

# YouGov Survey: Billionaires



Sample 1131 U.S. adult citizens  
Conducted February 5 - 8, 2025  
Margin of Error ±3.8%

1. Do you think the federal government should or should not pursue policies that try to reduce the gap in wealth between the richest and poorest Americans?

|            |     |
|------------|-----|
| Should     | 55% |
| Should not | 22% |
| Not sure   | 23% |

2. Do you think the federal government should or should not try to reduce the share of wealth held by billionaires in the country?

|            |     |
|------------|-----|
| Should     | 49% |
| Should not | 27% |
| Not sure   | 24% |

3. Do you think the amount that billionaires are currently taxed in the U.S. is too high or too low?

|                   |     |
|-------------------|-----|
| Much too high     | 2%  |
| Somewhat too high | 5%  |
| About right       | 18% |
| Somewhat too low  | 19% |
| Much too low      | 39% |
| Not sure          | 17% |

4. Do you think that tax rates on billionaires in the U.S. are currently higher or lower than they were in the 1960s?

|                 |     |
|-----------------|-----|
| Much higher     | 7%  |
| Somewhat higher | 14% |
| About the same  | 10% |
| Somewhat lower  | 12% |
| Much lower      | 23% |
| Not sure        | 34% |

5. Do you think billionaires based in the U.S. usually do, or do not, pay the full amount of tax they owe?

|                |     |
|----------------|-----|
| Usually do     | 19% |
| Usually do not | 58% |
| Not sure       | 23% |

## 6. Compared to other Americans, do you think that billionaires are more or less likely to...?

|  | More likely | About as likely | Less likely | Not sure |
|--|-------------|-----------------|-------------|----------|
| Have political influence                         | 77%         | 13%             | 2%          | 7%       |
| Receive lenient treatment if they commit a crime | 67%         | 16%             | 6%          | 11%      |
| Have grown up in a wealthy family                | 58%         | 24%             | 6%          | 11%      |
| Work hard  | 29%         | 34%             | 29%         | 9%       |
| Commit crimes                                    | 29%         | 38%             | 19%         | 14%      |
| Be creative                                      | 28%         | 44%             | 16%         | 13%      |
| Be generous                                      | 15%         | 32%             | 44%         | 9%       |
| Pay the amount they owe in taxes                 | 12%         | 20%             | 56%         | 12%      |

|                               |  |
|-------------------------------|--|
| <b>Interviewing Dates</b>     | February 5 - 8, 2025   |
| <b>Target population</b>      | U.S. Citizens, aged 18 and over.   |
| <b>Sampling method</b>        | Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.  |
| <b>Weighting</b>              | The sample was weighted according to gender, age, race, education, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.052 to 5.069, with a mean of one and a standard deviation of 0.858. |
| <b>Number of respondents</b>  | 1131   |
| <b>Margin of error</b>        | ± 3.8% (adjusted for weighting)  |
| <b>Survey mode</b>            | Web-based interviews   |
| <b>Questions not reported</b> | 101 questions not reported.  |

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**1. Should Government Reduce Wealth Gap**

Do you think the federal government should or should not pursue policies that try to reduce the gap in wealth between the richest and poorest Americans?

|              | Gender  |       |        | Age (4 category) |       |       |       | Race (4 category) |       |          |       |
|--------------|---------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
|              | Total   | Male  | Female | 18-29            | 30-44 | 45-64 | 65+   | White             | Black | Hispanic | Other |
| Should       | 55%     | 56%   | 55%    | 57%              | 58%   | 56%   | 49%   | 54%               | 66%   | 54%      | 48%   |
| Should not   | 22%     | 24%   | 19%    | 15%              | 18%   | 23%   | 30%   | 23%               | 15%   | 19%      | 28%   |
| Not sure     | 23%     | 20%   | 25%    | 28%              | 23%   | 21%   | 20%   | 23%               | 19%   | 27%      | 24%   |
| Totals       | 100%    | 100%  | 99%    | 100%             | 99%   | 100%  | 99%   | 100%              | 100%  | 100%     | 100%  |
| Unweighted N | (1,130) | (520) | (610)  | (269)            | (195) | (389) | (277) | (702)             | (128) | (167)    | (133) |

|              | Party ID |       |       | 2024 Vote |        | Family Income (3 category) |         |           | Region  |           |         |       |       |
|--------------|----------|-------|-------|-----------|--------|----------------------------|---------|-----------|---------|-----------|---------|-------|-------|
|              | Total    | Dem   | Ind   | Rep       | Harris | Trump                      | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West  |
| Should       | 55%      | 76%   | 54%   | 36%       | 80%    | 34%                        | 58%     | 52%       | 59%     | 62%       | 51%     | 54%   | 59%   |
| Should not   | 22%      | 10%   | 16%   | 40%       | 8%     | 42%                        | 19%     | 24%       | 27%     | 19%       | 23%     | 23%   | 19%   |
| Not sure     | 23%      | 14%   | 30%   | 23%       | 13%    | 24%                        | 23%     | 25%       | 14%     | 19%       | 26%     | 23%   | 22%   |
| Totals       | 100%     | 100%  | 100%  | 99%       | 101%   | 100%                       | 100%    | 101%      | 100%    | 100%      | 100%    | 100%  | 100%  |
| Unweighted N | (1,130)  | (380) | (413) | (337)     | (456)  | (417)                      | (486)   | (311)     | (224)   | (205)     | (236)   | (422) | (267) |

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**2. Should Government Reduce Billionaire Wealth**

Do you think the federal government should or should not try to reduce the share of wealth held by billionaires in the country?

|              | Gender  |       |        | Age (4 category) |       |       |       | Race (4 category) |       |          |       |
|--------------|---------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
|              | Total   | Male  | Female | 18-29            | 30-44 | 45-64 | 65+   | White             | Black | Hispanic | Other |
| Should       | 49%     | 49%   | 50%    | 51%              | 52%   | 49%   | 46%   | 50%               | 49%   | 49%      | 45%   |
| Should not   | 27%     | 32%   | 22%    | 17%              | 24%   | 29%   | 36%   | 28%               | 21%   | 26%      | 31%   |
| Not sure     | 24%     | 19%   | 28%    | 32%              | 24%   | 22%   | 18%   | 23%               | 30%   | 24%      | 24%   |
| Totals       | 100%    | 100%  | 100%   | 100%             | 100%  | 100%  | 100%  | 101%              | 100%  | 99%      | 100%  |
| Unweighted N | (1,129) | (520) | (609)  | (269)            | (196) | (387) | (277) | (701)             | (128) | (167)    | (133) |

|              | Party ID |       |       | 2024 Vote |        | Family Income (3 category) |         |           | Region  |           |         |       |       |
|--------------|----------|-------|-------|-----------|--------|----------------------------|---------|-----------|---------|-----------|---------|-------|-------|
|              | Total    | Dem   | Ind   | Rep       | Harris | Trump                      | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West  |
| Should       | 49%      | 72%   | 44%   | 32%       | 76%    | 27%                        | 51%     | 47%       | 53%     | 55%       | 48%     | 46%   | 54%   |
| Should not   | 27%      | 12%   | 24%   | 45%       | 10%    | 49%                        | 24%     | 27%       | 36%     | 25%       | 23%     | 32%   | 23%   |
| Not sure     | 24%      | 15%   | 32%   | 23%       | 14%    | 23%                        | 25%     | 26%       | 11%     | 19%       | 29%     | 23%   | 24%   |
| Totals       | 100%     | 99%   | 100%  | 100%      | 100%   | 99%                        | 100%    | 100%      | 100%    | 99%       | 100%    | 101%  | 101%  |
| Unweighted N | (1,129)  | (380) | (412) | (337)     | (456)  | (417)                      | (485)   | (312)     | (224)   | (205)     | (235)   | (421) | (268) |

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**3. Are Taxes too High or Low for Billionaires**

Do you think the amount that billionaires are currently taxed in the U.S. is too high or too low?

|                   | Gender  |       |        | Age (4 category) |       |       |       | Race (4 category) |       |          |       |
|-------------------|---------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
|                   | Total   | Male  | Female | 18-29            | 30-44 | 45-64 | 65+   | White             | Black | Hispanic | Other |
| Much too high     | 2%      | 3%    | 2%     | 2%               | 2%    | 4%    | 1%    | 2%                | 4%    | 3%       | 2%    |
| Somewhat too high | 5%      | 6%    | 5%     | 6%               | 4%    | 6%    | 4%    | 5%                | 4%    | 5%       | 6%    |
| About right       | 18%     | 20%   | 16%    | 23%              | 18%   | 13%   | 20%   | 19%               | 15%   | 20%      | 13%   |
| Somewhat too low  | 19%     | 21%   | 17%    | 21%              | 20%   | 16%   | 19%   | 20%               | 18%   | 15%      | 16%   |
| Much too low      | 39%     | 38%   | 41%    | 27%              | 37%   | 45%   | 45%   | 38%               | 41%   | 40%      | 48%   |
| Not sure          | 17%     | 13%   | 20%    | 20%              | 19%   | 17%   | 10%   | 16%               | 18%   | 18%      | 15%   |
| Totals            | 100%    | 101%  | 101%   | 99%              | 100%  | 101%  | 99%   | 100%              | 100%  | 101%     | 100%  |
| Unweighted N      | (1,131) | (521) | (610)  | (269)            | (196) | (389) | (277) | (703)             | (128) | (167)    | (133) |

|                   | Party ID |       |       | 2024 Vote |        | Family Income (3 category) |         |           | Region  |           |         |       |       |
|-------------------|----------|-------|-------|-----------|--------|----------------------------|---------|-----------|---------|-----------|---------|-------|-------|
|                   | Total    | Dem   | Ind   | Rep       | Harris | Trump                      | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West  |
| Much too high     | 2%       | 1%    | 3%    | 3%        | 1%     | 4%                         | 3%      | 1%        | 2%      | 4%        | 3%      | 1%    | 4%    |
| Somewhat too high | 5%       | 2%    | 4%    | 10%       | 0%     | 10%                        | 5%      | 5%        | 6%      | 2%        | 6%      | 6%    | 5%    |
| About right       | 18%      | 10%   | 15%   | 30%       | 7%     | 32%                        | 13%     | 25%       | 24%     | 21%       | 15%     | 19%   | 16%   |
| Somewhat too low  | 19%      | 18%   | 16%   | 23%       | 13%    | 19%                        | 20%     | 21%       | 16%     | 28%       | 17%     | 17%   | 17%   |
| Much too low      | 39%      | 64%   | 38%   | 15%       | 75%    | 16%                        | 40%     | 34%       | 43%     | 30%       | 43%     | 37%   | 45%   |
| Not sure          | 17%      | 6%    | 24%   | 19%       | 4%     | 20%                        | 19%     | 15%       | 9%      | 15%       | 16%     | 19%   | 13%   |
| Totals            | 100%     | 101%  | 100%  | 100%      | 100%   | 101%                       | 100%    | 101%      | 100%    | 100%      | 100%    | 99%   | 100%  |
| Unweighted N      | (1,131)  | (381) | (413) | (337)     | (457)  | (417)                      | (486)   | (312)     | (224)   | (205)     | (236)   | (422) | (268) |

**4. Change in Taxes on Billionaires**

Do you think that tax rates on billionaires in the U.S. are currently higher or lower than they were in the 1960s?

|                 | Gender  |       |        | Age (4 category) |       |       |       | Race (4 category) |       |          |       |
|-----------------|---------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
|                 | Total   | Male  | Female | 18-29            | 30-44 | 45-64 | 65+   | White             | Black | Hispanic | Other |
| Much higher     | 7%      | 7%    | 7%     | 5%               | 8%    | 10%   | 4%    | 8%                | 5%    | 5%       | 3%    |
| Somewhat higher | 14%     | 12%   | 15%    | 19%              | 11%   | 14%   | 12%   | 14%               | 17%   | 8%       | 11%   |
| About the same  | 10%     | 9%    | 10%    | 15%              | 9%    | 7%    | 10%   | 9%                | 5%    | 16%      | 12%   |
| Somewhat lower  | 12%     | 14%   | 11%    | 8%               | 14%   | 11%   | 18%   | 12%               | 10%   | 14%      | 14%   |
| Much lower      | 23%     | 25%   | 21%    | 14%              | 27%   | 23%   | 26%   | 23%               | 17%   | 26%      | 26%   |
| Not sure        | 34%     | 33%   | 35%    | 39%              | 32%   | 35%   | 30%   | 32%               | 45%   | 31%      | 34%   |
| Totals          | 100%    | 100%  | 99%    | 100%             | 101%  | 100%  | 100%  | 98%               | 99%   | 100%     | 100%  |
| Unweighted N    | (1,129) | (521) | (608)  | (269)            | (196) | (388) | (276) | (701)             | (128) | (167)    | (133) |

|                 | Party ID |       |       | 2024 Vote |        | Family Income (3 category) |         |           | Region  |           |         |       |       |
|-----------------|----------|-------|-------|-----------|--------|----------------------------|---------|-----------|---------|-----------|---------|-------|-------|
|                 | Total    | Dem   | Ind   | Rep       | Harris | Trump                      | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West  |
| Much higher     | 7%       | 5%    | 5%    | 11%       | 2%     | 12%                        | 8%      | 6%        | 7%      | 6%        | 10%     | 6%    | 7%    |
| Somewhat higher | 14%      | 9%    | 12%   | 20%       | 7%     | 18%                        | 15%     | 13%       | 15%     | 15%       | 12%     | 15%   | 12%   |
| About the same  | 10%      | 7%    | 9%    | 14%       | 7%     | 14%                        | 8%      | 10%       | 12%     | 10%       | 8%      | 11%   | 10%   |
| Somewhat lower  | 12%      | 15%   | 9%    | 14%       | 14%    | 16%                        | 9%      | 15%       | 19%     | 14%       | 13%     | 10%   | 16%   |
| Much lower      | 23%      | 38%   | 23%   | 7%        | 47%    | 9%                         | 22%     | 20%       | 27%     | 18%       | 23%     | 22%   | 27%   |
| Not sure        | 34%      | 25%   | 42%   | 34%       | 23%    | 32%                        | 37%     | 37%       | 20%     | 37%       | 34%     | 36%   | 28%   |
| Totals          | 100%     | 99%   | 100%  | 100%      | 100%   | 101%                       | 99%     | 101%      | 100%    | 100%      | 100%    | 100%  | 100%  |
| Unweighted N    | (1,129)  | (381) | (411) | (337)     | (456)  | (416)                      | (484)   | (312)     | (224)   | (205)     | (235)   | (422) | (267) |

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**5. Do Billionaires Pay Full Taxes**

Do you think billionaires based in the U.S. usually do, or do not, pay the full amount of tax they owe?

|                | Gender  |       |        | Age (4 category) |       |       |       | Race (4 category) |       |          |       |
|----------------|---------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
|                | Total   | Male  | Female | 18-29            | 30-44 | 45-64 | 65+   | White             | Black | Hispanic | Other |
| Usually do     | 19%     | 23%   | 15%    | 20%              | 15%   | 18%   | 24%   | 20%               | 20%   | 13%      | 16%   |
| Usually do not | 58%     | 56%   | 61%    | 50%              | 63%   | 58%   | 61%   | 58%               | 59%   | 59%      | 58%   |
| Not sure       | 23%     | 22%   | 24%    | 30%              | 22%   | 24%   | 15%   | 22%               | 21%   | 28%      | 26%   |
| Totals         | 100%    | 101%  | 100%   | 100%             | 100%  | 100%  | 100%  | 100%              | 100%  | 100%     | 100%  |
| Unweighted N   | (1,130) | (520) | (610)  | (269)            | (196) | (388) | (277) | (702)             | (128) | (167)    | (133) |

|                | Party ID |       |       | 2024 Vote |        | Family Income (3 category) |         |           | Region  |           |         |       |       |
|----------------|----------|-------|-------|-----------|--------|----------------------------|---------|-----------|---------|-----------|---------|-------|-------|
|                | Total    | Dem   | Ind   | Rep       | Harris | Trump                      | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West  |
| Usually do     | 19%      | 11%   | 17%   | 29%       | 8%     | 36%                        | 14%     | 19%       | 29%     | 24%       | 18%     | 20%   | 14%   |
| Usually do not | 58%      | 78%   | 54%   | 43%       | 83%    | 43%                        | 61%     | 56%       | 57%     | 60%       | 53%     | 57%   | 66%   |
| Not sure       | 23%      | 12%   | 29%   | 28%       | 9%     | 20%                        | 25%     | 24%       | 13%     | 16%       | 28%     | 24%   | 20%   |
| Totals         | 100%     | 101%  | 100%  | 100%      | 100%   | 99%                        | 100%    | 99%       | 99%     | 100%      | 99%     | 101%  | 100%  |
| Unweighted N   | (1,130)  | (381) | (413) | (336)     | (457)  | (416)                      | (485)   | (312)     | (224)   | (205)     | (236)   | (421) | (268) |

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**6A. Compare Billionaires to Other People — Have political influence**

Compared to other Americans, do you think that billionaires are more or less likely to . . . ?

|                 | Gender  |       |        | Age (4 category) |       |       |       | Race (4 category) |       |          |       |
|-----------------|---------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
|                 | Total   | Male  | Female | 18-29            | 30-44 | 45-64 | 65+   | White             | Black | Hispanic | Other |
| More likely     | 77%     | 80%   | 75%    | 68%              | 77%   | 78%   | 86%   | 80%               | 69%   | 77%      | 72%   |
| About as likely | 13%     | 12%   | 13%    | 19%              | 11%   | 12%   | 10%   | 12%               | 15%   | 13%      | 14%   |
| Less likely     | 2%      | 2%    | 3%     | 1%               | 2%    | 5%    | 1%    | 2%                | 5%    | 1%       | 6%    |
| Not sure        | 7%      | 6%    | 9%     | 11%              | 10%   | 5%    | 4%    | 6%                | 11%   | 9%       | 8%    |
| Totals          | 99%     | 100%  | 100%   | 99%              | 100%  | 100%  | 101%  | 100%              | 100%  | 100%     | 100%  |
| Unweighted N    | (1,119) | (517) | (602)  | (268)            | (196) | (381) | (274) | (698)             | (125) | (164)    | (132) |

|                 | Party ID |       |       | 2024 Vote |        | Family Income (3 category) |         |           | Region  |           |         |       |       |
|-----------------|----------|-------|-------|-----------|--------|----------------------------|---------|-----------|---------|-----------|---------|-------|-------|
|                 | Total    | Dem   | Ind   | Rep       | Harris | Trump                      | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West  |
| More likely     | 77%      | 85%   | 75%   | 72%       | 91%    | 77%                        | 76%     | 80%       | 83%     | 79%       | 77%     | 74%   | 83%   |
| About as likely | 13%      | 8%    | 10%   | 22%       | 5%     | 18%                        | 12%     | 11%       | 15%     | 13%       | 9%      | 16%   | 11%   |
| Less likely     | 2%       | 4%    | 1%    | 2%        | 2%     | 1%                         | 4%      | 1%        | 1%      | 1%        | 5%      | 2%    | 1%    |
| Not sure        | 7%       | 3%    | 13%   | 5%        | 2%     | 4%                         | 8%      | 8%        | 1%      | 6%        | 9%      | 8%    | 4%    |
| Totals          | 99%      | 100%  | 99%   | 101%      | 100%   | 100%                       | 100%    | 100%      | 100%    | 99%       | 100%    | 100%  | 99%   |
| Unweighted N    | (1,119)  | (375) | (412) | (332)     | (450)  | (413)                      | (482)   | (307)     | (221)   | (204)     | (235)   | (415) | (265) |



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**6B. Compare Billionaires to Other People — Receive lenient treatment if they commit a crime**

Compared to other Americans, do you think that billionaires are more or less likely to...?

|                 | Gender  |       |        | Age (4 category) |       |       |       | Race (4 category) |       |          |       |
|-----------------|---------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
|                 | Total   | Male  | Female | 18-29            | 30-44 | 45-64 | 65+   | White             | Black | Hispanic | Other |
| More likely     | 67%     | 68%   | 65%    | 62%              | 71%   | 67%   | 66%   | 69%               | 66%   | 61%      | 60%   |
| About as likely | 16%     | 15%   | 17%    | 17%              | 13%   | 16%   | 20%   | 16%               | 16%   | 14%      | 23%   |
| Less likely     | 6%      | 7%    | 5%     | 5%               | 6%    | 6%    | 8%    | 6%                | 4%    | 9%       | 10%   |
| Not sure        | 11%     | 10%   | 12%    | 16%              | 10%   | 12%   | 6%    | 10%               | 14%   | 16%      | 7%    |
| Totals          | 100%    | 100%  | 99%    | 100%             | 100%  | 101%  | 100%  | 101%              | 100%  | 100%     | 100%  |
| Unweighted N    | (1,122) | (518) | (604)  | (266)            | (196) | (385) | (275) | (699)             | (126) | (166)    | (131) |

|                 | Party ID |       |       | 2024 Vote |        | Family Income (3 category) |         |           | Region  |           |         |       |       |
|-----------------|----------|-------|-------|-----------|--------|----------------------------|---------|-----------|---------|-----------|---------|-------|-------|
|                 | Total    | Dem   | Ind   | Rep       | Harris | Trump                      | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West  |
| More likely     | 67%      | 78%   | 66%   | 55%       | 85%    | 52%                        | 66%     | 73%       | 64%     | 65%       | 63%     | 66%   | 72%   |
| About as likely | 16%      | 11%   | 12%   | 26%       | 8%     | 27%                        | 14%     | 16%       | 21%     | 21%       | 15%     | 16%   | 14%   |
| Less likely     | 6%       | 6%    | 5%    | 8%        | 3%     | 10%                        | 6%      | 5%        | 8%      | 4%        | 9%      | 6%    | 6%    |
| Not sure        | 11%      | 5%    | 16%   | 10%       | 3%     | 11%                        | 13%     | 6%        | 7%      | 10%       | 13%     | 11%   | 8%    |
| Totals          | 100%     | 100%  | 99%   | 99%       | 99%    | 100%                       | 99%     | 100%      | 100%    | 100%      | 100%    | 99%   | 100%  |
| Unweighted N    | (1,122)  | (379) | (409) | (334)     | (455)  | (413)                      | (482)   | (310)     | (222)   | (204)     | (236)   | (416) | (266) |

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**6C. Compare Billionaires to Other People — Have grown up in a wealthy family**

Compared to other Americans, do you think that billionaires are more or less likely to...?

|                 | Gender  |       |        | Age (4 category) |       |       |       | Race (4 category) |       |          |       |
|-----------------|---------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
|                 | Total   | Male  | Female | 18-29            | 30-44 | 45-64 | 65+   | White             | Black | Hispanic | Other |
| More likely     | 58%     | 60%   | 56%    | 62%              | 64%   | 60%   | 46%   | 59%               | 58%   | 57%      | 52%   |
| About as likely | 24%     | 24%   | 24%    | 21%              | 16%   | 24%   | 37%   | 24%               | 26%   | 20%      | 24%   |
| Less likely     | 6%      | 7%    | 6%     | 7%               | 7%    | 6%    | 6%    | 6%                | 6%    | 8%       | 10%   |
| Not sure        | 11%     | 9%    | 14%    | 11%              | 13%   | 10%   | 11%   | 11%               | 10%   | 15%      | 13%   |
| Totals          | 99%     | 100%  | 100%   | 101%             | 100%  | 100%  | 100%  | 100%              | 100%  | 100%     | 99%   |
| Unweighted N    | (1,121) | (517) | (604)  | (267)            | (195) | (383) | (276) | (698)             | (125) | (165)    | (133) |

|                 | Party ID |       |       | 2024 Vote |        | Family Income (3 category) |         |           | Region  |           |         |       |       |
|-----------------|----------|-------|-------|-----------|--------|----------------------------|---------|-----------|---------|-----------|---------|-------|-------|
|                 | Total    | Dem   | Ind   | Rep       | Harris | Trump                      | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West  |
| More likely     | 58%      | 72%   | 57%   | 46%       | 73%    | 48%                        | 60%     | 58%       | 62%     | 53%       | 55%     | 56%   | 71%   |
| About as likely | 24%      | 17%   | 21%   | 35%       | 19%    | 33%                        | 21%     | 28%       | 23%     | 34%       | 24%     | 24%   | 17%   |
| Less likely     | 6%       | 5%    | 7%    | 6%        | 3%     | 8%                         | 7%      | 5%        | 8%      | 7%        | 7%      | 6%    | 7%    |
| Not sure        | 11%      | 6%    | 15%   | 13%       | 5%     | 11%                        | 12%     | 9%        | 8%      | 7%        | 14%     | 14%   | 5%    |
| Totals          | 99%      | 100%  | 100%  | 100%      | 100%   | 100%                       | 100%    | 100%      | 101%    | 101%      | 100%    | 100%  | 100%  |
| Unweighted N    | (1,121)  | (376) | (412) | (333)     | (453)  | (413)                      | (481)   | (311)     | (221)   | (203)     | (236)   | (418) | (264) |

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**6D. Compare Billionaires to Other People — Work hard**

Compared to other Americans, do you think that billionaires are more or less likely to... ?

|                 | Gender  |       |        | Age (4 category) |       |       |       | Race (4 category) |       |          |       |
|-----------------|---------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
|                 | Total   | Male  | Female | 18-29            | 30-44 | 45-64 | 65+   | White             | Black | Hispanic | Other |
| More likely     | 29%     | 32%   | 25%    | 27%              | 24%   | 28%   | 35%   | 31%               | 22%   | 26%      | 19%   |
| About as likely | 34%     | 30%   | 37%    | 30%              | 40%   | 30%   | 36%   | 34%               | 30%   | 35%      | 34%   |
| Less likely     | 29%     | 28%   | 29%    | 31%              | 27%   | 30%   | 25%   | 26%               | 35%   | 29%      | 41%   |
| Not sure        | 9%      | 9%    | 9%     | 11%              | 9%    | 12%   | 4%    | 8%                | 13%   | 10%      | 6%    |
| Totals          | 101%    | 99%   | 100%   | 99%              | 100%  | 100%  | 100%  | 99%               | 100%  | 100%     | 100%  |
| Unweighted N    | (1,124) | (517) | (607)  | (268)            | (196) | (384) | (276) | (699)             | (127) | (165)    | (133) |

|                 | Party ID |       |       | 2024 Vote |        | Family Income (3 category) |         |           | Region  |           |         |       |       |
|-----------------|----------|-------|-------|-----------|--------|----------------------------|---------|-----------|---------|-----------|---------|-------|-------|
|                 | Total    | Dem   | Ind   | Rep       | Harris | Trump                      | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West  |
| More likely     | 29%      | 19%   | 24%   | 43%       | 17%    | 47%                        | 23%     | 32%       | 42%     | 31%       | 27%     | 29%   | 29%   |
| About as likely | 34%      | 37%   | 29%   | 36%       | 34%    | 32%                        | 34%     | 35%       | 34%     | 34%       | 27%     | 37%   | 35%   |
| Less likely     | 29%      | 39%   | 31%   | 15%       | 44%    | 14%                        | 33%     | 27%       | 21%     | 28%       | 35%     | 24%   | 30%   |
| Not sure        | 9%       | 5%    | 16%   | 5%        | 5%     | 7%                         | 11%     | 5%        | 4%      | 6%        | 12%     | 10%   | 6%    |
| Totals          | 101%     | 100%  | 100%  | 99%       | 100%   | 100%                       | 101%    | 99%       | 101%    | 99%       | 101%    | 100%  | 100%  |
| Unweighted N    | (1,124)  | (377) | (413) | (334)     | (453)  | (414)                      | (484)   | (309)     | (222)   | (204)     | (236)   | (420) | (264) |

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**6E. Compare Billionaires to Other People — Commit crimes**

Compared to other Americans, do you think that billionaires are more or less likely to... ?

|                 | Gender  |       |        | Age (4 category) |       |       |       | Race (4 category) |       |          |       |
|-----------------|---------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
|                 | Total   | Male  | Female | 18-29            | 30-44 | 45-64 | 65+   | White             | Black | Hispanic | Other |
| More likely     | 29%     | 30%   | 28%    | 35%              | 34%   | 28%   | 17%   | 24%               | 32%   | 44%      | 38%   |
| About as likely | 38%     | 33%   | 43%    | 29%              | 38%   | 40%   | 44%   | 41%               | 32%   | 26%      | 40%   |
| Less likely     | 19%     | 25%   | 12%    | 15%              | 16%   | 20%   | 24%   | 20%               | 15%   | 20%      | 11%   |
| Not sure        | 14%     | 12%   | 17%    | 21%              | 12%   | 12%   | 14%   | 15%               | 20%   | 10%      | 11%   |
| Totals          | 100%    | 100%  | 100%   | 100%             | 100%  | 100%  | 99%   | 100%              | 99%   | 100%     | 100%  |
| Unweighted N    | (1,119) | (518) | (601)  | (265)            | (196) | (383) | (275) | (696)             | (125) | (165)    | (133) |

|                 | Party ID |       |       | 2024 Vote |        | Family Income (3 category) |         |           | Region  |           |         |       |       |
|-----------------|----------|-------|-------|-----------|--------|----------------------------|---------|-----------|---------|-----------|---------|-------|-------|
|                 | Total    | Dem   | Ind   | Rep       | Harris | Trump                      | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West  |
| More likely     | 29%      | 41%   | 30%   | 14%       | 47%    | 16%                        | 33%     | 25%       | 28%     | 24%       | 24%     | 27%   | 40%   |
| About as likely | 38%      | 39%   | 35%   | 42%       | 35%    | 41%                        | 35%     | 41%       | 43%     | 36%       | 42%     | 38%   | 35%   |
| Less likely     | 19%      | 10%   | 16%   | 31%       | 8%     | 32%                        | 15%     | 23%       | 21%     | 25%       | 17%     | 19%   | 16%   |
| Not sure        | 14%      | 10%   | 20%   | 13%       | 10%    | 12%                        | 17%     | 11%       | 8%      | 16%       | 16%     | 15%   | 9%    |
| Totals          | 100%     | 100%  | 101%  | 100%      | 100%   | 101%                       | 100%    | 100%      | 100%    | 101%      | 99%     | 99%   | 100%  |
| Unweighted N    | (1,119)  | (377) | (411) | (331)     | (454)  | (411)                      | (481)   | (308)     | (221)   | (204)     | (234)   | (415) | (266) |

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**6F. Compare Billionaires to Other People — Be creative**

Compared to other Americans, do you think that billionaires are more or less likely to... ?

|                 | Gender  |       |        | Age (4 category) |       |       |       | Race (4 category) |       |          |       |
|-----------------|---------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
|                 | Total   | Male  | Female | 18-29            | 30-44 | 45-64 | 65+   | White             | Black | Hispanic | Other |
| More likely     | 28%     | 33%   | 23%    | 32%              | 19%   | 28%   | 33%   | 31%               | 19%   | 22%      | 22%   |
| About as likely | 44%     | 41%   | 46%    | 37%              | 46%   | 42%   | 49%   | 46%               | 35%   | 43%      | 40%   |
| Less likely     | 16%     | 16%   | 16%    | 17%              | 23%   | 13%   | 11%   | 13%               | 21%   | 20%      | 30%   |
| Not sure        | 13%     | 10%   | 15%    | 14%              | 11%   | 17%   | 7%    | 10%               | 26%   | 14%      | 7%    |
| Totals          | 101%    | 100%  | 100%   | 100%             | 99%   | 100%  | 100%  | 100%              | 101%  | 99%      | 99%   |
| Unweighted N    | (1,122) | (519) | (603)  | (267)            | (196) | (383) | (276) | (698)             | (126) | (166)    | (132) |

|                 | Party ID |       |       | 2024 Vote |        | Family Income (3 category) |         |           | Region  |           |         |       |       |
|-----------------|----------|-------|-------|-----------|--------|----------------------------|---------|-----------|---------|-----------|---------|-------|-------|
|                 | Total    | Dem   | Ind   | Rep       | Harris | Trump                      | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West  |
| More likely     | 28%      | 18%   | 24%   | 43%       | 17%    | 43%                        | 23%     | 32%       | 38%     | 32%       | 24%     | 28%   | 30%   |
| About as likely | 44%      | 45%   | 44%   | 42%       | 45%    | 40%                        | 42%     | 43%       | 48%     | 45%       | 45%     | 44%   | 39%   |
| Less likely     | 16%      | 27%   | 15%   | 5%        | 26%    | 5%                         | 20%     | 15%       | 8%      | 13%       | 15%     | 15%   | 20%   |
| Not sure        | 13%      | 10%   | 17%   | 10%       | 12%    | 11%                        | 15%     | 10%       | 6%      | 9%        | 16%     | 13%   | 11%   |
| Totals          | 101%     | 100%  | 100%  | 100%      | 100%   | 99%                        | 100%    | 100%      | 100%    | 99%       | 100%    | 100%  | 100%  |
| Unweighted N    | (1,122)  | (379) | (409) | (334)     | (454)  | (414)                      | (482)   | (308)     | (224)   | (204)     | (234)   | (417) | (267) |

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**6G. Compare Billionaires to Other People — Be generous**

Compared to other Americans, do you think that billionaires are more or less likely to... ?

|                 | Gender  |       |        | Age (4 category) |       |       |       | Race (4 category) |       |          |       |
|-----------------|---------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
|                 | Total   | Male  | Female | 18-29            | 30-44 | 45-64 | 65+   | White             | Black | Hispanic | Other |
| More likely     | 15%     | 19%   | 11%    | 19%              | 11%   | 14%   | 19%   | 16%               | 13%   | 14%      | 10%   |
| About as likely | 32%     | 31%   | 33%    | 31%              | 32%   | 32%   | 34%   | 34%               | 25%   | 35%      | 25%   |
| Less likely     | 44%     | 42%   | 45%    | 39%              | 48%   | 46%   | 40%   | 41%               | 52%   | 42%      | 55%   |
| Not sure        | 9%      | 8%    | 11%    | 11%              | 10%   | 9%    | 8%    | 9%                | 10%   | 9%       | 11%   |
| Totals          | 100%    | 100%  | 100%   | 100%             | 101%  | 101%  | 101%  | 100%              | 100%  | 100%     | 101%  |
| Unweighted N    | (1,123) | (516) | (607)  | (266)            | (195) | (387) | (275) | (697)             | (126) | (167)    | (133) |

|                 | Party ID |       |       | 2024 Vote |        | Family Income (3 category) |         |           | Region  |           |         |       |       |
|-----------------|----------|-------|-------|-----------|--------|----------------------------|---------|-----------|---------|-----------|---------|-------|-------|
|                 | Total    | Dem   | Ind   | Rep       | Harris | Trump                      | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West  |
| More likely     | 15%      | 10%   | 14%   | 22%       | 9%     | 26%                        | 13%     | 16%       | 21%     | 26%       | 14%     | 10%   | 19%   |
| About as likely | 32%      | 24%   | 28%   | 46%       | 22%    | 42%                        | 30%     | 36%       | 32%     | 34%       | 26%     | 38%   | 27%   |
| Less likely     | 44%      | 61%   | 44%   | 25%       | 64%    | 24%                        | 47%     | 41%       | 42%     | 32%       | 49%     | 43%   | 47%   |
| Not sure        | 9%       | 5%    | 15%   | 7%        | 6%     | 8%                         | 10%     | 7%        | 6%      | 8%        | 11%     | 9%    | 8%    |
| Totals          | 100%     | 100%  | 101%  | 100%      | 101%   | 100%                       | 100%    | 100%      | 101%    | 100%      | 100%    | 100%  | 101%  |
| Unweighted N    | (1,123)  | (379) | (411) | (333)     | (455)  | (413)                      | (480)   | (312)     | (222)   | (205)     | (235)   | (418) | (265) |

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**6H. Compare Billionaires to Other People — Pay the amount they owe in taxes**

Compared to other Americans, do you think that billionaires are more or less likely to... ?

|                 | Gender  |       |        | Age (4 category) |       |       |       | Race (4 category) |       |          |       |
|-----------------|---------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
|                 | Total   | Male  | Female | 18-29            | 30-44 | 45-64 | 65+   | White             | Black | Hispanic | Other |
| More likely     | 12%     | 16%   | 8%     | 15%              | 9%    | 10%   | 13%   | 12%               | 11%   | 10%      | 11%   |
| About as likely | 20%     | 21%   | 19%    | 22%              | 17%   | 20%   | 22%   | 21%               | 13%   | 25%      | 17%   |
| Less likely     | 56%     | 53%   | 59%    | 50%              | 57%   | 58%   | 58%   | 55%               | 62%   | 51%      | 59%   |
| Not sure        | 12%     | 10%   | 14%    | 12%              | 17%   | 12%   | 7%    | 11%               | 14%   | 14%      | 13%   |
| Totals          | 100%    | 100%  | 100%   | 99%              | 100%  | 100%  | 100%  | 99%               | 100%  | 100%     | 100%  |
| Unweighted N    | (1,120) | (516) | (604)  | (265)            | (195) | (383) | (277) | (698)             | (124) | (166)    | (132) |

|                 | Party ID |       |       | 2024 Vote |        | Family Income (3 category) |         |           | Region  |           |         |       |       |
|-----------------|----------|-------|-------|-----------|--------|----------------------------|---------|-----------|---------|-----------|---------|-------|-------|
|                 | Total    | Dem   | Ind   | Rep       | Harris | Trump                      | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West  |
| More likely     | 12%      | 6%    | 12%   | 17%       | 3%     | 21%                        | 10%     | 11%       | 16%     | 12%       | 13%     | 11%   | 12%   |
| About as likely | 20%      | 9%    | 17%   | 36%       | 9%     | 32%                        | 17%     | 24%       | 25%     | 23%       | 14%     | 24%   | 17%   |
| Less likely     | 56%      | 78%   | 54%   | 35%       | 84%    | 36%                        | 60%     | 51%       | 54%     | 58%       | 55%     | 53%   | 62%   |
| Not sure        | 12%      | 6%    | 18%   | 12%       | 5%     | 11%                        | 13%     | 13%       | 5%      | 7%        | 18%     | 12%   | 9%    |
| Totals          | 100%     | 99%   | 101%  | 100%      | 101%   | 100%                       | 100%    | 99%       | 100%    | 100%      | 100%    | 100%  | 100%  |
| Unweighted N    | (1,120)  | (378) | (408) | (334)     | (454)  | (412)                      | (480)   | (311)     | (221)   | (204)     | (235)   | (415) | (266) |

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|                               |  |
|-------------------------------|--|
| <b>Interviewing Dates</b>     | February 5 - 8, 2025   |
| <b>Target population</b>      | U.S. Citizens, aged 18 and over.   |
| <b>Sampling method</b>        | Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.  |
| <b>Weighting</b>              | The sample was weighted according to gender, age, race, education, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.052 to 5.069, with a mean of one and a standard deviation of 0.858. |
| <b>Number of respondents</b>  | 1131   |
| <b>Margin of error</b>        | ± 3.8% (adjusted for weighting)  |
| <b>Survey mode</b>            | Web-based interviews   |
| <b>Questions not reported</b> | 101 questions not reported.  |