

YouGov Survey: What Money Buys



Sample 1109 U.S. adult citizens
Conducted March 27 - 30, 2025
Margin of Error $\pm 4\%$

1. To what extent, if at all, do you think money can buy...?

	To a great extent	To some extent	Not at all	Not sure
Political influence	60%	25%	10%	5%
Social status	49%	37%	12%	3%
Fun	45%	40%	12%	2%
Legal immunity	33%	38%	19%	10%
Career success	31%	47%	17%	4%
Good health	26%	49%	23%	3%
Physical attractiveness	18%	54%	25%	3%
Personal fulfillment	18%	49%	29%	4%
Happiness	16%	47%	35%	2%
Longer life	16%	46%	33%	5%
Respect	14%	37%	46%	3%
Good taste	12%	30%	53%	5%
Friendship	12%	37%	46%	5%
Athletic success	12%	41%	40%	7%
Love	9%	31%	55%	5%
Inner peace	8%	35%	51%	5%
Intelligence	8%	23%	65%	4%
A sense of humor	7%	14%	75%	4%
Talent	6%	27%	62%	5%
Good morals	5%	9%	80%	5%

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Interviewing Dates	March 27 - 30, 2025
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, 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 5.054, with a mean of one and a standard deviation of 0.92.
Number of respondents	1109
Margin of error	± 4% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	99 questions not reported.

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1A. What Money Buys (1) — Political influence

To what extent, if at all, do you think money can buy. . . ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
To a great extent	60%	65%	56%	56%	62%	62%	59%	59%	68%	59%	63%
To some extent	25%	25%	25%	34%	21%	20%	27%	27%	16%	26%	22%
Not at all	10%	6%	14%	4%	10%	12%	13%	10%	7%	11%	12%
Not sure	5%	4%	5%	6%	6%	5%	1%	4%	9%	4%	3%
Totals	100%	100%	100%	100%	99%	99%	100%	100%	100%	100%	100%
Unweighted N	(1,109)	(526)	(583)	(279)	(202)	(368)	(260)	(632)	(145)	(173)	(159)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
To a great extent	60%	65%	61%	55%	75%	55%	56%	68%	61%	60%	63%	60%	58%
To some extent	25%	21%	22%	32%	15%	30%	24%	23%	28%	25%	23%	25%	27%
Not at all	10%	11%	9%	11%	7%	12%	13%	7%	9%	11%	13%	7%	12%
Not sure	5%	4%	8%	3%	3%	3%	7%	2%	2%	4%	1%	8%	3%
Totals	100%	101%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,109)	(375)	(415)	(319)	(440)	(413)	(466)	(343)	(204)	(186)	(238)	(417)	(268)

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1B. What Money Buys (1) — Social status

To what extent, if at all, do you think money can buy...?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
To a great extent	49%	51%	46%	59%	54%	45%	38%	49%	46%	43%	61%
To some extent	37%	38%	36%	30%	31%	40%	43%	39%	30%	38%	27%
Not at all	12%	8%	16%	7%	13%	13%	14%	10%	20%	16%	10%
Not sure	3%	3%	3%	4%	2%	2%	5%	3%	4%	3%	2%
Totals	101%	100%	101%	100%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(1,109)	(526)	(583)	(279)	(202)	(368)	(260)	(632)	(145)	(173)	(159)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
To a great extent	49%	51%	48%	47%	52%	50%	44%	52%	54%	47%	46%	52%	48%
To some extent	37%	35%	35%	40%	37%	36%	35%	37%	38%	38%	39%	35%	37%
Not at all	12%	13%	12%	11%	10%	12%	17%	9%	7%	11%	14%	10%	14%
Not sure	3%	1%	5%	2%	1%	2%	4%	2%	1%	5%	1%	4%	1%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	101%	100%
Unweighted N	(1,109)	(375)	(415)	(319)	(440)	(413)	(466)	(343)	(204)	(186)	(238)	(417)	(268)

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1C. What Money Buys (1) — Fun

To what extent, if at all, do you think money can buy...?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
To a great extent	45%	46%	44%	56%	57%	40%	30%	44%	55%	39%	50%
To some extent	40%	42%	39%	35%	33%	43%	50%	42%	29%	42%	39%
Not at all	12%	9%	15%	6%	9%	16%	17%	11%	13%	17%	10%
Not sure	2%	2%	2%	3%	1%	2%	2%	2%	3%	1%	2%
Totals	99%	99%	100%	100%	100%	101%	99%	99%	100%	99%	101%
Unweighted N	(1,109)	(526)	(583)	(279)	(202)	(368)	(260)	(632)	(145)	(173)	(159)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
To a great extent	45%	46%	45%	45%	43%	42%	44%	47%	46%	49%	43%	44%	47%
To some extent	40%	36%	40%	45%	41%	44%	40%	42%	39%	36%	46%	41%	37%
Not at all	12%	16%	12%	10%	14%	12%	14%	10%	13%	12%	10%	13%	14%
Not sure	2%	2%	3%	1%	2%	1%	2%	1%	1%	3%	2%	2%	2%
Totals	99%	100%	100%	101%	100%	99%	100%	100%	99%	100%	101%	100%	100%
Unweighted N	(1,109)	(375)	(415)	(319)	(440)	(413)	(466)	(343)	(204)	(186)	(238)	(417)	(268)

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1D. What Money Buys (1) — Legal immunity

To what extent, if at all, do you think money can buy... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
To a great extent	33%	35%	31%	32%	29%	36%	33%	32%	26%	34%	44%
To some extent	38%	41%	35%	41%	40%	35%	36%	36%	45%	42%	32%
Not at all	19%	17%	21%	12%	18%	22%	23%	21%	19%	15%	14%
Not sure	10%	7%	13%	15%	13%	7%	8%	11%	10%	9%	10%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,109)	(526)	(583)	(279)	(202)	(368)	(260)	(632)	(145)	(173)	(159)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
To a great extent	33%	39%	35%	25%	44%	29%	29%	36%	36%	33%	29%	33%	36%
To some extent	38%	34%	35%	45%	38%	41%	38%	34%	43%	36%	42%	36%	39%
Not at all	19%	20%	17%	22%	12%	22%	22%	20%	14%	19%	22%	19%	18%
Not sure	10%	8%	14%	9%	7%	8%	11%	9%	7%	12%	8%	12%	7%
Totals	100%	101%	101%	101%	101%	100%	100%	99%	100%	100%	101%	100%	100%
Unweighted N	(1,109)	(375)	(415)	(319)	(440)	(413)	(466)	(343)	(204)	(186)	(238)	(417)	(268)

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1E. What Money Buys (1) — Career success

To what extent, if at all, do you think money can buy...?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
To a great extent	31%	32%	30%	52%	33%	27%	16%	27%	44%	41%	33%
To some extent	47%	48%	46%	38%	45%	49%	56%	52%	29%	44%	46%
Not at all	17%	16%	19%	6%	18%	21%	21%	18%	18%	13%	16%
Not sure	4%	3%	5%	3%	4%	3%	7%	3%	9%	3%	4%
Totals	99%	99%	100%	99%	100%	100%	100%	100%	100%	101%	99%
Unweighted N	(1,108)	(526)	(582)	(279)	(202)	(368)	(259)	(632)	(144)	(173)	(159)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
To a great extent	31%	36%	34%	23%	36%	24%	30%	30%	33%	25%	27%	34%	36%
To some extent	47%	45%	43%	54%	46%	52%	45%	51%	48%	47%	49%	46%	48%
Not at all	17%	15%	17%	20%	13%	22%	20%	16%	18%	21%	21%	16%	13%
Not sure	4%	4%	5%	3%	4%	2%	5%	3%	1%	8%	3%	4%	2%
Totals	99%	100%	99%	100%	99%	100%	100%	100%	100%	101%	100%	100%	99%
Unweighted N	(1,108)	(374)	(415)	(319)	(439)	(413)	(465)	(343)	(204)	(186)	(238)	(417)	(267)

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1F. What Money Buys (1) — Good health

To what extent, if at all, do you think money can buy...?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
To a great extent	26%	27%	24%	43%	31%	20%	12%	25%	28%	25%	31%
To some extent	49%	54%	44%	45%	48%	51%	50%	52%	37%	46%	47%
Not at all	23%	17%	28%	9%	15%	27%	37%	22%	28%	23%	18%
Not sure	3%	2%	4%	3%	5%	2%	1%	1%	8%	6%	4%
Totals	101%	100%	100%	100%	99%	100%	100%	100%	101%	100%	100%
Unweighted N	(1,109)	(526)	(583)	(279)	(202)	(368)	(260)	(632)	(145)	(173)	(159)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
To a great extent	26%	31%	27%	19%	28%	15%	27%	19%	30%	22%	22%	26%	31%
To some extent	49%	44%	49%	52%	47%	54%	43%	57%	51%	44%	49%	49%	53%
Not at all	23%	22%	19%	28%	22%	28%	26%	22%	19%	32%	27%	20%	15%
Not sure	3%	3%	4%	1%	3%	2%	4%	2%	1%	2%	2%	4%	1%
Totals	101%	100%	99%	100%	100%	99%	100%	100%	101%	100%	100%	99%	100%
Unweighted N	(1,109)	(375)	(415)	(319)	(440)	(413)	(466)	(343)	(204)	(186)	(238)	(417)	(268)

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1G. What Money Buys (1) — Physical attractiveness

To what extent, if at all, do you think money can buy...?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
To a great extent	18%	15%	20%	31%	21%	13%	9%	16%	27%	20%	17%
To some extent	54%	55%	53%	55%	55%	52%	55%	54%	46%	60%	58%
Not at all	25%	26%	25%	10%	22%	31%	34%	28%	22%	17%	24%
Not sure	3%	4%	2%	4%	1%	4%	2%	3%	5%	3%	2%
Totals	100%	100%	100%	100%	99%	100%	100%	101%	100%	100%	101%
Unweighted N	(1,107)	(525)	(582)	(279)	(202)	(367)	(259)	(631)	(145)	(173)	(158)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
To a great extent	18%	19%	18%	17%	20%	18%	17%	20%	17%	13%	14%	18%	25%
To some extent	54%	52%	54%	55%	55%	52%	50%	57%	59%	51%	56%	55%	52%
Not at all	25%	25%	23%	27%	23%	28%	29%	21%	22%	32%	28%	24%	20%
Not sure	3%	3%	5%	1%	2%	1%	4%	2%	2%	4%	2%	3%	2%
Totals	100%	99%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(1,107)	(375)	(415)	(317)	(440)	(411)	(466)	(342)	(203)	(186)	(237)	(416)	(268)

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1H. What Money Buys (1) — Personal fulfillment

To what extent, if at all, do you think money can buy . . . ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
To a great extent	18%	21%	15%	32%	23%	13%	5%	15%	27%	16%	26%
To some extent	49%	50%	48%	41%	49%	49%	56%	52%	38%	45%	48%
Not at all	29%	24%	34%	20%	23%	35%	36%	29%	28%	36%	23%
Not sure	4%	5%	3%	6%	5%	3%	3%	4%	8%	3%	3%
Totals	100%	100%	100%	99%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(1,108)	(525)	(583)	(279)	(202)	(368)	(259)	(631)	(145)	(173)	(159)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
To a great extent	18%	21%	16%	16%	15%	15%	20%	12%	15%	15%	14%	19%	22%
To some extent	49%	51%	45%	50%	55%	51%	40%	59%	55%	44%	52%	45%	57%
Not at all	29%	23%	32%	32%	25%	32%	34%	27%	25%	33%	31%	32%	20%
Not sure	4%	5%	6%	2%	5%	2%	5%	2%	4%	8%	3%	4%	2%
Totals	100%	100%	99%	100%	100%	100%	99%	100%	99%	100%	100%	100%	101%
Unweighted N	(1,108)	(375)	(415)	(318)	(440)	(412)	(466)	(342)	(204)	(186)	(238)	(416)	(268)

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11. What Money Buys (1) — Happiness

To what extent, if at all, do you think money can buy...?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
To a great extent	16%	18%	15%	30%	21%	11%	6%	15%	18%	19%	25%
To some extent	47%	50%	43%	50%	49%	45%	44%	48%	42%	45%	49%
Not at all	35%	29%	40%	18%	27%	42%	49%	36%	36%	34%	22%
Not sure	2%	2%	2%	2%	2%	3%	1%	1%	4%	2%	4%
Totals	100%	99%	100%	100%	99%	101%	100%	100%	100%	100%	100%
Unweighted N	(1,109)	(526)	(583)	(279)	(202)	(368)	(260)	(632)	(145)	(173)	(159)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
To a great extent	16%	17%	19%	13%	15%	12%	18%	12%	18%	13%	12%	20%	18%
To some extent	47%	49%	47%	44%	45%	47%	39%	54%	54%	51%	46%	43%	51%
Not at all	35%	31%	31%	43%	36%	40%	40%	34%	27%	32%	40%	36%	29%
Not sure	2%	3%	3%	1%	3%	1%	3%	1%	1%	4%	1%	2%	1%
Totals	100%	100%	100%	101%	99%	100%	100%	101%	100%	100%	99%	101%	99%
Unweighted N	(1,109)	(375)	(415)	(319)	(440)	(413)	(466)	(343)	(204)	(186)	(238)	(417)	(268)

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1J. What Money Buys (1) — Longer life

To what extent, if at all, do you think money can buy...?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
To a great extent	16%	15%	16%	23%	22%	11%	9%	15%	14%	19%	19%
To some extent	46%	51%	43%	48%	47%	43%	49%	48%	33%	43%	59%
Not at all	33%	29%	38%	24%	25%	42%	39%	32%	47%	35%	18%
Not sure	5%	5%	4%	5%	6%	4%	4%	5%	7%	3%	4%
Totals	100%	100%	101%	100%	100%	100%	101%	100%	101%	100%	100%
Unweighted N	(1,108)	(526)	(582)	(279)	(202)	(368)	(259)	(632)	(144)	(173)	(159)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
To a great extent	16%	19%	16%	11%	21%	11%	16%	13%	20%	12%	15%	15%	21%
To some extent	46%	44%	48%	47%	47%	50%	38%	52%	54%	51%	47%	43%	50%
Not at all	33%	32%	30%	39%	28%	37%	41%	32%	25%	33%	36%	35%	27%
Not sure	5%	5%	7%	2%	4%	2%	5%	3%	2%	5%	2%	7%	2%
Totals	100%	100%	101%	99%	100%	100%	100%	100%	101%	101%	100%	100%	100%
Unweighted N	(1,108)	(374)	(415)	(319)	(440)	(413)	(465)	(343)	(204)	(186)	(237)	(417)	(268)

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1K. What Money Buys (1) — Respect

To what extent, if at all, do you think money can buy... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
To a great extent	14%	16%	13%	32%	19%	7%	4%	12%	19%	21%	9%
To some extent	37%	41%	33%	42%	47%	32%	28%	35%	28%	43%	58%
Not at all	46%	39%	52%	21%	32%	58%	66%	50%	48%	34%	29%
Not sure	3%	4%	2%	5%	2%	3%	2%	3%	5%	2%	4%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,109)	(526)	(583)	(279)	(202)	(368)	(260)	(632)	(145)	(173)	(159)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
To a great extent	14%	15%	16%	11%	13%	15%	13%	13%	15%	15%	9%	14%	20%
To some extent	37%	37%	39%	35%	40%	32%	33%	37%	46%	30%	40%	38%	38%
Not at all	46%	44%	41%	53%	45%	52%	50%	48%	37%	49%	49%	46%	41%
Not sure	3%	4%	4%	1%	2%	2%	3%	2%	2%	6%	2%	3%	1%
Totals	100%	100%	100%	100%	100%	101%	99%	100%	100%	100%	100%	101%	100%
Unweighted N	(1,109)	(375)	(415)	(319)	(440)	(413)	(466)	(343)	(204)	(186)	(238)	(417)	(268)

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1L. What Money Buys (1) — Good taste

To what extent, if at all, do you think money can buy...?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
To a great extent	12%	17%	8%	24%	18%	8%	2%	11%	21%	11%	14%
To some extent	30%	27%	32%	44%	37%	21%	21%	27%	24%	40%	46%
Not at all	53%	50%	55%	25%	41%	67%	71%	58%	42%	46%	38%
Not sure	5%	6%	4%	7%	4%	5%	5%	4%	14%	3%	2%
Totals	100%	100%	99%	100%	100%	101%	99%	100%	101%	100%	100%
Unweighted N	(1,109)	(526)	(583)	(279)	(202)	(368)	(260)	(632)	(145)	(173)	(159)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
To a great extent	12%	12%	11%	14%	8%	11%	14%	11%	11%	9%	7%	15%	16%
To some extent	30%	32%	26%	31%	26%	29%	30%	26%	34%	26%	31%	30%	30%
Not at all	53%	50%	55%	54%	61%	58%	50%	60%	53%	57%	57%	50%	51%
Not sure	5%	6%	8%	1%	5%	1%	6%	3%	2%	8%	5%	5%	3%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,109)	(375)	(415)	(319)	(440)	(413)	(466)	(343)	(204)	(186)	(238)	(417)	(268)

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1M. What Money Buys (1) — Friendship

To what extent, if at all, do you think money can buy...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
To a great extent	12%	15%	8%	21%	14%	11%	2%	10%	19%	13%	9%
To some extent	37%	38%	37%	46%	39%	31%	36%	36%	26%	47%	48%
Not at all	46%	40%	52%	25%	42%	55%	58%	49%	46%	34%	40%
Not sure	5%	7%	3%	8%	6%	3%	3%	4%	9%	6%	3%
Totals	100%	100%	100%	100%	101%	100%	99%	99%	100%	100%	100%
Unweighted N	(1,108)	(525)	(583)	(279)	(202)	(367)	(260)	(631)	(145)	(173)	(159)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
To a great extent	12%	12%	13%	10%	11%	8%	15%	8%	11%	7%	9%	15%	12%
To some extent	37%	38%	36%	38%	39%	38%	34%	42%	38%	34%	37%	34%	45%
Not at all	46%	42%	46%	51%	46%	51%	45%	48%	46%	50%	49%	47%	39%
Not sure	5%	7%	5%	2%	4%	3%	6%	2%	5%	8%	4%	4%	3%
Totals	100%	99%	100%	101%	100%	100%	100%	100%	100%	99%	99%	100%	99%
Unweighted N	(1,108)	(374)	(415)	(319)	(440)	(413)	(465)	(343)	(204)	(186)	(238)	(416)	(268)

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1N. What Money Buys (1) — Athletic success

To what extent, if at all, do you think money can buy... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
To a great extent	12%	12%	11%	20%	16%	8%	5%	10%	13%	16%	12%
To some extent	41%	43%	40%	47%	44%	38%	38%	41%	41%	39%	52%
Not at all	40%	39%	41%	21%	33%	49%	53%	44%	32%	37%	28%
Not sure	7%	7%	7%	12%	7%	5%	4%	5%	14%	8%	8%
Totals	100%	101%	99%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,109)	(526)	(583)	(279)	(202)	(368)	(260)	(632)	(145)	(173)	(159)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
To a great extent	12%	15%	9%	10%	12%	9%	12%	12%	8%	8%	10%	12%	15%
To some extent	41%	44%	41%	40%	49%	37%	37%	38%	55%	42%	44%	40%	41%
Not at all	40%	34%	40%	47%	35%	50%	42%	45%	34%	42%	41%	39%	40%
Not sure	7%	7%	10%	3%	5%	4%	9%	5%	2%	8%	5%	9%	4%
Totals	100%	100%	100%	100%	101%	100%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(1,109)	(375)	(415)	(319)	(440)	(413)	(466)	(343)	(204)	(186)	(238)	(417)	(268)

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10. What Money Buys (1) — Love

To what extent, if at all, do you think money can buy... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
To a great extent	9%	12%	7%	13%	12%	8%	5%	8%	15%	11%	7%
To some extent	31%	32%	29%	36%	32%	27%	30%	30%	25%	26%	53%
Not at all	55%	49%	61%	41%	50%	62%	64%	59%	52%	53%	29%
Not sure	5%	7%	3%	9%	6%	3%	1%	3%	8%	10%	10%
Totals	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(1,109)	(526)	(583)	(279)	(202)	(368)	(260)	(632)	(145)	(173)	(159)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
To a great extent	9%	11%	9%	8%	10%	8%	10%	8%	10%	6%	7%	12%	8%
To some extent	31%	35%	30%	27%	32%	29%	30%	31%	34%	31%	29%	26%	42%
Not at all	55%	50%	52%	64%	55%	61%	56%	55%	52%	57%	60%	56%	47%
Not sure	5%	4%	8%	1%	4%	2%	4%	5%	4%	5%	4%	6%	3%
Totals	100%	100%	99%	100%	101%	100%	100%	99%	100%	99%	100%	100%	100%
Unweighted N	(1,109)	(375)	(415)	(319)	(440)	(413)	(466)	(343)	(204)	(186)	(238)	(417)	(268)

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1P. What Money Buys (1) — Inner peace

To what extent, if at all, do you think money can buy... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
To a great extent	8%	9%	8%	14%	11%	8%	1%	6%	12%	12%	15%
To some extent	35%	39%	32%	52%	38%	23%	35%	35%	22%	45%	49%
Not at all	51%	47%	55%	29%	44%	64%	62%	55%	54%	40%	32%
Not sure	5%	4%	5%	6%	7%	5%	1%	4%	12%	3%	4%
Totals	99%	99%	100%	101%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(1,109)	(526)	(583)	(279)	(202)	(368)	(260)	(632)	(145)	(173)	(159)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
To a great extent	8%	6%	10%	9%	5%	7%	10%	5%	8%	8%	6%	10%	9%
To some extent	35%	42%	35%	29%	36%	31%	31%	38%	39%	35%	33%	34%	41%
Not at all	51%	48%	47%	60%	54%	60%	53%	52%	51%	52%	57%	51%	46%
Not sure	5%	4%	8%	2%	5%	2%	6%	4%	2%	5%	4%	6%	4%
Totals	99%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	101%	100%
Unweighted N	(1,109)	(375)	(415)	(319)	(440)	(413)	(466)	(343)	(204)	(186)	(238)	(417)	(268)

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1Q. What Money Buys (1) — Intelligence

To what extent, if at all, do you think money can buy...?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
To a great extent	8%	9%	6%	16%	9%	5%	2%	7%	15%	9%	1%
To some extent	23%	24%	22%	33%	28%	17%	15%	22%	7%	37%	35%
Not at all	65%	63%	68%	45%	56%	74%	82%	68%	71%	51%	56%
Not sure	4%	4%	5%	6%	6%	4%	1%	3%	7%	3%	8%
Totals	100%	100%	101%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,107)	(526)	(581)	(278)	(202)	(368)	(259)	(632)	(144)	(172)	(159)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
To a great extent	8%	8%	7%	7%	6%	5%	9%	6%	8%	8%	6%	9%	7%
To some extent	23%	24%	21%	24%	19%	22%	21%	22%	30%	21%	22%	24%	24%
Not at all	65%	64%	64%	68%	72%	71%	64%	69%	60%	65%	70%	63%	65%
Not sure	4%	4%	8%	1%	3%	2%	6%	3%	2%	6%	2%	5%	4%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(1,107)	(374)	(414)	(319)	(439)	(412)	(465)	(342)	(204)	(186)	(238)	(416)	(267)

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1R. What Money Buys (1) — A sense of humor

To what extent, if at all, do you think money can buy... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
To a great extent	7%	9%	5%	14%	6%	5%	2%	6%	14%	4%	3%
To some extent	14%	20%	9%	22%	18%	10%	10%	12%	13%	23%	22%
Not at all	75%	68%	81%	56%	71%	82%	86%	79%	64%	68%	71%
Not sure	4%	4%	5%	8%	5%	3%	2%	3%	9%	6%	4%
Totals	100%	101%	100%	100%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(1,109)	(526)	(583)	(279)	(202)	(368)	(260)	(632)	(145)	(173)	(159)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
To a great extent	7%	9%	5%	6%	6%	4%	9%	3%	6%	2%	5%	9%	8%
To some extent	14%	15%	13%	15%	11%	13%	15%	13%	16%	15%	11%	14%	17%
Not at all	75%	73%	74%	77%	80%	80%	71%	80%	76%	80%	78%	71%	74%
Not sure	4%	3%	7%	1%	3%	3%	4%	4%	2%	2%	6%	5%	1%
Totals	100%	100%	99%	99%	100%	100%	99%	100%	100%	99%	100%	99%	100%
Unweighted N	(1,109)	(375)	(415)	(319)	(440)	(413)	(466)	(343)	(204)	(186)	(238)	(417)	(268)

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1S. What Money Buys (1) — Talent

To what extent, if at all, do you think money can buy... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
To a great extent	6%	8%	4%	10%	6%	4%	3%	4%	13%	6%	5%
To some extent	27%	28%	26%	38%	30%	24%	17%	25%	29%	29%	38%
Not at all	62%	60%	65%	46%	56%	67%	78%	67%	51%	54%	50%
Not sure	5%	5%	6%	5%	8%	5%	3%	4%	8%	11%	7%
Totals	100%	101%	101%	99%	100%	100%	101%	100%	101%	100%	100%
Unweighted N	(1,108)	(526)	(582)	(278)	(202)	(368)	(260)	(632)	(145)	(172)	(159)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
To a great extent	6%	4%	5%	7%	4%	5%	6%	5%	6%	3%	6%	5%	8%
To some extent	27%	36%	25%	21%	28%	21%	26%	20%	33%	24%	22%	27%	34%
Not at all	62%	54%	62%	71%	64%	72%	60%	71%	59%	68%	69%	60%	54%
Not sure	5%	6%	8%	2%	4%	1%	7%	4%	1%	5%	3%	7%	4%
Totals	100%	100%	100%	101%	100%	99%	99%	100%	99%	100%	100%	99%	100%
Unweighted N	(1,108)	(375)	(414)	(319)	(440)	(412)	(466)	(342)	(204)	(186)	(238)	(416)	(268)

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1T. What Money Buys (1) — Good morals

To what extent, if at all, do you think money can buy...?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
To a great extent	5%	5%	5%	13%	4%	3%	3%	4%	12%	4%	4%
To some extent	9%	12%	7%	11%	12%	7%	7%	9%	4%	13%	13%
Not at all	80%	76%	84%	63%	79%	86%	90%	82%	79%	76%	76%
Not sure	5%	7%	4%	14%	5%	4%	1%	5%	6%	7%	7%
Totals	99%	100%	100%	101%	100%	100%	101%	100%	101%	100%	100%
Unweighted N	(1,108)	(526)	(582)	(279)	(202)	(368)	(259)	(632)	(144)	(173)	(159)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
To a great extent	5%	6%	5%	5%	5%	4%	7%	3%	5%	2%	3%	6%	8%
To some extent	9%	10%	8%	9%	6%	9%	9%	8%	11%	10%	9%	8%	10%
Not at all	80%	78%	79%	85%	87%	84%	79%	84%	79%	78%	86%	80%	77%
Not sure	5%	6%	8%	1%	2%	3%	5%	5%	5%	10%	2%	6%	4%
Totals	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(1,108)	(374)	(415)	(319)	(439)	(413)	(465)	(343)	(204)	(186)	(238)	(417)	(267)

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Interviewing Dates	March 27 - 30, 2025
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, 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 5.054, with a mean of one and a standard deviation of 0.92.
Number of respondents	1109
Margin of error	± 4% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	99 questions not reported.