

YouGov / Prospect Survey Results

Sample Size: 1727 GB Adults
Fieldwork: 3rd - 4th March 2013

	Voting intention				2010 Vote			Gender		Age				Social grade		Region					In the past five years...			What is your gross household income?			
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	Used legal tax avoidance, received payments not declared, and relieved benefits not entitled to	Paid cash in hand	None	Less than 20,000	20,000 to 39,999	40,000 to 59,999	60,000 or more
Weighted Sample 1727	419	538	157	163	514	406	378	839	888	209	440	591	487	984	743	221	561	370	425	150	123	316	1234	405	434	236	169
Unweighted Sample	414	601	140	203	550	376	388	773	954	120	456	664	487	1163	564	316	602	308	389	112	105	319	1249	362	431	263	208
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

For each of the following, do you think it is morally acceptable or not?

Major international companies minimising their British tax bill by using legal methods to declare lower profits in Britain and higher profits in other countries where taxes are lower

Always morally acceptable	4	6	4	5	7	6	4	3	6	3	2	4	5	4	5	3	5	3	5	3	7	15	6	3	3	5	5	6
Usually acceptable	5	6	3	5	4	5	2	6	5	4	9	6	3	3	5	4	5	5	3	5	4	20	5	4	4	4	3	8
Sometimes acceptable	7	9	5	9	8	8	6	7	8	6	11	9	6	4	9	4	9	6	7	8	4	16	8	6	5	5	8	12
Rarely acceptable	16	16	15	21	12	14	13	23	17	15	17	22	15	10	18	12	21	17	12	13	21	14	15	16	14	14	16	23
Never acceptable	62	61	67	57	68	63	69	58	59	64	39	51	66	77	58	66	55	63	65	62	57	34	63	66	66	65	65	49
Not sure	7	2	7	2	2	4	8	3	6	7	23	7	4	3	4	10	5	5	7	10	7	2	3	6	8	6	2	1

Rich individuals using legal methods (tax avoidance), advised by accountants, to use artificial schemes involving off-shore accounts (such as the Channel Islands) to minimise their tax bill

Always morally acceptable	5	5	4	4	6	6	2	3	6	3	6	5	5	4	5	4	5	4	6	4	4	22	9	3	3	6	4	6
Usually acceptable	6	11	3	7	6	9	3	6	8	5	10	10	4	5	7	6	7	7	6	5	6	16	6	5	3	5	5	17
Sometimes acceptable	10	18	7	9	8	13	7	12	11	9	13	14	10	6	14	5	13	10	11	10	7	19	12	9	9	11	11	14
Rarely acceptable	19	17	18	30	15	20	15	23	17	20	17	23	20	15	20	17	20	20	17	16	23	17	25	18	17	15	22	21
Never acceptable	54	47	63	49	63	48	65	53	52	56	36	43	58	68	51	59	49	54	57	56	52	25	47	60	60	57	57	40
Not sure	6	2	5	2	1	3	7	3	5	6	18	6	3	3	3	9	6	4	3	9	7	1	1	5	7	6	1	1

Rich individuals lying about their income (tax EVASION) to keep their tax bill down.

Always morally acceptable	2	1	3	3	2	1	1	2	2	2	1	2	3	1	2	1	2	2	3	1	3	7	2	2	2	3	3	2
Usually acceptable	2	2	2	0	3	1	2	1	2	2	7	2	1	1	2	2	4	1	4	1	0	10	1	1	3	3	0	0
Sometimes acceptable	4	4	4	0	2	3	5	1	5	2	9	7	2	1	3	4	5	2	3	6	5	29	7	1	4	2	2	7
Rarely acceptable	7	7	7	7	3	5	6	10	7	8	17	8	7	3	7	7	8	6	7	7	13	7	10	6	5	5	6	7
Never acceptable	81	86	80	88	89	86	82	84	81	82	53	76	86	92	82	80	78	86	82	80	73	46	80	86	81	85	87	84
Not sure	4	1	4	2	1	3	3	2	4	4	13	5	2	2	2	6	4	4	2	5	6	1	0	4	5	3	1	2

Fieldwork: 3rd - 4th March 2013

	Voting intention				2010 Vote			Gender		Age				Social grade		Region					In the past five years...			What is your gross household income?				
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	Used legal tax avoidance, received payments not declared, and received benefits not entitled to	Paid cash in hand	None	Less than 20,000	20,000 to 39,999	40,000 to 59,999	60,000 or more	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Individuals such as plumbers, decorators and electricians, offering to charge people like you less if you pay cash, when you are sure that they will not pay income tax and/or VAT on what you pay them

Always morally acceptable	5	5	5	4	5	4	4	3	8	1	11	8	3	1	5	4	6	2	4	7	8	18	6	3	5	5	5	3
Usually acceptable	12	15	13	12	14	13	9	15	12	13	17	14	13	9	13	12	16	13	13	9	10	23	22	10	12	14	14	13
Sometimes acceptable	27	25	26	20	34	28	28	22	25	29	23	27	29	26	27	27	24	27	30	29	21	23	43	23	26	27	30	28
Rarely acceptable	22	25	23	22	21	23	24	25	21	23	10	19	24	27	22	22	20	22	24	21	24	19	18	24	24	18	21	23
Never acceptable	26	28	24	38	24	27	26	31	28	24	19	23	27	31	28	23	28	28	24	24	25	13	9	32	23	28	29	32
Not sure	8	2	10	4	2	6	10	6	6	10	20	9	5	6	6	12	6	8	6	10	13	4	1	8	10	9	1	2

Parents with children who find it impossible to make ends meet who lie about their circumstances in order to claim extra welfare benefits in order to provide for their family

Always morally acceptable	4	3	5	2	6	3	3	2	4	3	6	5	3	2	4	3	5	3	5	2	6	10	5	3	4	3	5	7
Usually acceptable	5	5	8	2	5	3	8	5	6	5	14	8	3	2	6	4	6	4	6	8	3	12	3	6	5	8	3	7
Sometimes acceptable	21	18	25	26	12	15	23	22	22	20	28	25	18	17	20	21	22	23	18	19	24	37	24	19	20	24	14	17
Rarely acceptable	29	29	26	36	32	30	28	32	27	30	20	24	33	31	29	27	26	30	33	23	29	21	34	29	29	25	31	33
Never acceptable	35	43	28	32	43	44	31	35	35	35	16	29	38	45	35	34	34	36	33	38	30	17	32	38	34	33	45	33
Not sure	7	3	8	3	2	4	7	4	6	7	16	9	5	3	5	9	7	5	5	10	7	2	1	6	8	7	1	3

Individuals who do NOT live in extreme poverty who about their circumstances in order to claim extra welfare benefits

Always morally acceptable	2	2	4	1	3	2	1	1	2	3	2	3	3	2	3	2	2	2	3	2	4	5	2	2	2	3	3	5
Usually acceptable	2	3	3	0	2	2	3	2	2	2	4	2	1	2	2	2	1	1	3	3	3	8	2	2	5	1	1	0
Sometimes acceptable	6	3	7	1	3	3	5	2	6	5	17	5	5	2	5	7	10	4	5	6	9	18	7	4	6	4	4	4
Rarely acceptable	14	16	15	21	12	12	14	17	17	12	16	20	14	9	14	15	16	15	14	13	14	29	16	13	15	16	9	16
Never acceptable	68	74	65	73	79	76	69	75	64	73	38	62	73	82	72	64	65	73	68	68	62	30	71	73	64	71	80	72
Not sure	7	2	6	3	1	5	8	2	8	6	23	8	4	3	5	10	6	6	7	9	7	9	2	5	8	6	3	3

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

Which two of these, if any, are MOST unacceptable?

A major international company reducing its UK tax bill by £10 million a year using legal methods of tax avoidance	44	38	53	43	48	41	49	45	43	45	28	47	45	47	43	45	46	44	40	46	44	26	45	46	48	49	47	38
A rich individual reducing his/her UK tax bill by £1 million a year using legal but artificial methods of tax avoidance	41	31	50	37	47	35	48	41	38	43	32	35	44	45	40	42	38	38	46	41	40	28	39	43	46	38	42	40
A rich individual reducing his/her UK tax bill by £10,000 a year by lying about their income	37	39	36	50	32	35	37	45	38	36	28	33	41	38	40	33	38	41	34	32	40	39	41	37	33	39	40	46
Individuals who do NOT live in extreme poverty who receive an extra £40 a week in benefits by lying about their circumstances	26	41	18	22	26	37	16	24	24	29	22	23	28	29	28	24	22	29	29	25	21	27	26	27	25	29	23	29
Parents with children living in poverty who receive an extra £80 a week in benefits by lying about their circumstances	11	14	9	5	18	17	7	7	13	10	11	13	10	11	11	12	14	10	11	13	7	19	15	11	12	12	8	10
An individual plumber, decorator or electrician, reducing their tax bill by £100 a week, or £5,000 a year, by doing a significant part of their work for cash	6	6	3	9	13	7	4	7	8	4	6	8	5	4	7	5	8	6	8	3	3	12	9	5	2	5	4	12
None	5	4	4	5	2	4	6	4	6	4	10	5	3	5	4	6	3	6	4	3	10	4	3	5	4	4	7	2
Don't know	6	3	3	4	1	3	7	5	6	6	16	5	3	4	4	8	5	4	4	8	6	0	1	5	6	3	3	1

Which do you think, or guess, is bigger ?

The amount of tax legally avoided each year by big companies and rich individuals exploiting loopholes and artificial schemes to minimise their tax bill	48	35	62	65	47	34	58	60	53	43	38	54	50	44	50	45	56	48	44	46	49	58	52	47	53	50	53	53
The amount of tax illegally evaded, and welfare benefits wrongly claimed, by people who lie to the tax and/or welfare authorities about their circumstances	26	41	17	19	28	37	17	20	27	25	28	23	25	28	27	24	22	27	28	25	26	32	32	26	23	24	28	34
The amounts are probably about the same	16	16	16	12	20	20	16	13	11	21	15	13	16	21	14	20	11	15	18	19	15	6	12	17	18	17	12	7
Don't know	10	8	6	5	5	8	8	8	9	11	20	9	9	7	9	11	10	10	10	11	10	5	5	10	6	10	7	6

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

If the Government had to choose one as the most immediate priority, which should it choose?

Taking steps to minimise the amount of tax legally avoided each year by big companies and rich individuals exploiting loopholes and artificial schemes

Taking steps to minimise the amount of tax illegally evaded, and welfare benefits wrongly claimed, by people who lie to the tax and/or welfare authorities

Don't know

54	40	72	63	50	39	68	63	57	52	44	50	59	57	55	54	55	54	53	52	66	50	61	54	57	59	62	46
36	55	20	31	46	53	22	29	37	35	41	39	32	35	38	33	35	37	39	36	25	49	36	36	31	33	34	49
10	6	7	5	4	8	10	9	6	13	15	11	9	8	7	14	10	10	8	12	9	1	3	10	12	8	4	5

Which of these apply to you? Please tick all that apply. (Remember that, as always, your response will be completely confidential and we are gathering this information for statistical purposes only.)

In the past five years...

I have paid cash-in-hand to someone in order save money, fairly sure that the person I paid will not declare the payment to the tax authorities

I have used legal but artificial forms of tax avoidance to keep my tax bill down

I have received payments for some work that I have not declared to the tax authorities

I have received welfare benefits to which I have not been entitled

I would prefer not to answer this question

Not sure

None of these

18	20	18	20	20	21	18	18	19	18	12	14	20	23	19	17	22	16	22	20	11	39	100	0	16	17	21	28
3	4	3	3	2	3	1	2	5	1	5	4	2	2	4	2	6	2	1	4	5	43	6	0	3	3	3	5
3	2	4	2	1	2	5	3	5	2	3	4	3	3	3	3	8	3	3	2	3	45	8	0	3	5	2	3
2	1	3	1	2	1	4	0	3	0	4	4	0	0	1	2	3	0	2	2	3	22	2	0	1	2	0	3
3	3	3	2	1	3	5	1	5	2	9	5	2	1	2	5	2	3	1	5	8	0	0	0	1	4	1	1
2	3	1	3	1	2	1	2	2	3	5	2	2	2	2	3	2	3	2	3	1	0	0	0	4	2	2	1
71	70	73	71	74	70	71	76	68	75	67	72	72	72	71	72	63	74	74	69	73	0	0	100	74	72	73	65