Public perceptions towards taxing digital companies in six countries

Research executed by Kieskompas – Election Compass, 2018
Authors: André Krouwel, Yordan Kutlinski, Tom Etienne
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Executive summary:
Widespread public support for taxation of tech giants. Support also vast among voters of center-right parties

In many European countries there is a political debate on closing the loopholes that tech companies use to avoid paying tax. We surveyed voters in six EU countries about their opinions in terms of support for a tax on tech giants and asked additional questions on large companies and taxation regimes.

The most important finding is that over 80 per cent of all citizen in Denmark, Sweden, France, The Netherlands, Germany and Austria (strongly) agree with introducing a tax on tech companies, particularly when confronted with the low level currently paid and the possibilities of tax evasion. Overwhelming majorities of voters in the six countries support taxation of global companies on selling goods and services. This support for a tax on tech companies is strong across the political spectrum in all six countries, also among supporters of the centre-right parties that normally favour lower taxation for companies. The only exception are voters of the right-wing parties in Denmark (Venstre, Nye Borgerlige and the Liberal Alliance).

We also asked if European countries should wait for an international solution in order to test the urgency of this measure. To our surprise, large majorities of voters across the political spectrum want their government to act now, rather than wait for supra-national agreement. Again, the majorities are overwhelming, over 80 percent of respondents across the six countries overall. We find the same pattern when partisan preferences are considered, with the only exception again on the Danish right-wing pole on the political spectrum (Liberal alliance and Nye Borgerlige voters oppose taxing tech companies without an international solution).

Moreover, voters across Europe are also in favour of the EU imposing such a taxation on (mainly US) tech companies, even if the United States objects. A digital tax on service providers (such as Netflix) and e-commerce (like Amazon) is also supported by vast majorities of voters in all six countries and across the political spectrum.

We asked voters in the six countries also if they would favour a reform of corporate taxation on profit, instead of the temporary tax on digital turnover. Such a reform can also count on the support of large majorities in all six countries.

In order to check whether cueing to respondents tax-evasion and the low proportion tech companies pay influences voter-opinions, we asked respondents to say which statement best represents their view:

- It is inevitable in the modern world that some global companies are very innovative and have found ways to do business cheaper. Governments will simply have to accept that these companies will never pay tax.
- It is difficult to tax some companies because they operate globally, and their economic activities cannot be easily located. Governments should work together to make sure these global companies pay similar levels of taxation as national companies.
- Large companies avoid taxes on purpose, which is unacceptable. Companies that do not pay taxes should be prosecuted and given large fines.

Here we see that very few people think that governments should accept that these global companies cannot be taxed. Opinion patterns become more complex when these options are offered. In the Netherlands and Sweden, we can see that most voters for the major parties (that also take on governmental responsibilities) are in
favour of countries working together to make sure these companies pay taxes. Only on Dutch the political fringes do voters think large companies avoid taxes on purpose. In Austria, Denmark, France there is a broader perception that global companies deliberately avoid taxes.

The majority of respondents in all six countries also in majority say they would buy from a competitor if they knew that a company was not paying tax in their country. Yet, here we see that many voters that support centre-right parties would still buy from such companies.

> Methodology

Public opinion voter data was collected online in 6 EU member states: Austria, Denmark, France, Germany, the Netherlands and Sweden in late November 2018. The collected data was subsequently weighted to correspond to national census statistics of population. Due to the weighting procedure - based on respondents’ age, educational attainment, gender and vote recall in the last national elections – the number of respondents is statistically reduced. Below we report the raw number of respondents that filled out the questionnaire, as well as the number of respondents after weighting:

<table>
<thead>
<tr>
<th>Country</th>
<th>Total N of respondents</th>
<th>N of respondents after weighting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Austria</td>
<td>1.205</td>
<td>953</td>
</tr>
<tr>
<td>Denmark</td>
<td>663</td>
<td>554</td>
</tr>
<tr>
<td>France</td>
<td>1.064</td>
<td>955</td>
</tr>
<tr>
<td>Germany</td>
<td>1.328</td>
<td>1.262</td>
</tr>
<tr>
<td>The Netherlands</td>
<td>3.445</td>
<td>3.055</td>
</tr>
<tr>
<td>Sweden</td>
<td>1.155</td>
<td>1.111</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>8.860</strong></td>
<td><strong>6.935</strong></td>
</tr>
</tbody>
</table>

> Weighting process

Since data collected online is not automatically representative of the general voting population as often younger, higher educated and politically interested respondents are recruited, the data was weighted by post-stratification and Iterative Proportional Fitting, accounting for respondents’ age, education and gender. To determine the extent of sample imbalance, we compared our observed demographic characteristics with that of the likely voter population as of 2011 - the Eurostat Census – one of the best publicly available EU-wide census data sources. In addition, supplementary weights were included, based on vote recall in the last national Parliamentary election that took place in each country, in order to adjust for partisan bias. This generates a sample with substantially decreased bias in each country that highly reflects the composition of the total population.

For more information about the technical design of the study and research methods, please contact André Krouwel (Election Compass). Telephone: +31 624642200
## Statements on digital tax

The EU should impose a digital tax even if the USA are perceiving this measure as mainly targeting American companies.

Introducing a digital tax on large companies is a good idea.

Services providing digital content such as Netflix, or e-commerce such as Amazon, should also be taxed this digital tax.

Instead of a temporary tax on digital turnover, a reform of corporate taxes on profits is needed in Europe.

European countries should wait for international solutions, even though such solutions may not be within reach.

---

### Statements on digital tax - Total EU6

- **Strongly disagree**
  - 4.7%
  - 4.9%
  - 2.2%
  - 2.6%

- **Disagree**
  - 11.7%
  - 11.4%
  - 15.8%
  - 15.8%

- **Agree**
  - 51.3%
  - 54.8%
  - 57.0%
  - 52.0%

- **Strongly agree**
  - 32.3%
  - 28.8%
  - 24.9%
  - 18.8%
Introducing a digital tax on tech companies is a good idea

Introducing a digital tax on large companies is a good idea - Germany

- Total
- SPD
- Die Grünen
- Linke
- CDU/CSU
- FDP
- AfD

Strongly disagree | Disagree | Agree | Strongly agree
Introducing a digital tax on large companies is a good idea - Netherlands

Strongly disagree
Disagree
Agree
Strongly agree
Introducing a digital tax on large companies is a good idea - **Austria**

- **Total**
- **Die Grünen**
- **Liste Pilz**
- **NEOS**
- **SPÖ**
- **ÖVP**
- **FPÖ**

![Bar chart showing responses for introducing a digital tax on large companies in Austria by different political parties.](chart.png)

Legend:
- **Strongly disagree**
- **Disagree**
- **Agree**
- **Strongly agree**
Introducing a digital tax on large companies is a good idea - Denmark

Total

Det Konservative Folkeparti
Alternativet
Radikale Venstre
Socialistisk Folkeparti (SF)
Enhedslisten
Socialdemokratiet
Dansk Folkeparti
Venstre
Nye Borgerlige
Liberal Alliance

Strongly disagree Disagree Agree Strongly agree
Introducing a digital tax on large companies is a good idea - France

- Strongly disagree
- Disagree
- Agree
- Strongly agree
Introducing a digital tax on large companies is a good idea - Sweden

- Strongly disagree
- Disagree
- Agree
- Strongly agree
European countries should wait for international solutions, even though such solutions may not be within reach

<table>
<thead>
<tr>
<th>Country</th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total EU6</td>
<td>26.9%</td>
<td>52.0%</td>
<td>18.8%</td>
<td>2.2%</td>
</tr>
<tr>
<td>Netherlands</td>
<td>16.1%</td>
<td>54.8%</td>
<td>27.0%</td>
<td>2.1%</td>
</tr>
<tr>
<td>Sweden</td>
<td>22.6%</td>
<td>50.8%</td>
<td>24.7%</td>
<td>1.9%</td>
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<tr>
<td>Denmark</td>
<td>25.3%</td>
<td>51.5%</td>
<td>21.8%</td>
<td>1.3%</td>
</tr>
<tr>
<td>France</td>
<td>36.1%</td>
<td>46.0%</td>
<td>14.3%</td>
<td>3.6%</td>
</tr>
<tr>
<td>Austria</td>
<td>34.0%</td>
<td>49.4%</td>
<td>13.4%</td>
<td>3.1%</td>
</tr>
<tr>
<td>Germany</td>
<td>27.4%</td>
<td>59.7%</td>
<td>11.6%</td>
<td>1.2%</td>
</tr>
</tbody>
</table>
European countries should wait for international solutions, even though such solutions may not be within reach - Germany
European countries should wait for international solutions, even though such solutions may not be within reach - **Netherlands**

- **Total**
- **SGP**
- **ChristenUnie**
- **FvD**
- **50PLUS**
- **VVD**
- **CDA**
- **D66**
- **SP**
- **PVV**
- **PvdA**
- **GroenLinks**
- **PvdD**

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

- **Strongly disagree**
- **Disagree**
- **Agree**
- **Strongly agree**
European countries should wait for international solutions, even though such solutions may not be within reach - Austria
European countries should wait for international solutions, even though such solutions may not be within reach - **Denmark**

- **Total**
- **Liberal Alliance**
- **Nye Borgerlige**
- **Det Konservative Folkeparti**
- **Venstre**
- **Socialistisk Folkeparti (SF)**
- **Enhedslisten**
- **Dansk Folkeparti**
- **Socialdemokratiet**
- **Radikale Venstre**
- **Alternativet**

**Strongly disagree** | **Disagree** | **Agree** | **Strongly agree**
European countries should wait for international solutions, even though such solutions may not be within reach - France

- Strongly disagree
- Disagree
- Agree
- Strongly agree
European countries should wait for international solutions, even though such solutions may not be within reach - **Sweden**

- Strongly disagree
- Disagree
- Agree
- Strongly agree
The EU should impose a digital tax even if the USA are perceiving this measure as mainly targeting American companies

The EU should impose a digital tax even if the USA are perceiving this measure as mainly targeting American companies

<table>
<thead>
<tr>
<th></th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total EU6</td>
<td>51.3%</td>
<td>32.3%</td>
<td>8.0%</td>
<td>6.1%</td>
</tr>
<tr>
<td>Germany</td>
<td>54.7%</td>
<td>33.9%</td>
<td>5.7%</td>
<td>8.5%</td>
</tr>
<tr>
<td>France</td>
<td>44.7%</td>
<td>42.9%</td>
<td>7.8%</td>
<td>10.6%</td>
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<tr>
<td>Austria</td>
<td>46.2%</td>
<td>40.2%</td>
<td>13.0%</td>
<td>7.8%</td>
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<tr>
<td>Sweden</td>
<td>64.2%</td>
<td>16.7%</td>
<td>13.0%</td>
<td>6.1%</td>
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<tr>
<td>Netherlands</td>
<td>56.9%</td>
<td>23.7%</td>
<td>15.6%</td>
<td>3.7%</td>
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<tr>
<td>Denmark</td>
<td>41.3%</td>
<td>36.4%</td>
<td>14.3%</td>
<td>8.0%</td>
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</tbody>
</table>
The EU should impose a digital tax even if the USA are perceiving this measure as mainly targeting American companies - Germany

The graph shows the distribution of opinions among different political parties in Germany. The bar chart indicates the percentage of respondents who strongly disagree, disagree, agree, and strongly agree with the statement. The chart suggests a consensus among different parties, with a majority leaning towards disagreement or neutrality.
The EU should impose a digital tax even if the USA are perceiving this measure as mainly targeting American companies - Netherlands
The EU should impose a digital tax even if the USA are perceiving this measure as mainly targeting American companies - Austria

- Strongly disagree
- Disagree
- Agree
- Strongly agree

The chart shows the distribution of responses for each political party in Austria on the question. The chart is color-coded to represent the percentage of respondents who fell into each category. The categories are arranged on a scale from 0% to 100%, with the color intensity indicating the percentage of respondents in each category.
The EU should impose a digital tax even if the USA are perceiving this measure as mainly targeting American companies - **Denmark**

<table>
<thead>
<tr>
<th>Party</th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Agree</th>
<th>Strongly agree</th>
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<tbody>
<tr>
<td>Total</td>
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<tr>
<td>Socialistisk Folkeparti (SF)</td>
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<td>Radikale Venstre</td>
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<tr>
<td>Socialdemokratiet</td>
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<tr>
<td>Det Konservative Folkeparti</td>
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<td>Dansk Folkeparti</td>
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<tr>
<td>Nye Borgerlige</td>
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<tr>
<td>Liberal Alliance</td>
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</tbody>
</table>

The diagram shows the distribution of opinions among different political parties in Denmark on the issue of a digital tax.
The EU should impose a digital tax even if the USA are perceiving this measure as mainly targeting American companies - **France**

- **Total**
- **Debout la France - DLF**
- **Les Républicains - LR**
- **Union des démocrates et indépendants - UDI**
- **Mouvement démocrate - MODEM**
- **Générations**
- **Europe Écologie Les Verts - EELV**
- **France Insoumise - FI**
- **Parti socialiste - PS**
- **La République en marche ! - LaREM**
- **Front national - FN**
- **Parti communiste français - PCF**

**Strongly disagree**

**Disagree**

**Agree**

**Strongly agree**
The EU should impose a digital tax even if the USA are perceiving this measure as mainly targeting American companies - Sweden

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

- Strongly disagree
- Disagree
- Agree
- Strongly agree
Services providing digital content such as Netflix, or e-commerce such as Amazon, should also be taxed with this digital tax.

![Bar chart showing the percentage of people in different countries who agree or disagree with the statement.](chart_image)

- **Total EU6**
  - Strongly disagree: 5.6%
  - Disagree: 11.0%
  - Agree: 51.8%
  - Strongly agree: 31.6%

- **France**
  - Strongly disagree: 1.4%
  - Disagree: 9.9%
  - Agree: 45.1%
  - Strongly agree: 43.5%

- **Germany**
  - Strongly disagree: 2.0%
  - Disagree: 11.6%
  - Agree: 53.6%
  - Strongly agree: 32.3%

- **Austria**
  - Strongly disagree: 7.1%
  - Disagree: 8.1%
  - Agree: 42.4%
  - Strongly agree: 42.4%

- **Netherlands**
  - Strongly disagree: 4.2%
  - Disagree: 14.9%
  - Agree: 59.6%
  - Strongly agree: 21.3%

- **Sweden**
  - Strongly disagree: 6.1%
  - Disagree: 13.0%
  - Agree: 64.2%
  - Strongly agree: 16.7%

- **Denmark**
  - Strongly disagree: 12.2%
  - Disagree: 8.7%
  - Agree: 45.8%
  - Strongly agree: 33.3%
Services providing digital content such as Netflix, or e-commerce such as Amazon, should also be taxed with this digital tax - Germany

- Total
- SPD
- Linke
- Die Grünen
- CDU/CSU
- FDP
- AfD

- Strongly disagree
- Disagree
- Agree
- Strongly agree
Services providing digital content such as Netflix, or e-commerce such as Amazon, should also be taxed with this digital tax - **Netherlands**

<table>
<thead>
<tr>
<th>Party</th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Agree</th>
<th>Strongly agree</th>
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<tbody>
<tr>
<td>Total</td>
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<td>PvdA</td>
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</table>

Strongly disagree Disagree Agree Strongly agree
Services providing digital content such as Netflix, or e-commerce such as Amazon, should also be taxed with this digital tax - Austria

- **Total**
- **Die Grünen**
- **SPÖ**
- **Liste Pilz**
- **NEOS**
- **ÖVP**
- **FPÖ**

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

- Strongly disagree
- Disagree
- Agree
- Strongly agree
Services providing digital content such as Netflix, or e-commerce such as Amazon, should also be taxed with this digital tax - **Denmark**

<table>
<thead>
<tr>
<th>Party</th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Agree</th>
<th>Strongly agree</th>
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<tbody>
<tr>
<td>Total</td>
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<tr>
<td>Alternativet</td>
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<tr>
<td>Radikale Venstre</td>
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<tr>
<td>Socialistisk Folkeparti (SF)</td>
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<tr>
<td>Socialdemokratiet</td>
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<td>Det Konservative Folkeparti</td>
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<td>Venstre</td>
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</table>
Services providing digital content such as Netflix, or e-commerce such as Amazon, should also be taxed with this digital tax - **France**

<table>
<thead>
<tr>
<th>Party</th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Agree</th>
<th>Strongly agree</th>
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<tr>
<td>Total</td>
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<tr>
<td>Debout la France - DLF</td>
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<td>Union des démocrates et indépendants - UDI</td>
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<td>Mouvement démocrate - MODEM</td>
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<tr>
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<td>La République en marche ! - LaREM</td>
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<td>Parti communiste français - PCF</td>
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- Strongly disagree
- Disagree
- Agree
- Strongly agree
Services providing digital content such as Netflix, or e-commerce such as Amazon, should also be taxed with this digital tax - **Sweden**

![Bar Chart](chart.png)

<table>
<thead>
<tr>
<th>Party</th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Agree</th>
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<td>Vänsterpartiet</td>
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<tr>
<td>Liberalerna</td>
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Instead of a temporary tax on digital turnover, a reform of corporate taxes on profits is needed in Europe.
Instead of a temporary tax on digital turnover, a reform of corporate taxes on profits is needed in Europe - Germany
Instead of a temporary tax on digital turnover, a reform of corporate taxes on profits is needed in Europe - Netherlands
Instead of a temporary tax on digital turnover, a reform of corporate taxes on profits is needed in Europe - Austria

Strongly disagree | Disagree | Agree | Strongly agree

- Total
- FPÖ
- NEOS
- SPÖ
- ÖVP
- Liste Pilz
- Die Grünen
Instead of a temporary tax on digital turnover, a reform of corporate taxes on profits is needed in Europe - Denmark

- Strongly disagree
- Disagree
- Agree
- Strongly agree
Instead of a temporary tax on digital turnover, a reform of corporate taxes on profits is needed in Europe - **France**

![Bar chart showing the percentage of support for the statement among different political parties in France.](chart)

- **Total**
- **Debout la France - DLF**
- **Parti communiste français - PCF**
- **France Insoumise - FI**
- **Mouvement démocrate - MODEM**
- **Union des démocrates et indépendants - UDI**
- **Europe Écologie Les Verts - EELV**
- **Générations**
- **La République en marche ! - LaREM**
- **Front national - FN**
- **Parti socialiste - PS**
- **Les Républicains - LR**

- **Strongly disagree**
- **Disagree**
- **Agree**
- **Strongly agree**
Instead of a temporary tax on digital turnover, a reform of corporate taxes on profits is needed in Europe - **Sweden**
Large companies tend to enjoy certain tax benefits that smaller companies or citizens do not enjoy. Which of the following statements best represents your view on this?

- It is inevitable in the modern world that some global companies are very innovative and have found ways to do business cheaper. Governments will simply have to accept that these companies will never pay tax.
- It is difficult to tax some companies because they operate globally and their economic activities can not be easily located. Governments should work together to make sure these global companies pay similar levels of taxation as national companies.
- Large companies avoid taxes on purpose, which is unacceptable. Companies that do not pay taxes should be prosecuted and given large fines.

![Graph showing the percentage of votes for each party in Germany]

CDU/CSU: 81.1%
FDP: 72.0%
Die Grünen: 66.3%
SPD: 57.1%
AfD: 60.5%
Linke: 64.5%
Total: 57.3%
Large companies tend to enjoy certain tax benefits that smaller companies or citizens do not enjoy. Which of the following statements best represents your view on this?

- It is inevitable in the modern world that some global companies are very innovative and have found ways to do business cheaper. Governments will simply have to accept that these companies will never pay tax.

- It is difficult to tax some companies because they operate globally and their economic activities can not be easily located. Governments should work together to make sure these global companies pay similar levels of taxation as national companies.

- Large companies avoid taxes on purpose, which is unacceptable. Companies that do not pay taxes should be prosecuted and given large fines.

Germany

92.9% 57.1% 36.0% 35.4% 36.3% 39.3% 17.8% 17.2% 16.4% 19.6% 21.7% 33.3% 18.2%
Large companies tend to enjoy certain tax benefits that smaller companies or citizens do not enjoy. Which of the following statements best represents your view on this? - Netherlands

- It is inevitable in the modern world that some global companies are very innovative and have found ways to do business cheaper. Governments will simply have to accept that these companies will never pay tax.

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Large companies tend to enjoy certain tax benefits that smaller companies or citizens do not enjoy. Which of the following statements best represents your view on this? - Austria

- It is inevitable in the modern world that some global companies are very innovative and have found ways to do business cheaper. Governments will simply have to accept that these companies will never pay tax.
- It is difficult to tax some companies because they operate globally and their economic activities can not be easily located. Governments should work together to make sure these global companies pay similar levels of taxation as national companies.
- Large companies avoid taxes on purpose, which is unacceptable. Companies that do not pay taxes should be prosecuted and given large fines.
Large companies tend to enjoy certain tax benefits that smaller companies or citizens do not enjoy. Which of the following statements best represents your view on this?

- Austria

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- Large companies avoid taxes on purpose, which is unacceptable. Companies that do not pay taxes should be prosecuted and given large fines.
Large companies tend to enjoy certain tax benefits that smaller companies or citizens do not enjoy. Which of the following statements best represents your view on this? - Denmark

- It is inevitable in the modern world that some global companies are very innovative and have found ways to do business cheaper. Governments will simply have to accept that these companies will never pay tax.
- It is difficult to tax some companies because they operate globally and their economic activities can not be easily located. Governments should work together to make sure these global companies pay similar levels of taxation as national companies.
- Large companies avoid taxes on purpose, which is unacceptable. Companies that do not pay taxes should be prosecuted and given large fines.
Large companies tend to enjoy certain tax benefits that smaller companies or citizens do not enjoy. Which of the following statements best represents your view on this?

- **Denmark**

- It is inevitable in the modern world that some global companies are very innovative and have found ways to do business cheaper. Governments will simply have to accept that these companies will never pay tax.

- It is difficult to tax some companies because they operate globally and their economic activities can not be easily located. Governments should work together to make sure these global companies pay similar levels of taxation as national companies.

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Large companies tend to enjoy certain tax benefits that smaller companies or citizens do not enjoy. Which of the following statements best represents your view on this? - France

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Large companies tend to enjoy certain tax benefits that smaller companies or citizens do not enjoy. Which of the following statements best represents your view on this?

- **Sweden**

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- Large companies avoid taxes on purpose, which is unacceptable. Companies that do not pay taxes should be prosecuted and given large fines.
I would buy from a competitor if I knew that a company was not paying tax in my country

- **Total EU6**
  - Strongly disagree: 11.3%
  - Disagree: 21.9%
  - Agree: 42.7%
  - Strongly agree: 24.1%

- **France**
  - Strongly disagree: 1.6%
  - Disagree: 15.4%
  - Agree: 50.0%
  - Strongly agree: 33.0%

- **Austria**
  - Strongly disagree: 10.0%
  - Disagree: 17.9%
  - Agree: 40.5%
  - Strongly agree: 31.6%

- **Germany**
  - Strongly disagree: 6.9%
  - Disagree: 24.9%
  - Agree: 46.6%
  - Strongly agree: 21.6%

- **Sweden**
  - Strongly disagree: 21.9%
  - Disagree: 16.9%
  - Agree: 41.5%
  - Strongly agree: 19.7%

- **Netherlands**
  - Strongly disagree: 8.1%
  - Disagree: 31.9%
  - Agree: 45.0%
  - Strongly agree: 15.0%

- **Denmark**
  - Strongly disagree: 19.3%
  - Disagree: 24.7%
  - Agree: 32.7%
  - Strongly agree: 23.4%
I would buy from a competitor if I knew that a company was not paying tax in my country - Germany

- Strongly disagree
- Disagree
- Agree
- Strongly agree

Total
Linke
Die Grünen
SPD
CDU/CSU
AfD
FDP
I would buy from a competitor if I knew that a company was not paying tax in my country - **Netherlands**

- **Total**
- **SOPLUS**
- **PvdD**
- **GroenLinks**
- **SP**
- **ChristenUnie**
- **PvdA**
- **PVV**
- **SGP**
- **CDA**
- **D66**
- **FvD**
- **VVD**

![Bar chart showing responses to the question across different parties.](chart.png)

- **Strongly disagree**
- **Disagree**
- **Agree**
- **Strongly agree**
I would buy from a competitor if I knew that a company was not paying tax in my country - Austria

<table>
<thead>
<tr>
<th>Party</th>
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<th>Disagree</th>
<th>Agree</th>
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I would buy from a competitor if I knew that a company was not paying tax in my country - Denmark

- Strongly disagree
- Disagree
- Agree
- Strongly agree
I would buy from a competitor if I knew that a company was not paying tax in my country - France

<table>
<thead>
<tr>
<th>Party</th>
<th>Strongly disagree</th>
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<th>Agree</th>
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<td>La République en marche ! - LaREM</td>
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<td>Parti socialiste - PS</td>
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I would buy from a competitor if I knew that a company was not paying tax in my country - **Sweden**

- Strongly disagree
- Disagree
- Agree
- Strongly agree

- **Total**
- **Vänsterpartiet**
- **Miljöpartiet**
- **Socialdemokraterna**
- **Liberalerna**
- **Kristdemokraterna**
- **Moderaterna**
- **Sverigedemokraterna**
- **Centerpartiet**
If companies pay less taxes, they can create more value with the money they save than government would by spending tax money

<table>
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<tr>
<th>Country</th>
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<td>17.0%</td>
<td>45.9%</td>
<td>31.4%</td>
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<td>40.4%</td>
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<td>12.7%</td>
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<td>34.2%</td>
<td>23.8%</td>
<td>8.5%</td>
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<tr>
<td>Germany</td>
<td>31.9%</td>
<td>49.4%</td>
<td>14.3%</td>
<td>4.4%</td>
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</table>
If companies pay less taxes they can create more value with the money they save than government would by spending tax money - Germany

Total

AfD

FDP

CDU/CSU

Die Grünen

SPD

Linke

Strongly disagree  Disagree  Agree  Strongly agree
If companies pay less taxes they can create more value with the money they save than government would by spending tax money. **Netherlands**
If companies pay less taxes they can create more value with the money they save than government would by spending tax money - Austria

- Strongly disagree
- Disagree
- Agree
- Strongly agree
If companies pay less taxes they can create more value with the money they save than government would by spending tax money - Denmark

- Liberal Alliance
- Venstre
- Nye Borgerlige
- Det Konservative Folkeparti
- Dansk Folkeparti
- Socialistisk Folkeparti (SF)
- Socialdemokratiet
- Alternativet
- Enhedslisten
- Radikale Venstre

0% | 10% | 20% | 30% | 40% | 50% | 60% | 70% | 80% | 90% | 100%

- Strongly disagree
- Disagree
- Agree
- Strongly agree
If companies pay less taxes they can create more value with the money they save than government would by spending tax money- France

Strongly disagree Disagree Agree Strongly agree

Overall
Les Républicains - LR
Debout la France - DLF
Front national - FN
Europe Écologie Les Verts - EELV
France Insoumise - FI
La République en marche ! - LaREM
Parti socialiste - PS
Mouvement démocrate - MODEM
Union des démocrates et indépendants - UDI
Générations
Parti communiste français - PCF
If companies pay less taxes they can create more value with the money they save than government would by spending tax money - **Sweden**

<table>
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- Strongly disagree
- Disagree
- Agree
- Strongly agree
The tax burden on companies is too high in my country

<table>
<thead>
<tr>
<th>Country</th>
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<th>Disagree</th>
<th>Agree</th>
<th>Strongly agree</th>
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<td>37.3%</td>
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<td>France</td>
<td>10.2%</td>
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The tax burden on companies is too high in my country - Germany

- **Total**
- **AfD**
- **FDP**
- **CDU/CSU**
- **Die Grünen**
- **SPD**
- **Linke**

Options:
- Strongly disagree
- Disagree
- Agree
- Strongly agree
The tax burden on companies is too high in my country - Netherlands

- Strongly disagree
- Disagree
- Agree
- Strongly agree
The tax burden on companies is too high in my country - Austria

The diagram shows the percentage of respondents who agree or disagree with the statement for each political party in Austria. The colors represent the following:

- Dark red: Strongly disagree
- Red: Disagree
- Green: Agree
- Light green: Strongly agree

The political parties included are:
- Total
- FPÖ
- ÖVP
- NEOS
- SPÖ
- Die Grünen
- Liste Pilz

The data indicates that the tax burden on companies is perceived as too high by a majority of respondents across all parties, with the strongest disagreement among Die Grünen.
The tax burden on companies is too high in my country - Denmark

- Strongly disagree
- Disagree
- Agree
- Strongly agree
The tax burden on companies is too high in my country - France

<table>
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0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%
The tax burden on companies is too high in my country - **Sweden**

- **Total**
- **Miljöpartiet**
- **Moderaterna**
- **Kristdemokraterna**
- **Sverigedemokraterna**
- **Centerpartiet**
- **Liberalerna**
- **Socialdemokraterna**
- **Vänsterpartiet**

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<th>Disagree</th>
<th>Agree</th>
<th>Strongly agree</th>
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<td>20%</td>
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Deliberate tax evasion by companies should be treated as a crime with fines and jail sentences

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<th>Disagree</th>
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<td>Netherlands</td>
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<tr>
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<td>41.1%</td>
<td>41.1%</td>
<td>41.1%</td>
<td>13.9%</td>
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</tbody>
</table>
Deliberate tax evasion by companies should be treated as a crime with fines and jail sentences - Germany

- Strongly disagree
- Disagree
- Agree
- Strongly agree
Deliberate tax evasion by companies should be treated as a crime with fines and jail sentences - Netherlands
Deliberate tax evasion by companies should be treated as a crime with fines and jail sentences - Austria

- Total
- Liste Pilz
- Die Grünen
- NEOS
- FPÖ
- SPÖ
- ÖVP

Strongly disagree | Disagree | Agree | Strongly agree

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%
Deliberate tax evasion by companies should be treated as a crime with fines and jail sentences - **Denmark**

![Bar chart showing the responses of different political parties to the statement.](chart.png)
Deliberate tax evasion by companies should be treated as a crime with fines and jail sentences - Sweden

- Strongly disagree
- Disagree
- Agree
- Strongly agree

Sweden
To stop them from shifting profits to tax havens, we should tax global companies where they sell their goods and services.
To stop them from shifting profits to tax havens, we should tax global companies where they sell their goods and services - Germany
To stop them from shifting profits to tax havens, we should tax global companies where they sell their goods and services - Netherlands

- FvD
- PVV
- VVD
- D66
- SP
- GroenLinks
- PvdA
- PvdD
- ChristenUnie
- CDA
- SGP
- Total

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Strongly disagree | Disagree | Agree | Strongly agree
To stop them from shifting profits to tax havens, we should tax global companies where they sell their goods and services - Austria
To stop them from shifting profits to tax havens, we should tax global companies where they sell their goods and services - **Denmark**

- **Total**: Strongly agree
- **Det Konservative Folkeparti**: Strongly agree
- **Liberal Alliance**: Strongly agree
- **Alternativet**: Strongly agree
- **Venstre**: Strongly agree
- **Socialdemokratiet**: Strongly agree
- **Nye Borgerlige**: Strongly agree
- **Socialistisk Folkeparti (SF)**: Strongly agree
- **Radikale Venstre**: Strongly agree
- **Dansk Folkeparti**: Strongly agree
- **Enhedslisten**: Strongly agree

- **Strongly disagree**: 0%
- **Disagree**: 0%
- **Agree**: 0%
- **Strongly agree**: 100%
To stop them from shifting profits to tax havens, we should tax global companies where they sell their goods and services - **France**

![Bar chart showing percentage of agreement for each political party in France.](chart.png)
To stop them from shifting profits to tax havens, we should tax global companies where they sell their goods and services - **Sweden**

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<td><strong>Total</strong></td>
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<td>Miljöpartiet</td>
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- Strongly disagree
- Disagree
- Agree
- Strongly agree