



Briefing Paper BP13/2015

Public attitudes to tax – Who cares?

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When the nation is about to go to the polls, politicians appear to become interested in the question: ‘Should we really care about public attitudes to tax?’ Although a rich area of research for academics, think-tanks and lobbying groups, it is an issue that all tax professionals should care about too because effective public debate is necessary for a healthy tax system. So how can tax advisers can make a positive contribution to the public debate on taxation?

Academic work on this subject has been provided two ways: qualitatively, by interviewing people or listening to focus groups to produce a series of cases; and quantitatively by looking for population-wide understanding through statistics to summarise large surveys or other large-scale data sets.

To read the full briefing paper, please visit the [Tax Advisor Magazine website](#).