

HART▲RIEHLE▲HARTWIG/LUNTZ RESEARCH

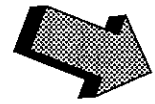


**1,506 general public/155 opinion leaders
March 14-22, 1996**

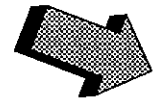
Key Findings



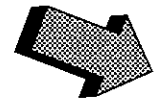
Inheritance tax repeal ADDS to flat tax/sales tax support.



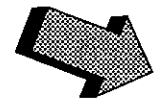
Issues: heritage, inheritance, family business.



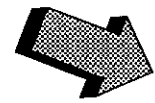
Opinion is soft and changeable.



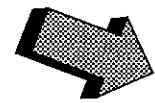
Proponents of repeal need one more argument.



Goal: not energizing support, but keeping opponents sidelined.



Overall tax reform offers little impetus.



Keep open the route backtracking to rate cut, not repeal.

