



Fair Tax[®]
Foundation

**STRONG AND
SUSTAINED:
A DECADE OF
PUBLIC SUPPORT FOR
RESPONSIBLE
CORPORATE TAX
CONDUCT IN THE UK**

Research supported by



EXECUTIVE SUMMARY

Corporate tax conduct really matters to the British public. A decade after the Fair Tax Foundation began tracking attitudes to tax, concern over whether companies pay their fair share is as high as ever.

Part one of this report looks at ten years of public attitudes towards fair tax companies, finding support to be strong and consistent over that time. Close to three-quarters of the British public would prefer to work for, shop at, switch allegiance to and trust a business that is a responsible taxpayer, and have done since 2017.

Part two looks at the British public's attitudes towards fair tax policies, and what the UK government should require of business. Awareness of the benefits of responsible corporate tax in the UK has grown, particularly since Covid. Support is strong for policies that require companies to demonstrate fair tax practices when competing for public contracts or receiving public money. On the latter in particular, support for the idea that all businesses benefitting from government bailouts should have to agree to a set of conditions that prohibit tax avoidance and enforce responsible tax conduct is as high as it has ever been, with 82% in agreement.

There is also broad backing for greater transparency around corporate income and tax reporting. That support cuts

across regions, genders and political persuasions.

For both the UK public's opinions on fair tax businesses and government corporate tax policies, support increases with age. It is also more likely to be found in the AB social class – higher and intermediate managerial, administrative, professional occupations – than in the DE social class – manual occupations, unemployed and lowest grade occupations.

There are two notable updates since our last report in 2023, *Fair Tax Nation: UK public attitudes to corporate tax conduct.*

The first is the inclusion of a new question on digital services tax, which sees more than two-thirds of the British public agree that big technology companies (such as Facebook, Google, Apple and Amazon) pay an additional digital services tax to increase their overall tax contribution in the UK.

The second is a rebound in trust in HMRC, which have since received government pledges of funding for 5,000 additional staff to better tackle corruption, tax evasion and avoidance.

It's clear that over the past decade, the UK public's support for responsible corporate tax conduct has been strong and sustained.



This research shows how much fair tax really matters to the UK, with the vast majority of people showing a strong propensity to 'shop with' and 'work for' businesses that demonstrate responsible tax conduct.

The UK public care about many issues, but 'tax justice' is consistently at the top of their concerns when it comes to corporate conduct. They want to see government do much more to ensure that all businesses, both large and small, pay their fair share of tax. Politicians have a real mandate for action. There needs to be a step change in tax transparency. The days of large multinationals refusing to disclose what their income, profit and corporate taxes are in the UK need to end. As does the almost complete absence of tax transparency we see from the vast majority of micro-enterprises – which is helping to fuel fraud across the country.

It's great to see that Fair Tax Mark certified businesses are leading the way, because tax avoidance doesn't just rob public services of vital revenue, it also undermines the ability of business to compete fairly and reduces national productivity.

**Paul Monaghan, chief executive
Fair Tax Foundation**



It's positive to see such strong and widespread public support for responsible corporate tax conduct in this latest report.

For many businesses, it's easy to overlook the 'G' in ESG, but paying fair tax should be a critical part of corporate governance. Organisations like the Fair Tax Foundation play a vital role in fostering a culture of increased accountability, and this mirrors a clear public appetite for greater financial transparency.

As a long-standing advocate of fair tax practices, Unity was the first UK bank to be awarded the Fair Tax Mark in 2014, and it has retained this important accreditation for twelve consecutive years. In line with Unity's mission to help create a better society, we understand the positive contribution that proper tax conduct can make to communities across the UK.

Today, transparency and integrity in tax matters isn't just good business – it's essential for delivering real societal benefit. This new research reiterates the importance of corporation tax in the wider tax system, and why we must continue to advocate for fair and responsible financial conduct.

**Penny Hogan, chief financial officer
Unity Trust Bank**

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INTRODUCTION

It has been ten years since the Fair Tax Foundation first started commissioning annual polling into the UK public's attitudes to corporate tax conduct in 2017.

Each year polling is based on an omnibus survey of a nationally representative sample of c.2,000 adults across Great Britain.[1]

This polling shows the British public's support for fair tax businesses and policies. It supports a body of surveys and research showing corporate tax practices to be a top concern for the British public.

The areas covered by Fair Tax Foundation polling include support for responsible corporate tax practices through celebrating and trusting fair tax businesses, and preferencing them for

recruitment and consumer loyalty. For this section of the report, we are pleased to have ten years of data from which to draw robust conclusions.

Over the years we have also gauged public opinion on government bailout conditionality, government contract considerations, business tax disclosures and other corporate taxes.

This report looks at what the UK public has been expressing to us in this polling and draws on other comparative research to explore the degree to which 'corporate tax conduct' is an area of concern. It also explores what this means for business, legislators and other agencies.

With thanks to Unity Trust Bank for sponsoring this year's polling and the production of this report.



[1] Research undertaken by Walnut Omnibus. Polling was undertaken over April–May, except for 2017, when polling took place in January.

PART ONE

TEN YEARS OF POLLING: ATTITUDES TO ACTION

The UK's support for fair tax has been rock solid over the past ten years.

Over the decade the Fair Tax Foundation have been surveying the public, close to three-quarters have consistently said they'd rather work for, shop at, switch allegiance to and trust a business that is a responsible taxpayer.

This support comes from across geographies and demographics, with a slight tilt towards a higher preference for fair tax from women and a strong tilt for older age groups. Respondents in the AB social class are also more likely to support than those in the DE social class.

This comes as the ethical consumption movement has more than doubled in the past ten years, surpassing £141bn in 2021 according to [Ethical Consumer](#).^[2]

In our 2023 report on UK attitudes to tax, [Fair Tax Nation: UK public attitudes to corporate tax conduct](#)

we also noted the impact of the cost of living crisis. This particularly affects young people, who pay nearly 84% more for essential living than over-65s^[3].

With ten years of Fair Tax Foundation surveys now supported by a growing body of research, we can start to see the impact that these attitudes have on businesses' ability to recruit staff and retain customers.

We have also seen support for the Fair Tax Mark itself grow over the decade, particularly with the certification's international expansion in 2021.

CLOSE TO
**THREE-
QUARTERS**
PREFER A FAIR TAX BUSINESS

[2] Ethical Consumer, "[An overview of ethical markets in the UK](#)"

[3] [Intergenerational Foundation, "Blowing the budget: IF's new report on young people's spending"](#)

AGGRESSIVE TAX BEHAVIOUR HARMS BUSINESS RECRUITMENT

The UK public consistently says it would like to work for a business that pays its fair share of tax – nearly three-quarters (74%) of them in fact on average over the decade. Over the past ten years, never less than 70% of Brits have wanted to work for a fair tax company. In 2026, 75% of people said they would rather work for a fair tax business.

Although some people remain uncertain, no more than 5% have ever said they do not want to work for a fair tax company.

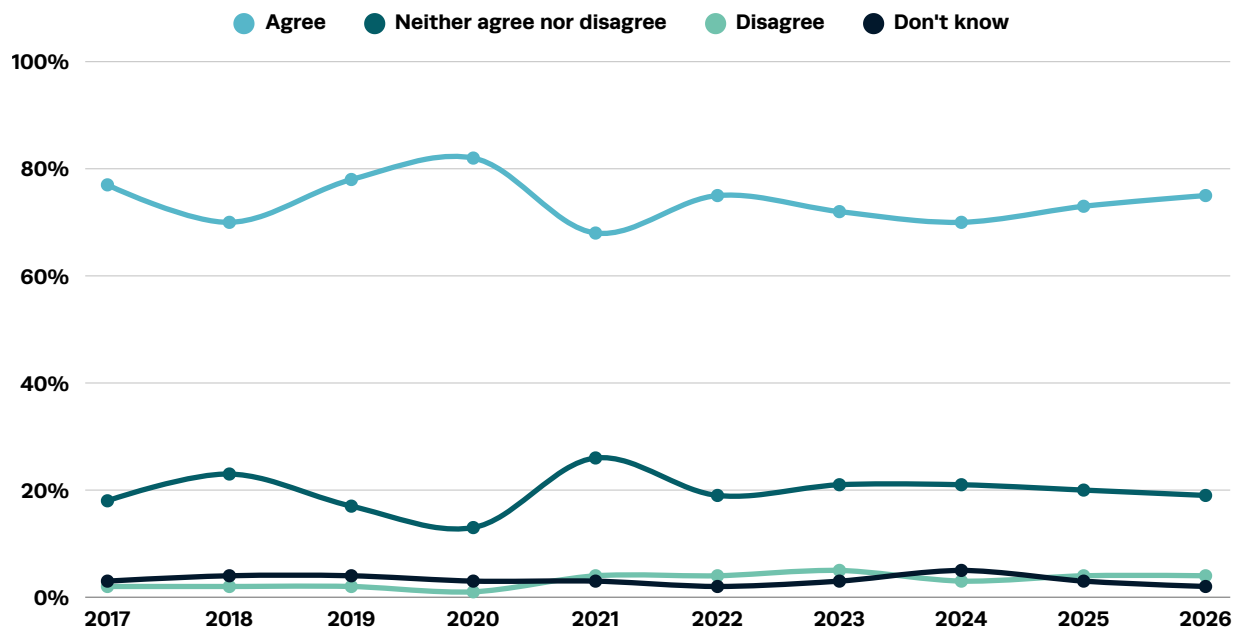
Support for working at a fair tax business increases with age, with 69%

of 18–24-year-olds on average over ten years liking the idea, rising to 79% of 75-year-olds and older over the decade.

However, interest from 18–24-year-olds in 2026 was at 74% – above the average for that age group and the highest support since 2020 when it was 78%.

Support over ten years from the AB social class is an average of 79%, and is 81% in 2026. This decreases incrementally to 69% in the DE social class over ten years and in 2026.

I would rather work for a business that can prove it's paying its fair share of tax



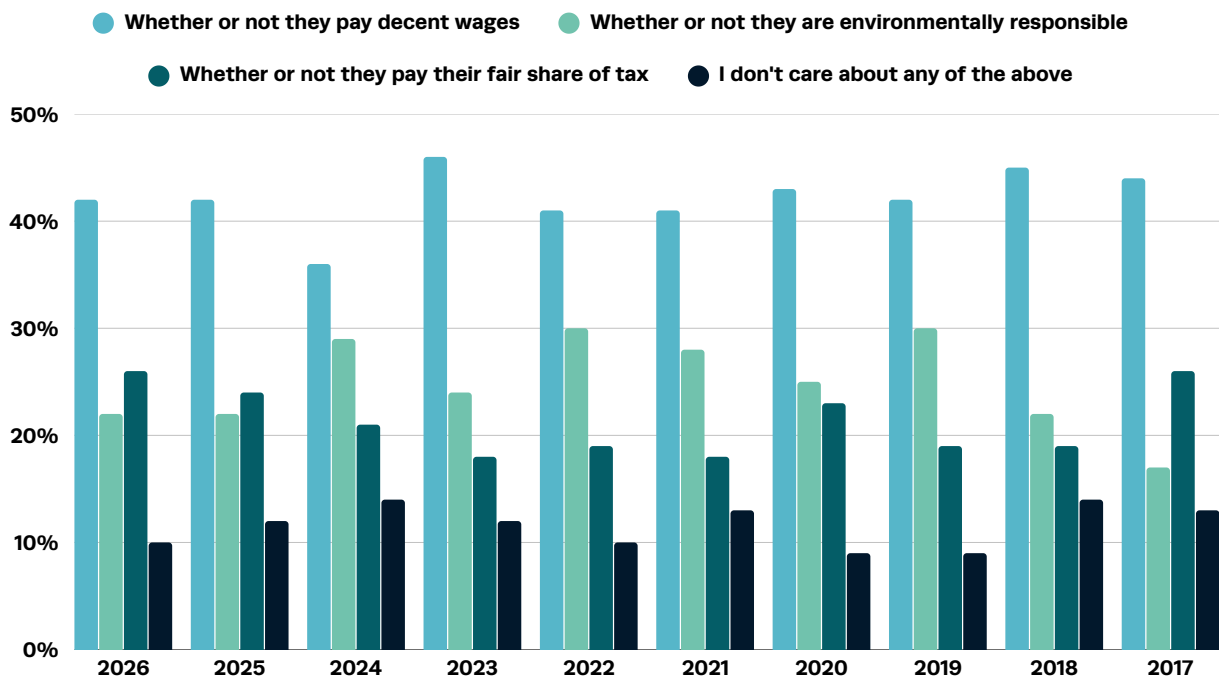
Several studies across the world have now found this attitude being put into practice, with the potential for aggressive tax behaviour to negatively impact a company's recruitment. For example, a 2025 study on corporate tax strategy and recruitment success[4] found that job applicants view companies that engage in aggressive tax avoidance or evasion as less attractive and are less likely to accept offers from them compared with firms using responsible tax strategies.

However, this was tempered by a perception of unfairness of the tax system. The study found job applicants

are more tolerant of aggressive tax avoidance or even tax evasion if the tax system is seen to be unfairly disadvantageous to the prospective employer. This has been found in other research, alongside another big factor: pay.

Our ten-year data consistently shows that whether a company pays decent wages is a potential employees' top concern (42% average over ten years). However, whether a company pays fair tax is now the UK public's next concern. This reached 26% in 2026, the highest it has been since 2017, when it was also 26%.

When thinking about a company's behaviour, which one of the following do you care about the most?



[4] Sandner, K., Sieber, S. Corporate tax strategy and recruitment success. J Bus Econ 95, 1005–1041 (2025). <https://doi.org/10.1007/s11573-025-01235-w>



"The Fair Tax Mark helps us communicate with our stakeholders significantly, including within the company. It becomes clear to all employees and applicants that we take our values of being fair, sustainable and responsible seriously and live by them."

Peter Ledermann, Executive Board Member, Unite

"Transparency and integrity are fundamental to building trust with our colleagues."

Simon Kirkpatrick, CFO, Mitie



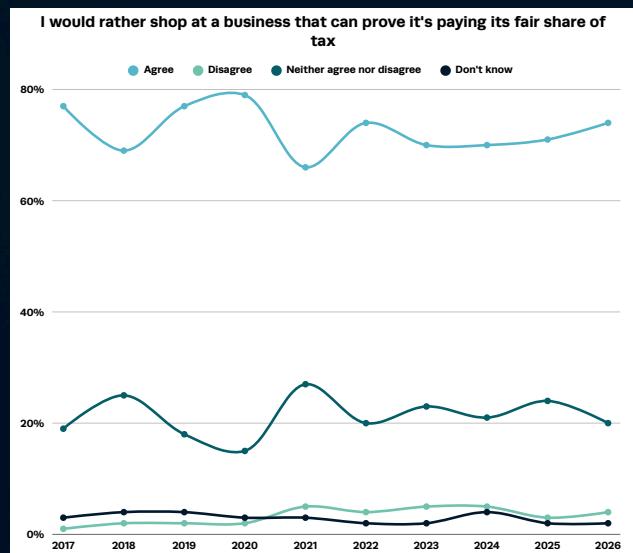
WALKING THE TALK

The UK public are also putting their preference for shopping at fair tax businesses into practice by saying they would switch the business they use to one with the Fair Tax Mark.

Over the past ten years, an average 73% of people would rather shop at a business that can prove it is paying its fair share of tax. In 2026, that figure was 74%, the highest it has been since 2020.

As with support for working at a fair tax business, a preference for shopping at a fair tax business rises with age. Over ten years, 65% of 18–24-year-olds say they would rather shop at a fair tax business (69% in 2026), rising to 81% of 75-year-olds and older over the decade.

The same trend can be found with social class, with the AB group the highest in support of shopping at fair tax businesses, at 78% over ten years and 80% in 2026. An average 68% of the DE group over ten years feel the same.

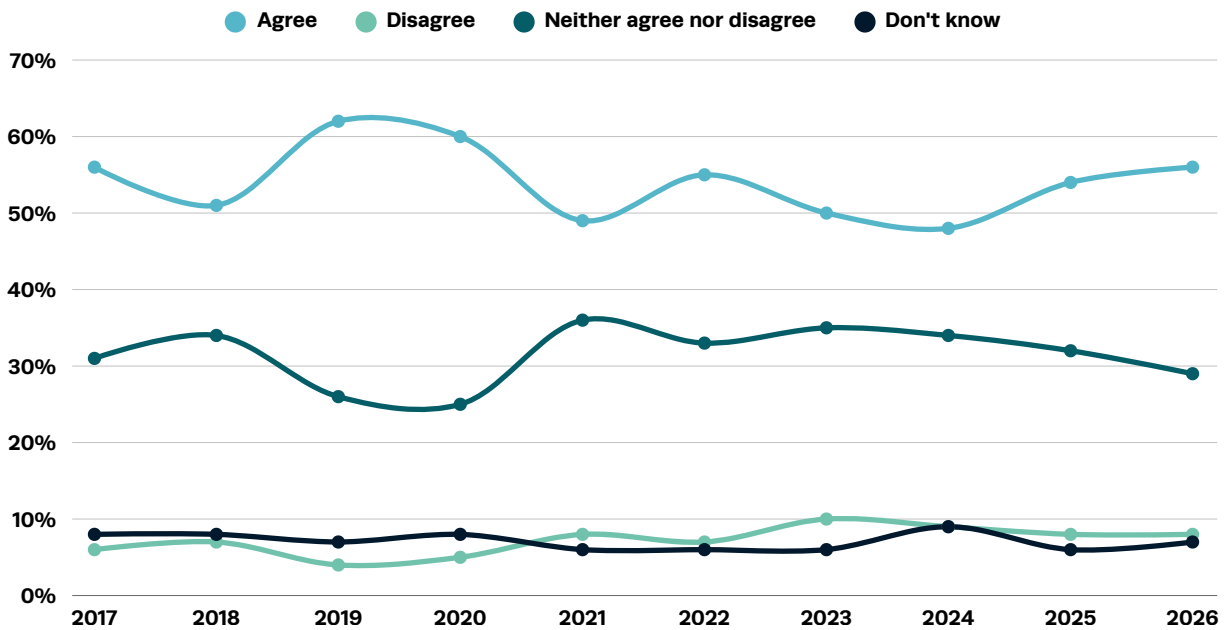


An average 54% of people over the past ten years would actually switch the company they were a consumer of if they discovered an equivalent business with the Fair Tax Mark. In 2026, that figure was 56%, which was also the highest it has been since it was 60% in 2020.

This is consistent across all age groups.

Over ten years, and in 2026, support for switching from the DE social class was 48%. This rises to 61% over ten years in the AB social class, which in 2026 was 66% in support of switching.

I would switch the business I use, for example shops, cafes or services, in favour of one that has the Fair Tax Mark



These actions are backed up by research, which has found that ethical business practices – such as fair tax – can influence loyalty and switching when a person already holds those attitudes (such as a preference for shopping at a fair tax business)[5].

Many are even willing to boycott and choose more expensive alternatives[6].

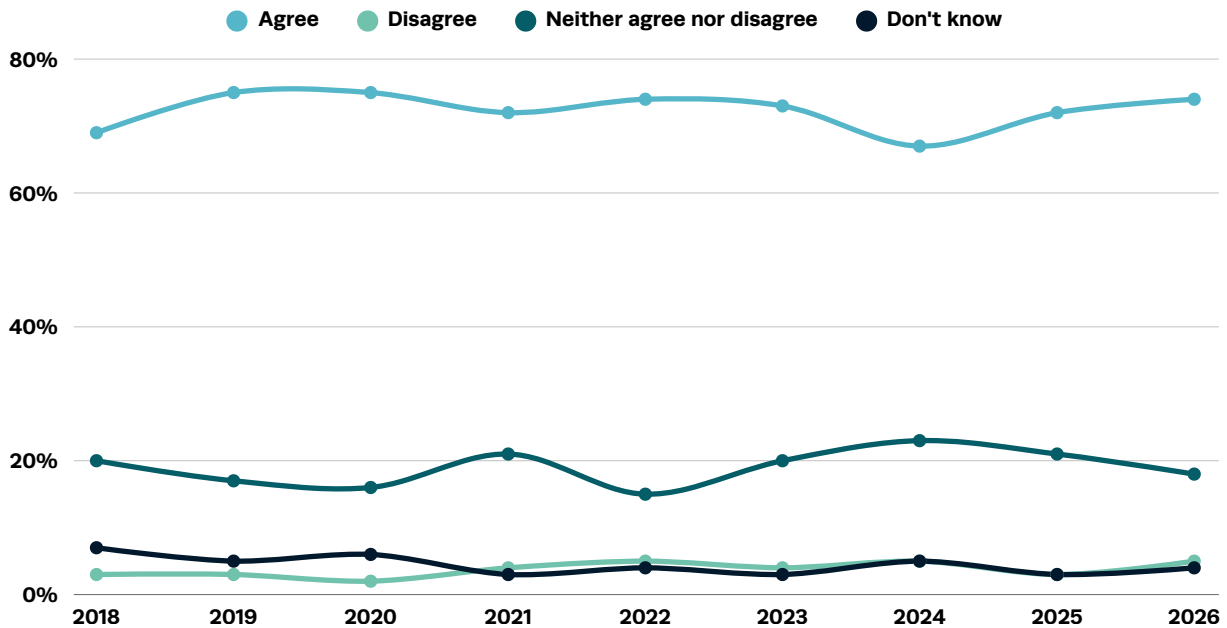
Similarly, a 2023 study found that when people learn companies are avoiding taxes, they reduce their purchase intentions, are less willing to pay and think less of the business overall.

Over ten years, an average 72% of people agree that businesses that can demonstrate they pay the right amount of tax, and that overtly shun the artificial use of tax havens and contrived tax avoidance practices, should be celebrated. In 2026, this was 74% – again the highest since 2020 when this figure was 75%.

[5] Osburg, V., Akhtar, Pervaiz, Yoganathan, V., McLeay, F. The Influence of Contrasting Values on Consumer Receptiveness to Ethical Information and Ethical Choices. Journal of Business Research, 104. 366–379 (2019). [10.1016/j.jbusres.2019.07.022](https://doi.org/10.1016/j.jbusres.2019.07.022)

[6] Razen, M., Kupfer, A. The effect of tax transparency on consumer and firm behavior: Experimental evidence. Journal of Behavioral and Experimental Economics 104, 2214–8043 (2023). <https://doi.org/10.1016/j.socec.2023.101990>

It's important to celebrate businesses that can demonstrate they pay the right amount of tax and that overtly shun the artificial use of tax havens and contrived tax avoidance practices



The Fair Tax Foundation run an annual celebratory week for fair tax businesses and councils – Fair Tax Week[7] – that can put this sentiment into practice. Over ten years of running this week, we have seen countless businesses run events and celebrations. We’ve held parliamentary receptions, garnered national media

interest, engaged in new research and more. There has been no shortage of celebration in action.

Across questions about walking the talk when it comes to fair tax businesses, there is no discernible gender or geographical gap.

“[The Fair Tax Mark shows] our customers that we are a responsible business that takes a great deal of pride in being open and transparent in how we do things”

James Bowling, CFO, Severn Trent

[7] Fair Tax Foundation, [“Fair Tax Week”](#)

FAIR TAX MARK IMPROVES REPUTATION AND TRUST IN BUSINESS

In 2017 – when the Fair Tax Foundation started surveying the UK public – a study was published in the Journal of Business Ethics looking at what UK stakeholders expect from corporate tax behaviour. For the community groups the study spoke to, trust in a business was important, and could be gained or lost due to their tax behaviours[8].

“Companies could regain public and community trust through offering understandable and applicable knowledge about what taxes they are paying and their profits,” the study found.

Enter the Fair Tax Mark, which has grown in awareness over the past twelve years of its existence, providing trust for the public that a company is doing the right thing when it comes to corporate income tax.

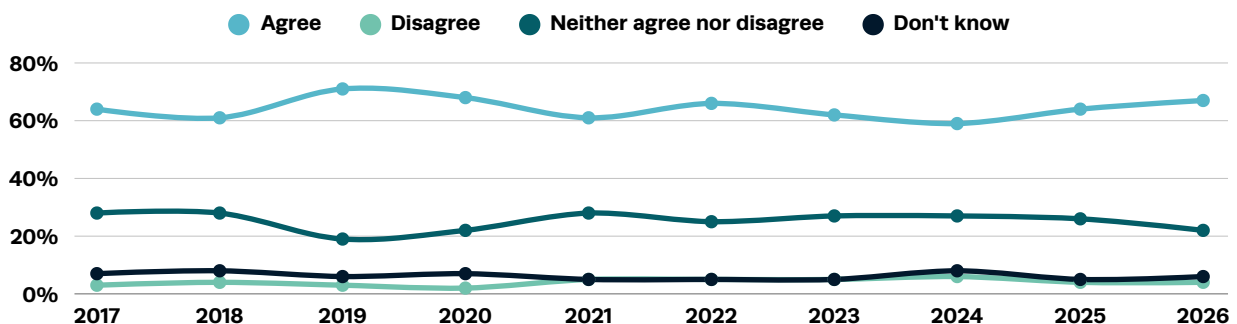
On average over the past ten years, 64%

of people would trust a business with the Fair Tax Mark more than one without it. But in 2026, this was 67%, up from 59% in 2024. In 2021, the Fair Tax Foundation internationalised and five years later certify more than 275 businesses in eight countries.

Trust is evenly spread across all age groups over ten years. In 2026, 73% of 18–24-year-olds agreed they would trust a business with the Fair Tax Mark more than one without it, which is above the ten-year average for this age group of 63%.

The AB social group show the most support over ten years, at an average 70%. In 2026, this was 75%. This support drops slightly to 61% in the DE social group over ten years, with 63% of that group saying they would trust a fair tax business in 2026.

I would trust a business with the Fair Tax Mark more than one without it



[8] Hillenbrand, C., Money, K.G., Brooks, C. et al. Corporate Tax: What Do Stakeholders Expect?. J Bus Ethics 158, 403–426 (2019). <https://doi.org/10.1007/s10551-017-3700-6>

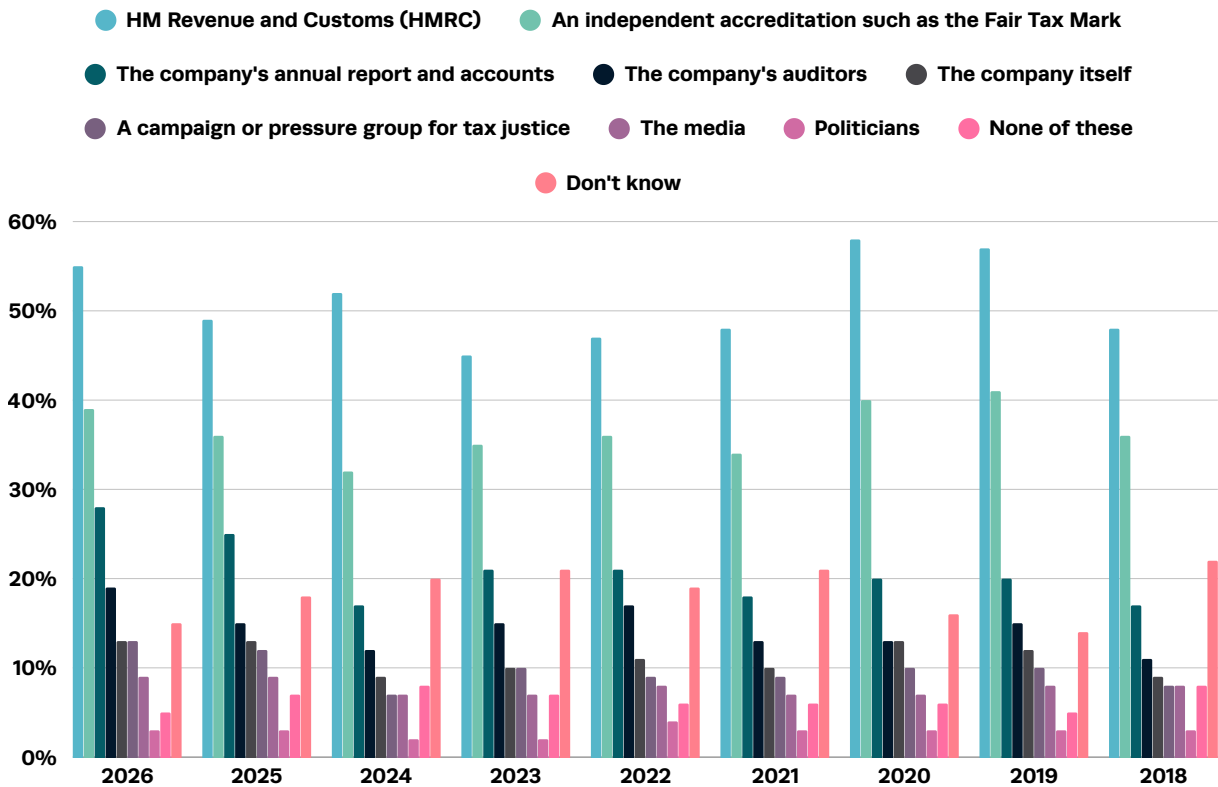
At the same time, the UK public’s trust in HMRC to provide accurate information about company tax practices has risen to 55% in 2026, up from a low of 45% in 2023. This was consistent across all age groups and demographics.

In 2024, the Fair Tax Foundation welcomed the government’s pledge to substantially boost the resources available to HMRC’s compliance unit and the pursuit of tax avoiders[9]. The government confirmed a

plan to recruit an additional 5,000 staff at a cost of £555mn per year. Well-resourced tax authorities are crucial to closing the tax gap and to tax justice more generally.

Consistently second in the public trust to provide accurate tax information is an independent verifier such as the Fair Tax Mark. In 2026 this was at 39% of the public, slightly above the 37% nine-year average.

If you wanted to know if a company was paying the right amount of tax which, if any, of the following would you trust to provide accurate information?



“Rebuilding public trust in business will not be easy, but as a start, businesses need to significantly increase transparency around tax as a minimum – but not just the numbers, the principles and practices too. Being open and transparent is the bedrock of building trust. We have long sought to do this as a company with our Fair Tax Mark accreditation.”

Martin McEwen, Head of Tax, SSE

[9] Fair Tax Foundation, “Well-resourced tax authorities crucial to closing the tax gap”

PART TWO

PUTTING FAIR TAX ON THE PUBLIC AGENDA

Over the past few years our surveys have expanded to ask the UK public their thoughts on what policies and approaches the UK government should encourage and reward corporate responsible tax conduct.

Since our last report in 2023, we have seen a new government in the UK, the publication of the Covid inquiry in 2024 and increased cost of living pressures.

Yet again, agreement with measures designed to curb tax avoidance and increase corporate tax transparency all garner support from more than half the population, as we'll dig deeper into below.

Amid an increasingly fractured political landscape in the UK[10], this support is shown across the spectrum. Support does increase with age, however, as well as being stronger in the AB social class than in the DE social class.

These approaches concern the UK government's role in approaching tax transparency with business; in supporting failing businesses; its policies surrounding procurement; and other corporate taxes, such as on digital services.



[10] More in Common, "[Shattered Britain](#)"

UK PUBLIC WANT TO SEE ENHANCED CORPORATE TAX TRANSPARENCY

Increasing transparency, and disclosure of policies and reporting, are key tenets of the Fair Tax Foundation’s work and ethos. We believe greater transparency leads to better behaviours and practices in businesses both big and small[11].

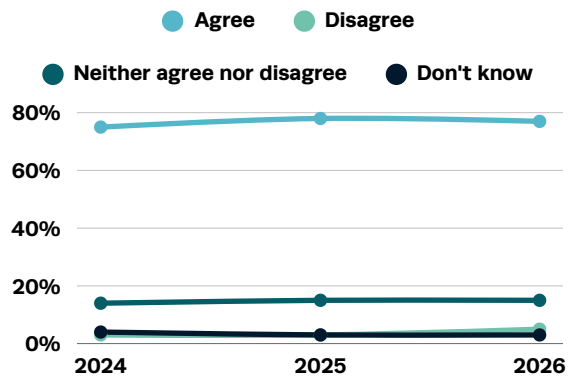
And when it comes to believing companies should disclose their tax policies, their profits by country and what taxes they do or don’t pay in the UK, the public overwhelmingly agrees.

An average 77% of Brits over the past three years (77% in 2026) agree companies of all sizes operating in the UK should have to publicly disclose their tax policies and clarify their attitude to tax avoidance.

Support for this idea increases by age over the past three years, peaking at 65–74-year-olds. An average 62% of those aged 18–24 showed support, with 64% in 2026, compared with 87% of 65–74-year-olds over three years.

It also increases by social class. An average 74% of the DE group are in support over three years, rising to 79% of the AB group over the same timeframe. In 2026, 81% of the AB group believe companies should disclose their tax policies.

Companies of all sizes operating in the UK should have to publicly disclose their tax policies and clarify their attitude to tax avoidance



A public tax policy is a key criterion for businesses wishing to gain the Fair Tax Mark certification. A tax policy should, as a bare minimum, seek legal compliance and set out a business’s approach to governance, internal control and risk management. A Fair Tax Mark business would also be expected to explicitly shun tax avoidance and the artificial use of tax havens, and commit to the declaration of profits in the place where their economic substance arises.

For multinational businesses, the latter means also publicly publishing a report showing the income, profits and taxes are paid in each country in which they operate.

[11] Fair Tax Foundation, “Public Country-by-Country Reporting: why and how”

This is called public Country-by-Country Reporting (pCbCR) and is now mandated in many parts of the world.

The Fair Tax Foundation have long pushed for pCbCR, not least because where mandatory pCbCR has already been introduced (e.g., in connection with large European banks and extractive industries), there is evidence of reduced use of tax havens, reduced profit shifting, increased effective tax rates and increased domestic tax revenue mobilisation. With a host of Fair Tax Mark certified multinationals demonstrating exemplar reporting, and cutting-edge research into the area, we are leading the charge.

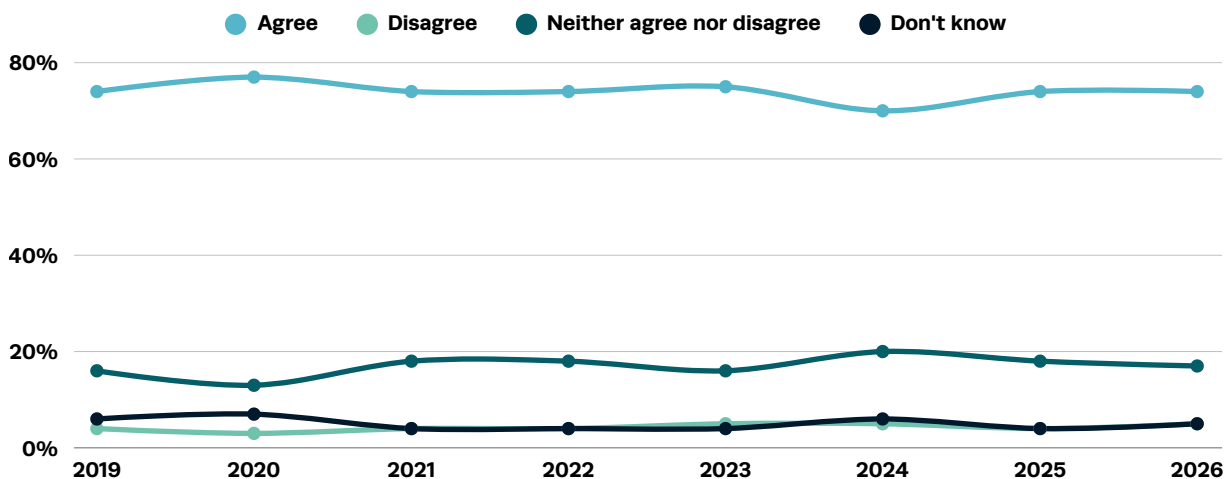
And the UK public consistently agree. An average 74% over the past eight years (74% in 2026) agree the UK should take a lead and force multinational businesses to disclose how much income, profit and tax they pay in each country in which they operate.

74%
 SAY UK SHOULD FORCE
 MULTINATIONALS TO DISCLOSE HOW
 MUCH INCOME, PROFIT AND TAX THEY
 PAY IN EACH COUNTRY IN WHICH THEY OPERATE

Support for this idea rises with age, with an average 61% of 18–24-year-olds over eight years of polling (63% in 2026) agreeing, rising to 84% of 75-year-olds and older over that time.

Among the DE social class support is at 71% over eight years and in 2026. This rises to 78% in the AB social class over eight years.

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



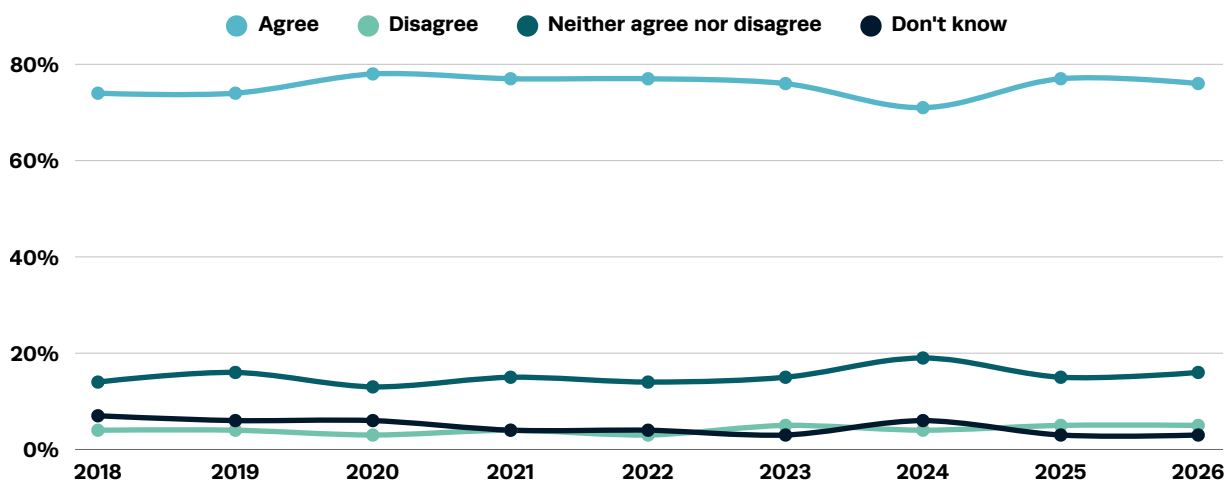
Here in the UK, the public also think businesses should disclose what taxes they do or don't pay in this country, regardless of business size. An average 76% of people over the past nine years (76% in 2026) agree[12].

Support for this idea rises with age, with an average 61% of 18–24-year-olds over

nine years of polling (62% in 2026) agreeing, rising to 87% of 75-year-olds and older over that time.

In 2026, support for businesses disclosing what taxes they pay is the same as the nine-year averages among social groups. For the AB group this is 79% and for the DE group it is 73%.

All companies, whatever the size, should have to publicly disclose the taxes that they do or don't pay in the UK



GOVERNMENT SUPPORT SHOULD BE CONDITIONAL ON RESPONSIBLE TAX

In 2026, the number of respondents agreeing with the statement 'All businesses benefitting from government bailouts should have to agree to a set of conditions that prohibit tax avoidance

and enforce responsible tax conduct' was at 82%.

This is the highest it has been since polling for this question began in 2020, when it was also 82%.

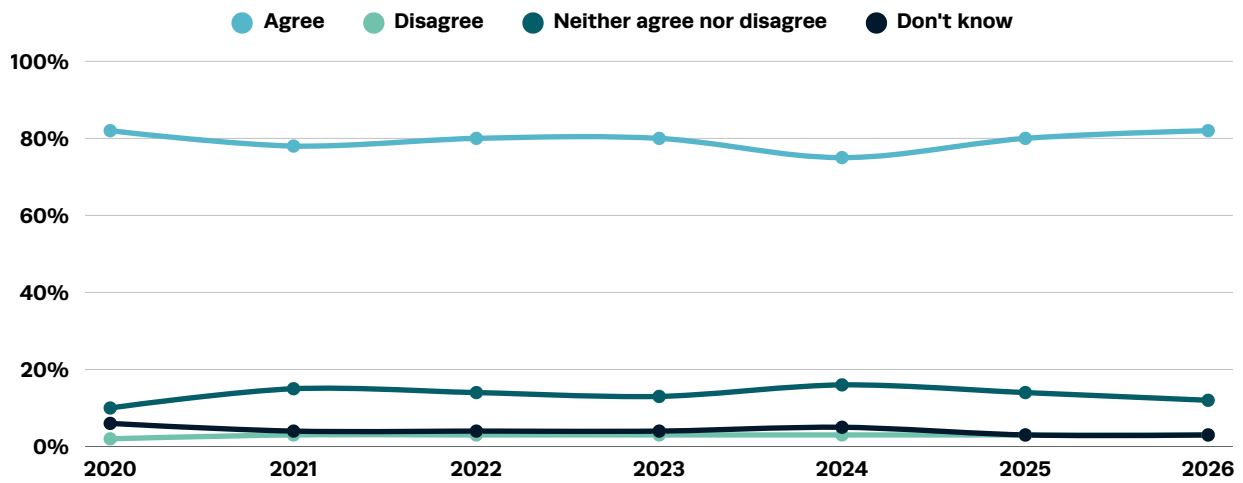
[12] Fair Tax Foundation, "[Why small business tax dodgers should be as big a concern as big business tax avoidance](#)"

An astonishing 95% of 65–74-year-olds agreed with the statement, with 71% strongly agreeing. This was up from 92% of that age group in 2025.

In an increasingly unstable geopolitical and business environment, business and

local authority bailouts have become a more frequent topic of national discussion. And with Covid fraud reporting costing the UK public £10.9bn[13], people do not wish to see repeated opportunities for tax avoidance and irresponsible tax conduct.

All businesses benefitting from government bailouts should have to agree to a set of conditions that prohibit tax avoidance and enforce responsible tax conduct



PUBLIC CONTRACTS SHOULD BE CONTINGENT ON CORPORATE RESPONSIBLE TAX CONDUCT

Over the past two years, support for the government considering a company's ethics as part of procurement decisions has grown. In 2026, it was 56%, up from

49% the year before. This coincides with a drop (17% down from 20% the previous year) in people saying only value for money should be considered.

[13] GOV.UK, "Covid fraud cost UK taxpayer £10.9 billion, reveals independent report"

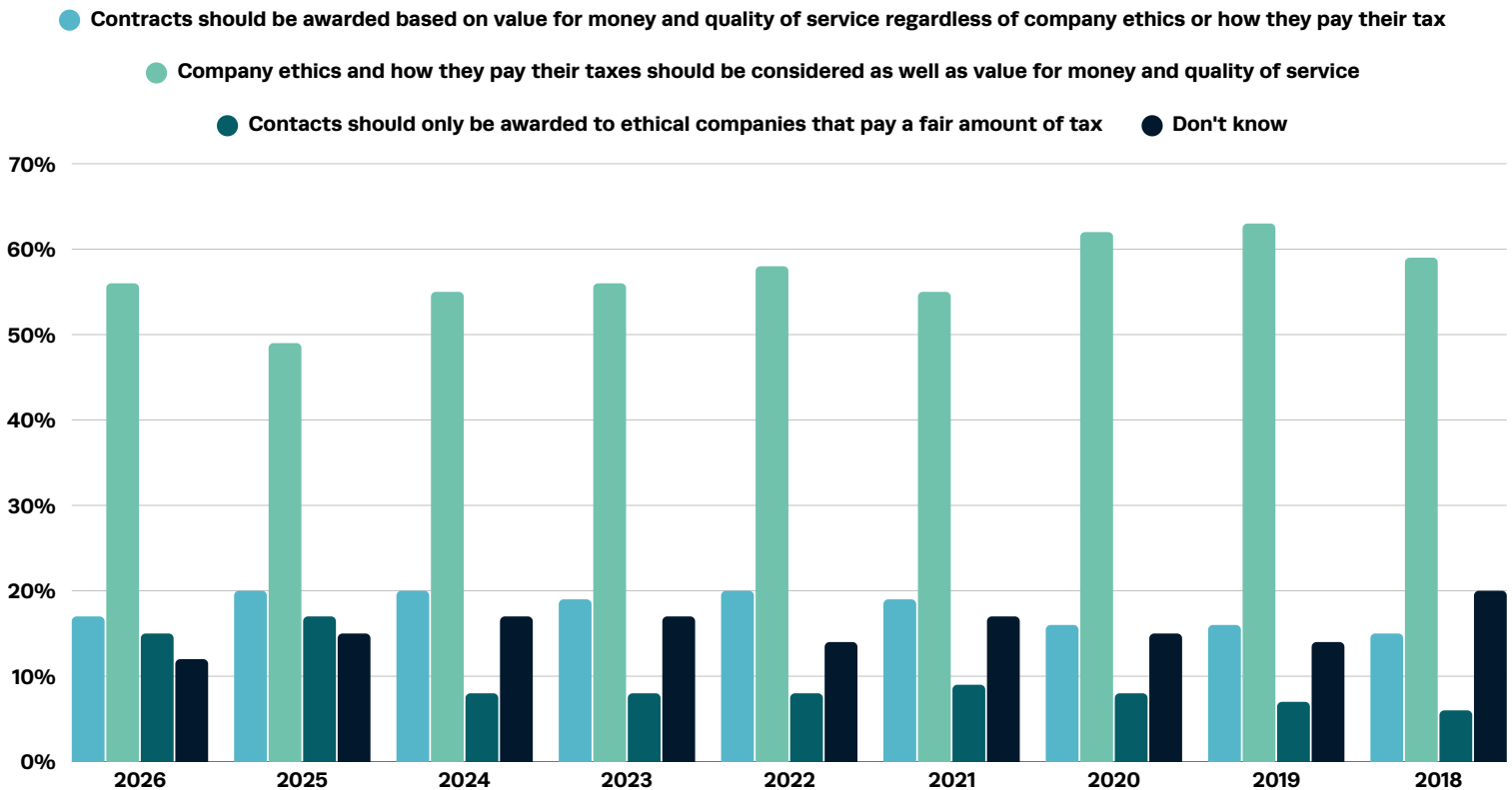
Although the age gap seen across all questions is maintained, with older age brackets offering more support for fair tax policies, 18–24-year-olds are the most likely to say that the government and local councils should only award contracts to ethical companies that pay a fair amount of tax, even if that means less value for money and a lower quality of service.

In 2025, the UK’s new national procurement policy came into effect, which stated that in-scope public bodies must ensure their suppliers are actively working to tackle bribery, corruption and fraud, as well as complying with their tax obligations[14].

The Fair Tax Foundation welcomed changes intended to ensure corporate tax conduct could be better factored into national and local purchasing decisions. But we believe they do not go far enough in excluding businesses for tax avoidance, and in implementing penalties.[15]

However, we have seen the new rules lead public authorities to create social value policies that include fair tax considerations. This aligns with this growth in public support for ethical considerations in procurement.

Thinking about when the government, local councils or public bodies are awarding contracts to companies, which of the following comes closest to your view?



[14] Fair Tax Foundation, [“UK procurement policy should require suppliers to show responsible tax conduct”](#)

[15] Fair Tax Foundation, [“UK public procurement reform”](#)

BEYOND CORPORATE INCOME TAX

At the Fair Tax Foundation, we're often asked why corporate income tax is such a major focus of our work. After all, corporate income tax is just one of several taxes that businesses pay.

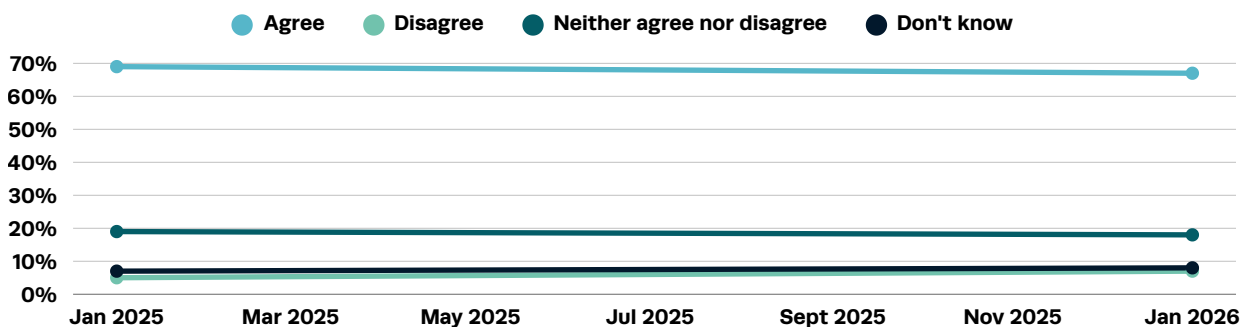
In our opinion, no other tax borne or collected by business comes close to having so many positive impacts. Corporate tax is much more than a revenue raiser for public services. It is crucial to fair business competition, improved national productivity and reduced inequality.

However, over the past two years we have asked the UK public about another topical business tax: a digital services tax. This is a tax on the revenues of multinational tech companies providing UK users with specific 'digital services' including search engines, social media services and online marketplaces.

In April 2025, the Fair Tax Foundation published a report^[16] looking at the effective tax rate of the businesses that dominate digital infrastructure and services. We found a significant difference between the corporate income cash taxes paid and both the expected headline rates of tax and the reported current tax provisions.

Over the past two years of asking the public whether the UK should ensure that big technology companies (such as Facebook, Google, Apple and Amazon) pay an additional digital services tax to increase their overall tax contribution in the UK, an average 68% of people have agreed (69% in 2025 and 67% in 2026). This has a slight skew to higher support from wealthier respondents.

The UK should ensure that big technology companies (such as Facebook, Google, Apple and Amazon) pay an additional digital services tax to increase their overall tax contribution in the UK



[16] Fair Tax Foundation, "The Silicon Six and their enduring global tax gap"

ABOUT THE FAIR TAX FOUNDATION

The Fair Tax Foundation launched in 2014 and operate as a not-for-profit social enterprise. We believe companies demonstrating responsible tax practices should be recognised and celebrated, and any global race to the bottom on corporate income tax resisted. Tax avoidance doesn't just rob public services of vital revenue, it also undermines the ability of business to compete fairly, reduces national productivity and exacerbates inequality.

We have developed the Fair Tax Mark, the world's first certification for responsible tax conduct, which is now widely regarded as being the gold standard for business worldwide. In 2026 certification has been secured by 275 businesses, which together employ more than 475,000 people and contribute €4.8bn / £4.1bn annually in corporate income tax worldwide.

Our progressive community has grown to embrace businesses headquartered in the UK, Denmark, Germany, Finland, Italy, Spain, Sweden and the Netherlands. Other initiatives include the Tax Responsibility and Transparency Index, Fair Tax Week and the Councils for Fair Tax Declaration. See <https://fairtaxmark.net>

METHODOLOGY

All data, unless otherwise stated, is from Walnut, part of Accenture Song. Research was undertaken by Walnut Omnibus. Polling was undertaken annually over April-May, except for 2017, when polling took place in January.

Walnut Omnibus is a quantitative syndicated survey conducted twice a week. The survey is conducted online, interviewing a nationally representative sample of 2,000 GB adults (aged 18+). Interviews are completed by members of Walnut's newvista panel who have agreed to take part in our surveys. Participants are invited by email, which are sent to panellists selected at random from our panel. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The nationally representative profile is based on census data collected by Office for National Statistics.



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