



To: Interested Parties
From: Penn, Schoen & Berland Associates, Inc.
Date: July 25, 2005
Re: Recent Estate Tax National Polling Findings

PS&B Associates conducted 600 telephone interviews of registered voters July 20-24. Margin of error for the entire sample is $\pm 4.0\%$, and larger for subgroups.

Main Findings

1. Before hearing communications about the subject, **a majority of American voters think the estate tax should be reformed and not permanently eliminated by more than a 2 to 1 ratio.**

- Before Messaging: 59% favor reform, 29% repeal
- Even Republicans, those making over \$75,000, and those that own a farm or small business are more likely to support reform than repeal.

Do you think the estate tax should be permanently eliminated or reformed so it applies to fewer people and at a lower tax rate? (Showing Reform/Repeal)

All	Dem	Rep	Indy	Income >75k	Own Farm Or Business
59/29	65/22	55/34	55/31	60/30	56/36

2. **Messaging about the benefits of reform boosts support for reform – pushing support for reform over repeal to a more than 3 to 1 ratio.**

- After Messaging: 69% favor reform, 22% repeal
- This includes 64% of Republicans, 72% of Independents, and 66% who own a farm or business.

Given what you're heard, do you think the estate tax should be permanently eliminated or reformed so it applies to fewer people and at a lower tax rate? (Showing Reform/Repeal)

All	Dem	Rep	Indy	Income >75k	Own Farm Or Business
69/22	71/17	64/29	72/20	69/24	66/31

3. This **support is strong enough to withstand “death tax” arguments** saying the estate tax is a death tax.

- After opposition messaging: 55% favor reform, 36% repeal
- The majority for reform holds solid across party lines.

Given what you're heard, do you think the estate tax should be permanently eliminated or reformed so it applies to fewer people and at a lower tax rate? (Showing Reform/Repeal)

All	Dem	Rep	Indy	Income >75k	Own Farm Or Business
55/36	58/32	50/44	58/33	60/37	48/46

4. There is a **great deal of misunderstanding about the estate tax.**

- 33% of voters think all families have to pay the estate tax.

Do you think that you might have enough money that your inheritors will have to pay the estate tax when you die?

All	Dem	Rep	Indy	Income >75k	Own Farm Or Business
33/46	33/47	31/48	36/43	32/51	35/45

5. Americans would **prefer to spend the revenue on other priorities** rather than repealing the estate tax.

- 73% prefer to spend the money on SS solvency, 17% repeal.
- 67% prefer spending the money on K-12 education, 24% repeal.
- 56% prefer spending the money on homeland security, 30% repeal.