

YouGov / Tax Justice Survey Results

Sample Size: 2342 Adults in the UK
Fieldwork: 26th - 27th August 2025

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Social Grade		Country				Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South
Weighted Sample	2342	408	581	211	246	124	829	834	1136	1206	246	967	581	548	1335	1007	1960	122	194	66	539	372	269	780
Unweighted Sample	2342	356	629	225	268	135	947	839	1049	1293	173	919	601	649	1418	924	1944	126	199	73	512	374	253	805
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Generally speaking, do you think that the UK enforcement of laws addressing the influence and power of Big Tech companies is too rigorous, too relaxed, or about right?

Too relaxed	45	39	56	54	35	63	52	43	47	43	35	44	47	48	47	42	44	43	46	66	44	46	45	43
About right	18	27	14	19	23	13	16	21	21	15	19	17	17	22	19	17	19	14	21	11	19	15	20	19
Too rigorous	6	6	3	4	15	2	3	6	9	3	11	6	4	3	6	5	6	7	5	3	5	5	4	7
Don't know	31	28	28	23	28	22	29	30	23	39	34	33	31	27	28	36	32	36	28	20	32	34	31	31

Some Big Tech companies - those with over £500m global sales and more than £25m UK revenue - are subject to a Digital Services Tax (DST) in the UK, which applies at a rate of 2% on the revenues they earn from UK users. Do you think the Digital Services Tax is too high or too low, or is the current tax rate about right?

Far too high	2	1	1	1	7	1	1	2	3	1	3	3	1	1	2	2	2	4	0	1	1	2	1	2
Slightly too high	3	3	2	2	3	0	1	3	3	2	5	3	2	1	3	2	3	2	2	1	2	3	4	2
TOTAL TOO HIGH	5	4	3	3	10	1	2	5	6	3	8	6	3	2	5	4	5	6	2	2	3	5	5	4
Current tax rate is about right	17	25	12	13	26	6	12	20	19	16	20	14	19	20	18	17	17	19	15	16	16	18	19	17
Slightly too low	24	27	29	26	21	22	25	25	23	24	22	23	24	25	25	22	24	18	21	26	23	22	25	25
Far too low	27	18	34	32	18	52	36	23	30	24	22	28	30	25	28	26	26	28	35	38	32	23	23	25
TOTAL TOO LOW	51	45	63	58	39	74	61	48	53	48	44	51	54	50	53	48	50	46	56	64	55	45	48	50
Don't know	28	27	23	27	25	20	25	27	22	33	28	29	25	28	25	31	28	30	26	17	25	31	28	28

Do you think the option of removing or reducing the Digital Services Tax (DST) should or should not be included in trade negotiations with the US?

The option should be included	20	24	18	15	36	10	16	24	25	15	21	18	22	20	21	19	20	19	21	18	16	18	23	22
The option should not be included	35	28	45	47	24	55	45	31	41	31	34	36	36	34	38	33	36	31	35	42	38	34	38	34
Don't know	45	47	38	38	40	34	39	45	34	55	46	46	42	46	42	49	45	50	44	39	46	48	40	44

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

Which of the following statements do you agree with more?

The UK should continue to enforce UK laws on Big Tech companies, even if this damages relations with President Trump	67	65	79	80	39	86	77	62	69	65	61	66	67	70	69	64	67	62	70	74	67	67	72	65
The UK should relax the enforcement of UK laws on Big Tech companies, to try to improve relations with President Trump	11	12	3	4	37	3	5	15	14	8	11	11	10	11	10	12	11	9	9	11	8	12	11	13
Don't know	22	23	18	16	24	11	18	23	16	28	27	22	22	20	21	24	22	29	20	15	25	21	17	22

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.