

FEEL
BAgroup
CK

MENESTYSTÄ
TIEDOSSA

FINNISH TAX ADMINISTRATION - ATTITUDE SURVEY 2019



1. What was done and how

When, how and what

INTERVIEWS

September-October 2019

HOW

Phone interviews

NUMBER OF
INTERVIEWS

1010 interviews

DURATION OF THE
INTERVIEW

15 minutes

SAMPLE AND
REGISTER

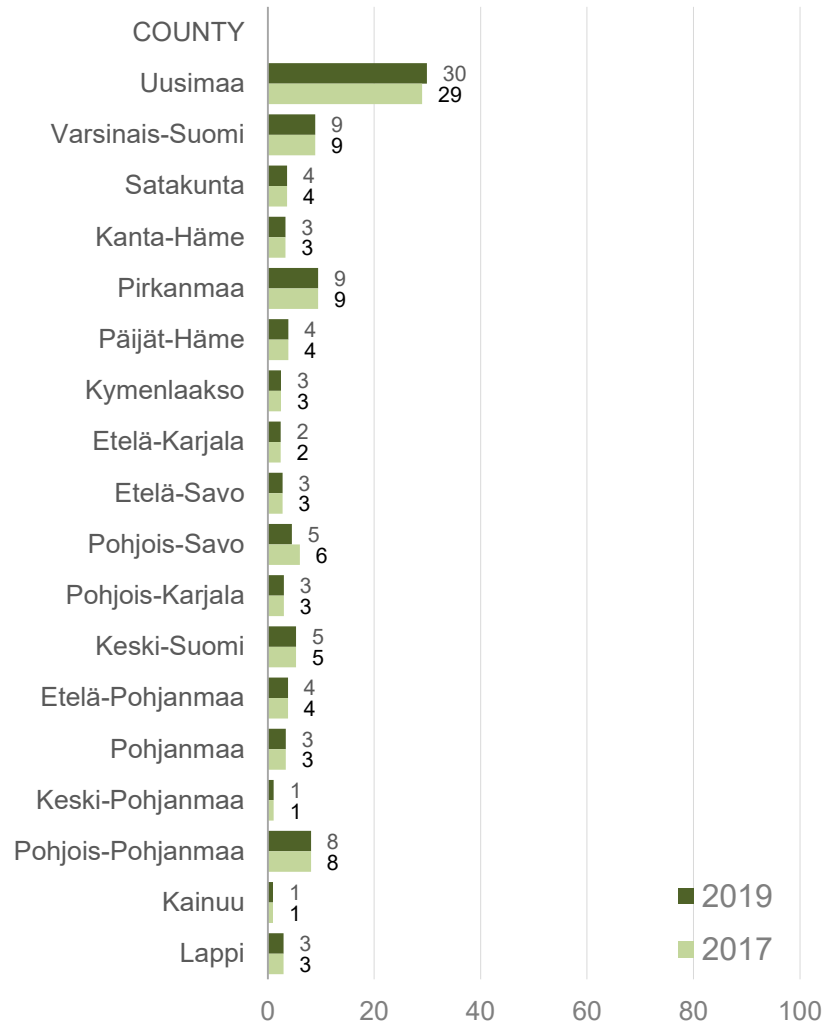
Finnish population aged 15-74+. Random sample from Asiakastieto Register. The respondents were allocated by age, gender and location. .

2. Structure of data

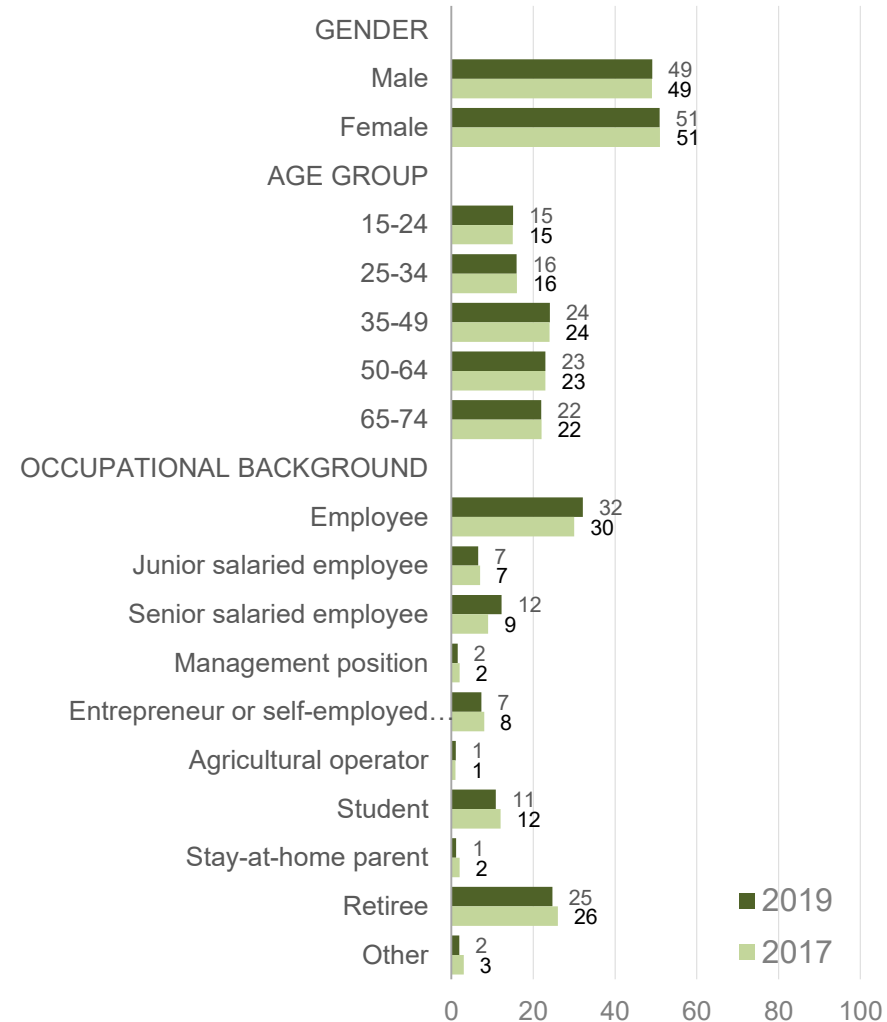
- quotas were set by type of living area, gender and age group
- in the end data was balanced according to gender and age group to match precisely of required structure.

Structure of data

% of participants, N=1010

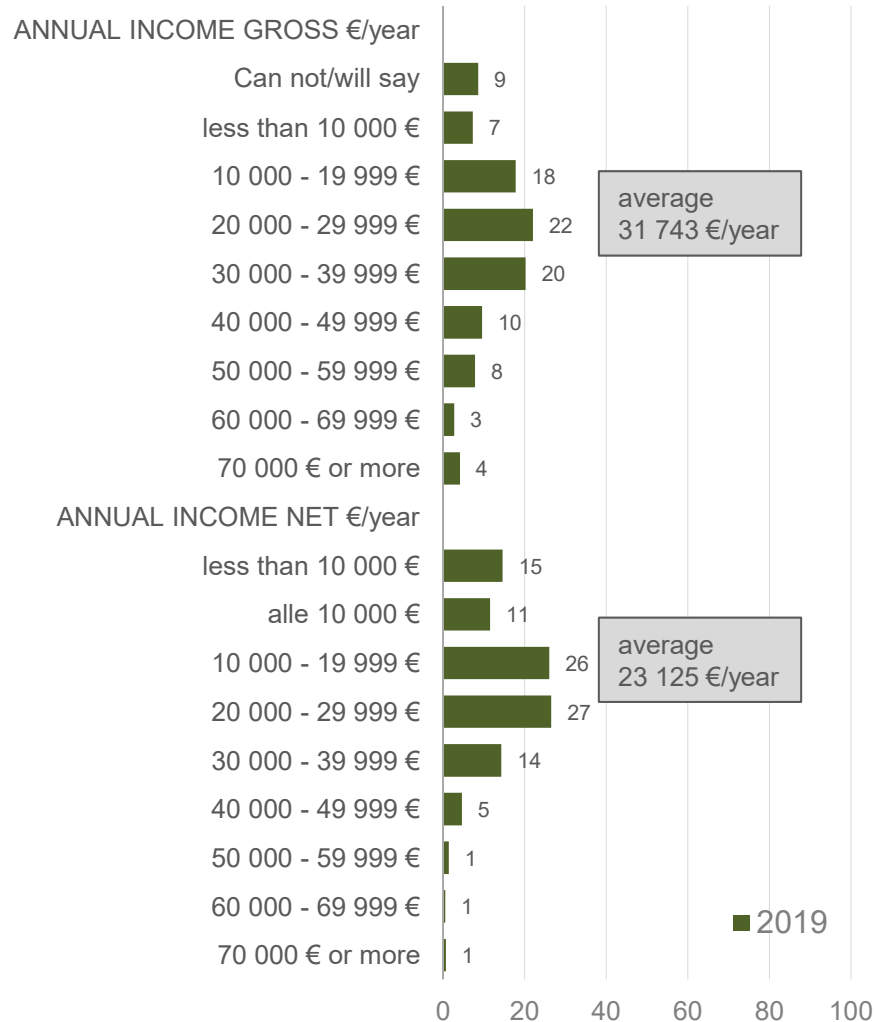


% participants, N=1010



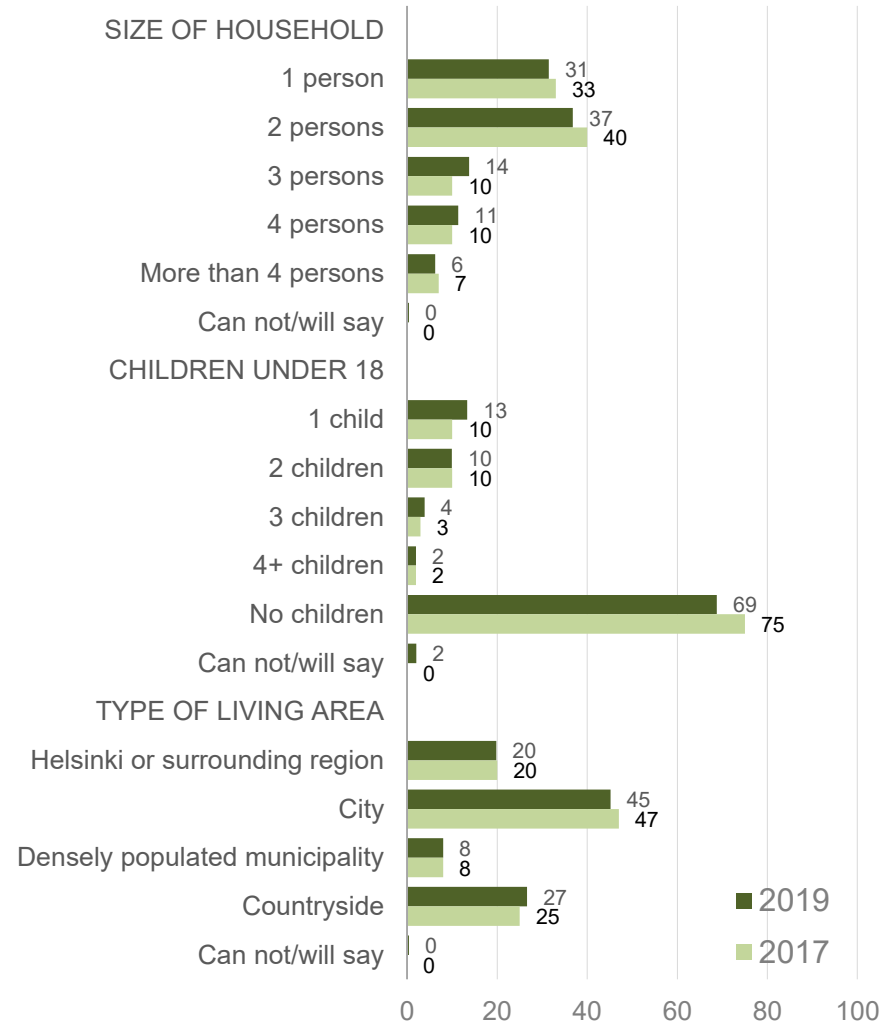
Structure of data

% of participants, N=1010



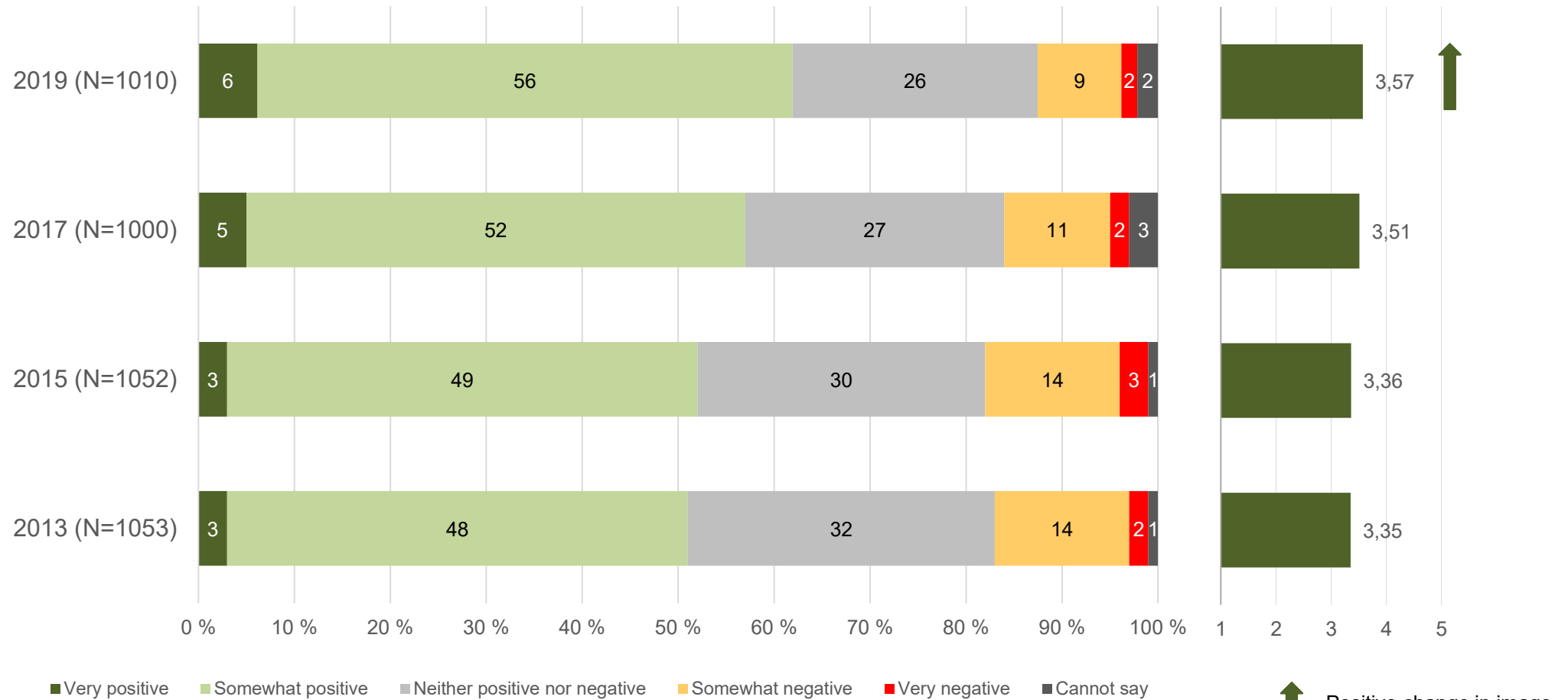
* 2017 was not asked about monthly income

% of participants, N=1010



3. Public sector

How positive is your view of the Finnish public sector as a whole? % of participants



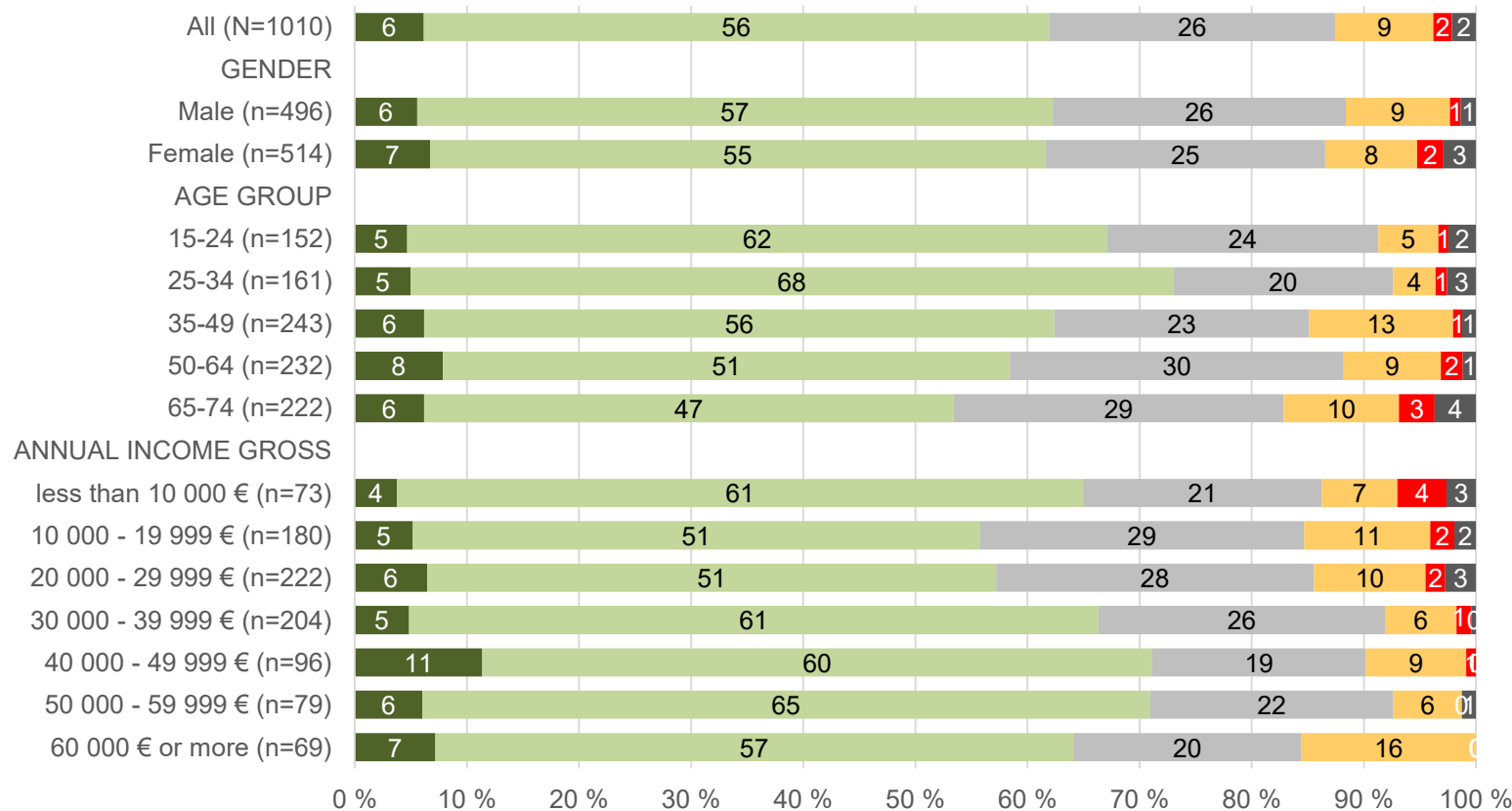
Positive change in image
 Negative change in image

Public sector

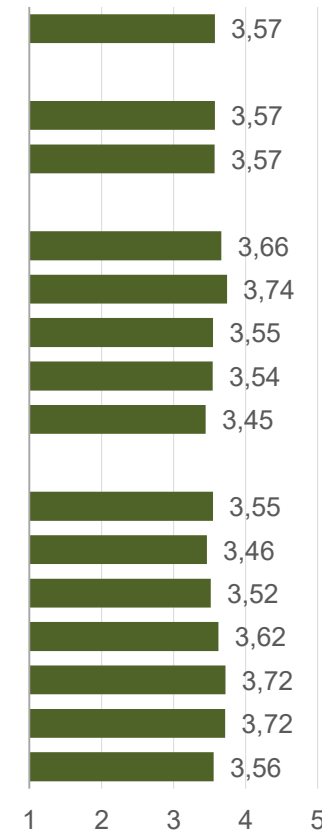


How positive is your view of the Finnish public sector as a whole?

% of participants



average



■ Very positive
 ■ Somewhat positive
 ■ Neither positive nor negative
 ■ Somewhat negative
 ■ Very negative
 ■ Cannot say

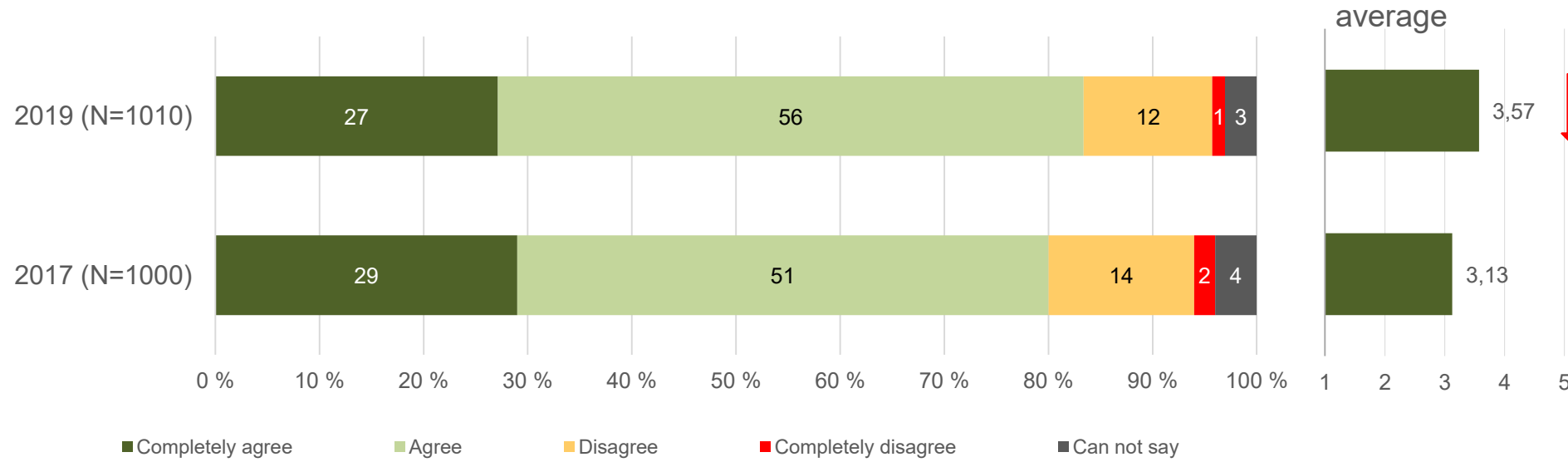
← Difference is meaning on 95% level

← Difference is meaning on 95 % level



Public sector

Do you agree or disagree with the following statement: Public sector processes are often inflexible and bureaucratic. % of participants

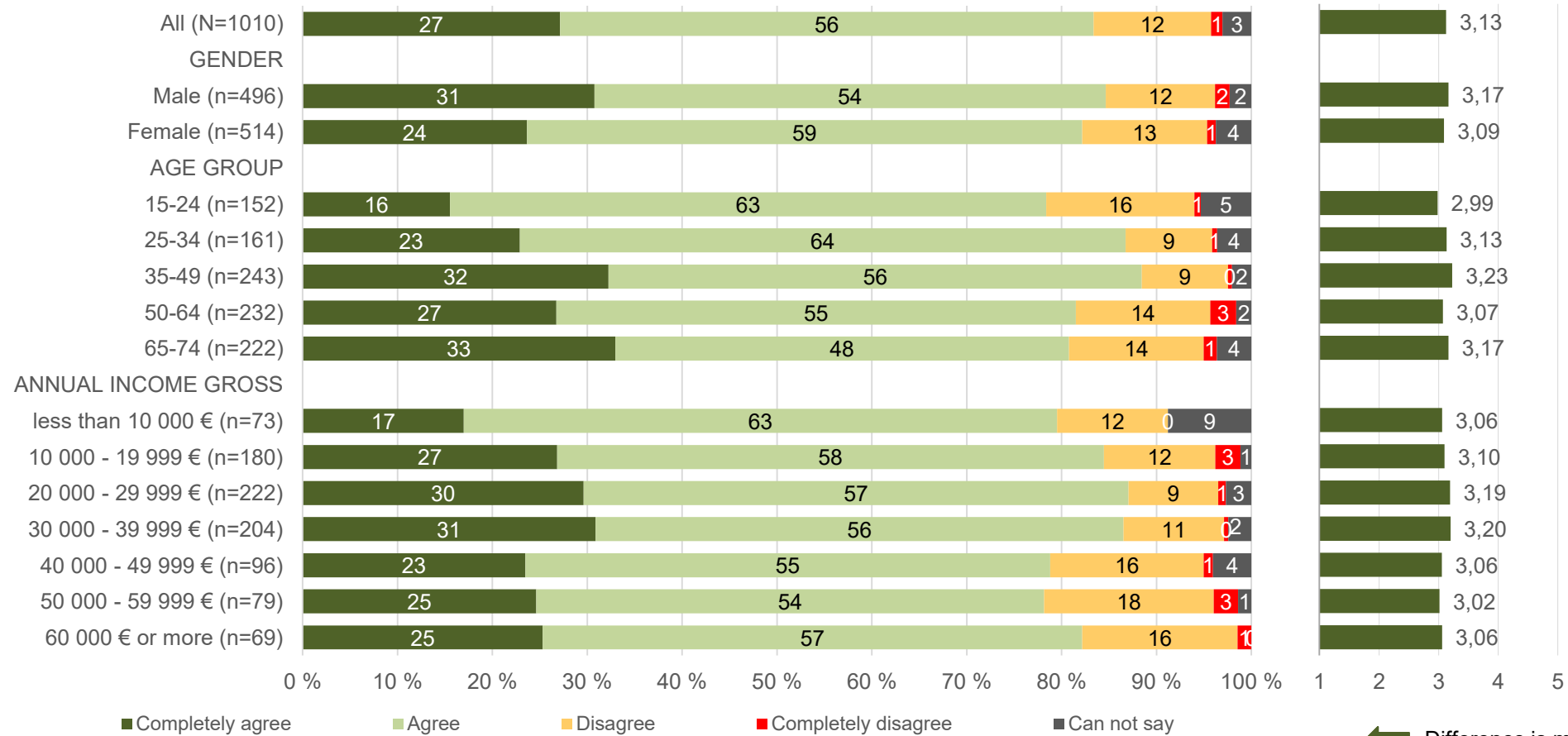


↑ Positive change in image
↓ Negative change in image

Public sector



Do you agree or disagree with the following statement: Public sector processes are often inflexible and bureaucratic. % of participants



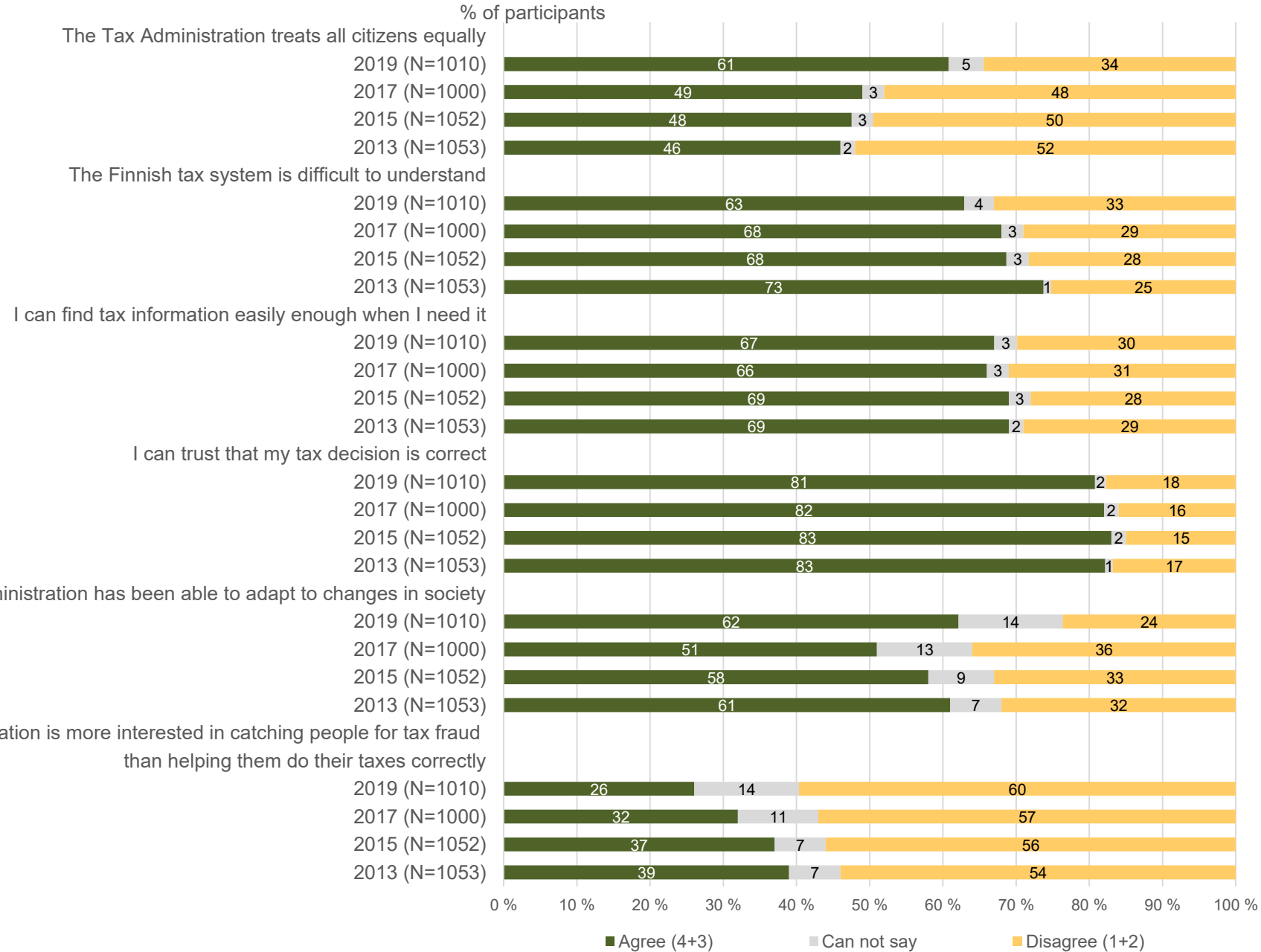
← Difference is meaning on 95% level
 ← Difference is meaning on 95 % level



4. Statements related to Tax Administration

Tax Administration

Do you agree or disagree with the following statements

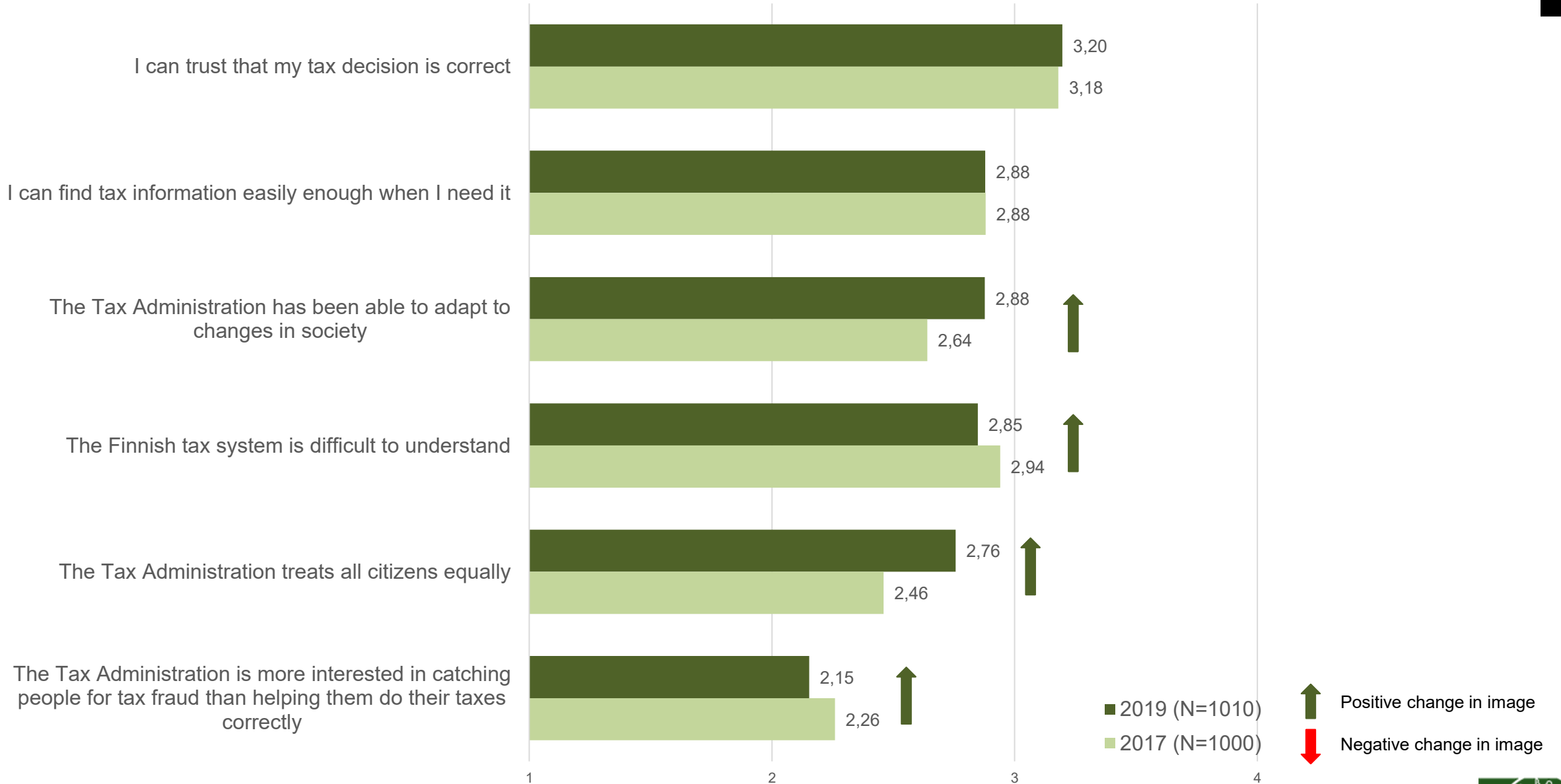


Tax Administration

Do you agree or disagree with the following statements



Average on scale 1-4




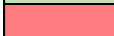
2019 (N=1010)

2017 (N=1000)

Positive change in image
Negative change in image

Average 2019 based on participant group

		Total	Gender		Age group					Annual income (gross)						
		Total	Male	Female	15-24	25-34	35-49	50-64	65-74	under 10 000 €	10 000 - 19 999 €	20 000 - 29 999 €	30 000 - 39 999 €	40 000 - 49 999 €	50 000 - 59 999 €	60 000 € or over
Respondents	N=	1010	496	514	152	161	243	232	222	73	180	222	204	96	79	69
The Tax Administration treats all citizens equally.	Mean	2,76	2,78	2,73	2,92	2,82	2,72	2,78	2,61	2,77	2,71	2,72	2,74	2,82	2,86	2,96
The Finnish tax system is difficult to understand.	Mean	2,85	2,80	2,90	2,69	2,81	2,76	2,88	3,05	2,75	2,90	2,98	2,82	2,68	2,78	2,75
I can find tax information easily enough when I need it.	Mean	2,88	2,93	2,83	3,01	2,88	2,86	2,92	2,77	2,83	2,89	2,84	2,95	2,86	2,79	2,96
I can trust that my tax decision is correct.	Mean	3,20	3,27	3,13	3,35	3,22	3,11	3,16	3,21	3,30	3,29	3,19	3,22	3,07	3,12	3,10
The Tax Administration has been able to adapt to changes in society.	Mean	2,88	2,92	2,83	2,97	2,81	2,77	2,89	2,96	2,87	2,89	2,80	2,89	2,78	2,97	3,04
The Tax Administration is more interested in catching people for tax fraud than helping them do their taxes correctly.	Mean	2,15	2,23	2,08	2,12	2,18	2,20	2,07	2,20	2,07	2,17	2,23	2,20	2,00	2,07	2,05

 Positive 95 % level
 Negative 95 % level

5. Statements related to taxation

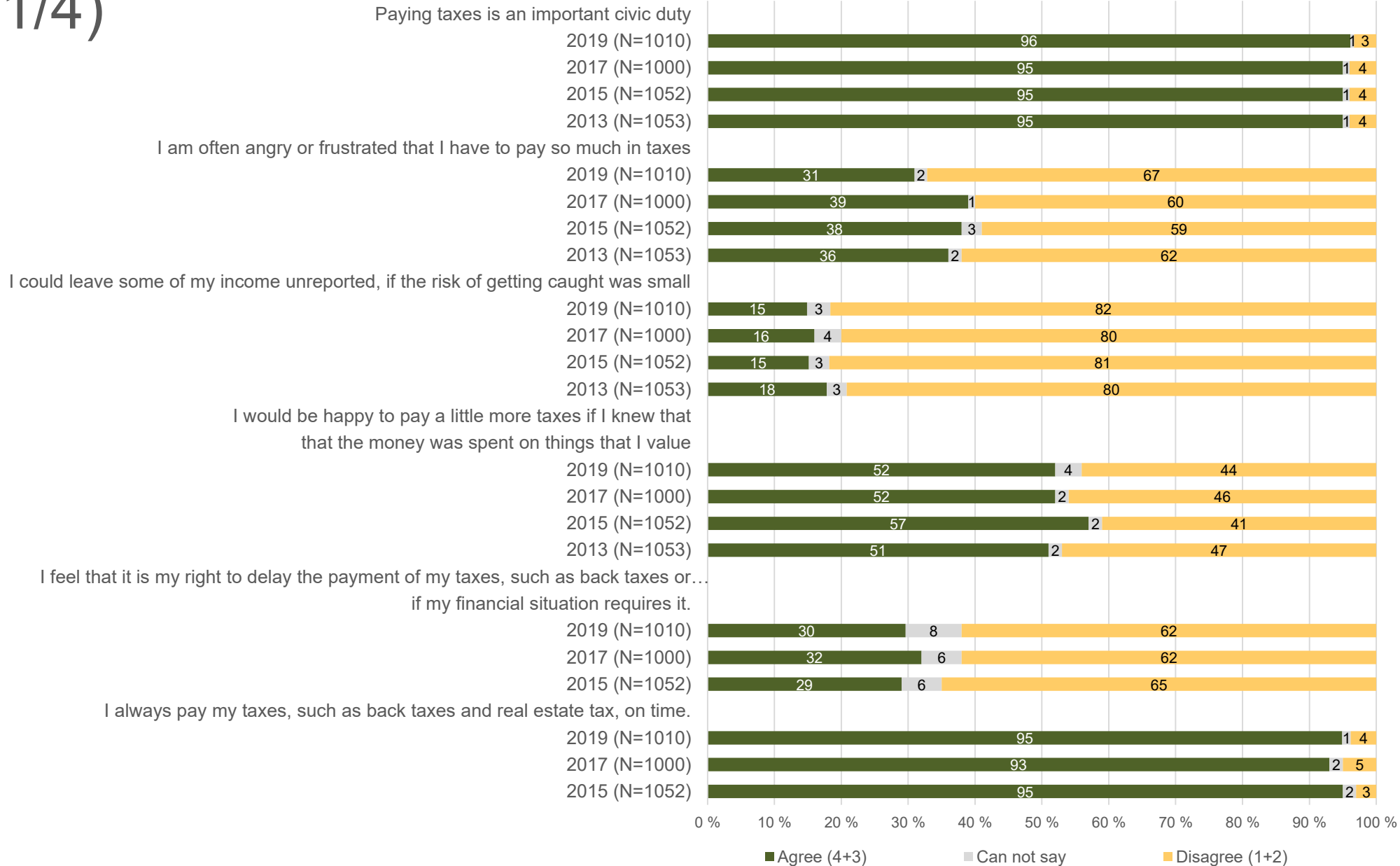
Taxation

(1/4)



Do you agree or disagree with the following statements

% of participants

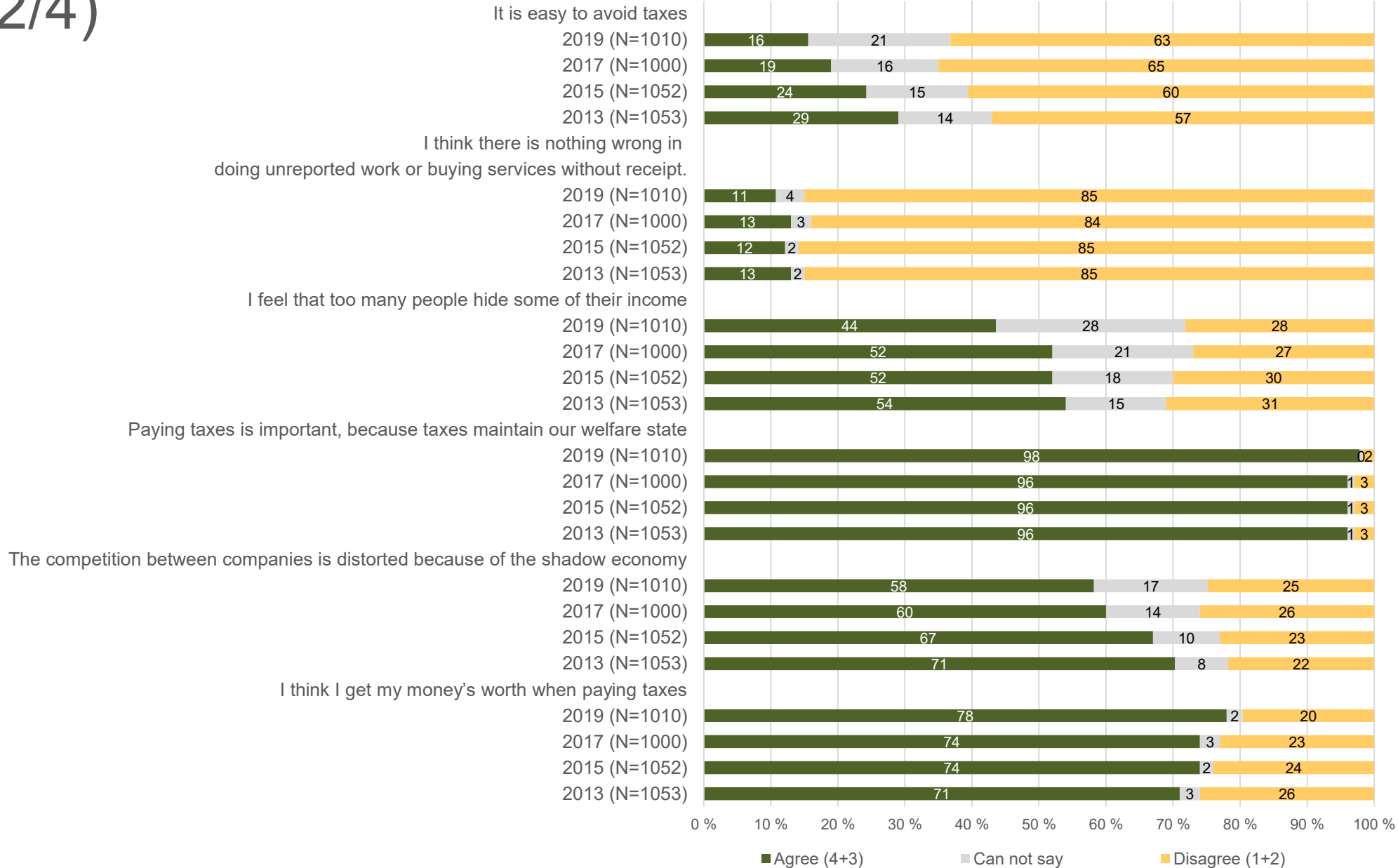


Taxation (2/4)



Do you agree or disagree with the following statements

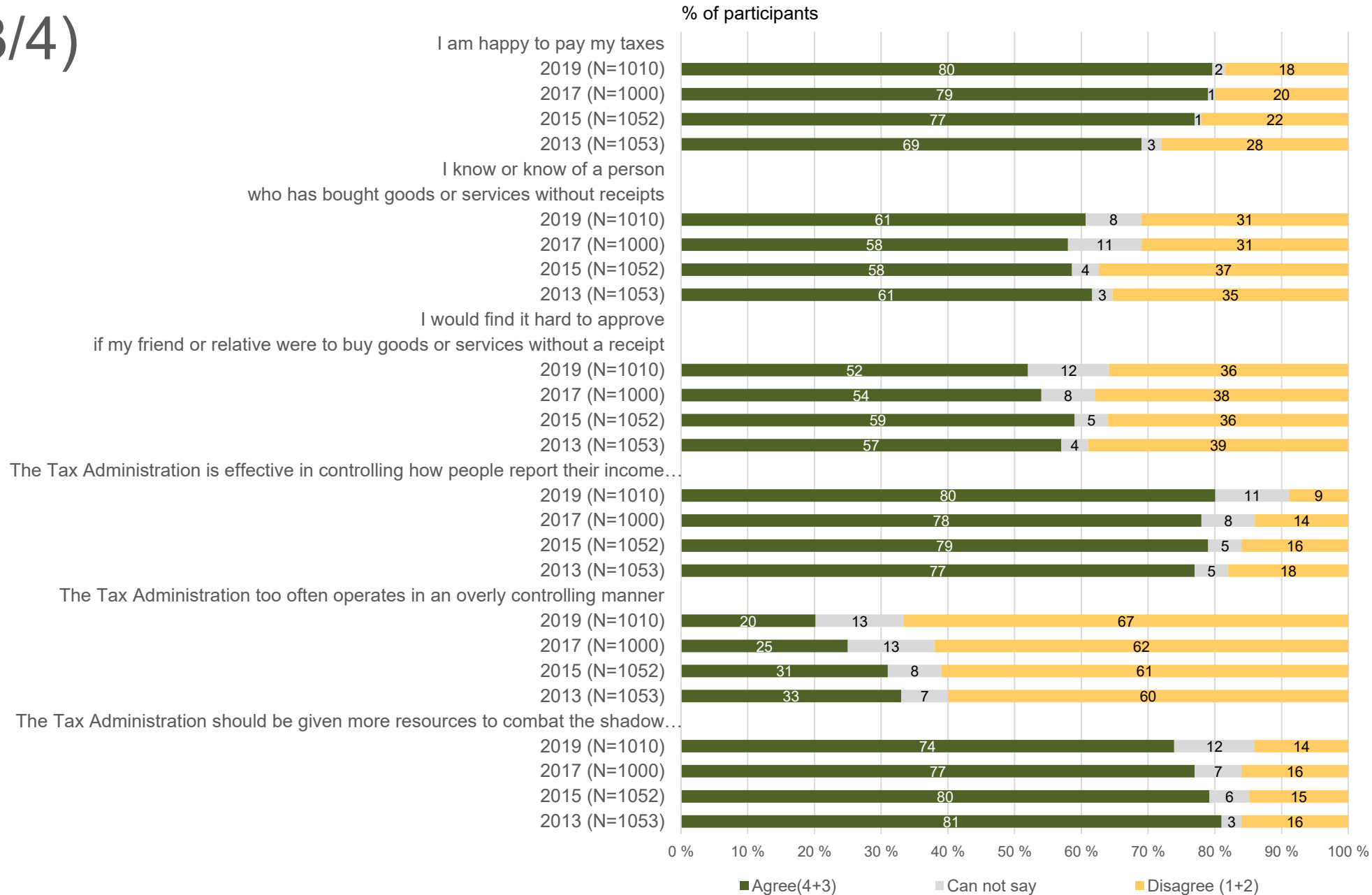
% of participants



Taxation

(3/4)

Do you agree or disagree with the following statements



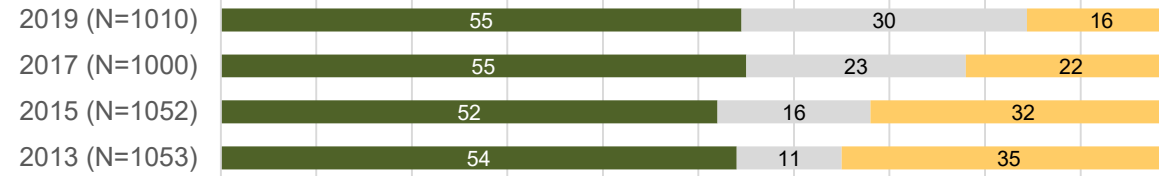
Taxation (4/4)



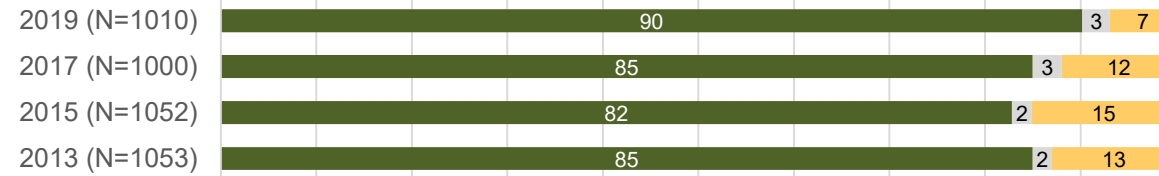
Do you agree or disagree with the following statements

% of participants

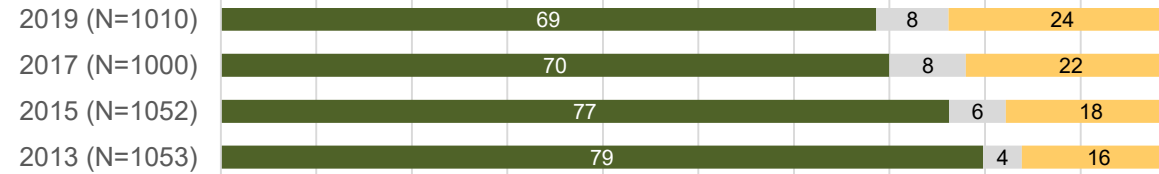
The Tax Administration takes swift action on tax offences



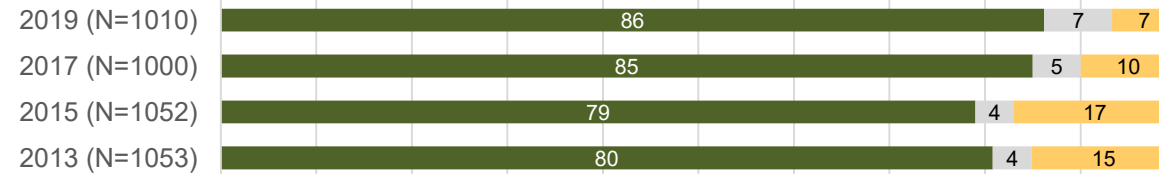
You can trust the Tax Administration



The Tax Administration's processes are inflexible and bureaucratic



The Tax Administration gives advice that helps people act right



I would like for all my taxation to happen automatically,
in a way that would require no actions on my part.



The Tax Administration has considered its actions from the taxpayer's point of view



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

■ Agree (4+3) ■ Can not say ■ Disagree (1+2)

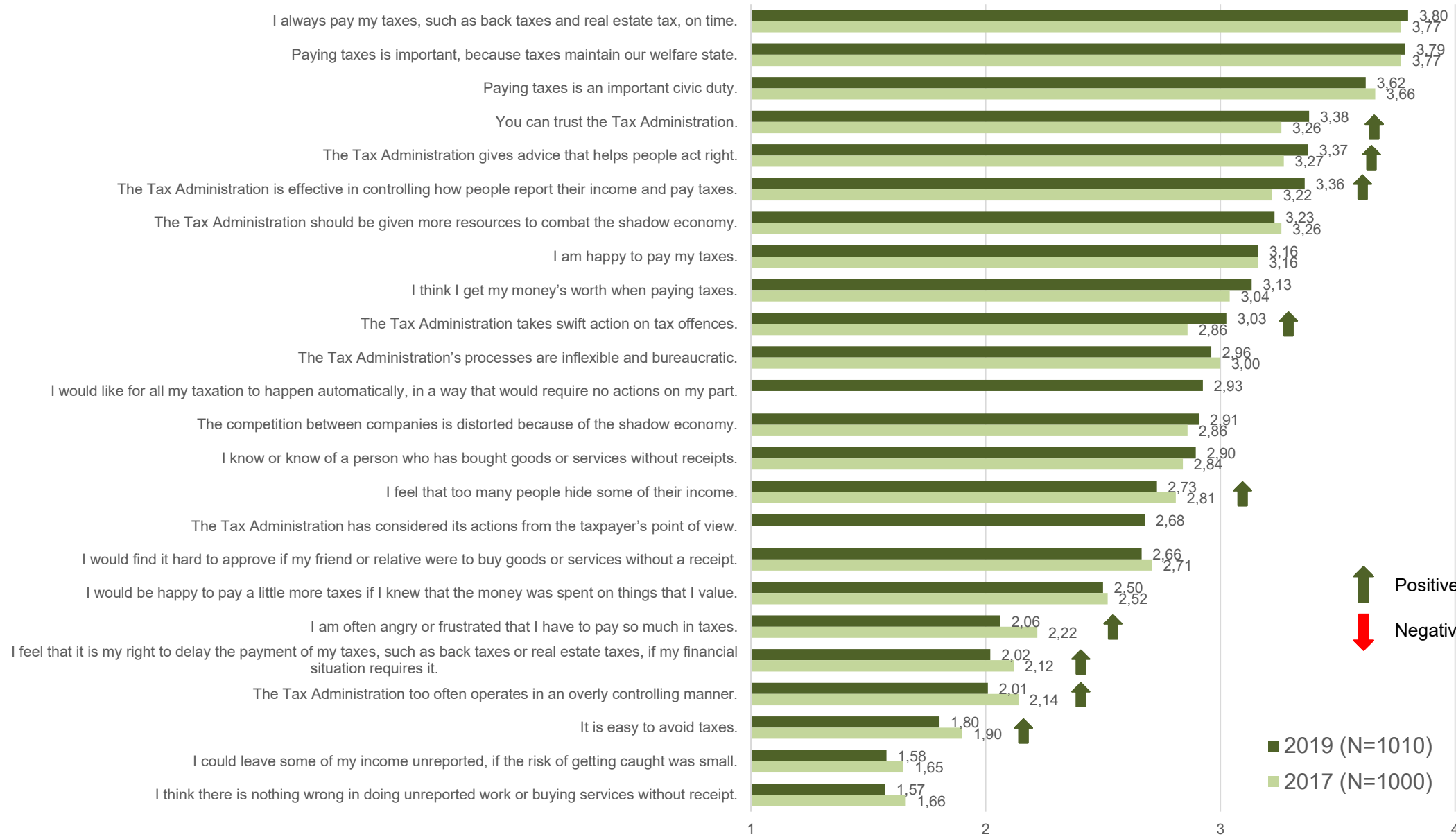


Taxation

Do you agree or disagree with the following statements



Average on scale 1-4



↑ Positive change in image
 ↓ Negative change in image

■ 2019 (N=1010)
 ■ 2017 (N=1000)



Taxation

Do you agree or disagree with the following statements



Average 2019 based on participant group

		Total	Gender		Age group					Annual income (gross)						
		Total	Male	Female	15-24	25-34	35-49	50-64	65-74	under 10 000 €	10 000 - 19 999 €	20 000 - 29 999 €	30 000 - 39 999 €	40 000 - 49 999 €	50 000 - 59 999 €	60 000 € or over
Respondents	N=	1010	496	514	152	161	243	232	222	73	180	222	204	96	79	69
Paying taxes is an important civic duty.	Mean	3,62	3,64	3,60	3,55	3,65	3,62	3,61	3,65	3,65	3,56	3,68	3,62	3,61	3,61	3,63
I am often angry or frustrated that I have to pay so much in taxes.	Mean	2,06	2,07	2,05	2,00	2,02	2,14	1,96	2,16	1,81	1,97	2,11	2,06	2,07	2,05	2,25
I could leave some of my income unreported, if the risk of getting caught was small.	Mean	1,58	1,70	1,46	1,60	1,70	1,64	1,48	1,50	1,49	1,67	1,51	1,61	1,67	1,55	1,58
I would be happy to pay a little more taxes if I knew that the money was spent on things that I value.	Mean	2,50	2,54	2,47	2,65	2,85	2,61	2,48	2,04	2,70	2,46	2,48	2,49	2,71	2,48	2,53
I feel that it is my right to delay the payment of my taxes, such as back taxes or real estate taxes, if my financial situation requires it.	Mean	2,02	2,14	1,91	2,24	2,18	2,02	2,00	1,78	2,21	2,08	2,00	2,03	2,00	1,88	1,96
I always pay my taxes, such as back taxes and real estate tax, on time.	Mean	3,80	3,81	3,79	3,90	3,81	3,70	3,76	3,88	3,81	3,82	3,83	3,76	3,78	3,77	3,74
It is easy to avoid taxes.	Mean	1,80	1,83	1,78	1,73	1,89	1,85	1,82	1,73	1,99	1,87	1,75	1,78	1,68	1,94	1,98
I think there is nothing wrong in doing unreported work or buying services without receipt.	Mean	1,57	1,66	1,49	1,64	1,75	1,48	1,47	1,60	1,59	1,59	1,56	1,65	1,65	1,35	1,51
I feel that too many people hide some of their income.	Mean	2,73	2,74	2,72	2,59	2,61	2,75	2,76	2,89	2,69	2,92	2,69	2,65	2,62	2,74	2,63
Paying taxes is important, because taxes maintain our welfare state.	Mean	3,79	3,78	3,79	3,66	3,74	3,78	3,86	3,84	3,80	3,71	3,79	3,79	3,80	3,84	3,89
The competition between companies is distorted because of the shadow economy.	Mean	2,91	2,91	2,91	2,51	2,60	2,88	3,03	3,28	2,79	2,93	2,95	2,81	2,94	2,76	2,94
I think I get my money's worth when paying taxes.	Mean	3,13	3,12	3,14	3,01	3,12	2,97	3,22	3,32	3,17	3,13	3,21	3,12	3,06	3,16	2,94
I am happy to pay my taxes.	Mean	3,16	3,13	3,19	3,18	3,21	3,07	3,18	3,19	3,17	3,14	3,20	3,16	3,20	3,20	2,95
I know or know of a person who has bought goods or services without receipts.	Mean	2,90	3,02	2,78	2,66	3,22	3,18	2,88	2,48	2,33	2,67	2,83	3,07	3,25	3,25	3,37
I would find it hard to approve if my friend or relative were to buy goods or services without a receipt.	Mean	2,66	2,55	2,78	2,52	2,40	2,55	2,84	2,94	2,63	2,62	2,70	2,59	2,49	2,68	2,80
The Tax Administration is effective in controlling how people report their income and pay taxes.	Mean	3,36	3,35	3,37	3,42	3,35	3,30	3,31	3,44	3,34	3,45	3,39	3,35	3,26	3,23	3,23
The Tax Administration too often operates in an overly controlling manner.	Mean	2,01	2,06	1,96	2,12	2,10	2,06	1,99	1,82	2,05	2,02	2,01	2,04	1,85	2,02	1,99
The Tax Administration should be given more resources to combat the shadow economy.	Mean	3,23	3,29	3,17	2,86	2,97	3,16	3,42	3,50	3,17	3,11	3,26	3,25	3,20	3,23	3,34
The Tax Administration takes swift action on tax offences.	Mean	3,03	3,05	3,00	3,18	3,08	3,04	2,98	2,92	3,18	3,07	3,03	3,00	3,03	2,83	2,99
You can trust the Tax Administration.	Mean	3,38	3,39	3,37	3,47	3,37	3,31	3,36	3,42	3,47	3,37	3,40	3,38	3,24	3,39	3,35
The Tax Administration's processes are inflexible and bureaucratic.	Mean	2,96	2,98	2,94	3,02	3,09	3,00	2,84	2,90	2,95	2,99	2,96	3,00	2,91	2,98	2,90
The Tax Administration gives advice that helps people act right.	Mean	3,37	3,35	3,40	3,45	3,36	3,27	3,39	3,43	3,49	3,46	3,36	3,32	3,35	3,36	3,37
I would like for all my taxation to happen automatically, in a way that would require no actions on my part.	Mean	2,93	2,91	2,94	2,99	2,93	2,85	2,89	3,00	3,20	3,01	3,00	2,83	2,72	2,81	2,79
The Tax Administration has considered its actions from the taxpayer's point of view.	Mean	2,68	2,71	2,65	2,69	2,57	2,68	2,71	2,72	2,69	2,71	2,71	2,67	2,69	2,51	2,76

Positive 95 % level
Negative 95 % level



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