

CONSUMER TAX ALLIANCE ADVERTISING PROJECT  
POLLING RESULTS -- JULY CAMPAIGN

The Consumer Tax Alliance (CTA), a coalition of about a dozen labor and public interest groups, in July sponsored a series of four television advertisements to educate the public about those taxes and who pays them. To implement this program, the CTA sought and received support from businesses and business groups in industries affected by excise taxes.

The ads were broadcast in 47 media markets in 15 states: Alabama, Georgia, North Carolina, Maryland, Kentucky and West Virginia in the south; and Indiana, Illinois, Michigan, Missouri, Iowa, Nebraska, Colorado, Montana and South Dakota in the west. To date, close to 40 million Americans have seen the CTA ads.

Public opinion polling conducted in the media markets after the ads completed their run continues to show public opposition to government attempts to raise consumer excise taxes.

The first key question: Do you favor or oppose raising consumer excise taxes to reduce the deficit? Here, opponents of raising consumer excise taxes, at 64 percent, outnumber supporters, 30 percent, by more than two to one.

Opposition is consistent across both geographic and demographic variables. And although there is some variation from state to state, ranging from three-to-one opposition in West Virginia (70 percent opposed to 23 percent in favor), to three-to-two opposition in Colorado (56 percent opposed to 37 percent in favor), opposition outweighs support in every location.

The second key question was: If taxes do have to increase, which of the following taxes should be raised? Responses demonstrated overwhelming public support for raising the maximum tax bracket for individuals earning more than \$200,000 per year.

- . Eighty-four percent of respondents support raising the maximum tax bracket, with 12 percent opposed.
- . There also was more support than opposition to raising corporate taxes, at 63 percent, with 21 percent opposed, and to raising the capital gains tax, 41 percent, with 37 percent opposed.

There was a significant increase among those who perceive consumer excise taxes to be unfair to poor and middle income families. In fact, when people were asked to explain the reasons for their opposition to consumer excise taxes, there was a shift from opposing new taxes of any kind to favoring more progressive means of raising revenues.

TNJB 0001064

CTA Advertising Project  
Post-Test Results -- July  
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There also was an increased awareness of the unfair nature of consumer excise taxes. For example:

- . 23 percent of respondents say they oppose consumer excise taxes because they are unfair. That was the most frequently cited response of any given in this open-ended question.
- . 73 percent of respondents agree that it would be better to close tax loopholes for the wealthy than to raise consumer excise taxes.
- . 56 percent of respondents agree that it would be better to tax luxury items instead of raising consumer excise taxes.

These poll results make it clear that now that taxes are on the table, tax fairness is a central issue and resentment is growing about the tax giveaways of the 1980s. People now strongly favor taxing the wealthy to solve the deficit. And when they learn that it is poor and middle income Americans who pay consumer excise taxes, they oppose those taxes.

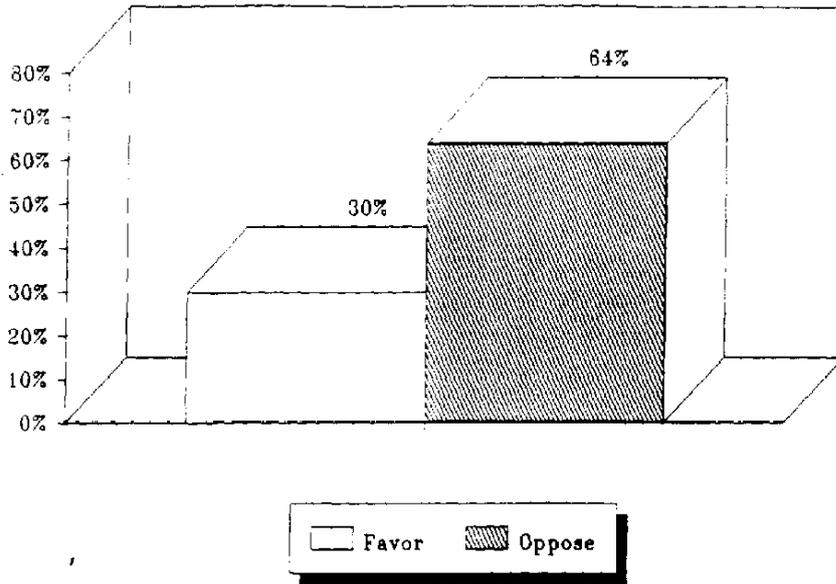
The Consumer Tax Alliance, its allies and the affected industries are committed to a program of continuing to inform the public about these taxes and who pays them both before and after a decision is reached on this year's budget vote.

The CTA's members include the International Association of Machinists; the Sheet Metal Workers International Association; the Bakery, Confectionery & Tobacco Workers International Union; the International Brotherhood of Teamsters; the Transportation Communication Workers; the United Mine Workers; the American Agriculture Movement; the Illinois Rainbow Coalition; the Labor Council for Latin American Advancement; and the Coalition of Labor Union Women.

William Winpisinger, former president of the International Association of Machinists, is chairman of CTA; David Wilhelm, former executive director of Citizens for Tax Justice, is Executive Director. David Senter of the American Agriculture Movement is Executive Secretary and William Holayter, political director of the Machinists, is Treasurer.

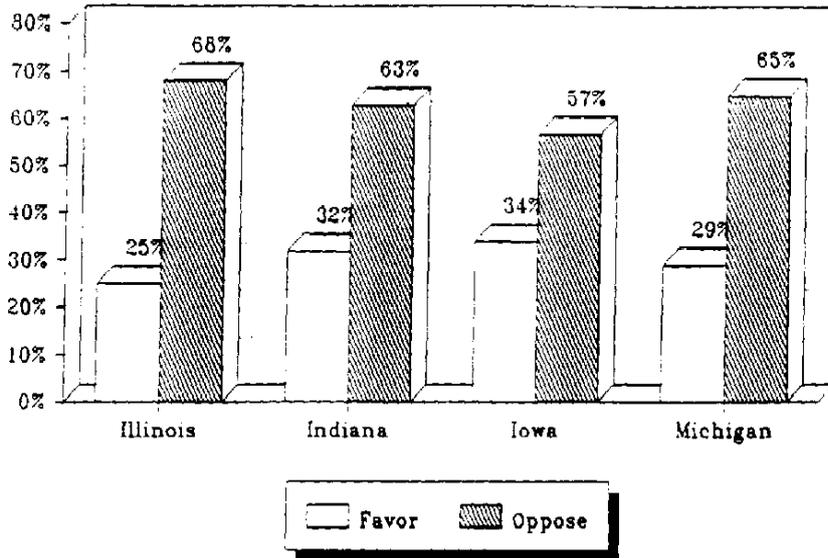
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Do You Favor Or Oppose Raising Consumer  
Excise Taxes To Reduce The Deficit?



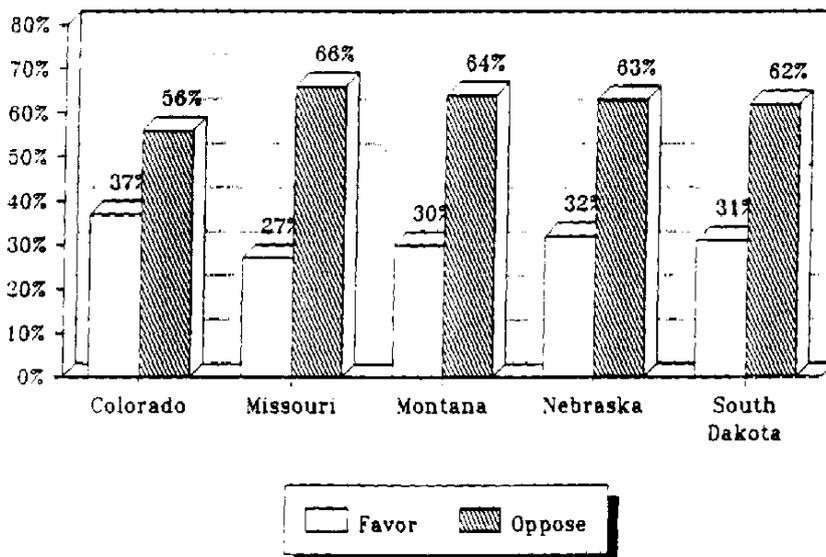
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Do You Favor Or Oppose Raising Consumer Excise Taxes To Reduce The Deficit?



By State

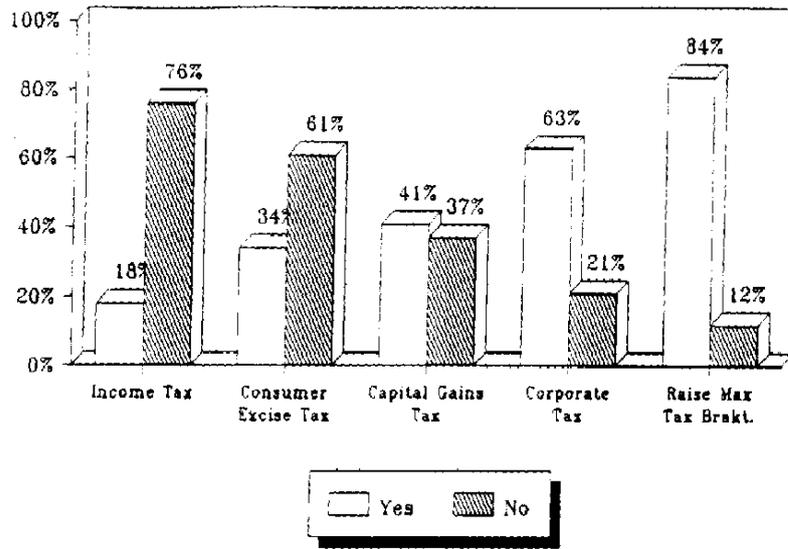
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By State

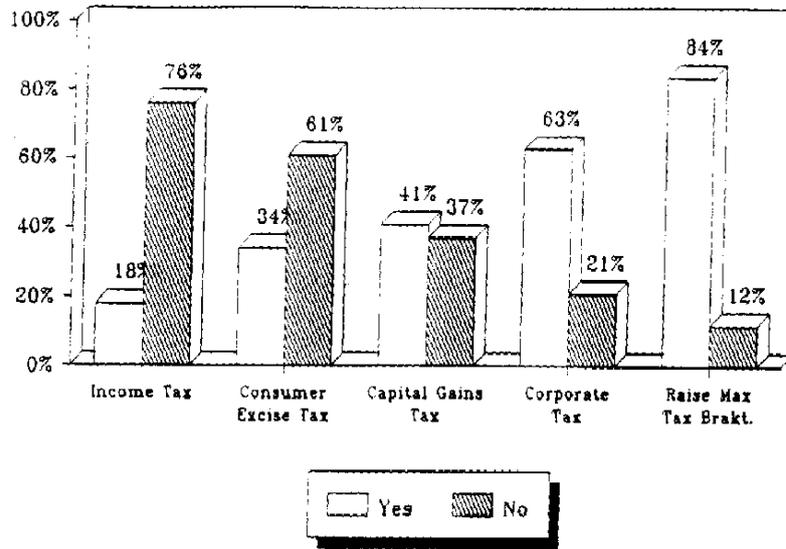
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If Taxes Do Have To Increase, Which Of The Following Taxes Should Be Raised?



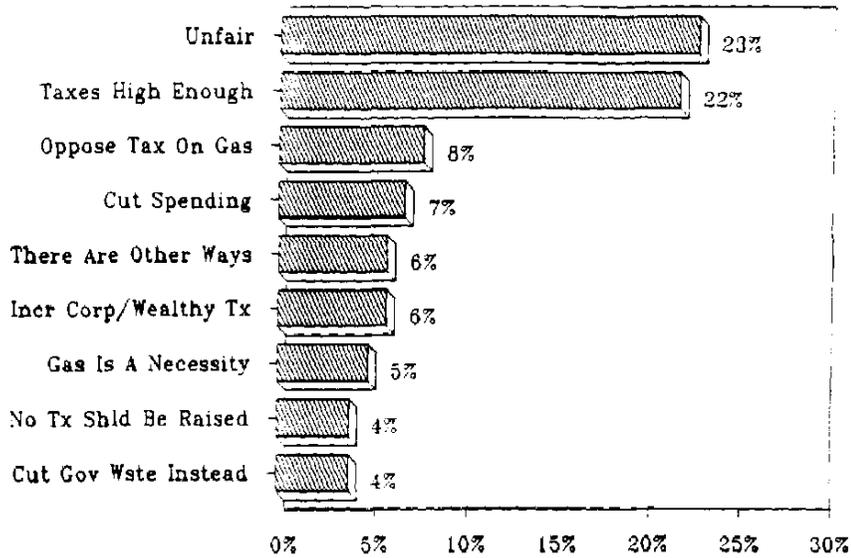
TNJB 0001069

If Taxes Do Have To Increase, Which Of The Following Taxes Should Be Raised?

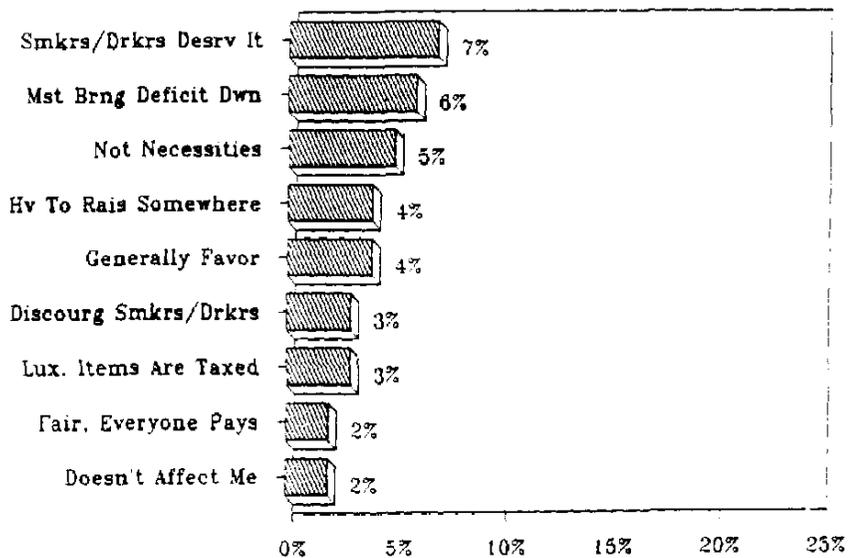


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### Why Do You Say That You Oppose Increasing Consumer Excise Taxes?

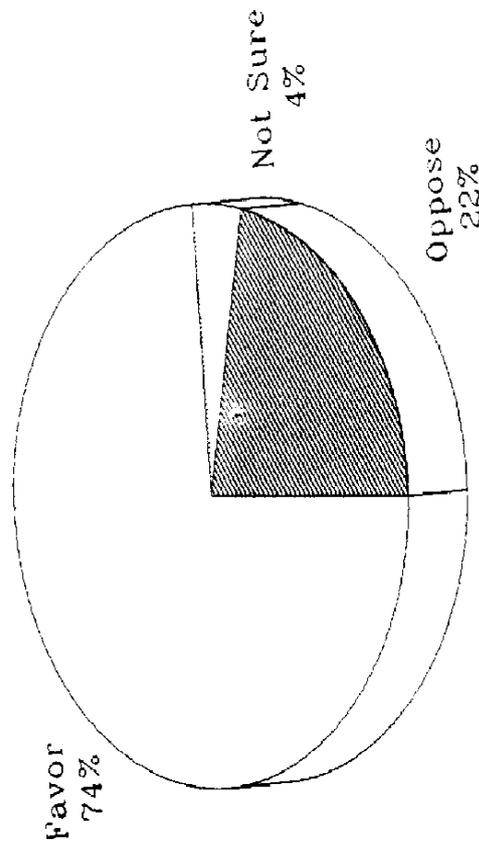


### Why Do You Say That You Favor Increasing Consumer Excise Taxes?



TNJB 0001070

# Do You Favor Or Oppose Raising The Income Tax Rate For The Wealthiest Taxpayers From 28% To 33%?

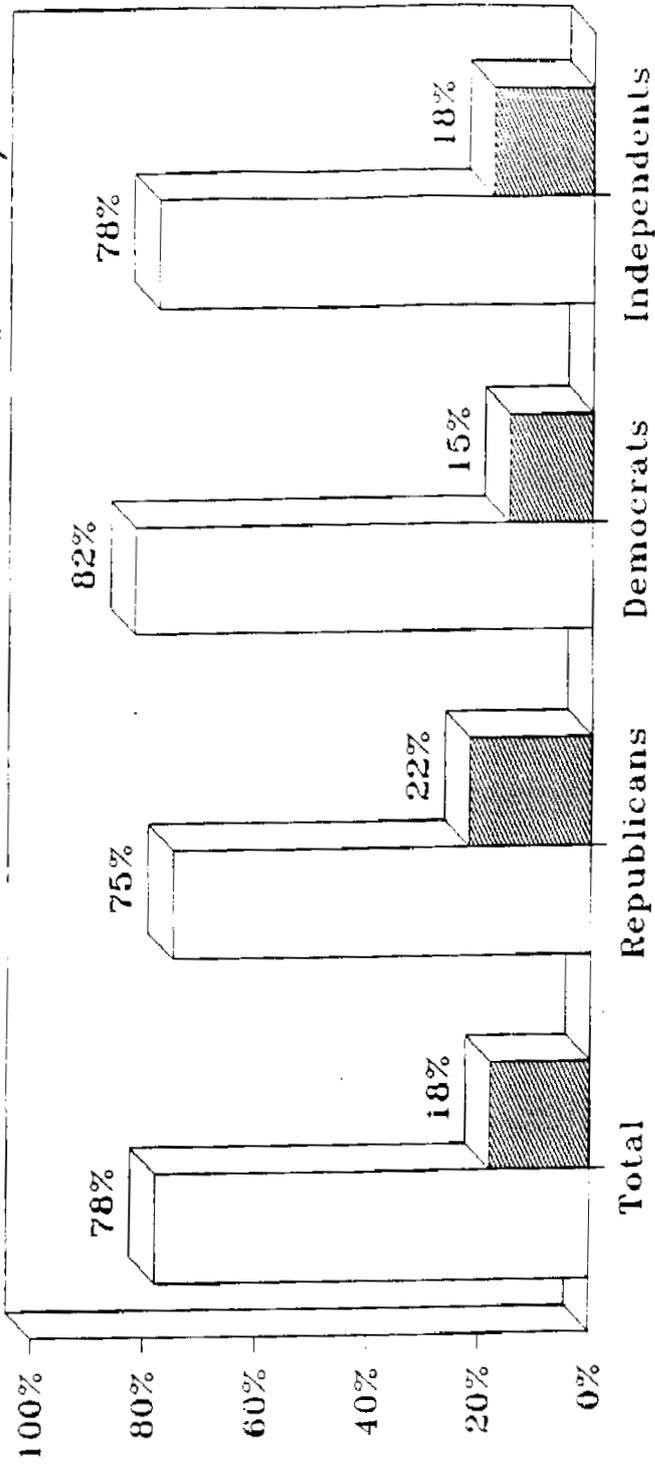


Sample Size: 500  
Interview Method: Telephone  
Population: National Adults

March 1990  
TIME/CNN

TNJB 0001071

# If Taxes Had To Be Raised, Would It Be Acceptable Or Not Acceptable To You To Increase The Tax On Incomes Over \$200K/Year?

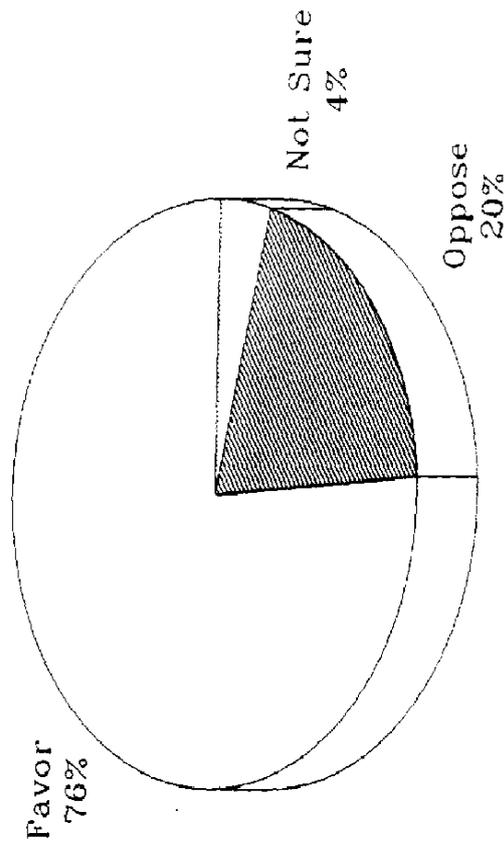


Acceptable
  Not Acceptable

Sample Size: 1140  
 Interview Method: Telephone  
 Population: National Adults

CBS News/New York Times - May 1990

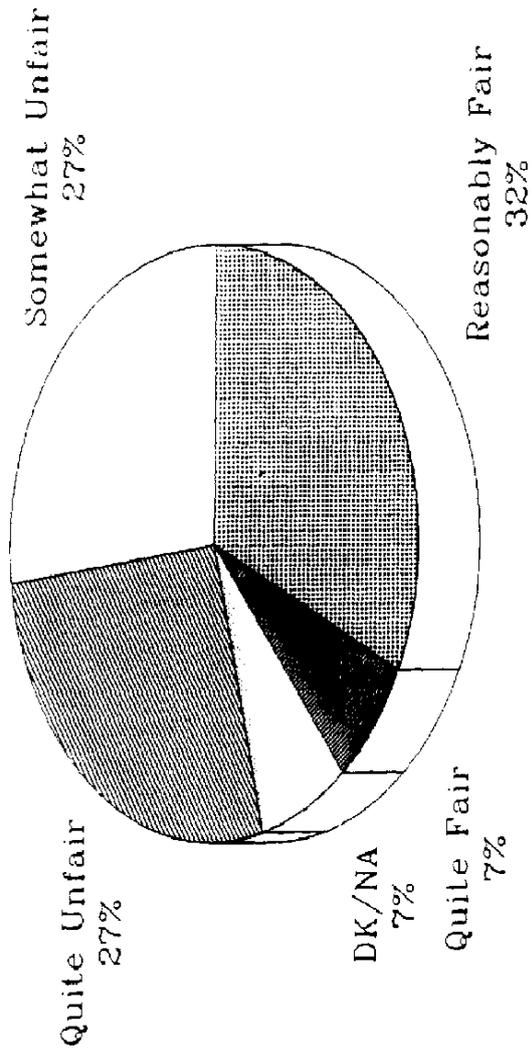
# Would You Favor Or Oppose Increasing The Income Tax Rate For Upper Income Individuals?



Sample Size: 1555  
Interview Method: Telephone  
Population: National Registered Voters

July 1990  
NBC News/Wall St. Journal

Do You Think The Present Income Tax System Is Quite Fair To People Like Yourself, Reasonably Fair, Somewhat Unfair, Or Quite Unfair To People Like Yourself?



Sample Size: 1362  
Interview Method: Telephone  
Population: National Adults

May 1988  
CBS News/New York Times