

Fourth Annual Efairness National Poll Results

Americans support federal legislation to require all sellers to collect sales tax at the time of purchase. In fact, over the last four years support has grown from 59% to 70%.

In comparison, only 24% of Americans support the reauthorization of the Export-Import Bank. The number is even lower among Republicans – only 21%.

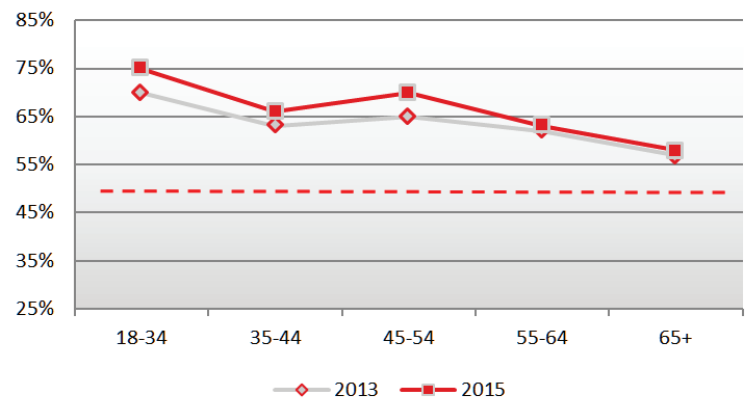
A majority of Americans believe that **local businesses are at a competitive disadvantage vis-à-vis online-only vendors**. Voters also worry that the online sales tax loophole creates a disincentive for local businesses to invest and create jobs in communities.

Support for local businesses remains very strong.

93% of Americans believe that local retailers are important to their community.

In comparison, only 30% of Americans believe that free trade agreements benefit their local communities.

Support for Proposed Legislation by Age



Voters are increasingly aware that they are required to pay remote sales tax and an overwhelming majority (**80%**) wants online-only vendors to collect at the point-of-purchase...just like brick-and-mortar retailers currently do.

- ✓ Seven out of 10 Americans **support federal legislation** that would require online-only vendors to collect sales tax at the time of purchase.
- ✓ Eight out of 10 Americans think it would be easier to collect sales tax from online-only vendors at the time of purchase.
- ✓ Over half of Americans think that the current uneven playing field is **inherently unfair** and gives online-only vendors a clear, competitive advantage.
- ✓ Nine out of 10 Americans say **local retailers are important** to their community's economic health and prosperity.



In September 2015, the International Council of Shopping Centers (ICSC) commissioned ORC International to conduct a national telephone poll (Telephone CARAVAN®) of over 1,000 Americans to gauge their awareness of and attitudes towards the "efairness issue," which concerns the collection and remittance of sales tax for online purchases. This is the only national poll that has tracked these attitudes for four consecutive years (2012 -2015).