

YouGov Survey: Capitalism and Billionaires



Sample 1135 U.S. adult citizens
Conducted September 17 - 20, 2024
Margin of Error ±3.9%

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	57%
Should not	27%
Not sure	16%

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	50%
Should not	32%
Not sure	18%

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

Much too high	3%
Somewhat too high	5%
About right	18%
Somewhat too low	15%
Much too low	44%
Not sure	16%

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	15%
About the same	11%
Somewhat lower	13%
Much lower	25%
Not sure	28%

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	20%
Usually do not	62%
Not sure	18%

6. Would you support or oppose requiring American households earning \$100 million or more to pay at least 20% of their income in taxes?

Strongly support	44%
Somewhat support	21%
Somewhat oppose	10%
Strongly oppose	9%
Not sure	16%

7. 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	79%	11%	3%	7%
Receive lenient treatment if they commit a crime	66%	16%	9%	10%
Have grown up in a wealthy family	60%	24%	4%	12%
Be creative	31%	40%	14%	15%
Be hardworking	26%	32%	32%	10%
Commit crimes	25%	42%	20%	14%
Be generous	18%	31%	39%	11%
Pay the amount they owe in taxes	12%	22%	58%	9%

8. When a billionaire dies and leaves their assets to their heirs, what percentage of that inheritance should the government collect in taxes?

0% (none of it)	25%
1% - 9%	4%
10% - 19%	7%
20% - 29%	14%
30% - 39%	10%
40% - 49%	3%
50% - 59%	6%
60% - 69%	2%
70% - 79%	1%
80% - 89%	1%
90% - 99%	1%
100% (all of it)	2%
Not sure	22%

9. Do you agree or disagree with the following?

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Not sure
A billion dollars is far more than any person needs, even if they live a lavish lifestyle	47%	24%	9%	9%	11%
At some level of extreme wealth, money inevitably corrupts	39%	33%	10%	5%	13%
A public company's primary goal should be increasing the wealth of its shareholders	19%	33%	17%	14%	17%
Most billionaires deserve the money they have	14%	28%	23%	19%	15%
Billionaires are the engine of the economy	12%	29%	23%	19%	17%

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Every billionaire is a policy failure	10%	14%	21%	25%	30%
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Interviewing Dates	September 17 - 20, 2024
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov’s opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent’s most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.052 to 5.616, with a mean of one and a standard deviation of 0.899.
Number of respondents	1135
Margin of error	± 3.9% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	88 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	57%	55%	59%	60%	70%	53%	43%	54%	68%	60%	56%
Should not	27%	32%	22%	22%	13%	31%	40%	32%	9%	20%	30%
Not sure	16%	13%	19%	17%	16%	16%	16%	15%	23%	20%	14%
Totals	100%	100%	100%	99%	99%	100%	99%	101%	100%	100%	100%
Unweighted N	(1,134)	(513)	(621)	(240)	(214)	(398)	(282)	(706)	(148)	(180)	(100)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Should	57%	86%	49%	33%	86%	25%	61%	54%	58%	58%	61%	55%	54%
Should not	27%	5%	27%	51%	5%	62%	21%	30%	30%	23%	25%	28%	30%
Not sure	16%	9%	24%	16%	9%	13%	18%	16%	12%	19%	14%	17%	16%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,134)	(408)	(422)	(304)	(505)	(394)	(428)	(337)	(230)	(192)	(237)	(442)	(263)

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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	50%	46%	53%	56%	64%	44%	35%	47%	57%	53%	52%
Should not	32%	37%	28%	24%	21%	37%	46%	37%	19%	23%	32%
Not sure	18%	16%	20%	20%	15%	18%	19%	16%	24%	24%	16%
Totals	100%	99%	101%	100%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(1,132)	(512)	(620)	(241)	(213)	(396)	(282)	(705)	(147)	(180)	(100)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Should	50%	76%	44%	27%	76%	23%	52%	46%	51%	55%	52%	46%	48%
Should not	32%	11%	31%	58%	12%	66%	26%	38%	37%	27%	29%	37%	32%
Not sure	18%	13%	25%	15%	12%	11%	21%	16%	12%	18%	18%	17%	20%
Totals	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	99%	100%	100%
Unweighted N	(1,132)	(408)	(421)	(303)	(504)	(393)	(428)	(337)	(229)	(191)	(237)	(441)	(263)

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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	3%	4%	2%	2%	4%	2%	2%	3%	3%	2%	2%
Somewhat too high	5%	7%	2%	5%	4%	4%	5%	6%	1%	6%	0%
About right	18%	22%	15%	17%	16%	18%	23%	20%	8%	23%	11%
Somewhat too low	15%	13%	17%	14%	14%	16%	15%	16%	11%	12%	10%
Much too low	44%	40%	48%	40%	50%	44%	42%	43%	48%	45%	45%
Not sure	16%	15%	16%	22%	12%	16%	12%	12%	28%	12%	32%
Totals	101%	101%	100%	100%	100%	100%	99%	100%	99%	100%	100%
Unweighted N	(1,134)	(513)	(621)	(241)	(214)	(397)	(282)	(705)	(148)	(180)	(101)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Much too high	3%	2%	2%	5%	1%	6%	2%	3%	4%	3%	3%	2%	3%
Somewhat too high	5%	2%	3%	9%	1%	10%	4%	6%	3%	5%	2%	7%	3%
About right	18%	8%	18%	30%	8%	33%	17%	17%	26%	18%	21%	18%	17%
Somewhat too low	15%	10%	13%	21%	10%	18%	13%	17%	14%	15%	13%	16%	14%
Much too low	44%	73%	38%	19%	73%	16%	46%	45%	43%	41%	48%	42%	46%
Not sure	16%	5%	25%	16%	5%	17%	18%	12%	9%	18%	12%	15%	17%
Totals	101%	100%	99%	100%	98%	100%	100%	100%	99%	100%	99%	100%	100%
Unweighted N	(1,134)	(408)	(423)	(303)	(505)	(393)	(429)	(337)	(230)	(193)	(236)	(442)	(263)

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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%	6%	8%	8%	5%	8%	8%	9%	4%	6%	5%
Somewhat higher	15%	16%	15%	14%	14%	17%	14%	15%	15%	16%	12%
About the same	11%	12%	10%	14%	12%	9%	10%	11%	6%	14%	12%
Somewhat lower	13%	15%	11%	13%	11%	11%	18%	13%	10%	15%	17%
Much lower	25%	27%	23%	18%	32%	26%	23%	25%	27%	22%	25%
Not sure	28%	23%	33%	33%	26%	29%	26%	27%	38%	27%	30%
Totals	99%	99%	100%	100%	100%	100%	99%	100%	100%	100%	101%
Unweighted N	(1,133)	(514)	(619)	(240)	(214)	(398)	(281)	(705)	(148)	(180)	(100)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Much higher	7%	4%	4%	15%	3%	14%	8%	8%	6%	8%	6%	9%	6%
Somewhat higher	15%	7%	15%	24%	7%	22%	15%	16%	14%	15%	15%	18%	10%
About the same	11%	12%	8%	14%	11%	14%	14%	9%	11%	9%	14%	10%	11%
Somewhat lower	13%	14%	17%	8%	15%	13%	11%	14%	19%	15%	13%	11%	15%
Much lower	25%	41%	19%	14%	46%	10%	21%	28%	31%	20%	22%	26%	30%
Not sure	28%	23%	37%	25%	19%	27%	31%	24%	20%	32%	30%	26%	29%
Totals	99%	101%	100%	100%	101%	100%	100%	99%	101%	99%	100%	100%	101%
Unweighted N	(1,133)	(406)	(423)	(304)	(503)	(394)	(428)	(336)	(230)	(192)	(237)	(442)	(262)

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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?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Usually do	20%	25%	16%	18%	15%	22%	25%	21%	12%	24%	14%
Usually do not	62%	60%	64%	56%	68%	61%	64%	64%	60%	59%	55%
Not sure	18%	15%	20%	26%	17%	18%	11%	15%	28%	17%	31%
Totals	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(1,132)	(514)	(618)	(241)	(214)	(395)	(282)	(703)	(148)	(180)	(101)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Usually do	20%	10%	17%	34%	9%	41%	16%	24%	19%	20%	19%	19%	22%
Usually do not	62%	78%	57%	51%	80%	43%	62%	61%	66%	59%	58%	65%	63%
Not sure	18%	12%	25%	15%	11%	16%	21%	15%	15%	20%	23%	16%	14%
Totals	100%	100%	99%	100%	100%	100%	99%	100%	100%	99%	100%	100%	99%
Unweighted N	(1,132)	(407)	(422)	(303)	(505)	(392)	(427)	(336)	(230)	(192)	(236)	(441)	(263)

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6. Require \$100 Millionaires Pay 20% Tax

Would you support or oppose requiring American households earning \$100 million or more to pay at least 20% of their income in taxes?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly support	44%	40%	48%	38%	51%	46%	41%	44%	43%	47%	47%
Somewhat support	21%	23%	19%	21%	19%	21%	23%	21%	25%	19%	17%
Somewhat oppose	10%	9%	11%	11%	10%	9%	10%	10%	8%	8%	13%
Strongly oppose	9%	14%	4%	9%	6%	8%	12%	10%	6%	6%	11%
Not sure	16%	14%	18%	21%	14%	16%	14%	15%	19%	20%	12%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(1,135)	(514)	(621)	(241)	(214)	(398)	(282)	(706)	(148)	(180)	(101)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly support	44%	70%	35%	27%	71%	21%	44%	46%	48%	42%	45%	42%	48%
Somewhat support	21%	19%	19%	25%	18%	23%	21%	22%	18%	21%	20%	22%	21%
Somewhat oppose	10%	4%	11%	15%	4%	20%	9%	8%	17%	7%	13%	11%	8%
Strongly oppose	9%	1%	9%	17%	2%	20%	7%	11%	7%	11%	7%	8%	9%
Not sure	16%	6%	26%	16%	5%	16%	20%	14%	9%	19%	15%	17%	14%
Totals	100%	100%	100%	100%	100%	100%	101%	101%	99%	100%	100%	100%	100%
Unweighted N	(1,135)	(408)	(423)	(304)	(505)	(394)	(429)	(337)	(230)	(193)	(237)	(442)	(263)

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7A. 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	79%	78%	79%	71%	79%	79%	85%	84%	67%	71%	67%
About as likely	11%	13%	10%	14%	12%	10%	10%	10%	14%	9%	24%
Less likely	3%	3%	2%	5%	4%	1%	1%	2%	6%	3%	1%
Not sure	7%	6%	8%	10%	5%	9%	4%	4%	13%	17%	7%
Totals	100%	100%	99%	100%	100%	99%	100%	100%	100%	100%	99%
Unweighted N	(1,119)	(506)	(613)	(236)	(209)	(395)	(279)	(699)	(145)	(175)	(100)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
More likely	79%	81%	75%	80%	86%	81%	74%	79%	87%	78%	80%	78%	79%
About as likely	11%	11%	10%	13%	9%	12%	15%	11%	8%	10%	12%	12%	11%
Less likely	3%	4%	2%	3%	3%	2%	3%	4%	2%	2%	4%	2%	3%
Not sure	7%	4%	13%	4%	2%	4%	8%	7%	3%	9%	4%	8%	7%
Totals	100%	100%	100%	100%	100%	99%	100%	101%	100%	99%	100%	100%	100%
Unweighted N	(1,119)	(404)	(418)	(297)	(498)	(390)	(420)	(336)	(228)	(190)	(235)	(436)	(258)

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7B. 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	66%	66%	66%	63%	72%	64%	65%	67%	67%	59%	65%
About as likely	16%	18%	13%	14%	13%	18%	17%	18%	9%	12%	13%
Less likely	9%	8%	9%	11%	6%	9%	7%	8%	11%	12%	5%
Not sure	10%	8%	12%	12%	9%	9%	10%	7%	12%	17%	18%
Totals	101%	100%	100%	100%	100%	100%	99%	100%	99%	100%	101%
Unweighted N	(1,122)	(507)	(615)	(239)	(211)	(393)	(279)	(698)	(147)	(176)	(101)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
More likely	66%	77%	64%	55%	80%	53%	63%	68%	70%	64%	68%	64%	70%
About as likely	16%	11%	12%	26%	10%	27%	17%	14%	17%	16%	16%	19%	10%
Less likely	9%	8%	8%	10%	6%	10%	8%	9%	8%	8%	9%	10%	6%
Not sure	10%	3%	16%	9%	4%	10%	12%	9%	5%	11%	7%	8%	15%
Totals	101%	99%	100%	100%	100%	100%	100%	100%	100%	99%	100%	101%	101%
Unweighted N	(1,122)	(402)	(420)	(300)	(500)	(391)	(421)	(336)	(229)	(189)	(235)	(436)	(262)

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7C. 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	60%	57%	63%	65%	63%	60%	53%	62%	48%	64%	61%
About as likely	24%	27%	22%	22%	23%	22%	30%	26%	28%	15%	20%
Less likely	4%	5%	3%	2%	4%	4%	6%	3%	7%	3%	7%
Not sure	12%	10%	13%	11%	9%	14%	11%	9%	18%	18%	13%
Totals	100%	99%	101%	100%	99%	100%	100%	100%	101%	100%	101%
Unweighted N	(1,120)	(506)	(614)	(238)	(212)	(391)	(279)	(697)	(146)	(177)	(100)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
More likely	60%	73%	57%	50%	74%	46%	61%	59%	69%	59%	61%	59%	63%
About as likely	24%	17%	23%	34%	15%	36%	25%	25%	18%	21%	27%	24%	24%
Less likely	4%	4%	4%	4%	5%	6%	3%	6%	6%	5%	5%	4%	3%
Not sure	12%	7%	16%	12%	6%	12%	11%	11%	8%	15%	7%	13%	11%
Totals	100%	101%	100%	100%	100%	100%	100%	101%	101%	100%	100%	100%	101%
Unweighted N	(1,120)	(404)	(418)	(298)	(498)	(390)	(421)	(334)	(228)	(192)	(233)	(433)	(262)

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7D. 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	31%	35%	28%	28%	25%	31%	41%	34%	25%	30%	23%
About as likely	40%	41%	38%	40%	48%	39%	31%	39%	43%	33%	54%
Less likely	14%	12%	16%	18%	12%	16%	10%	14%	10%	20%	10%
Not sure	15%	13%	18%	15%	15%	14%	17%	14%	22%	18%	13%
Totals	100%	101%	100%	101%	100%	100%	99%	101%	100%	101%	100%
Unweighted N	(1,120)	(508)	(612)	(240)	(209)	(391)	(280)	(695)	(147)	(178)	(100)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
More likely	31%	19%	28%	47%	19%	50%	28%	33%	37%	27%	27%	35%	32%
About as likely	40%	48%	36%	34%	49%	32%	42%	38%	42%	44%	41%	37%	40%
Less likely	14%	18%	16%	8%	20%	8%	13%	16%	14%	12%	17%	14%	13%
Not sure	15%	15%	20%	10%	12%	9%	17%	13%	7%	18%	14%	14%	15%
Totals	100%	100%	100%	99%	100%	99%	100%	100%	100%	101%	99%	100%	100%
Unweighted N	(1,120)	(402)	(417)	(301)	(499)	(390)	(423)	(332)	(228)	(191)	(231)	(438)	(260)

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7E. Compare Billionaires to Other People — Be hardworking

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	26%	30%	22%	24%	22%	24%	34%	27%	22%	24%	19%
About as likely	32%	33%	31%	27%	37%	34%	30%	34%	27%	22%	41%
Less likely	32%	27%	36%	36%	31%	33%	27%	31%	35%	41%	23%
Not sure	10%	9%	11%	13%	11%	8%	9%	7%	16%	13%	18%
Totals	100%	99%	100%	100%	101%	99%	100%	99%	100%	100%	101%
Unweighted N	(1,121)	(506)	(615)	(239)	(212)	(391)	(279)	(695)	(146)	(179)	(101)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
More likely	26%	14%	22%	42%	13%	44%	19%	32%	28%	26%	19%	31%	23%
About as likely	32%	36%	33%	27%	38%	32%	34%	26%	40%	31%	39%	23%	43%
Less likely	32%	43%	28%	24%	41%	16%	35%	33%	27%	27%	34%	37%	26%
Not sure	10%	7%	16%	6%	8%	7%	11%	9%	5%	16%	7%	10%	8%
Totals	100%	100%	99%	99%	100%	99%	99%	100%	100%	100%	99%	101%	100%
Unweighted N	(1,121)	(401)	(418)	(302)	(496)	(391)	(424)	(333)	(227)	(193)	(233)	(437)	(258)

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7F. 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	25%	22%	28%	42%	22%	21%	16%	23%	26%	39%	*
About as likely	42%	44%	39%	30%	50%	44%	39%	42%	40%	30%	*
Less likely	20%	23%	17%	17%	17%	19%	27%	23%	15%	13%	*
Not sure	14%	12%	16%	11%	11%	16%	18%	13%	20%	17%	*
Totals	101%	101%	100%	100%	100%	100%	100%	101%	101%	99%	*
Unweighted N	(1,119)	(509)	(610)	(240)	(210)	(390)	(279)	(698)	(146)	(176)	(99)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
More likely	25%	35%	24%	14%	33%	12%	29%	22%	22%	25%	29%	23%	24%
About as likely	42%	39%	46%	38%	46%	39%	36%	46%	52%	42%	39%	38%	50%
Less likely	20%	13%	14%	35%	10%	35%	19%	19%	19%	18%	19%	25%	13%
Not sure	14%	13%	16%	13%	11%	14%	16%	13%	7%	16%	12%	14%	14%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	100%	101%	99%	100%	101%
Unweighted N	(1,119)	(400)	(419)	(300)	(496)	(391)	(419)	(334)	(228)	(190)	(234)	(436)	(259)

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7G. 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	18%	22%	15%	12%	19%	19%	22%	20%	21%	13%	*
About as likely	31%	31%	32%	34%	25%	33%	30%	32%	24%	27%	*
Less likely	39%	37%	42%	40%	44%	36%	37%	39%	41%	38%	*
Not sure	11%	10%	12%	13%	11%	11%	11%	9%	13%	22%	*
Totals	99%	100%	101%	99%	99%	99%	100%	100%	99%	100%	*
Unweighted N	(1,119)	(508)	(611)	(239)	(209)	(391)	(280)	(698)	(145)	(178)	(98)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
More likely	18%	12%	15%	30%	12%	34%	16%	20%	20%	19%	22%	16%	18%
About as likely	31%	28%	32%	34%	31%	34%	26%	33%	39%	32%	30%	32%	29%
Less likely	39%	52%	36%	29%	50%	22%	48%	35%	34%	35%	38%	40%	42%
Not sure	11%	8%	18%	8%	7%	9%	11%	12%	7%	14%	9%	12%	11%
Totals	99%	100%	101%	101%	100%	99%	101%	100%	100%	100%	99%	100%	100%
Unweighted N	(1,119)	(401)	(419)	(299)	(499)	(390)	(419)	(335)	(228)	(191)	(233)	(434)	(261)

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7H. 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%	14%	10%	7%	11%	11%	18%	13%	5%	18%	*
About as likely	22%	23%	20%	23%	22%	23%	18%	24%	15%	15%	*
Less likely	58%	55%	60%	59%	57%	57%	58%	58%	61%	56%	*
Not sure	9%	9%	10%	11%	10%	9%	6%	6%	20%	12%	*
Totals	101%	101%	100%	100%	100%	100%	100%	101%	101%	101%	*
Unweighted N	(1,112)	(503)	(609)	(238)	(209)	(389)	(276)	(691)	(148)	(174)	(99)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
More likely	12%	6%	10%	20%	6%	21%	13%	14%	10%	10%	16%	11%	11%
About as likely	22%	12%	23%	31%	13%	34%	20%	22%	27%	17%	27%	22%	20%
Less likely	58%	77%	52%	42%	79%	36%	57%	58%	59%	59%	49%	60%	61%
Not sure	9%	5%	15%	6%	2%	8%	10%	7%	3%	14%	8%	7%	9%
Totals	101%	100%	100%	99%	100%	99%	100%	101%	99%	100%	100%	100%	101%
Unweighted N	(1,112)	(398)	(417)	(297)	(495)	(387)	(417)	(330)	(227)	(189)	(233)	(434)	(256)

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8. Inheritance Tax

When a billionaire dies and leaves their assets to their heirs, what percentage of that inheritance should the government collect in taxes?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
0% (none of it)	25%	28%	23%	19%	23%	28%	29%	29%	16%	20%	14%
1% - 9%	4%	6%	2%	7%	7%	2%	1%	3%	9%	4%	7%
10% - 19%	7%	9%	6%	10%	5%	8%	7%	7%	9%	6%	11%
20% - 29%	14%	14%	15%	11%	13%	14%	20%	15%	13%	16%	11%
30% - 39%	10%	11%	9%	8%	14%	11%	9%	10%	7%	11%	17%
40% - 49%	3%	4%	3%	5%	4%	3%	2%	3%	3%	7%	3%
50% - 59%	6%	8%	5%	7%	9%	6%	4%	6%	6%	7%	9%
60% - 69%	2%	2%	2%	1%	2%	3%	1%	1%	3%	0%	6%
70% - 79%	1%	1%	1%	1%	2%	0%	0%	1%	0%	1%	0%
80% - 89%	1%	1%	1%	1%	2%	1%	0%	1%	1%	1%	1%
90% - 99%	1%	1%	0%	2%	0%	1%	0%	1%	0%	1%	0%
100% (all of it)	2%	2%	3%	5%	2%	1%	1%	2%	4%	2%	0%
Not sure	22%	14%	29%	23%	17%	23%	25%	21%	28%	25%	21%
Totals	98%	101%	99%	100%	100%	101%	99%	100%	99%	101%	100%
Unweighted N	(1,134)	(514)	(620)	(240)	(214)	(398)	(282)	(705)	(148)	(180)	(101)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
0% (none of it)	25%	12%	27%	39%	9%	46%	22%	27%	27%	22%	26%	29%	21%
1% - 9%	4%	2%	5%	6%	2%	4%	6%	4%	2%	8%	1%	5%	2%
10% - 19%	7%	7%	7%	9%	8%	10%	7%	11%	7%	7%	7%	7%	9%
20% - 29%	14%	20%	10%	13%	19%	12%	12%	16%	19%	13%	17%	14%	13%
30% - 39%	10%	16%	11%	4%	18%	3%	8%	12%	15%	12%	8%	9%	13%
40% - 49%	3%	5%	3%	2%	5%	2%	5%	2%	2%	4%	3%	3%	3%

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	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
50% - 59%	6%	8%	6%	5%	7%	3%	10%	3%	7%	4%	8%	6%	6%
60% - 69%	2%	3%	2%	0%	4%	0%	2%	1%	4%	3%	3%	1%	0%
70% - 79%	1%	2%	1%	0%	2%	0%	1%	1%	1%	1%	0%	1%	1%
80% - 89%	1%	2%	0%	1%	2%	1%	1%	2%	0%	2%	1%	0%	2%
90% - 99%	1%	1%	1%	0%	1%	0%	1%	1%	1%	0%	0%	2%	0%
100% (all of it)	2%	3%	2%	2%	3%	1%	3%	2%	2%	1%	3%	1%	5%
Not sure	22%	20%	26%	20%	20%	17%	23%	20%	15%	22%	22%	21%	24%
Totals	98%	101%	101%	101%	100%	99%	101%	102%	102%	99%	99%	99%	99%
Unweighted N	(1,134)	(408)	(422)	(304)	(504)	(394)	(429)	(337)	(229)	(193)	(237)	(442)	(262)

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9A. Agree/Disagree Statements — A billion dollars is far more than any person needs, even if they live a lavish lifestyle

Do you agree or disagree with the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly agree	47%	46%	48%	46%	54%	44%	46%	49%	43%	50%	34%
Somewhat agree	24%	24%	25%	26%	21%	25%	26%	25%	22%	18%	38%
Somewhat disagree	9%	9%	9%	8%	7%	9%	10%	8%	10%	9%	11%
Strongly disagree	9%	11%	7%	6%	8%	10%	10%	9%	15%	7%	4%
Not sure	11%	10%	11%	14%	9%	12%	8%	10%	10%	16%	14%
Totals	100%	100%	100%	100%	99%	100%	100%	101%	100%	100%	101%
Unweighted N	(1,127)	(511)	(616)	(238)	(213)	(396)	(280)	(700)	(148)	(178)	(101)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly agree	47%	64%	39%	38%	64%	32%	51%	50%	42%	47%	48%	46%	49%
Somewhat agree	24%	19%	27%	28%	20%	28%	24%	20%	29%	24%	26%	24%	24%
Somewhat disagree	9%	8%	9%	9%	7%	11%	8%	7%	13%	10%	7%	9%	8%
Strongly disagree	9%	4%	9%	13%	5%	19%	7%	10%	7%	10%	6%	11%	7%
Not sure	11%	5%	15%	12%	5%	10%	9%	13%	9%	9%	13%	10%	12%
Totals	100%	100%	99%	100%	101%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,127)	(407)	(420)	(300)	(505)	(389)	(423)	(335)	(230)	(189)	(235)	(440)	(263)

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9B. Agree/Disagree Statements — At some level of extreme wealth, money inevitably corrupts

Do you agree or disagree with the following?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly agree	39%	37%	41%	43%	50%	35%	29%	37%	43%	47%	*
Somewhat agree	33%	34%	32%	27%	29%	36%	38%	35%	30%	22%	*
Somewhat disagree	10%	11%	9%	9%	6%	11%	14%	12%	9%	3%	*
Strongly disagree	5%	6%	4%	5%	3%	5%	6%	5%	4%	4%	*
Not sure	13%	12%	14%	17%	12%	13%	12%	11%	15%	24%	*
Totals	100%	100%	100%	101%	100%	100%	99%	100%	101%	100%	*
Unweighted N	(1,127)	(509)	(618)	(238)	(212)	(397)	(280)	(703)	(146)	(179)	(99)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly agree	39%	56%	31%	30%	56%	23%	40%	38%	42%	41%	39%	39%	37%
Somewhat agree	33%	30%	35%	33%	31%	37%	31%	32%	35%	32%	30%	32%	36%
Somewhat disagree	10%	4%	9%	17%	4%	21%	10%	11%	9%	9%	11%	10%	10%
Strongly disagree	5%	3%	5%	7%	2%	10%	5%	6%	4%	6%	3%	7%	3%
Not sure	13%	6%	20%	13%	7%	9%	14%	13%	10%	10%	18%	11%	15%
Totals	100%	99%	100%	100%	100%	100%	100%	100%	100%	98%	101%	99%	101%
Unweighted N	(1,127)	(401)	(423)	(303)	(501)	(393)	(424)	(335)	(229)	(190)	(236)	(439)	(262)

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9C. Agree/Disagree Statements — A public company’s primary goal should be increasing the wealth of its shareholders

Do you agree or disagree with the following?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly agree	19%	24%	15%	11%	19%	22%	22%	20%	18%	16%	17%
Somewhat agree	33%	37%	30%	30%	29%	35%	39%	33%	40%	27%	37%
Somewhat disagree	17%	19%	15%	16%	16%	17%	18%	18%	9%	12%	28%
Strongly disagree	14%	11%	16%	15%	18%	11%	10%	16%	9%	9%	5%
Not sure	17%	10%	24%	28%	19%	14%	10%	13%	25%	35%	12%
Totals	100%	101%	100%	100%	101%	99%	99%	100%	101%	99%	99%
Unweighted N	(1,128)	(510)	(618)	(237)	(214)	(397)	(280)	(703)	(146)	(179)	(100)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly agree	19%	16%	16%	26%	16%	30%	19%	17%	26%	23%	18%	19%	17%
Somewhat agree	33%	31%	32%	37%	30%	39%	30%	35%	35%	29%	38%	34%	30%
Somewhat disagree	17%	19%	17%	13%	21%	13%	17%	17%	16%	18%	13%	15%	22%
Strongly disagree	14%	20%	13%	7%	21%	6%	14%	16%	11%	11%	13%	16%	12%
Not sure	17%	14%	21%	16%	11%	12%	19%	14%	11%	19%	18%	16%	18%
Totals	100%	100%	99%	99%	99%	100%	99%	99%	99%	100%	100%	100%	99%
Unweighted N	(1,128)	(405)	(421)	(302)	(503)	(392)	(423)	(336)	(230)	(191)	(236)	(439)	(262)

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9D. Agree/Disagree Statements — Most billionaires deserve the money they have

Do you agree or disagree with the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly agree	14%	19%	9%	10%	13%	13%	21%	13%	25%	14%	2%
Somewhat agree	28%	29%	28%	19%	23%	33%	36%	30%	22%	25%	27%
Somewhat disagree	23%	22%	24%	30%	24%	23%	14%	23%	16%	23%	30%
Strongly disagree	19%	15%	24%	23%	25%	17%	13%	21%	21%	20%	5%
Not sure	15%	15%	16%	18%	15%	14%	15%	12%	16%	19%	36%
Totals	99%	100%	101%	100%	100%	100%	99%	99%	100%	101%	100%
Unweighted N	(1,130)	(511)	(619)	(237)	(214)	(397)	(282)	(703)	(148)	(179)	(100)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly agree	14%	10%	11%	23%	8%	27%	13%	15%	15%	16%	14%	16%	10%
Somewhat agree	28%	18%	29%	38%	21%	42%	27%	26%	36%	29%	26%	29%	29%
Somewhat disagree	23%	28%	25%	16%	30%	13%	21%	23%	25%	27%	25%	20%	22%
Strongly disagree	19%	32%	15%	11%	30%	5%	21%	19%	16%	16%	16%	21%	23%
Not sure	15%	12%	21%	12%	11%	12%	17%	17%	8%	10%	19%	14%	17%
Totals	99%	100%	101%	100%	100%	99%	99%	100%	100%	98%	100%	100%	101%
Unweighted N	(1,130)	(406)	(421)	(303)	(504)	(393)	(426)	(336)	(230)	(190)	(236)	(441)	(263)

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9E. Agree/Disagree Statements — Billionaires are the engine of the economy

Do you agree or disagree with the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly agree	12%	17%	8%	15%	11%	10%	14%	12%	15%	13%	10%
Somewhat agree	29%	32%	26%	25%	26%	30%	34%	30%	24%	23%	31%
Somewhat disagree	23%	23%	23%	22%	26%	21%	23%	24%	22%	21%	23%
Strongly disagree	19%	17%	22%	20%	23%	19%	16%	20%	18%	19%	12%
Not sure	17%	11%	22%	18%	14%	20%	13%	14%	21%	24%	23%
Totals	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(1,126)	(512)	(614)	(239)	(213)	(394)	(280)	(703)	(144)	(178)	(101)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly agree	12%	6%	12%	19%	7%	22%	12%	14%	13%	17%	14%	11%	10%
Somewhat agree	29%	20%	26%	41%	20%	41%	30%	26%	33%	29%	28%	28%	30%
Somewhat disagree	23%	28%	23%	18%	28%	16%	19%	25%	24%	23%	18%	23%	28%
Strongly disagree	19%	33%	18%	6%	35%	7%	21%	21%	18%	16%	19%	21%	19%
Not sure	17%	13%	21%	16%	11%	14%	18%	14%	11%	14%	21%	18%	13%
Totals	100%	100%	100%	100%	101%	100%	100%	100%	99%	99%	100%	101%	100%
Unweighted N	(1,126)	(405)	(419)	(302)	(501)	(392)	(423)	(337)	(227)	(192)	(236)	(438)	(260)

YouGov Survey: Capitalism and Billionaires

September 17 - 20, 2024 - 1135 U.S. adult citizens



9F. Agree/Disagree Statements — Every billionaire is a policy failure

Do you agree or disagree with the following?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly agree	10%	9%	11%	20%	13%	5%	5%	10%	7%	18%	8%
Somewhat agree	14%	17%	12%	12%	23%	14%	8%	14%	11%	19%	16%
Somewhat disagree	21%	22%	21%	23%	18%	23%	21%	21%	26%	18%	23%
Strongly disagree	25%	29%	21%	20%	17%	27%	34%	29%	16%	15%	22%
Not sure	30%	23%	36%	26%	30%	31%	31%	27%	40%	30%	31%
Totals	100%	100%	101%	101%	101%	100%	99%	101%	100%	100%	100%
Unweighted N	(1,122)	(506)	(616)	(237)	(212)	(397)	(276)	(697)	(147)	(177)	(101)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly agree	10%	16%	9%	4%	17%	4%	10%	11%	12%	10%	6%	11%	11%
Somewhat agree	14%	24%	10%	9%	22%	6%	13%	12%	18%	19%	11%	12%	18%
Somewhat disagree	21%	20%	24%	20%	21%	21%	20%	22%	23%	16%	20%	23%	24%
Strongly disagree	25%	13%	23%	40%	15%	48%	20%	29%	32%	24%	23%	29%	21%
Not sure	30%	27%	34%	27%	25%	21%	37%	26%	16%	31%	40%	25%	26%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(1,122)	(405)	(418)	(299)	(502)	(388)	(421)	(335)	(228)	(190)	(233)	(438)	(261)

YouGov Survey: Capitalism and Billionaires

September 17 - 20, 2024 - 1135 U.S. adult citizens



Interviewing Dates	September 17 - 20, 2024
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.052 to 5.616, with a mean of one and a standard deviation of 0.899.
Number of respondents	1135
Margin of error	± 3.9% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	88 questions not reported.