

**Fair Tax Mark poll of  
UK general public 2020**



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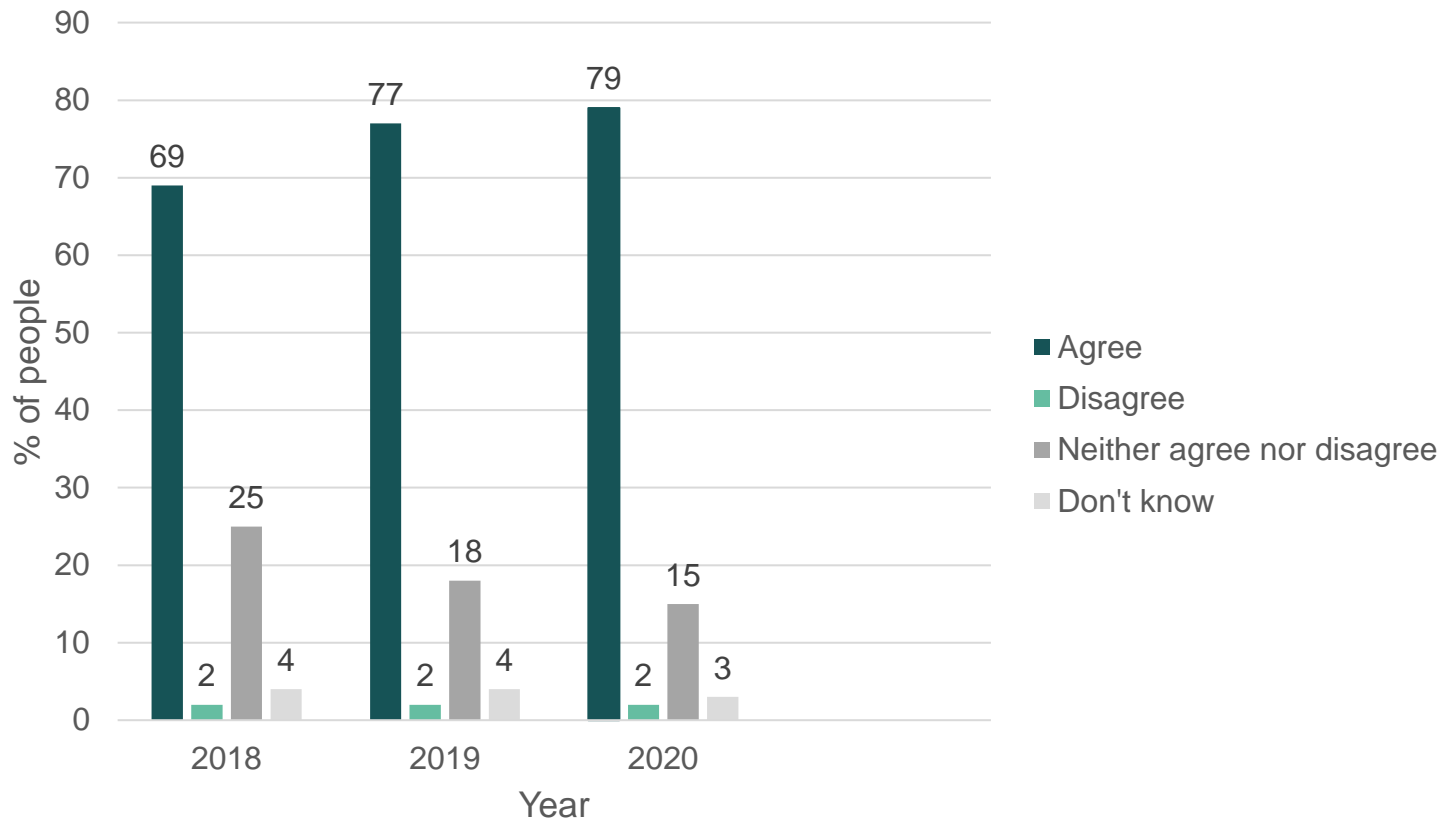
For the third year in a row, the Fair Tax Mark and ICM Omnibus have run a nationally representative omnibus survey of c.2,000 adults across Great Britain, taking the temperature of the public's view of corporation tax and tax avoidance.

Some key findings in 2020:

- Four fifths of the public would rather shop with a business (79%) or work for one (82%) that can prove it's paying its fair share of tax.
- More than three quarters (78%) think all companies should have to publicly disclose the taxes that they do or don't pay in the UK.
- More than three quarters (77%) think the UK should take a lead and force multinational businesses to disclose how much income, profit and tax they pay in each country they operate in.
- More than four fifths (82%) think businesses benefiting from Government bailouts should have to agree to a set of conditions that prohibit tax avoidance and enforce responsible tax conduct.
- The public increasingly think Government should not (42% cf 26% should) reduce the amount of tax companies pay in order to attract foreign investment into the country to create UK jobs.

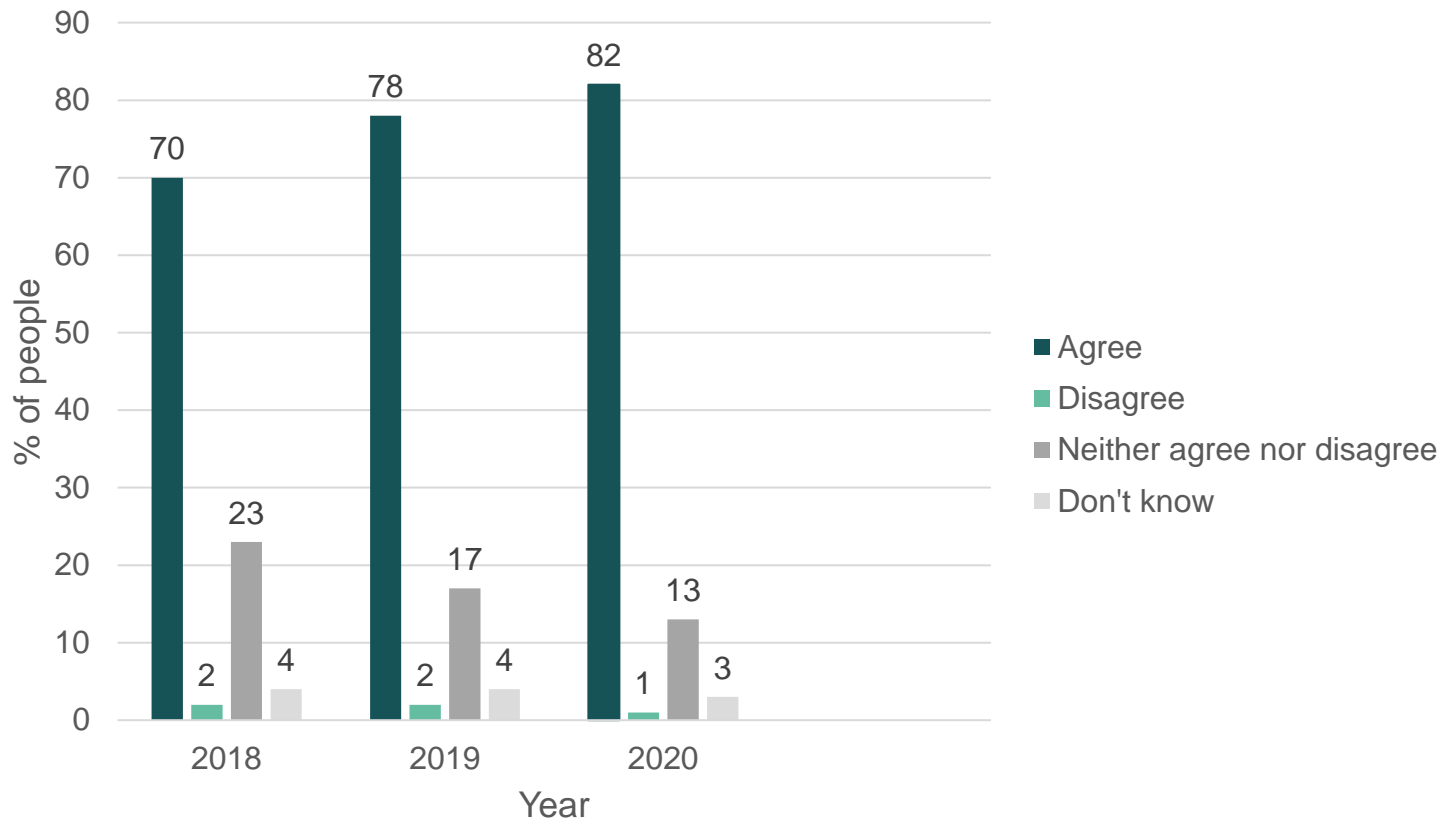


79% agree with the statement "I would rather shop with a business which can prove it's paying its fair share of tax". This is an increase from 77% in 2019 and 69% in 2018.



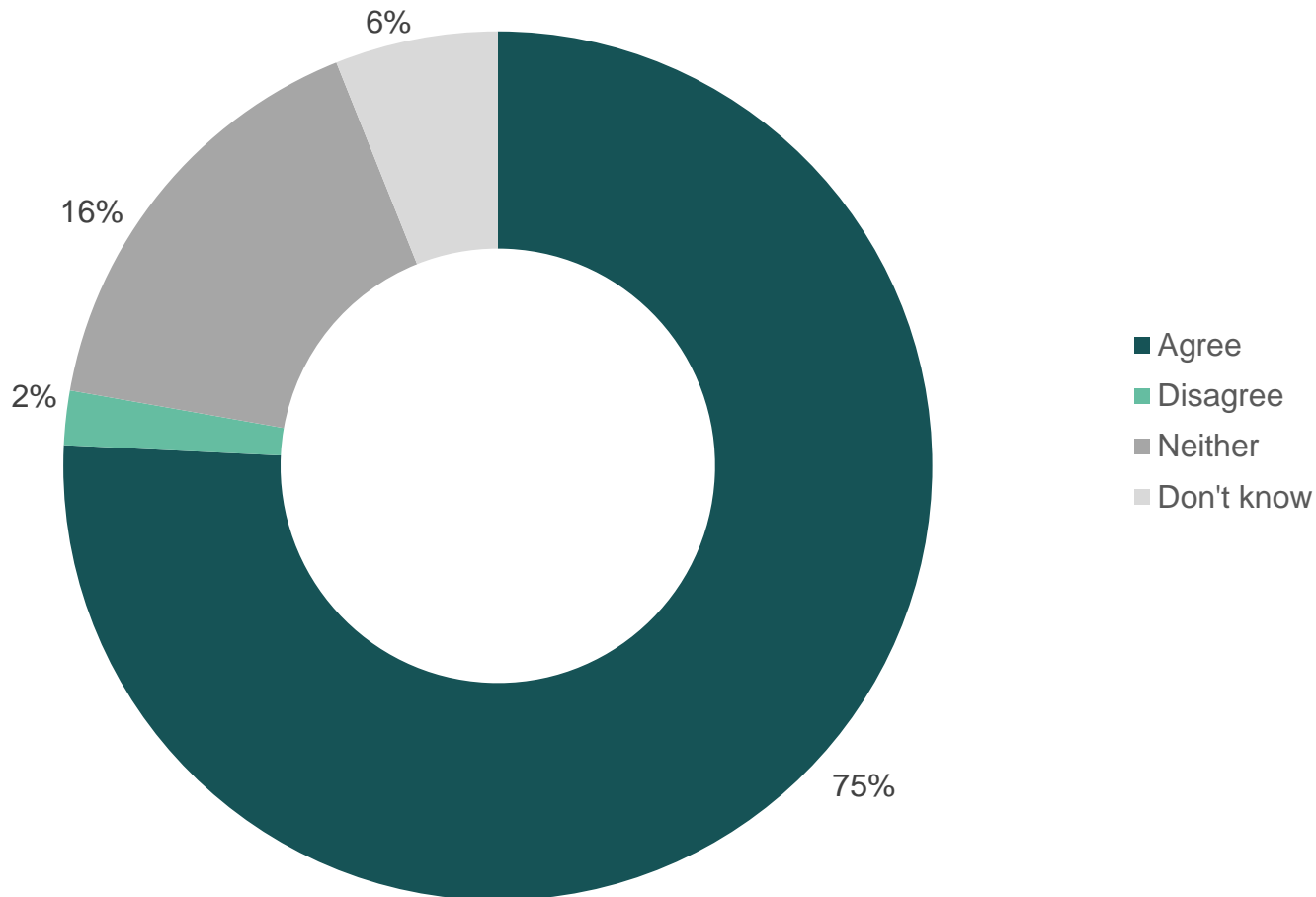


82% agree with the statement "I would rather work for a business which can prove it's paying its fair share of tax". This is an increase from 78% in 2019 and 70% in 2018.



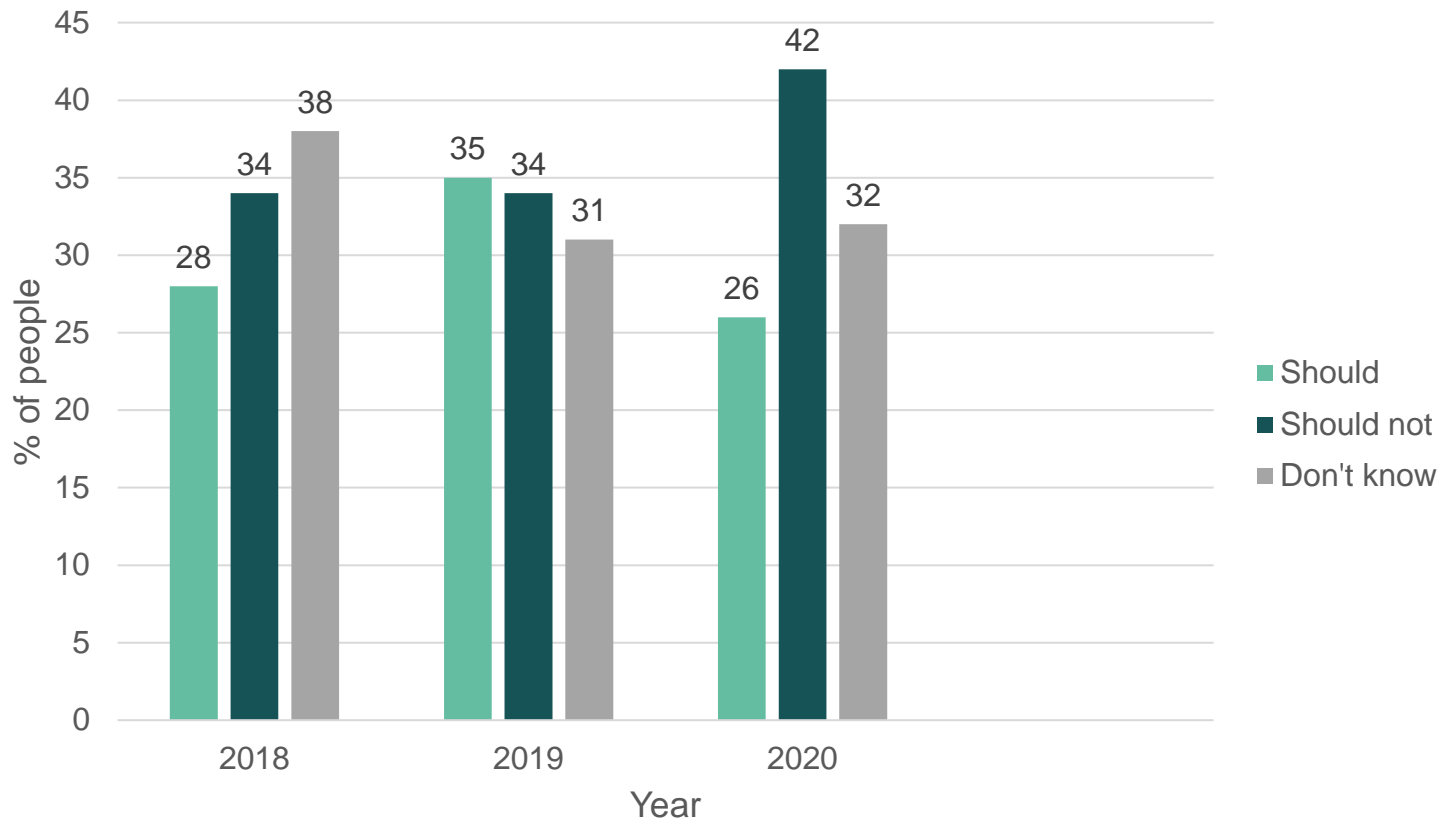


Three quarters (75%) think it's important to celebrate businesses who can demonstrate that they pay the right amount of tax and who overtly shun the artificial use of tax havens and contrived tax avoidance practices.





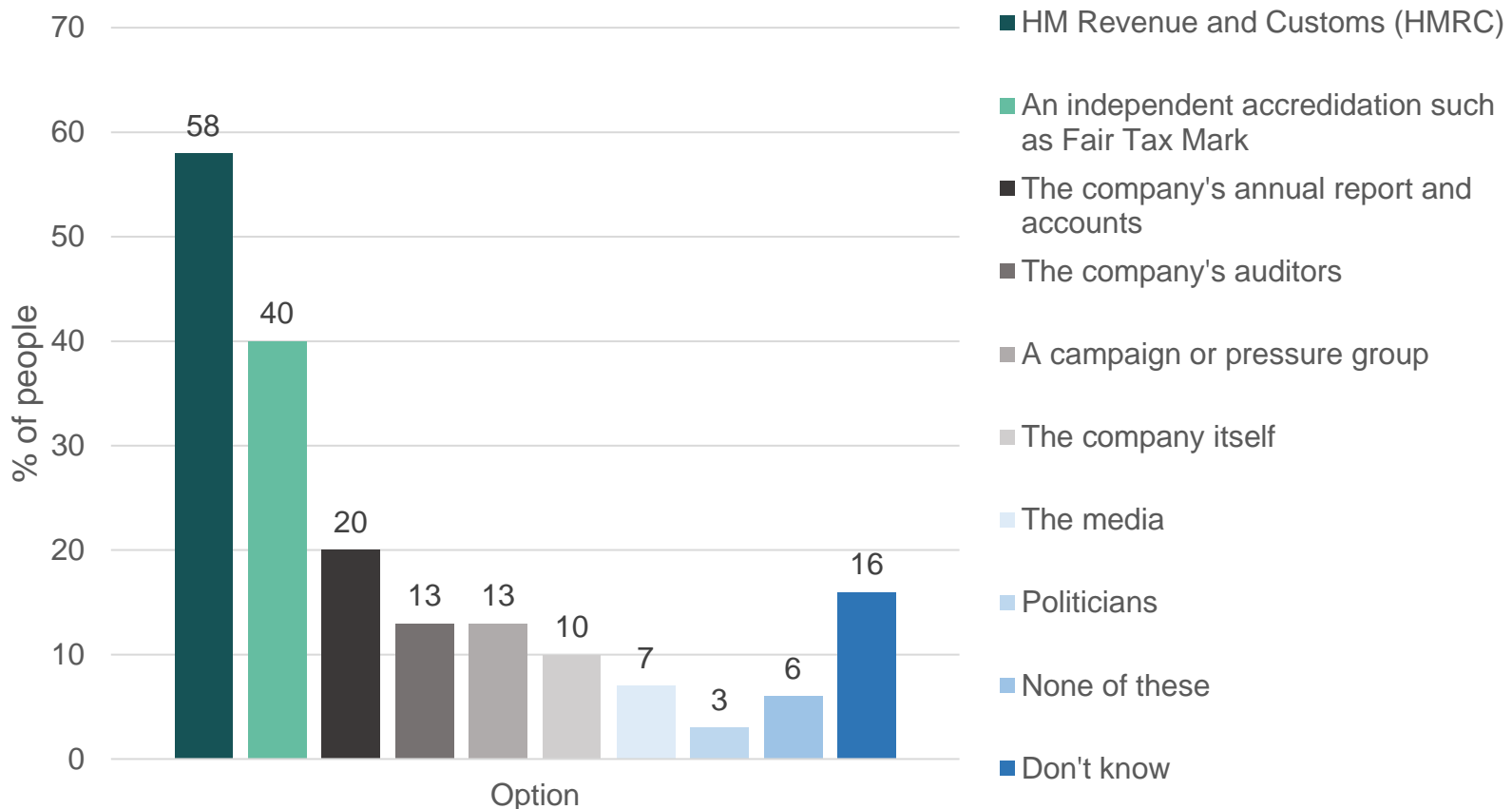
42% think the UK Government shouldn't reduce the amount of tax companies pay in order to attract foreign investment into the country to create UK jobs. This is an increase from 34% in previous years.





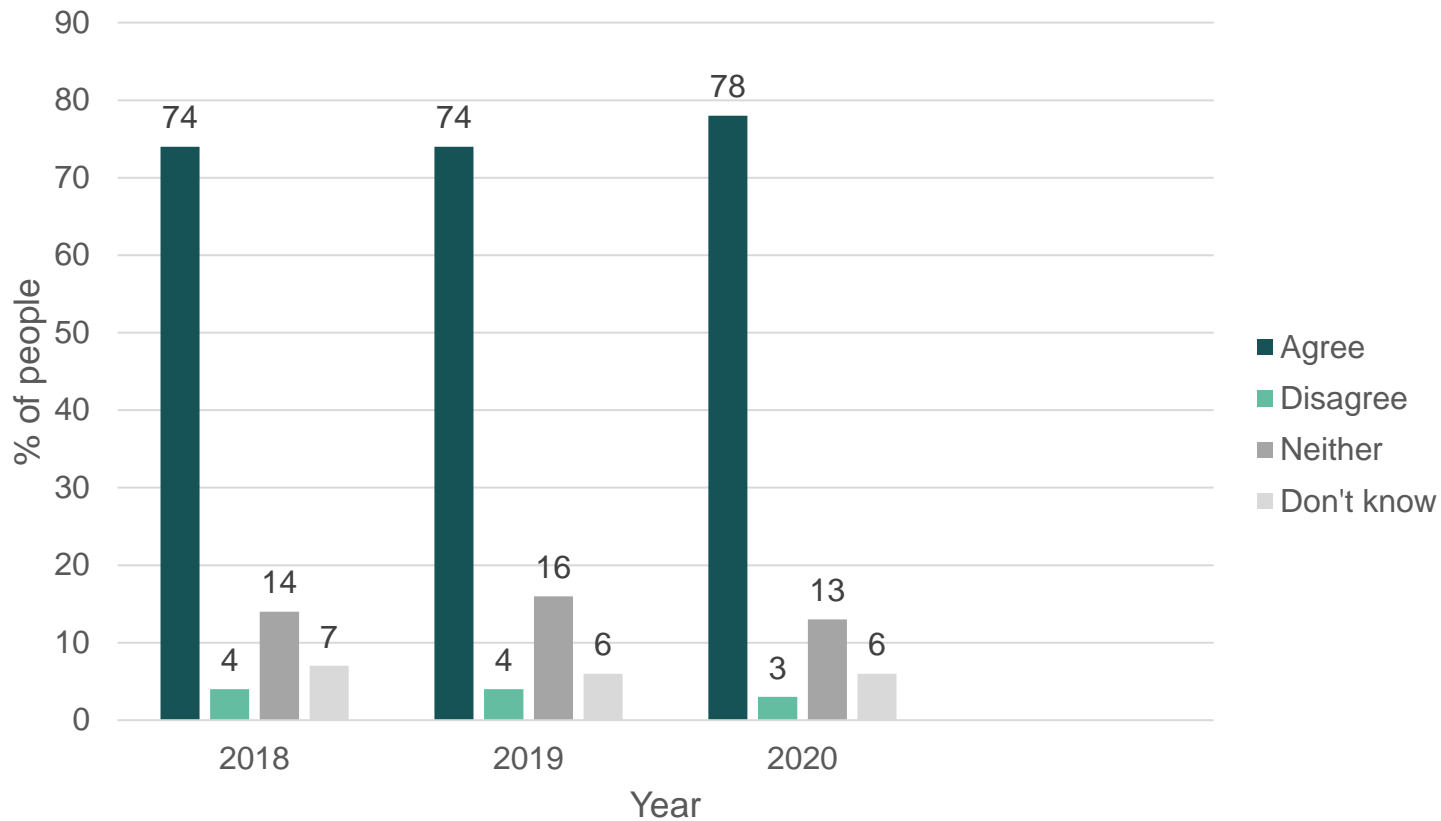
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58% of the public would trust the HMRC to provide accurate information on whether a company is paying the right amount of tax or not. 40% would trust an independent accreditation such as the Fair Tax Mark, whilst only 20% would trust the company's annual reports and accounts.





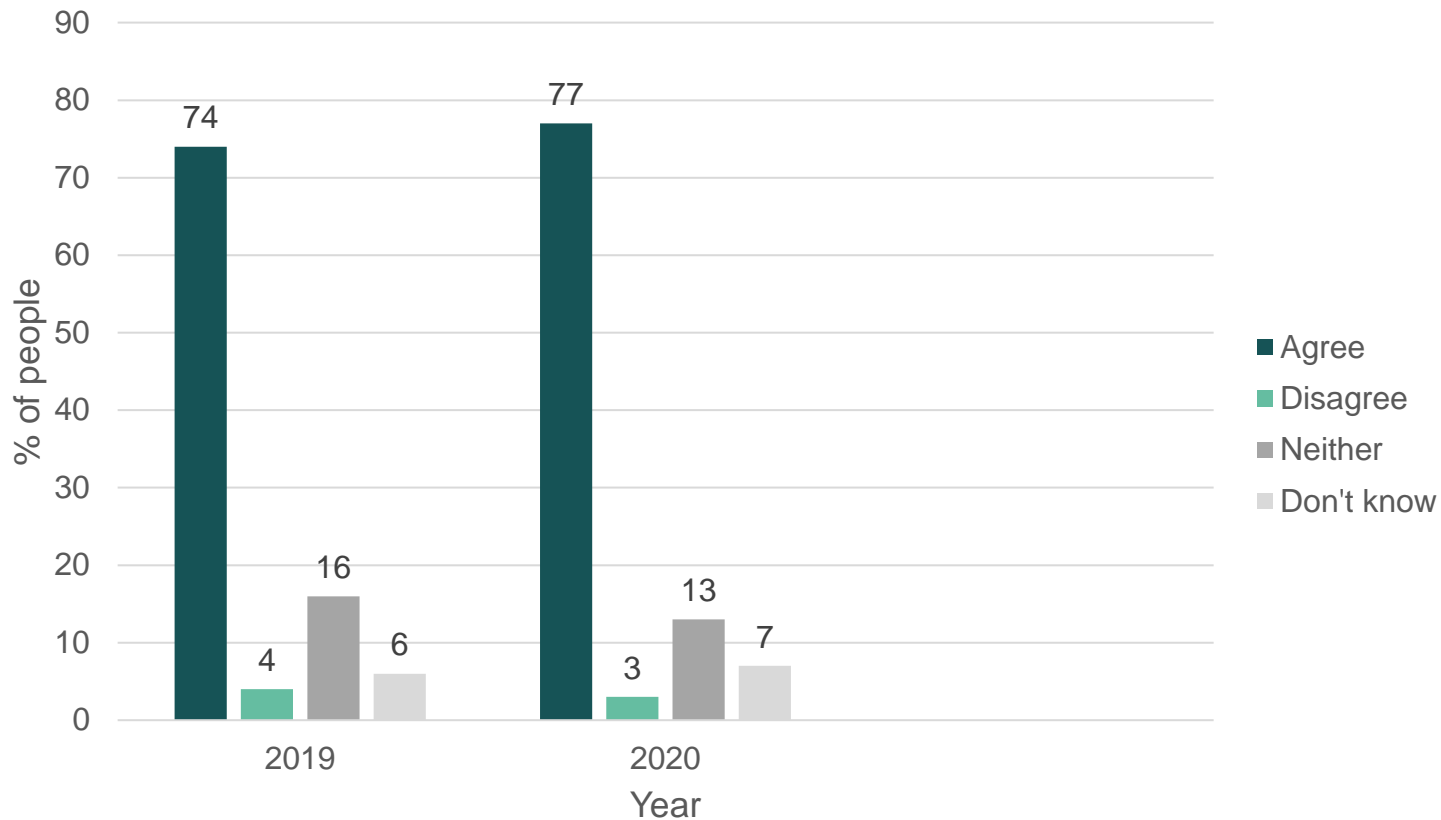
78% agree that all companies, whatever their size, should have to publicly disclose the taxes that they do or don't pay in the UK.





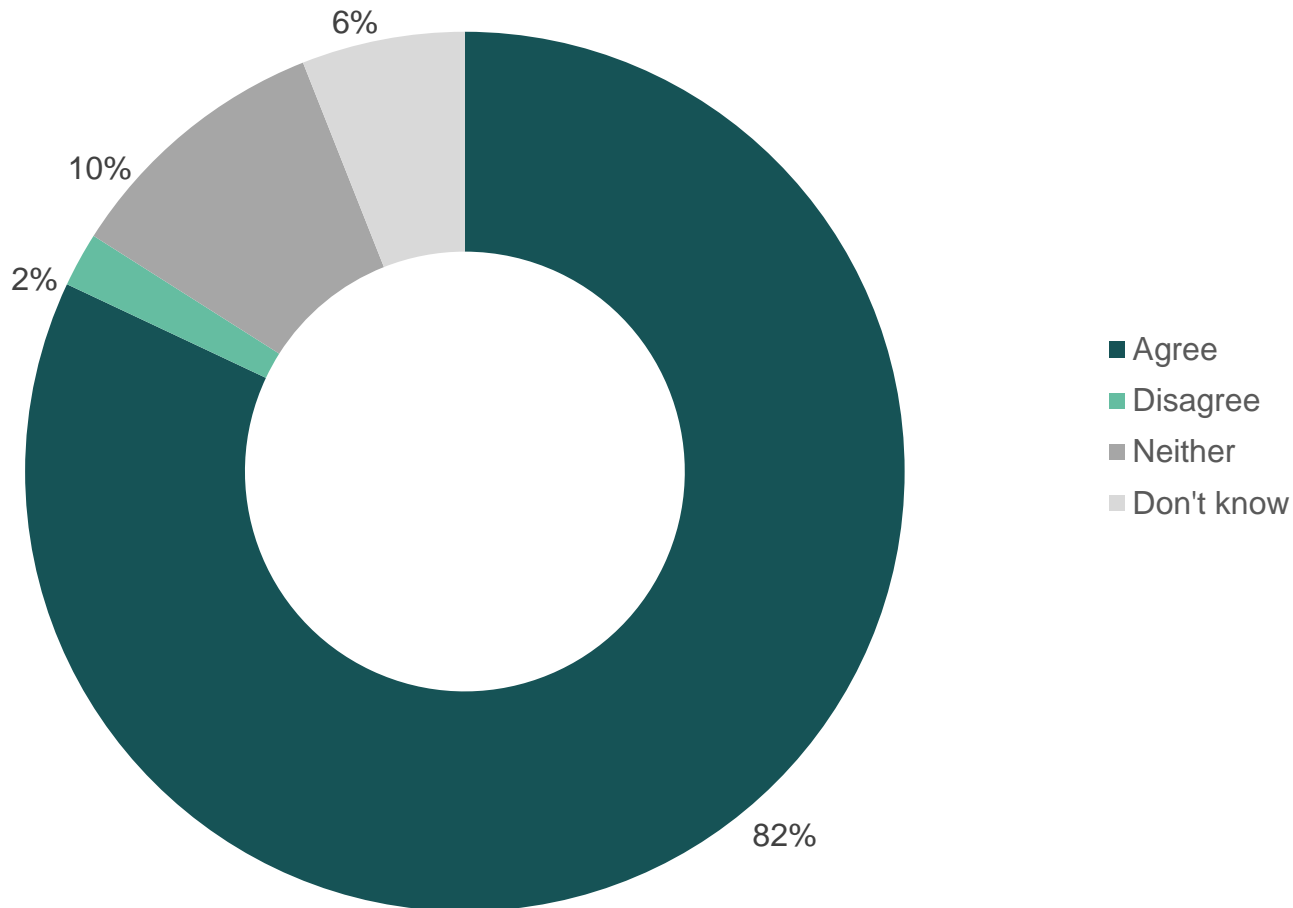


Over three quarters of the public (77%) believe the UK should take a lead and force multinational businesses to disclose how much income, profit and tax they pay in each country in which they operate.



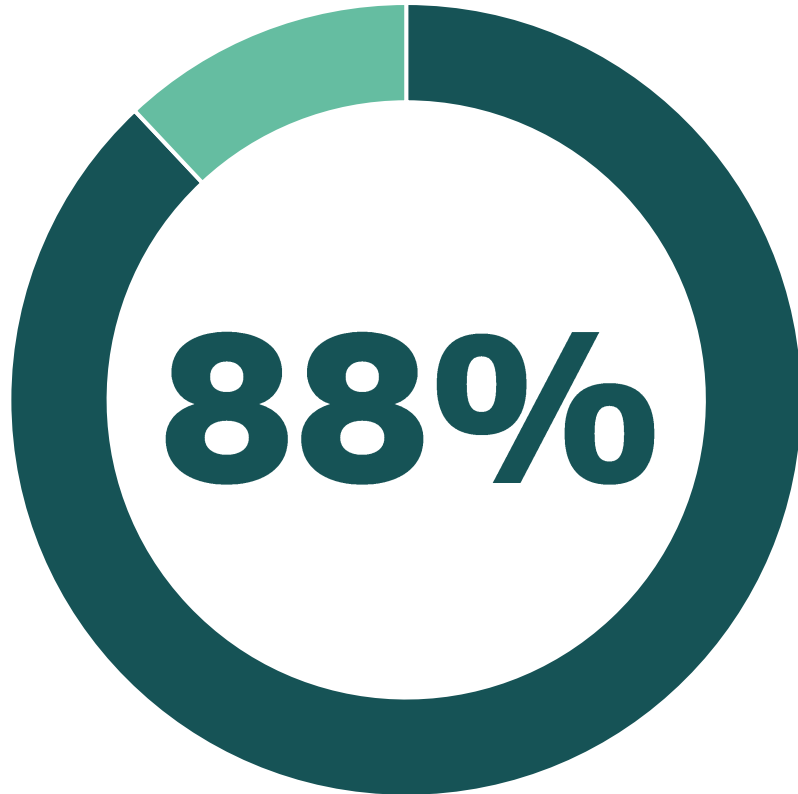


More than four fifths (82%) of the public believe that businesses benefiting from Government bailouts should have to agree to a set of conditions that prohibit tax avoidance and enforce responsible tax conduct.





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Nearly nine in ten among those who voted Conservative in the 2019 general election (88%) believe that businesses benefiting from Government bailouts should have to agree to a set of conditions that prohibit tax avoidance and enforce responsible tax conduct.