

YouGov Survey Results

Sample Size: 1923 GB Adults
Fieldwork: 2nd - 3rd July 2013

	Voting intention				2010 Vote			Gender		Age				Social grade		Region						
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1923	X	X	X	X	597	488	419	935	988	233	490	658	542	1096	827	246	625	412	473	167	
Unweighted Sample	1923	440	616	113	215	589	502	422	894	1029	156	448	779	540	1237	686	278	638	387	466	154	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

June 23-24

July 2-3

As you may know, there is a difference between tax AVOIDANCE, whereby companies/people use artificial but legal methods to minimise the tax they pay, and tax EVASION, where companies/people act illegally to pay less tax, or no tax at all.

In general, do you think it is acceptable or unacceptable to LEGALLY avoid paying tax?

It is acceptable to legally avoid tax 30
It is unacceptable to legally avoid tax 62
Don't know 9

	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
It is acceptable to legally avoid tax	30	28	37	22	35	27	35	21	27	37	20	35	31	28	23	33	22	39	28	25	25	30
It is unacceptable to legally avoid tax	62	63	58	71	53	68	60	71	64	57	69	51	58	64	72	59	68	55	63	66	65	65
Don't know	9	9	5	7	12	5	5	9	9	6	11	14	12	8	5	8	10	6	9	9	10	6

May 23-24

July 2-3

Which party, if any, do you think would do the most to cut down on tax AVOIDANCE?

Conservatives 15
Labour 21
Liberal Democrats 5
UKIP 8
None of them 31
Don't know 20

	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Conservatives	15	16	45	5	9	8	35	5	7	16	16	12	15	15	20	19	12	17	18	16	16	8
Labour	21	22	7	53	4	8	7	47	18	25	19	29	24	19	20	22	22	22	19	24	24	25
Liberal Democrats	5	6	4	2	44	2	2	3	17	7	5	4	8	6	3	7	4	7	5	6	6	6
UKIP	8	8	5	4	3	37	11	3	8	10	6	9	5	7	11	6	11	9	9	7	8	8
None of them	31	28	23	24	20	31	28	28	30	30	26	23	25	30	30	28	28	27	30	28	26	29
Don't know	20	20	15	13	20	14	16	14	21	12	28	22	22	22	15	18	23	18	20	20	21	25

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In recent months several well known companies have been criticised for not paying enough tax in the UK. Do you currently boycott the products or services of any companies in response to them not paying their fair share of tax?

May 23-24

July 2-3

Yes, there are companies I actively boycott because of they don't pay enough tax	20	27	23	32	26	35	26	30	34	33	21	19	21	27	35	28	25	24	28	24	30	22
No, while I care whether companies pay tax I don't really know enough about the subject or which companies don't pay tax to boycott them	42	42	44	45	46	40	43	45	41	36	49	36	42	43	45	43	41	42	40	48	42	40
No, the price and quality and other considerations are more important to me than whether a company pays tax	25	21	27	15	24	17	25	15	16	25	17	29	24	22	13	22	20	24	22	18	18	25
Not sure	13	10	5	9	5	9	7	10	9	7	13	17	12	9	6	7	15	11	10	10	9	13

Thinking specifically about some of the companies that have been accused of not paying enough taxation in the UK, which of the following best applies to you?

May 23-24

July 2-3

Google

I sometimes use Google's website	87	84	89	81	86	73	83	80	86	82	86	88	88	85	77	85	82	86	83	84	83	88
I used to use Google's website but have recently stopped doing so because of the issue of tax	5	7	5	10	4	8	6	9	8	9	5	3	7	7	9	7	6	6	7	8	8	4
I used to use Google's website, but have stopped doing so for other reasons	2	3	1	3	7	8	3	3	2	3	3	5	2	3	3	3	3	2	3	3	2	7
I never used Google's website anyway	4	5	5	5	2	9	6	5	3	5	4	1	1	4	10	3	7	5	5	5	5	1
Don't know	3	2	0	1	1	2	1	3	1	2	2	2	2	2	2	2	2	2	2	1	3	0

Amazon

I sometimes shop at Amazon	79	76	82	70	77	73	80	71	74	73	79	80	78	77	72	77	76	77	77	76	72	86
I used to shop at Amazon but have recently stopped doing so because of the issue of tax	8	12	8	17	10	17	10	15	15	15	9	10	13	10	14	14	9	12	13	13	12	5
I used to shop using Amazon, but have stopped doing so for other reasons	3	3	2	3	5	4	3	2	3	3	3	1	2	5	2	2	3	2	3	3	2	2
I never shopped at Amazon anyway	7	7	7	9	8	4	7	9	6	7	7	7	4	7	11	6	9	7	6	6	11	4
Don't know	2	2	0	2	0	2	0	3	2	3	1	2	3	2	1	2	3	1	2	1	2	3

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

May 23-24

July 2-3

Starbucks

I sometimes buy drinks or food from Starbucks	22	21	24	17	22	12	20	19	19	19	23	42	28	17	9	24	17	30	21	19	19	17
I used to buy drinks or food from Starbucks but have recently stopped doing so because of the issue of tax	13	16	15	20	17	19	16	17	21	20	13	15	16	15	19	19	12	19	17	17	15	11
I used to buy drinks or food from Starbucks, but have stopped doing so for other reasons	8	7	9	8	11	4	9	6	7	6	8	5	8	6	9	8	6	6	8	6	7	7
I never bought drinks or food from Starbucks anyway	55	53	49	53	48	62	55	55	50	52	54	34	45	59	62	47	61	43	51	54	56	62
Don't know	2	3	1	2	3	3	1	3	2	3	2	5	4	3	2	2	4	1	3	4	3	3