

# YouGov Survey: Willingness to Pay for Election Outcome **YouGov**<sup>®</sup>

Sample 1122 U.S. adult citizens  
 Conducted October 28 - 30, 2024  
 Margin of Error ±3.8%

1. Imagine hypothetically that if you paid enough money, you could guarantee that your preferred candidate would win this year's American presidential election. What is the maximum percentage of your annual post-tax family income that you would be willing to pay?

*Among registered voters*

0%	32%
1 to 10%	18%
11-20%	6%
21-30%	8%
31-40%	3%
41-50%	5%
51-60%	3%
61-70%	2%
71-80%	1%
81-90%	1%
91-100%	5%
Not asked - has no preferred candidate in the presidential election	3%
Not sure	14%

2. What is the maximum percentage of Kamala Harris supporters' annual post-tax income that you think they would be willing to pay, on average, to guarantee that she would win the election?

*Among registered voters*

0%	18%
1 to 10%	13%
11-20%	11%
21-30%	9%
31-40%	6%
41-50%	6%
51-60%	2%
61-70%	2%
71-80%	3%
81-90%	1%
91-100%	5%
Not sure	24%

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3. What is the maximum percentage of Donald Trump supporters' annual post-tax income that you think they would be willing to pay, on average, to guarantee that he would win the election?

*Among registered voters*

0% .....	15%
1 to 10% .....	12%
11-20% .....	10%
21-30% .....	9%
31-40% .....	4%
41-50% .....	4%
51-60% .....	5%
61-70% .....	3%
71-80% .....	4%
81-90% .....	2%
91-100% .....	6%
Not sure .....	25%

<b>Interviewing Dates</b>	October 28 - 30, 2024
<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, 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 5.09, with a mean of one and a standard deviation of 0.84.
<b>Number of respondents</b>	1122
<b>Margin of error</b>	± 3.8% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	106 questions not reported.

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## 1. Percentage of Income Willing to Pay for Preferred Election Outcome

Imagine hypothetically that if you paid enough money, you could guarantee that your preferred candidate would win this year's American presidential election. What is the maximum percentage of your annual post-tax family income that you would be willing to pay?

Among registered voters

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
0%	32%	30%	35%	22%	23%	36%	42%	33%	29%	38%	*
1 to 10%	18%	19%	17%	15%	18%	19%	18%	18%	18%	12%	*
11-20%	6%	7%	6%	6%	8%	7%	3%	7%	9%	3%	*
21-30%	8%	8%	7%	5%	14%	5%	6%	7%	12%	6%	*
31-40%	3%	4%	3%	7%	4%	2%	2%	3%	2%	6%	*
41-50%	5%	4%	5%	7%	8%	3%	4%	4%	6%	7%	*
51-60%	3%	4%	1%	2%	7%	1%	2%	3%	3%	3%	*
61-70%	2%	2%	1%	3%	4%	1%	0%	2%	1%	2%	*
71-80%	1%	1%	1%	1%	0%	2%	0%	1%	1%	2%	*
81-90%	1%	0%	1%	1%	1%	0%	0%	1%	0%	0%	*
91-100%	5%	6%	5%	6%	2%	7%	5%	6%	2%	2%	*
Not asked - has no preferred candidate in the presidential election	3%	1%	4%	7%	2%	2%	2%	2%	2%	3%	*
Not sure	14%	14%	15%	17%	11%	15%	15%	14%	15%	16%	*
Totals	101%	100%	101%	99%	102%	100%	99%	101%	100%	100%	*
Unweighted N	(979)	(478)	(501)	(232)	(186)	(327)	(234)	(654)	(116)	(128)	(81)

	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%	32%	23%	36%	40%	26%	40%	35%	36%	28%	32%	30%	36%	30%
1 to 10%	18%	19%	15%	19%	20%	16%	18%	20%	16%	16%	21%	15%	21%

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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
11-20%	6%	6%	8%	5%	7%	6%	6%	4%	11%	8%	6%	6%	6%
21-30%	8%	10%	5%	7%	8%	8%	7%	9%	8%	11%	11%	8%	2%
31-40%	3%	4%	5%	1%	4%	2%	3%	4%	3%	2%	2%	4%	5%
41-50%	5%	7%	4%	3%	6%	4%	6%	5%	4%	7%	6%	4%	3%
51-60%	3%	5%	1%	2%	4%	1%	1%	4%	5%	1%	3%	4%	2%
61-70%	2%	2%	1%	2%	2%	2%	1%	2%	3%	3%	1%	1%	2%
71-80%	1%	1%	2%	1%	1%	1%	2%	1%	0%	1%	1%	1%	1%
81-90%	1%	1%	0%	0%	1%	0%	0%	1%	1%	1%	0%	0%	2%
91-100%	5%	7%	6%	3%	7%	4%	6%	3%	6%	6%	6%	5%	5%
Not asked - has no preferred candidate in the presidential election	3%	2%	7%	1%	0%	0%	5%	1%	2%	1%	3%	2%	5%
Not sure	14%	14%	12%	16%	15%	15%	12%	12%	13%	12%	11%	15%	18%
Totals	101%	101%	102%	100%	101%	99%	102%	102%	100%	101%	101%	101%	102%
Unweighted N	(979)	(363)	(308)	(308)	(488)	(421)	(369)	(296)	(226)	(173)	(199)	(360)	(247)

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October 28 - 30, 2024 - 1122 U.S. adult citizens



## 2. Percentage of Income Harris Supporters Willing to Pay for Preferred Election Outcome

What is the maximum percentage of Kamala Harris supporters' annual post-tax income that you think they would be willing to pay, on average, to guarantee that she would win the election?

Among registered voters

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
0%	18%	19%	17%	12%	11%	23%	20%	18%	16%	23%	*
1 to 10%	13%	15%	11%	12%	9%	14%	15%	13%	7%	12%	*
11-20%	11%	7%	14%	6%	13%	11%	11%	11%	11%	4%	*
21-30%	9%	10%	8%	5%	9%	12%	8%	9%	12%	12%	*
31-40%	6%	7%	6%	9%	13%	3%	3%	7%	4%	3%	*
41-50%	6%	5%	6%	5%	9%	5%	4%	6%	11%	2%	*
51-60%	2%	3%	2%	3%	4%	1%	2%	2%	4%	1%	*
61-70%	2%	2%	3%	8%	1%	1%	2%	2%	2%	1%	*
71-80%	3%	1%	5%	8%	5%	3%	0%	2%	5%	9%	*
81-90%	1%	1%	1%	1%	2%	1%	1%	1%	0%	0%	*
91-100%	5%	6%	3%	6%	5%	5%	4%	4%	4%	5%	*
Not sure	24%	23%	26%	24%	19%	22%	31%	24%	22%	26%	*
Totals	100%	99%	102%	99%	100%	101%	101%	99%	98%	98%	*
Unweighted N	(980)	(478)	(502)	(232)	(186)	(329)	(233)	(654)	(116)	(128)	(82)

	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%	18%	11%	15%	26%	10%	27%	19%	23%	11%	15%	16%	21%	16%
1 to 10%	13%	13%	16%	10%	16%	10%	13%	12%	14%	13%	9%	15%	14%
11-20%	11%	14%	8%	9%	14%	8%	13%	9%	10%	7%	16%	8%	12%
21-30%	9%	10%	8%	9%	10%	9%	8%	8%	16%	14%	7%	9%	8%
31-40%	6%	6%	4%	7%	5%	7%	6%	6%	7%	10%	4%	5%	7%

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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
41-50%	6%	7%	4%	5%	6%	5%	5%	5%	6%	6%	5%	8%	2%
51-60%	2%	4%	1%	1%	3%	2%	2%	3%	3%	2%	5%	2%	1%
61-70%	2%	3%	2%	2%	2%	3%	2%	4%	2%	4%	3%	1%	3%
71-80%	3%	4%	5%	1%	5%	1%	3%	4%	3%	4%	3%	3%	3%
81-90%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%	0%	1%
91-100%	5%	4%	7%	5%	4%	6%	5%	3%	5%	3%	8%	5%	3%
Not sure	24%	22%	27%	24%	24%	22%	22%	23%	21%	21%	21%	24%	30%
Totals	100%	99%	98%	100%	100%	101%	99%	101%	99%	100%	100%	101%	100%
Unweighted N	(980)	(362)	(309)	(309)	(488)	(422)	(370)	(297)	(225)	(172)	(200)	(361)	(247)

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## 3. Percentage of Income Trump Supporters Willing to Pay for Preferred Election Outcome

What is the maximum percentage of Donald Trump supporters' annual post-tax income that you think they would be willing to pay, on average, to guarantee that he would win the election?

Among registered voters

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
0%	15%	14%	15%	12%	12%	15%	18%	14%	18%	18%	*
1 to 10%	12%	13%	12%	7%	9%	12%	18%	14%	8%	6%	*
11-20%	10%	11%	9%	9%	11%	11%	8%	10%	10%	9%	*
21-30%	9%	9%	10%	9%	10%	12%	5%	8%	8%	15%	*
31-40%	4%	3%	5%	4%	9%	2%	3%	5%	5%	2%	*
41-50%	4%	4%	4%	4%	4%	5%	3%	5%	3%	3%	*
51-60%	5%	5%	5%	6%	6%	4%	4%	6%	3%	6%	*
61-70%	3%	3%	4%	7%	5%	1%	3%	3%	6%	7%	*
71-80%	4%	4%	4%	4%	4%	4%	2%	3%	5%	3%	*
81-90%	2%	2%	3%	3%	2%	3%	2%	2%	1%	4%	*
91-100%	6%	7%	5%	12%	5%	7%	3%	6%	5%	5%	*
Not sure	25%	25%	24%	23%	22%	24%	29%	25%	28%	23%	*
Totals	99%	100%	100%	100%	99%	100%	98%	101%	100%	101%	*
Unweighted N	(982)	(480)	(502)	(232)	(187)	(329)	(234)	(656)	(117)	(128)	(81)

	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%	15%	19%	12%	12%	18%	11%	18%	14%	10%	16%	12%	16%	14%
1 to 10%	12%	9%	10%	18%	9%	18%	12%	13%	14%	7%	14%	13%	15%
11-20%	10%	7%	10%	13%	6%	14%	9%	12%	12%	14%	9%	11%	7%
21-30%	9%	10%	7%	10%	9%	9%	11%	8%	11%	8%	9%	11%	8%
31-40%	4%	5%	5%	3%	5%	3%	4%	4%	5%	6%	3%	4%	5%

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		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
41-50%	4%	4%	5%	4%	5%	4%	4%	4%	4%	5%	6%	4%	3%
51-60%	5%	5%	5%	5%	6%	4%	4%	6%	3%	4%	6%	4%	6%
61-70%	3%	5%	3%	3%	3%	3%	3%	3%	6%	5%	3%	4%	2%
71-80%	4%	6%	4%	1%	6%	1%	3%	4%	3%	3%	7%	3%	3%
81-90%	2%	2%	3%	2%	2%	2%	2%	2%	3%	2%	1%	3%	2%
91-100%	6%	4%	10%	6%	6%	7%	7%	6%	6%	6%	7%	6%	7%
Not sure	25%	25%	27%	23%	25%	23%	23%	25%	22%	25%	26%	22%	28%
Totals	99%	101%	101%	100%	100%	99%	100%	101%	99%	101%	103%	101%	100%
Unweighted N	(982)	(363)	(308)	(311)	(489)	(424)	(371)	(297)	(226)	(173)	(200)	(361)	(248)



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## October 28 - 30, 2024 - 1122 U.S. adult citizens



<b>Interviewing Dates</b>	October 28 - 30, 2024
<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, 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 5.09, with a mean of one and a standard deviation of 0.84.
<b>Number of respondents</b>	1122
<b>Margin of error</b>	± 3.8% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	106 questions not reported.