

Project Statement
CO Tax Policy
Project #:

Client: <input type="checkbox"/> Send invoices to this address.	Tom Adler Resource Systems Group, Inc. 205 West Wacker Drive, Suite 615 Chicago, IL 60606	Phone: (802) 295-4999 Fax: _____ Email: tadler@rsginc.com
Client Accounts Payable Contact: <input type="checkbox"/> Send invoices to this address.	Contact: _____	Phone: _____ Fax: _____ Email: _____
Project Name:	CO Tax Policy	
Description of Project:	<p>This is a sample-only project for Resource Systems Group, Inc. The end-client is a non-partisan industry group.</p> <p><u>Target Population</u></p> <ul style="list-style-type: none"> The survey sample will target the following population: adults, age 18+, who live in CO and have purchased products from an online or catalog retailer in the past six months <ul style="list-style-type: none"> Incidence rate of 90% (pilot will determine incidence rate and will guide contract modification, if necessary) <ul style="list-style-type: none"> A screener of one (1) minute or less will determine eligibility into the survey <p><u>Interview Sample Sizes</u></p> <ul style="list-style-type: none"> A total of 1,000 completed interviews from the Main Study. <ul style="list-style-type: none"> Sample will come from both the Knowledge Networks web-enabled panel and an opt-in panel. KN will maximize the number of completed interviews it can achieve on-panel. <p><u>Questionnaire</u></p> <ul style="list-style-type: none"> Survey will take 10 minutes on average for participants to complete. The client will program the survey and conduct full quality control testing KN will screen respondents on our server then re-direct to client's system to take the survey. At the end of the survey, the respondents will be automatically redirected to KN server. For KN interviews, the survey will end. For off-panel interviews, KN will collect standard demographics. <p><u>Data Collection</u></p> <ul style="list-style-type: none"> The client would like to run a pilot of n=250. This pilot will be comprised of both on- and off-panel cases. The Main Study data collection will commence only after receiving the approval from the Client. The survey field period will be a minimum of 10 calendar days. With the Client's approval, the survey field period will be 14 to 21 days to maximize the survey completion rate. Up to 2 email reminders will be sent to non-responders to encourage response <p><u>Deliverables</u></p> <ul style="list-style-type: none"> Sample for the project General demographic profile data (listed in Attachment A: Standard Demographic Profile Variables) provided for all interviews (including both on and off panel) Statistical weights incorporating the probabilities of selection and population benchmarks from US Census Current Population Survey <p><u>Project Schedule:</u> TBD</p> <ul style="list-style-type: none"> Final survey program received from Client Pilot field period Main survey field period Deliverables sent electronically to Client 	
Period of Performance	Project Start Date: 6/1/2010 Project End Date: 7/31/2010	
Format of deliverables	ELECTRONIC	
Survey Research Projects: (if applicable)	# of Qualified Completes: 1,000 Incidence Rate: 90% among CO residents Interview Length: 10 minutes	
Fee	\$11,860.00	

After signing this document, please fax to Knowledge Networks at 650-289-2001 [ATTN: Mike Dennis] or email PDF image to mdennis@knowledgenetworks.com
May 27, 2010

	Client agrees that the Fee may be increased if the incidence is lower than anticipated, if the questionnaire length is longer than indicated above, or if material changes to the project are requested by Client. Client shall be responsible for all taxes, charges or duties including, without limitation, sales, use, value added, royalty or withholding taxes, imposed by a governmental entity on deliverables or services provided under this Project Statement, excluding taxes based on Knowledge Networks' net income. If Knowledge Networks is obligated to collect taxes, then the appropriate amount will be added to Client's invoice.
Payment Schedule or Special Invoicing Instructions:	Unless otherwise noted above, fifty percent (50%) of the Fee is due and payable upon signing of this Project Statement. Final deliverables (i.e., data files, codebooks, reports, presentations, workshops, etc) will be supplied only after Knowledge Networks has received payment of the first invoice.
Terms: Master Contract # (if any):	<ol style="list-style-type: none"> 1. This Project Statement incorporates and is governed by the "Standard Terms and Conditions" set forth on Knowledge Networks' web site http://www.knowledgenetworks.com/company/standard-terms_conditions.html, unless otherwise agreed in writing by Knowledge Networks and Client. 2. The Client and its directors, officers, employees, consultants and agents are expressly prohibited from using any information about KN survey respondents for the purpose of identifying the respondents. 3. The Client will use the delivered survey data only for analysis and reporting at the aggregate level without disclosure risk for the personal identification of research subjects, and for calibrating sample weights for statistical purposes. 4. The Client agrees to have any third parties who will have access to identifying information about KN survey respondents sign a nondisclosure agreement prohibiting disclosure of personal identifying information. 5. The Client will cite Knowledge Networks as the survey research firm that collected the survey data for the study, and the Client will cite KnowledgePanel® as the source of the survey sample. Attachment B contains the authorized language to use to describe KN as a company and its panel methodology which should be used in any press release, announcement, papers, articles, presentations or other publications. Prior to using the language, notify your Knowledge Networks representative.

Agreed And Accepted:

Knowledge Networks, Inc.

Resource Systems Group, Inc.

Signature

Signature

J. Michael Dennis
SVP, Government & Academic Research

Print name and title

Print name and title

May 27, 2010

Date

Date

Notices and Contracts to Knowledge Networks to be sent to:

J. Michael Dennis, Ph.D.
EVP, Government & Academic Research
Knowledge Networks, Inc.
1350 Willow Road, Ste. 102
Menlo Park, CA 94025
(650) 289-2160 office
(650) 289-2001 fax
mdennis@knowledgenetworks.com

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Attachment A: Demographic Profile and Other Supplemental Data Provided for Each Project

Variable	Values	Available for Teens?
Age	Actual age in years	Yes
Age, 7 categories	1 = 18-24; 2 = 25-34; 3 = 35-44; 4 = 45-54; 5 = 55-64; 6 = 65-74; 7 = 75+	Yes
Age, 4 categories	1 = 18-29; 2 = 30-44; 3 = 45-59; 4 = 60+	Yes
Education (14 categories)	1 = No formal education 2 = 1st, 2nd, 3rd, or 4th grade 3 = 5th or 6th grade 4 = 7th or 8th grade 5 = 9th grade 6 = 10th grade 7 = 11th grade 8 = 12th grade NO DIPLOMA 9 = HIGH SCHOOL GRADUATE - high school DIPLOMA or the equivalent (GED) 10 = Some college, no degree 11 = Associate degree 12 = Bachelors degree 13 = Masters degree 14 = Professional or Doctorate degree	Yes
Education (4 categories)	1 = Less than HS 2 = HS 3 = Some college 4 = Bachelors degree or higher	Yes
Race/Ethnicity	1 = White, Non-Hispanic 2 = Black, Non-Hispanic 3 = Other, Non-Hispanic 4 = Hispanic 5 = 2+ races, Non-Hispanic	Yes

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Gender	1 = Male 2 = Female	Yes
Household Head	0 = No 1 = Yes	No
Household Size (from Recruitment)	Total number of members in household	Yes
Housing Type	1 = A one-family house detached from any other house 2 = A one-family house attached to one or more houses 3 = A building with 2 or more apartments 4 = A mobile home 5 = Boat, RV, van, etc.	Yes
HH Income (profile and imputed)	1 = Less than \$5,000; 2 = \$5,000 to \$7,499 3 = \$7,500 to \$9,999; 4 = \$10,000 to \$12,499 5 = \$12,500 to \$14,999; 6 = \$15,000 to \$19,999 7 = \$20,000 to \$24,999; 8 = \$25,000 to \$29,999 9 = \$30,000 to \$34,999; 10 = \$35,000 to \$39,999 11 = \$40,000 to \$49,999; 12 = \$50,000 to \$59,999 13 = \$60,000 to \$74,999; 14 = \$75,000 to \$84,999 15 = \$85,000 to \$99,999; 16 = \$100,000 to \$124,999 17 = \$125,000 to \$149,999; 18 = \$150,000 to \$174,999 19 = \$175,000 or more	Yes
Marital Status	1 = Married 2 = Widowed 3 = Divorced 4 = Separated 5 = Never married 6 = Living with partner	No
MSA Status	0 = Non-Metro 1 = Metro (as defined US OMB Core-Based Statistical Area)	Yes
Internet access	0 = No 1 = Yes	Yes
Ownership Status of Living Quarters	1 = Owned or being bought by you or someone in your household 2 = Rented for cash 3 = Occupied without payment of cash rent	No
Region 4 (U.S. Census)	1 = Northeast 2 = Midwest 3 = South 4 = West	Yes

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May 27, 2010

	1 = New England	
	2 = Mid-Atlantic	
	3 = East-North Central	
Region 9 (U.S. Census)	4 = West-North Central	Yes
	5 = South Atlantic	
	6 = East-South Central	
	7 = West-South Central	
	8 = Mountain	
	9 = Pacific	
State	State of residence	Yes
Total no. of HH members age 1 or younger	Number of household members in age group	
Total no. of HH members age 2 to 5	Number of household members in age group	
Total no. of HH members age 6 to 12	Number of household members in age group	Yes
Total no. of HH members age 13 to 17	Number of household members in age group	
Total no. of HH members age 18 or older	Number of household members in age group	
	1 = Working - as a paid employee	
	2 = Working - self-employed	
Current Employment Status	3 = Not working - on temporary layoff from a job	Yes
	4 = Not working - looking for work	
	5 = Not working - retired	
	6 = Not working - disabled	
	7 = Not working - other	

Additional Data Provided for All Interviews

<u>Variable</u>	<u>Description</u>
Start Time	Date/Time respondent began taking survey
End Time	Date/Time respondent finished completing survey
Duration	The length of time in minutes for self-administration of the instrument for a respondent

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 May 27, 2010

Attachment B: Authorized Language for Client Communications Involving Descriptions of Knowledge Networks as a Company and KN Panel Methodology

METHODOLOGY

The survey was conducted using the web-enabled KnowledgePanel®, a probability-based panel designed to be representative of the U.S. population. Initially, participants are chosen scientifically by a random selection of telephone numbers and residential addresses. Persons in selected households are then invited by telephone or by mail to participate in the web-enabled KnowledgePanel®. For those who agree to participate, but do not already have Internet access, Knowledge Networks provides at no cost a laptop and ISP connection. People who already have computers and Internet service are permitted to participate using their own equipment. Panelists then receive unique log-in information for accessing surveys online, and then are sent emails throughout each month inviting them to participate in research. More technical information is available at <http://www.knowledgenetworks.com/ganp/reviewer-info.html>.

ABOUT KNOWLEDGE NETWORKS

Knowledge Networks delivers quality and service to guide leaders in business, government, and academia

—
uniquely bringing scientifically valid research to the online space through its probability-based, online KnowledgePanel®. The company delivers unique study design, science, analysis, and panel maintenance, along with a commitment to close collaboration at every stage of the research process. Knowledge Networks

leverages its expertise in brands, media, advertising, and public policy issues to provide insights that speak directly to clients' most important concerns. For more information about Knowledge Networks, visit www.knowledgenetworks.com.



KnowledgePanel CalibrationSM

Using KnowledgePanel[®] to Improve the Sample Representativeness and Accuracy of Opt-in Panel Data

Prepared by J. Michael Dennis, EVP, Government & Academic Research, mdennis@knowledgegenetworks.com; Jordon Peugh, VP, Health Care & Policy Research, Government & Academic Research, jpeugh@knowledgegenetworks.com; Pat Graham, Chief Strategy Officer, pgraham@knowledgegenetworks.com

February 26, 2010

At Knowledge Networks, we recognize that your research needs at times require local geographies, particularly rare populations, and extremely large sample sizes. Because of these requirements, you may have considered a given project not suitable for KnowledgePanel[®], despite recognition that KnowledgePanel provides the most accurate sample platform for conducting online surveys in the U.S., due to its foundation in probability sampling and subsequent national representativeness.

To address this, we have developed KnowledgePanel CalibrationSM. When we cannot deliver the entire sample you need on KnowledgePanel, this approach will allow you to blend two sample sources and results in higher accuracy over the use of opt-in sample alone.

Advantages of KnowledgePanel Calibration

For some studies involving either exceptionally large sample sizes or the targeting of very small subpopulations, a blended-web sample approach is an effective methodology. Compared to conducting the survey exclusively with non-probability opt-in panels, the advantages of using **KnowledgePanel Calibration** are:

1. **Improved accuracy and sample representativeness.** The calibration weights are based on the nationally representative KnowledgePanel, providing a statistical means for projecting the opt-in panel data to the entire national population (for the surveyed group).
2. **Operational and analytic efficiencies.** Knowledge Networks manages the coordination and data collection from both samples, producing a single analytic deliverable with a single calibration weight.
3. **Cost effectiveness.** In most studies, the cost of the approach is only modestly different than conducting the study exclusively with opt-in web panel samples, yet the accuracy pay-off is high.

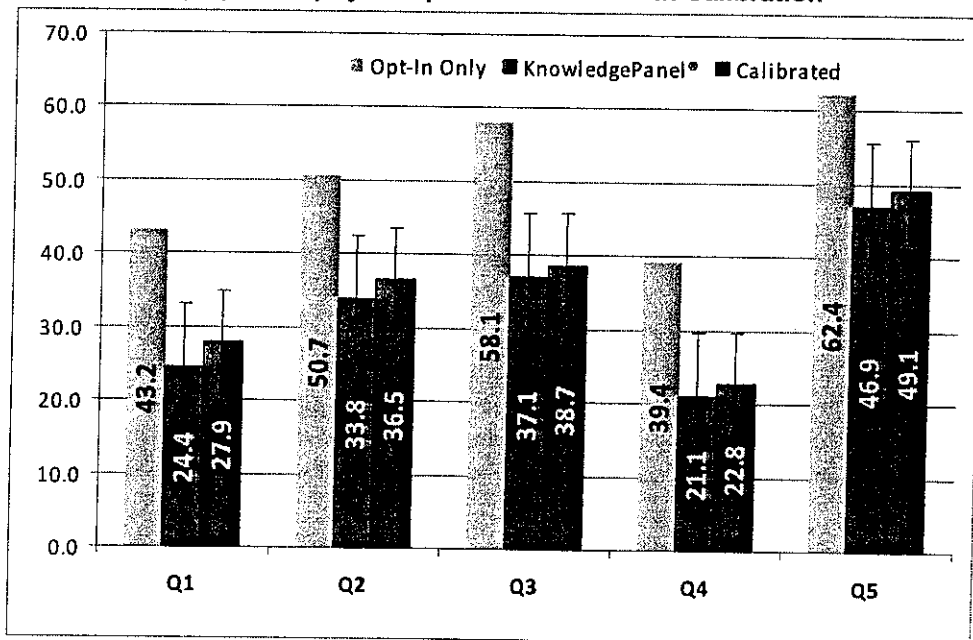
Importantly, KN has proven the technique in past KN studies. We have employed the calibration approach in dozens of studies during the past year for Federal and State government agencies, university researchers, industry associations, and consumer research firms, as well as for our custom market research projects.

We have seen the advantage KnowledgePanel Calibration brings in terms of accuracy of results versus using only an opt-in sample for a study.

As shown below, Knowledge Networks examined the responses to five early adopter questions on both KnowledgePanel and an opt-in panel. We then applied our KnowledgePanel Calibration technique to the sample using the 200 KnowledgePanel cases, which represented one sixth of the total sample size.

As you can see, the top-2 box agreement results found in opt-in only sample changed between 21% and 42% as a result of applying the KnowledgePanel calibration weights. (Please note that this is percent change between the opt-in results compared to the calibrated result, not absolute percentage point difference.)

**Agreement Rates for "Early Adopter" Measures
(Top 2 box) by Sample Source and with Calibration**



Sample sizes: n=1,000 Opt-in Panel, 200 KN Panel (1,200 Total)

If KnowledgePanel Calibration had not been used, agreement rates would have been overestimated by as much as 42%, a substantial difference that could have resulted in poor policy decision making.

In light of data like these, we believe that KnowledgePanel Calibration provides an advantage to your research findings in terms of accuracy of results versus using exclusively opt-in web panel sample for a study.

How KnowledgePanel CalibrationSM Works

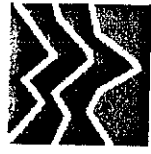
In the KnowledgePanel Calibration approach, we conduct the same survey with KnowledgePanel respondents as with a companion sample of respondents from an opt-in web panel. The same screening criteria are used for both sample sources to identify the eligible sample for the interview (e.g., customers of an energy company in a certain metro area, sufferers of certain medical conditions, consumers of certain products, etc.). The KnowledgePanel interviews serve an important function by providing the statistical information needed to calibrate the interviews from the non-probability sample source. We are, simply put, substituting KnowledgePanel benchmarks for the CPS and applying conventional post-stratification weighting using the control totals from KnowledgePanel.

The calibration is useful in correcting for sampling error and self-selection bias in the non-probability web panels: for instance, exclusion of non-Internet households and over-representation of hyper Internet users and of early adopters of new products and services, to name just a few. While the calibration approach cannot correct for all the error present in the opt-in panel interviews, the calibration will improve accuracy of study findings and insights, giving researchers more confidence in the data investments they have made.

To learn more about **KnowledgePanel Calibration**, please contact your Knowledge Networks representative or

- Mike Dennis, EVP, Government & Academic Research
mdennis@knowledgenetworks.com or (650) 289-2160
- Jordon Peugh, VP, Health Care and Policy Research
jpeugh@knowledgenetworks.com or (646) 742-5334

Please visit <http://www.knowledgenetworks.com/ganp/> for a list of Knowledge Networks representatives and more information about KnowledgePanel.



R | S | G
INC.
RESOURCE SYSTEMS GROUP, INC.

**Colorado Consumer Survey
Final Results**

9 August 2010

PENGAD 800-631-6989

DEPOSITION
EXHIBIT
21
10/21/10

RSG 00325

PENGAD 800-631-6989

DEPOSITION
EXHIBIT
21
10/21/10

Key Findings

- **The Law Invades Consumers' Privacy**
 - A clear 2/3 majority of Colorado online and catalog shoppers find the requirements to be an invasion of their privacy.
 - Only 14% agree that they do not mind if the State of Colorado knows details about their online purchases.
- **The Law Is Damaging to Out-of-State Retailers**
 - If making a similar purchase again, a 63% would not buy from the same seller, and 67% say their purchases from these retailers will decrease as a consequence of the law.

Objective and Project Approach

Objective

- Understand how a new Colorado law, and requirements imposed by the Colorado Department of Revenue under the law, will impact Colorado consumers' decisions about purchasing from Internet and catalog retailers that do not collect Colorado sales tax.

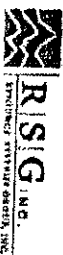
Project Approach

- 10-minute online survey with 1,019 current Colorado residents
- Respondents recruited via online panel with address-based sample (KnowledgePanel®), supplemented by external panel
- Survey was fielded between June 2 and June 21, 2010
- Questions focused on whether consumers believe the law is an invasion of their privacy and how it will impact their future purchases from out-of-state online and catalog retailers.

Survey Sample

The respondents who compose the sample accurately represent Colorado consumers who are affected by this law.

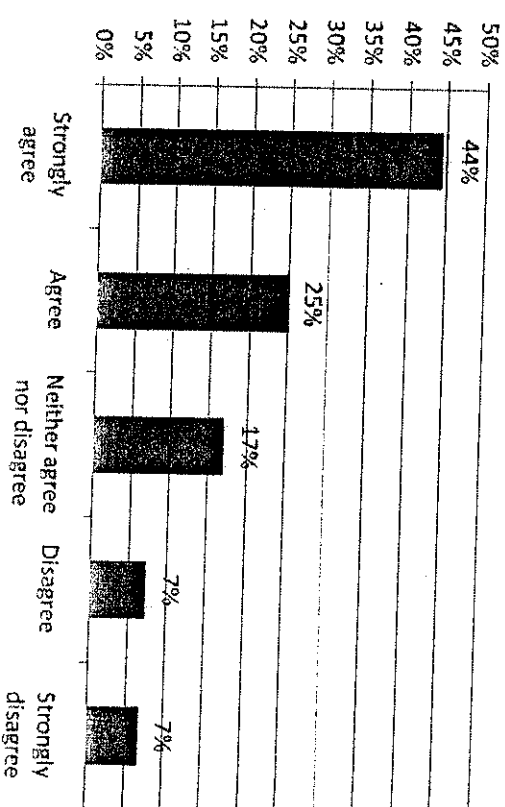
- 1,019 completed surveys are more than enough for results to be conclusive.
- Sample is representative of the people who are affected by this law - adults in Colorado who are active in purchasing goods online or via catalog.
- Respondents had to pass a series of screening questions, and they qualified if they:
 - Currently reside in Colorado
 - Are age 18 or older
 - Made an online or catalog purchase in the 6 months prior to the survey
 - Respondents who work in market research or in internet or catalog sales were disqualified.
- Respondents were contacted to participate from an address-based sample (ABS) frame to ensure representativeness.
 - The key advantage of the ABS sample frame is that it allows sampling of almost all U.S. households.
 - An estimated 98% of households are "covered".
 - Regardless of household telephone status, they can be reached and contacted via the mail.
 - Knowledge Network's KnowledgePanel® was used and supplemented by an external provider.
- Sample results are weighted to population demographics to ensure that representativeness is maintained.



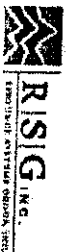
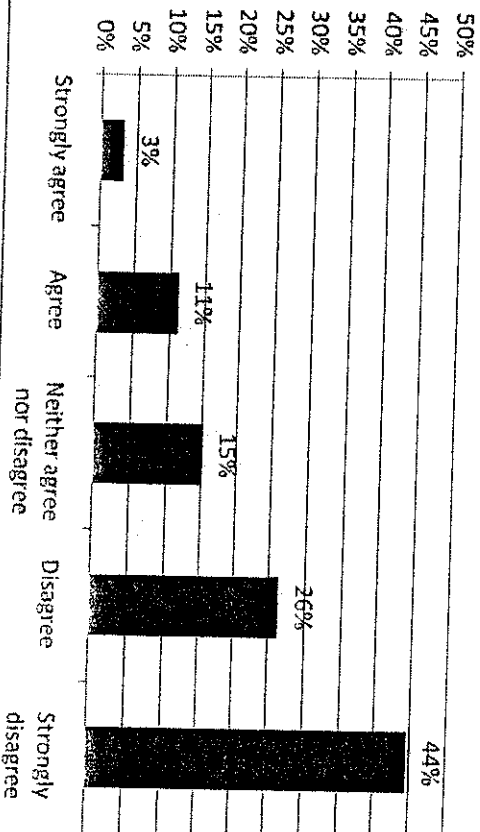
The Law Invades Consumers' Privacy

A clear 2/3 majority of Colorado online and catalog shoppers find the requirements to be an invasion of their privacy. Only 14% agree that they do not mind if the State of Colorado knows details about their online purchases.

Reporting my name, billing address, shipping address, and the amount of my purchases to the State is an invasion of my privacy.



I do not mind the State of Colorado knowing the kinds of products I buy, from whom I buy them, where I have them shipped, and how much I spend.

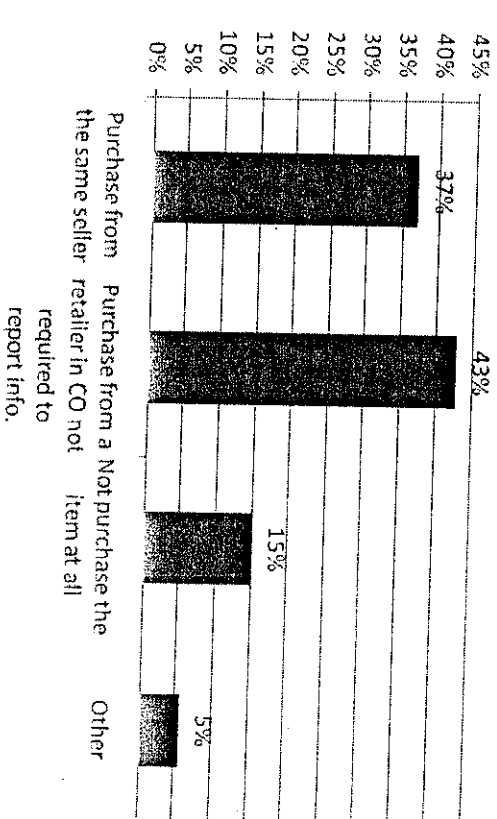


RISIG INC.
RESEARCH INSTITUTE FOR STRATEGIC GROUPS, INC.

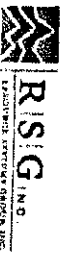
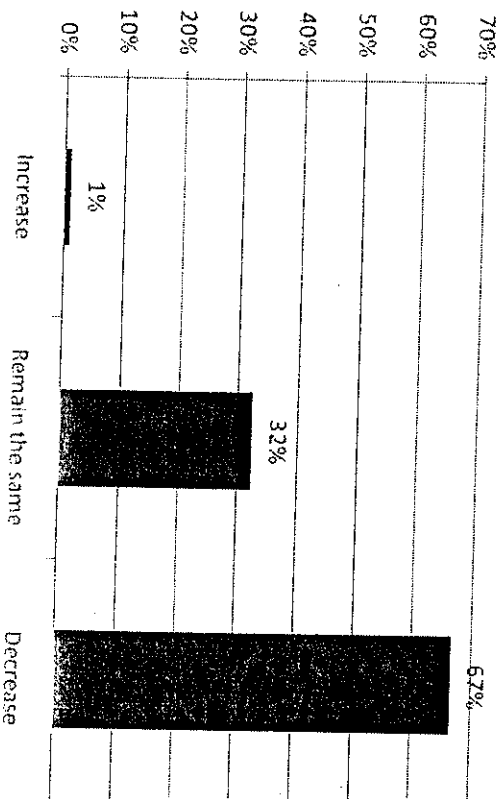
The Law Is Damaging to Out-of-State Retailers

If making a similar purchase again, 63% would not buy from the same seller, and 67% say their purchases from these retailers will decrease as a consequence of the law.

If you were to make a similar purchase in the future, but with this new disclosure requirement in place, what would you most likely do?



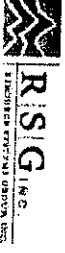
As a result of this law, how would your Internet and catalog purchases from those out-of-state retailers who must report your name, address and purchase amount to the Department of Revenue likely be affected over the coming year?



RIS:G LIND
FACULTY DEVELOPMENT SERVICES, INC.



Sample Profile



Sample Profile - Demographics

Gender	%
Female	55%
Male	45%

Race	%
White	82%
Hispanic	8%
Black	2%
2+ Races	2%
Other	6%

Age	%
18-24	12%
25-34	16%
35-44	23%
45-54	20%
55 or older	29%

Employment	%
Work full/part-time	61%
Self-employed	11%
Unemployed	7%
Retired	12%
Disabled	2%
Other	7%

Sample Profile – Most Recent Purchase

Most Recent Product Purchased*	%
Books, music or video	42%
Clothing or accessories	35%
Consumer electronics	15%
Drugs or cosmetics	13%
Computers and computer accessories	13%
Software	10%
Outdoor/garden	8%
Furniture/homeware	6%
Office supplies	6%
Jewelry	5%
Tools/hardware	5%
Cooking/kitchenware	5%
Food or drinks	5%
Other	14%

Age	%
Over the internet	94%
By phone	5%
By mail	1%

*Most recent purchase made from an Internet or catalog retailer that did not charge sales tax.





Survey Screenshots



RISIG I.M.G.
RESEARCH AND ANALYTICAL SERVICES, INC.

Thank you for agreeing to participate in this survey. The purpose of the survey is to understand some of the factors that may affect your purchase decisions. The survey is being conducted by Resource Systems Group, Inc., an independent survey research firm. Please be assured that your answers will be kept strictly confidential and will not be associated with your name in any way. Absolutely no sales or marketing activity will result from your participation.

Please click "Next Question" to begin.

Next Question 



Please use the "Next Question" button in the lower left corner of the browser to go forward. If you back up to change an answer, please be sure to click "Next Question" to continue forward. It is important that you do NOT use your web browser's "forward" button because your new answers will not be recorded.

To review a previous question, use the browser's "back" button, which is the left-pointing arrow in the upper left corner of the browser.

Please click "Next Question" to continue.

Next Question 



Are you or any of your immediate family members currently employed in any of the following areas?
Please select all that apply.

- Advertising or public relations
- Agriculture or farming
- Construction
- Consulting
- Law or law enforcement
- Financial services or banking
- Education
- Market research
- Media
- Manufacturing
- Public service or not-for-profit
- Government agency
- Real estate
- Internet or catalog sales
- Retailing
- Wholesaling
- Other
- None of the above

Next Question

Respondents were disqualified if they worked in market research or in internet or catalog sales.



Respondents were disqualified if they did not live in Colorado at the time of the survey.

In what state do you currently live?

- Select State - ▼

Next Question ➔



Respondents were disqualified if they did not purchase any products from an internet or catalog retailer in the past 6 months.

Have you purchased any products from an Internet or catalog retailer at any time within the past 6 months?

- Yes
- No

Next Question 



For the next set of questions, please think about the MOST RECENT purchase that you made from an Internet or catalog retailer that did not charge sales tax on the transaction. Again, please do not include purchases from individuals, such as individual sellers on eBay or Craig's List.

Which of the following best describes the type of product you purchased?

Please select all types that you bought as part of that most recent purchase.

- Books, music or video
- Clothing or accessories
- Drugs or cosmetics
- Consumer electronics
- Computers and computer accessories
- Jewelry
- Tools/hardware
- Furniture/homeware
- Cooking/kitchenware
- Outdoor/garden
- Food or drinks
- Software
- Office Supplies
- Other, please specify: _____
- None of the above

Next Question 



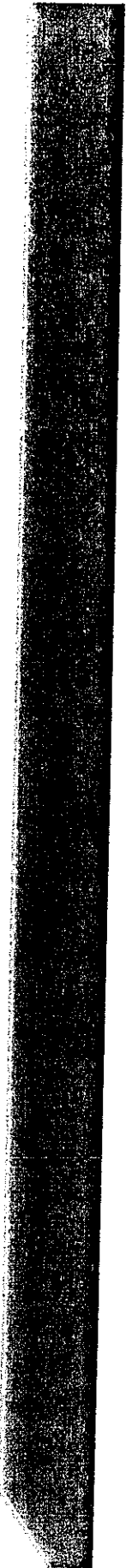


How did you make this purchase?

- Over the Internet
- By telephone
- By mail

Next Question 





Assume that in the future, the seller of this item, along with other out-of-state retailers who do not collect Colorado sales tax, would be required to report your name, billing address, shipping address, the amount of your purchases, and the name of the retailer to the Colorado Department of Revenue.

Please indicate whether you agree or disagree with each of the following statements.

Reporting my name, billing address, shipping address, and the amount of my purchases to the State is an invasion of my privacy.

Strongly disagree	<input type="radio"/>	Disagree	<input type="radio"/>	Neither agree nor disagree	<input type="radio"/>	Agree	<input type="radio"/>	Strongly agree	<input type="radio"/>
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I do not mind the State of Colorado knowing the kinds of products I buy, from whom I buy them, where I have them shipped, and how much I spend.

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Next Question 



If you were to make a similar purchase in the future, but with this new disclosure requirement in place, what would you most likely do?

- Purchase the item from the same seller just as I did
- Purchase the same or similar item from a retailer in Colorado that is not required to report my name, billing address, shipping address, and the amount of my purchases to the Colorado Department of Revenue
- Not purchase the item at all
- Other, please specify: _____

Next Question 



A new Colorado law requires each Internet and catalog retailer that does not collect Colorado sales tax to file annually with the Colorado Department of Revenue a written statement identifying each Colorado consumer who made purchases from the retailer during the previous calendar year and showing the total amount paid by each purchaser.

Under this new law, the Colorado Department of Revenue requires each Internet and catalog retailer that does not collect Colorado sales tax to give the purchaser notice with each purchase that:

- The retailer does not collect Colorado sales tax.
- The purchase is not exempt from Colorado sales/use tax merely because it is made over the Internet or by other remote means.
- The retailer is required by law at the end of the year to report to the Colorado Department of Revenue the purchaser's name, billing address, shipping address, and total dollar amount of Colorado purchases made over the Internet or by other remote means on which no Colorado sales tax was collected.
- The State of Colorado requires that a Colorado purchaser must file a sales/use tax return at the end of the year reporting all taxable Colorado purchases that were not taxed and pay sales/use tax on those purchases.
- The retailer will send the purchaser an end-of-year summary of all Colorado purchases in order to assist in filing the sales/use tax return.

As a result of this law, how would your Internet and catalog purchases from those out-of-state retailers who must report your name, address and purchase amount to the Department of Revenue likely be affected over the coming year?

- Decrease as compared to the past year
- Remain the same as in the past year
- Increase as compared to the past year

Next Question 



REVENUE INFORMATION SYSTEMS



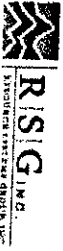
Thank you for taking the time to complete this survey. All of your responses have been saved, so you may now exit your browser.



Questions & Comments


Resource Systems Group, Inc.
55 Railroad Row
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Thank you for agreeing to participate in this survey. The purpose of the survey is to understand some of the factors that may affect your purchase decisions. The survey is being conducted by Resource Systems Group, Inc., an independent survey research firm. Please be assured that your answers will be kept strictly confidential and will not be associated with your name in any way. Absolutely no sales or marketing activity will result from your participation.

Please click "Next Question" to begin.

Next Question 



RSG 00347

please use the "Next Question" button in the lower left corner of the browser to go forward. If you back up to change an answer, please be sure to click "Next Question" to continue forward. It is important that you do NOT use your web browser's "forward" button because your new answers will not be recorded.

To review a previous question, use the browser's "back" button, which is the left-pointing arrow in the upper left corner of the browser.

Please click "Next Question" to continue.

Next Question 



RSG 00348



Are you or any of your immediate family members currently employed in any of the following areas?

Please select all that apply.

- Advertising or public relations
- Agriculture or farming
- Construction
- Consulting
- Law or law enforcement
- Financial services or banking
- Education
- Market research
- Media
- Manufacturing
- Public service or not-for-profit
- Government agency
- Real estate
- Internet or catalog sales
- Retailing
- Wholesaling
- Other
- None of the above

Next Question 





In what state do you currently live?

Select State - ▾

Next Question: ➡




RSG 00350



Have you purchased any products from an Internet or catalog retailer at any time within the past 6 months?

Please do not include purchases from individuals, such as individual sellers on eBay or Craig's List.

- Yes
- No

Next Question 



RSG 00351




For the next set of questions, please think about the MOST RECENT purchase that you made from an Internet or catalog retailer that did **not** charge sales tax on the transaction. Again, please do not include purchases from individuals, such as individual sellers on eBay or Craig's List.

Which of the following best describes the type of product you purchased?

Please select all types that you bought as part of that most recent purchase.

- Books, music or video
- Clothing or accessories
- Drugs or cosmetics
- Consumer electronics
- Computers and computer accessories
- Jewelry
- Tools/hardware
- Furniture/homeware
- Cooking/Kitchenware
- Outdoor/garden
- Food or drinks
- Software
- Office Supplies
- Other, please specify: _____
- None of the above

Next Question 





How did you make this purchase?

- Over the Internet
- By telephone
- By mail

Next Question 



RSG 00353

Assume that in the future, the seller of this item, along with other out-of-state retailers who do not collect Colorado sales tax, would be required to report your name, billing address, shipping address, the amount of your purchases, and the name of the retailer to the Colorado Department of Revenue.

Please indicate whether you agree or disagree with each of the following statements.

Reporting my name, billing address, shipping address, and the amount of my purchases to the State is an invasion of my privacy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do not mind the State of Colorado knowing the kinds of products I buy, from whom I buy them, where I have them shipped, and how much I spend.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>


Next Question 



RSG 00354

If you were to make a similar purchase in the future, but with this new disclosure requirement in place, what would you most likely do?

- Purchase the item from the same seller just as I did
- Purchase the same or similar item from a retailer in Colorado that is not required to report my name, billing address, shipping address, and the amount of my purchases to the Colorado Department of Revenue
- Not purchase the item at all
- Other, please specify:

Next Question 



RSG 00355

A new Colorado law requires each Internet and catalog retailer that does not collect Colorado sales tax to file annually with the Colorado Department of Revenue a written statement identifying each Colorado consumer who made purchases from the retailer during the previous calendar year and showing the total amount paid by each purchaser.

Under this new law, the Colorado Department of Revenue requires each Internet and catalog retailer that does not collect Colorado sales tax to give the purchaser notice with each purchase that:

- The retailer does not collect Colorado sales tax.
- The purchase is not exempt from Colorado sales/use tax merely because it is made over the Internet or by other remote means.
- The retailer is required by law at the end of the year to report to the Colorado Department of Revenue the purchaser's name, billing address, shipping address, and total dollar amount of Colorado purchases made over the Internet or by other remote means on which no Colorado sales tax was collected.
- The State of Colorado requires that a Colorado purchaser must file a sales/use tax return at the end of the year reporting all taxable Colorado purchases that were not taxed and pay sales/use tax on those purchases.
- The retailer will send the purchaser an end-of-year summary of all Colorado purchases in order to assist in filing the sales/use tax return.

As a result of this law, how would your Internet and catalog purchases from those out-of-state retailers who must report your name, address and purchase amount to the Department of Revenue likely be affected over the coming year?

- Decrease as compared to the past year
- Remain the same as in the past year
- Increase as compared to the past year

Next Question



Thank you for taking the time to complete this survey. All of your responses have been saved, so you may now exit your browser.

RSG 00357