



**PENN
SCHOEN
BERLAND**

1110 VERMONT AVENUE, NW
SUITE 1200
WASHINGTON, DC 20005
P: 202.842.0500
F: 202.289.0916
PSBRESEARCH.COM

TO: ALL INTERESTED PARTIES
FROM: PENN SCHOEN BERLAND
DATE: 07.11.12
RE: PUBLIC OPINION POLLING ON INTERNET SALES TAX

Between June 27 and July 1, 2012 Penn Schoen Berland conducted 500 online interviews among the U.S. General Population. The margin of error for this poll was +/- 4.38%.

The goal of this research was to understand awareness and opinion of the internet sales tax as it stands and the proposed policy options to change it. The poll revealed the following:



- 1. 84% of Americans want the internet sales tax law to stay the same – and supporters of current law are likely to be much more vocal.**
 - They overwhelmingly support current law and are willing to defend it: 60% of Americans very strongly support the current sales tax law and 64% are likely to be vocal in support of current law (contact Member of Congress, sign a petition, etc.).
 - Only 3% very strongly want the law changed and only 5% are likely to be vocal in support of changing the law.
- 2. Americans want the law to protect consumers and small businesses, not government and big retail.**
 - By 76% to 18%, Americans would rather have lower prices and more commerce than more revenue for cash-strapped local governments.
 - 77% believe that the current law levels the playing field for small businesses against big-box retailers like Wal-Mart and Amazon.

3. If the law does change, Americans want small businesses to be exempt from internet sales taxes.

- 73% support a small business exemption to a new internet sales tax law.

Full results of the poll are available upon request. For additional information or follow-up requests please contact William Mann at wmann@ps-b.com, or (202) 962-3068.

- **Respondents were shown the following description of the current internet sales tax law:** *When online shopping, the current law states that you only pay sales tax on an online purchase if the retailer you are purchasing from has a physical presence in your state (such as a store, office or warehouse). On the other hand, if the retailer you are purchasing from does not have a physical presence in your state, then you are not required to pay sales tax.*
- **Respondents were shown the following description of the proposed change:** *In recent weeks, some policymakers have proposed changing the current Internet sales tax law. They propose that you have to pay sales tax on all online purchases, regardless of the state where the retailer has a physical presence.*
- **Respondents were shown the following description of the proposed small business exemption:** *Some policymakers have proposed changing the current Internet sales tax law but including an exemption for small businesses. They propose that you have to pay sales tax on all online purchases, except for those from small businesses that do not have a physical presence in your state. This would mean that if you make an online purchase from an out-of-state small business, then you do not have to pay sales tax.*

PSB is a global market research firm with over 35 years of public opinion polling experience.