3\_5. How important, if at all, are each of the following to you personally? - The next UK Government legislates to discourage large UK companies from avoiding tax in other developed countries in which they operate

Base: All respondents

	Total	VOTING INTENTION					PAST VOTE - GENERAL ELECTION 2010			REGION					
		Conservative	Labour	Liberal Democrat	UKIP	Green	Undef	Conservative	Labour	Liberal Democrat	North	Midlands	South East & East	London	South West & Wales
		a	b	c	d	e	f	g	h	i	j	k	l	m	n
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Significance Level: 90%															
Significance Level: 95%															
Unweighted Total	1000	282	326	44	129	45	46	285	286	135	381	286	151	106	76
Weighted Total	1000	266	327	47	126	42	50	271	272	128	376	302	145	100	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4)	497	117	192	27	67	22	127	162	71	199	144	72	45	37
		50%	44%	59%	57%	53%	52%	47%	60%	56%	53%	48%	50%	45%	49%
			A		a				G	g					
Fairly important	(3)	269	89	86	15	26	10	85	54	37	97	74	44	37	18
		27%	33%	26%	31%	20%	24%	31%	20%	29%	26%	24%	30%	37%	23%
			bD					H		H				JKn	
Not very important	(2)	105	37	22	5	17	5	39	27	10	36	37	15	8	9
		11%	14%	7%	10%	14%	11%	14%	10%	7%	10%	12%	10%	8%	12%
			B		B			hl							
Not at all important	(1)	28	7	12	-	6	-	6	5	1	8	11	3	3	2
		3%	3%	4%	-	4%	-	2%	2%	1%	2%	4%	2%	3%	3%
Don't know		100	17	15	1	11	5	14	24	8	37	36	11	7	10
		10%	6%	5%	2%	8%	12%	5%	9%	6%	10%	12%	8%	7%	13%
						bc	ABCD		g						
<b>NETS</b>															
Net: Important	766	206	278	41	92	33	37	212	216	109	296	218	116	82	55
	77%	77%	85%	88%	73%	77%	75%	78%	80%	85%	79%	72%	80%	81%	72%
			ADf	aDf						g	k		k	k	
Net: Unimportant	134	44	34	5	23	5	4	45	32	11	44	48	18	12	11
	13%	16%	10%	10%	18%	11%	7%	17%	12%	8%	12%	16%	13%	12%	15%
		B			Bf			hl							
Mean score	3.37	3.27	3.47	3.48	3.33	3.46	3.57	3.30	3.50	3.50	3.43	3.32	3.38	3.32	3.36
			A				A		G	G	k				
Standard deviation	.81	.81	.79	.68	.91	.72	.66	.81	.77	.69	.77	.87	.78	.78	.85
Standard error	.03	.05	.04	.10	.08	.11	.11	.05	.05	.06	.04	.05	.07	.08	.10

Columns Tested: A,B,C,D,E,F - G,H,I - J,K,L,M,N

## ComRes Battlebus - Action Aid

### B3\_6. How important, if at all, are each of the following to you personally? - The next UK Government legislates to discourage large UK companies from avoiding tax in developing countries in which they operate

Base: All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CURRENT MP		MARGINALITY				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	Con <2%	Con <2%	Lab <2%	Lab <2%	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
Unweighted Total	1000	466	534	70	137	159	203	196	235	276	292	162	270	609	391	345	264	212	179	
Weighted Total	1000	491	509	125	172	180	174	147	203	212	303	213	272	625	375	350	275	200	175	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very important	(4)	495	246	249	57	82	91	75	71	119	134	106	146	312	184	175	137	90	93	
		50%	50%	49%	46%	48%	51%	43%	48%	58%	52%	44%	50%	54%	50%	49%	50%	50%	45%	53%
									cDFG				J							
Fairly important	(3)	278	123	155	40	49	43	58	42	45	100	49	61	170	108	104	66	60	49	
		28%	25%	30%	32%	28%	24%	33%	29%	32%	33%	23%	22%	27%	29%	30%	24%	30%	28%	
				a				eH		KL	KL									
Not very important	(2)	97	60	36	14	11	16	20	12	24	39	17	23	62	35	37	25	19	15	
		10%	12%	7%	11%	6%	9%	12%	8%	12%	13%	8%	9%	10%	9%	11%	9%	10%	9%	
			B							i										
Not at all important	(1)	28	24	4	-	9	1	2	9	7	5	11	5	21	7	8	13	6	1	
		3%	5%	1%	-	5%	1%	1%	6%	3%	2%	5%	2%	3%	2%	2%	5%	3%	*	
			B			CEF		CEF	e		Jl					oR	r			
Don't know		102	38	65	14	21	28	18	13	9	25	30	36	60	42	26	34	25	17	
		10%	8%	13%	11%	12%	15%	10%	9%	5%	8%	14%	13%	10%	11%	7%	12%	12%	10%	
				A	h	H	gH	H	h		IJ	IJ				O	O			
<b>NETS</b>																				
Net: Important		773	370	404	97	131	135	133	113	164	235	154	207	481	292	279	202	150	142	
		77%	75%	79%	78%	76%	75%	77%	77%	81%	84%	77%	76%	77%	78%	80%	74%	75%	81%	
										jKL						p		p		
Net: Unimportant		125	84	41	14	20	17	22	21	30	44	29	29	83	41	45	39	25	16	
		12%	17%	8%	11%	12%	10%	13%	14%	15%	15%	13%	11%	13%	11%	13%	14%	13%	9%	
			B																	
Mean score		3.38	3.31	3.46	3.39	3.35	3.48	3.33	3.31	3.42	3.31	3.36	3.47	3.37	3.41	3.38	3.35	3.34	3.48	
			A				fg						J						q	
Standard deviation		.80	.89	.69	.70	.86	.72	.75	.89	.83	.78	.89	.77	.82	.76	.78	.88	.81	.69	
Standard error		.03	.04	.03	.09	.08	.06	.06	.07	.06	.05	.08	.05	.03	.04	.04	.06	.06	.05	

Columns Tested: A,B - C,D,E,F,G,H - I,J,K,L - M,N - O,P,Q,R



## ComRes Battlebus - Action Aid

### B3\_6. How important, if at all, are each of the following to you personally? - The next UK Government legislates to discourage large UK companies from avoiding tax in developing countries in which they operate

Base: All respondents

		VOTING INTENTION						PAST VOTE - GENERAL ELECTION 2010			REGION					
Total		Conservative	Labour	Liberal Democrat	UKIP	Green	Undef	Conservative	Labour	Liberal Democrat	North	Midlands	South East & East	London	South West & Wales	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	
Significance Level: 90%																
Significance Level: 95%																
Unweighted Total	1000	282	326	44	129	45	46	285	286	135	381	286	151	106	76	
Weighted Total	1000	266	327	47	126	42	50	271	272	128	376	302	145	100	76	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very important	(4)	495	118	189	25	64	25	27	129	155	72	197	145	71	44	38
	50%		44%	58%	53%	51%	59%	55%	48%	57%	56%	52%	48%	49%	44%	50%
			A			a				G						
Fairly important	(3)	278	96	95	18	23	7	7	86	66	40	96	76	49	40	18
	28%		36%	29%	39%	18%	17%	14%	32%	24%	31%	26%	25%	34%	39%	23%
			bDEF	DF	DEF					h				jk	JKN	
Not very important	(2)	97	30	21	3	18	5	4	35	19	7	37	35	11	6	8
	10%		11%	6%	6%	14%	11%	9%	13%	7%	5%	10%	11%	7%	6%	11%
			B			B				HI						
Not at all important	(1)	28	8	7	-	8	-	2	9	5	1	8	9	5	3	3
	3%		3%	2%	-	6%	-	4%	3%	2%	1%	2%	3%	3%	3%	3%
						aBce										
Don't know		102	15	16	1	13	5	9	13	26	8	38	37	11	7	10
	10%		6%	5%	2%	11%	12%	18%	5%	10%	6%	10%	12%	7%	7%	13%
						aBc	bc	ABC		G						
<b>NETS</b>																
Net: Important		773	214	283	43	86	33	34	215	221	112	293	221	119	84	56
	77%		80%	87%	92%	68%	77%	69%	79%	81%	87%	78%	73%	82%	83%	73%
			Df	ADeF	aDEF						G			K	Kn	
Net: Unimportant		125	37	28	3	26	5	6	43	24	8	45	44	15	10	11
	12%		14%	8%	6%	21%	11%	13%	16%	9%	6%	12%	14%	11%	10%	14%
			B			aBC				HI						
Mean score		3.38	3.29	3.49	3.47	3.26	3.54	3.46	3.30	3.51	3.52	3.43	3.35	3.37	3.34	3.37
				AD			ad			G	G					
Standard deviation		.80	.79	.72	.62	.98	.72	.88	.83	.73	.65	.78	.84	.78	.75	.85
Standard error		.03	.05	.04	.09	.09	.11	.15	.05	.05	.06	.04	.05	.07	.08	.10

Columns Tested: A,B,C,D,E,F - G,H,I - J,K,L,M,N

## ComRes Battlebus - Action Aid

### B3\_7. How important, if at all, are each of the following to you personally? - Large companies which operate in the UK ensure that their accounts are transparent and publicly available

Base: All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CURRENT MP		MARGINALITY			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	Con >2%	Con <2%	Lab <2%	Lab >2%
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 90%		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Significance Level: 95%																			
Unweighted Total	1000	466	534	70	137	159	203	196	235	276	292	162	270	609	391	345	264	212	179
Weighted Total	1000	491	509	125	172	180	174	147	203	212	303	213	272	625	375	350	275	200	175
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4)	619	320	299	52	92	107	103	163	137	171	142	169	398	222	235	162	115	107
		62%	65%	59%	41%	53%	60%	59%	80%	65%	57%	67%	62%	64%	59%	67%	59%	58%	61%
			B			C	C	CDeF	CDEFG	j		J				PQ			
Fairly important	(3)	239	113	126	42	48	36	52	32	62	87	32	59	145	94	79	66	45	48
		24%	23%	25%	34%	28%	20%	30%	21%	29%	29%	15%	22%	23%	25%	23%	24%	23%	28%
					EGH	H		EGH		KL	KL								
Not very important	(2)	49	21	29	16	7	14	4	5	3	27	9	12	24	26	9	15	16	10
		5%	4%	6%	13%	4%	8%	2%	3%	2%	9%	4%	4%	4%	7%	3%	5%	8%	6%
					DFGH		FgH				IKL	i	I		M		o	O	o
Not at all important	(1)	6	3	3	2	3	-	-	1	1	1	1	3	4	2	2	2	1	1
		1%	1%	1%	1%	2%	-	-	*	1%	*	*	1%	1%	*	1%	1%	1%	*
						eFg													
Don't know		87	35	52	13	22	23	15	10	4	18	29	30	55	32	24	30	22	10
		9%	7%	10%	11%	13%	13%	8%	7%	2%	6%	14%	11%	9%	9%	7%	11%	11%	6%
				a	H	gH	GH	H	H			IJ	IJ				or	or	
<b>NETS</b>																			
Net: Important		858	433	425	94	139	143	155	132	195	258	175	227	543	315	315	228	160	155
		86%	88%	84%	75%	81%	79%	89%	90%	96%	85%	82%	84%	87%	84%	90%	83%	80%	88%
			B				CDE	CDE	CDEFG	JKL						PQ			Q
Net: Unimportant		55	23	32	18	11	14	4	5	4	27	9	15	27	28	11	16	17	10
		6%	5%	6%	14%	6%	8%	2%	3%	2%	9%	4%	5%	4%	7%	3%	6%	9%	6%
					dFGH	fH	FgH				IKL		I		M		o	O	
Mean score		3.61	3.64	3.58	3.29	3.52	3.60	3.62	3.71	3.80	3.50	3.72	3.62	3.64	3.56	3.68	3.59	3.54	3.58
						C	C	CDe	CDEFG		J	J	J		N		pQr		
Standard deviation		.62	.60	.64	.77	.70	.64	.54	.53	.47	.67	.57	.64	.59	.66	.56	.64	.69	.63
Standard error		.02	.03	.03	.10	.06	.05	.04	.04	.03	.04	.05	.04	.02	.03	.03	.04	.05	.05

Columns Tested: A,B - C,D,E,F,G,H - I,J,K,L - M,N - O,P,Q,R

## ComRes Battlebus - Action Aid

### B3\_7. How important, if at all, are each of the following to you personally? - Large companies which operate in the UK ensure that their accounts are transparent and publicly available

Base: All respondents

	Total	VOTING INTENTION					PAST VOTE - GENERAL ELECTION 2010			REGION					
		Conservative	Labour	Liberal Democrat	UKIP	Green	Undef	Conservative	Labour	Liberal Democrat	North	Midlands	South East & East	London	South West & Wales
		a	b	c	d	e	f	g	h	i	j	k	l	m	n
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Unweighted Total	1000	282	326	44	129	45	46	285	286	135	381	286	151	106	76
Weighted Total	1000	266	327	47	126	42	50	271	272	128	376	302	145	100	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4) 619 62%	171 64%	221 68%	35 75%	83 66%	28 65%	28 57%	172 63%	183 67%	98 77%	254 68%	172 57%	84 58%	65 65%	43 57%
				f						Gh	KLn				
Fairly important	(3) 239 24%	74 28%	77 24%	10 22%	22 17%	6 15%	11 22%	76 28%	53 20%	23 18%	74 20%	77 25%	43 30%	28 28%	17 23%
				De				HI				j	J	j	
Not very important	(2) 49 5%	11 4%	14 4%	2 3%	13 10%	2 5%	2 3%	15 6%	13 5%	2 1%	15 4%	22 7%	6 4%	2 2%	5 6%
					AB			l	i			JM		m	
Not at all important	(1) 6 1%	1 *	3 1%	- -	- -	2 4%	- -	- -	1 *	- -	2 1%	- -	2 2%	1 1%	- -
						AbD							K	k	
Don't know	87 9%	10 4%	12 4%	- -	8 6%	5 12%	9 19%	8 3%	21 8%	5 4%	31 8%	30 10%	10 7%	4 4%	11 14%
					c	ABC	ABCD		G			m		IM	
<b>NETS</b>															
Net: Important	858 86%	245 92%	299 91%	45 97%	105 83%	34 80%	39 78%	248 91%	237 87%	121 95%	328 87%	249 83%	127 88%	94 93%	61 80%
		DEF	DEF	DEF				h		H	kn			jKN	
Net: Unimportant	55 6%	12 4%	16 5%	2 3%	13 10%	4 9%	2 3%	15 6%	14 5%	2 1%	17 5%	22 7%	8 5%	3 3%	5 6%
					AB			l	i			m			
Mean score	3.61	3.62	3.64	3.71	3.60	3.60	3.65	3.60	3.67	3.79	3.68	3.55	3.55	3.64	3.58
										GH	KL				
Standard deviation	.62	.58	.61	.53	.68	.79	.56	.60	.59	.44	.59	.64	.66	.58	.63
Standard error	.02	.04	.03	.08	.06	.12	.09	.04	.04	.04	.03	.04	.06	.06	.08

Columns Tested: A,B,C,D,E,F - G,H,I - J,K,L,M,N