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WISCONSINITES AGREE: IT'S TIME TO PASS MARKETPLACE FAIRNESS
New Poll Finds Strong Support for Federal Legislation in the Badger State

WASHINGTON, September 18, 2014 — Today the International Council of Shopping Centers (ICSC) released the results of a Wisconsin-specific poll that shows that roughly two in three Wisconsinites support legislation requiring sales tax collection at the time of purchase.

“A significant majority of Wisconsinites support federal legislation and with precious few legislative days left in 2014 it is time for Congress to make Marketplace Fairness a reality this year,” said Michael P. Kercheval, president and CEO of ICSC. “Wisconsinites from all walks of life and across the political spectrum overwhelmingly agree that the long-term economic health of their communities depend on a level playing field for all businesses.”

The poll identified a number of key findings, including:

- 64% of Wisconsinites support federal legislation that would require online-only sellers to collect sales tax at the time of purchase.
- 87% of Wisconsinites think it would be easier to collect sales tax from online-only vendors at the time of purchase.
- 97% of Wisconsinites say local retailers are important to their community’s economic health.

“It is abundantly clear that when Wisconsinites understand their current tax liability for online purchases they overwhelmingly support federal legislation that streamlines and simplifies the sales tax collection process,” said Betsy Laird, senior vice president of Global Public Policy for ICSC.

ICSC has promoted eFairness for over a decade, advocating that a “sale is a sale” regardless of whether the purchase takes place on Main Street, at shopping centers, or over the Internet. For more information about eFairness and how the current sales tax system is unable to support the 21st century retail marketplace, please visit efairness.org.

About ICSC

Founded in 1957, ICSC is the premier global trade association of the shopping center industry. Its more than 66,000 members in over 100 countries include shopping center owners, developers, managers, marketing specialists, investors, retailers and brokers, as well as academics and public officials. For more information, visit www.icsc.org.

About the Survey

Opinion Research Corporation (ORC) conducted a survey among two probability samples, which, when combined, consists of 253 adults, 124 men and 129 women 18 years of age and

older, living in the state of Wisconsin. Interviewing for this CARAVAN® Survey was completed on August 22-28, 2014. 155 interviews were from the landline sample and 98 interviews from the cell phone sample.

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