



TALKING POINTS FOR FISCAL SHOWDOWN ROUND II

As of January 30, 2013

This is ATF's current thinking about how to message on tax issues. It is based on polling that occurred after the "fiscal cliff" deal in early January. It also builds on a major message poll conducted by the campaign in May 2012.

Topline Messages

- We need to do more to make sure the wealthy and big corporations pay their fair share of taxes. A fair budget agreement should raise a lot more tax revenue from wealthy Americans and big corporations.
- Tax reform must close loopholes and end special-interest tax breaks. New revenue should be used to lower the deficit and make vital investments. It should NOT be used to lower tax rates for the richest 2 percent and big corporations.
- It's wrong to reduce the deficit on the backs of the middle class by cutting vital programs such as Medicare, Medicaid, Social Security and education. Instead of taking away families' health care, we should limit tax breaks for the richest 2 percent.
- Big corporations have used their lobbyists and campaign contributions to rig the tax system in their favor. Some profitable corporations pay no taxes at all or get tax breaks to ship jobs and profits overseas. It's time they live by the same rules as the rest of us and do their share to reduce the deficit.
- Reducing the deficit only through spending cuts, as conservatives propose, is not balanced or fair. We can't cut our way to prosperity. The next budget agreement should prioritize Fair Taxes, Not Cuts.

Supporting Messages and Facts

- **We need to do more to make sure the wealthy and big corporations pay their fair share of taxes. A fair budget agreement in Congress should raise a lot more revenue from wealthy Americans and big corporations.**
 - We should reform our tax system by closing loopholes so that millionaires and billionaires pay at least the same tax rates as middle-class Americans.
 - Big companies like General Electric and Verizon pay NO federal income taxes some years – that has to end.
 - We need to end tax breaks for corporations that ship profits and jobs overseas. Those companies have to contribute their fair share of taxes.
- **Tax reform must close loopholes and end special-interest tax breaks. New revenue should be used to lower the deficit and make vital investments. It should NOT be used to lower tax rates for the richest 2 percent and big corporations.**
- **It's wrong to reduce the deficit on the backs of the middle class by cutting vital programs such as Medicare, Medicaid, Social Security and education.**
 - Instead of taking away families' health care, let's limit tax deductions for the richest 2 percent.
 - We should ask millionaires to pay at least as high a tax rate as their secretaries, instead of cutting education funding for our children.
 - It's better to end huge tax subsidies to oil companies making record profits than to make seniors pay more for Medicare.

- **Big corporations have used their lobbyists and campaign contributions to rig the tax system in their favor, with some profitable corporations paying no taxes at all. It's time they live by the same rules as the rest of us and do their share to reduce the deficit.**
 - Dozens of big corporations, including General Electric, Verizon and Boeing, paid no federal income taxes in the last four years.
 - By using tax loopholes Apple, Google, and Microsoft avoided U.S. taxes on \$80 billion in foreign profits over three years.
 - We should end tax breaks to big corporations that ship jobs overseas and use that money to invest in jobs in America improving our roads and bridges, rebuilding manufacturing and making us energy independent.
 - If we care about seeing "Made in the USA" again, we need to level the playing field between big and small businesses by eliminating tax loopholes for the big corporations.

- **Tax reform that limits tax breaks for the wealthy will make the tax system more fair and bring down the deficit.**
 - The richest 1% get over \$270,000 in tax breaks a year. We just can't afford to keep giving special tax breaks to those who need them the least.
 - It's not right that the wealthy receive a larger tax break than middle-class families when they have a home mortgage, contribute to a 401k, or pay property taxes.

- **Reducing the deficit only through spending cuts, as conservatives propose, is not balanced or fair.**
 - There is spending that we can reduce, but we can't cut our way to prosperity.
 - We also need to raise revenues by closing tax loopholes and deductions that benefit the wealthy and big corporations.
 - If the wealthy and big corporations pay their fair share, we can be fiscally responsible and protect the middle class.

- **The next budget agreement should prioritize Fair Taxes, Not Cuts. Working families are already bearing most of the burden when it comes to deficit reduction.**
 - In the budget agreements reached so far by President Obama and Congress, for every \$1 of new tax revenue raised \$2.50 has been cut from programs that protect our families and nation and that create jobs. These programs educate our kids, help seniors qualify for Social Security, keep our food safe, and make our nation secure.

- **Closing loopholes and ending tax breaks for the richest 2% of Americans and big corporations can raise over \$1 trillion over 10 years. Here's how:**
 - Limit tax deductions for the richest 2 percent, as President Obama has proposed. This would raise more than \$400 billion and make the tax system fairer and simpler.
 - Close loopholes that allow corporations to ship U.S. jobs and profits overseas to avoid paying U.S. taxes. We lose \$100 billion a year in taxes from this loophole.
 - Eliminate the loopholes and tax breaks that allow the very wealthy to pay a lower tax rate than middle-class taxpayers. This could raise hundreds of billions of dollars.