

YouGov Survey: Billionaires and Wealth

September 16 - 19, 2022 - 1000 US Adult Citizens



1. Gap in Wealth During Pandemic

During the COVID-19 pandemic, do you think 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 |
| Increased a lot | 44% | 48% | 41% | 40% | 36% | 52% | 46% | 48% | 34% | 33% | 51% |
| Increased some | 20% | 21% | 19% | 17% | 18% | 20% | 24% | 21% | 16% | 22% | 12% |
| No change | 15% | 13% | 16% | 16% | 16% | 15% | 13% | 14% | 11% | 18% | 19% |
| Decreased some | 6% | 5% | 7% | 8% | 10% | 4% | 4% | 6% | 8% | 11% | 1% |
| Decreased a lot | 2% | 2% | 3% | 2% | 5% | 2% | 1% | 2% | 4% | 4% | 1% |
| Not sure | 12% | 11% | 13% | 17% | 15% | 8% | 11% | 9% | 26% | 12% | 16% |
| Totals | 99% | 100% | 99% | 100% | 100% | 101% | 99% | 100% | 99% | 100% | 100% |
| Unweighted N | (993) | (466) | (527) | (201) | (215) | (369) | (208) | (714) | (123) | (93) | (63) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | | |
|-----------------|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Increased a lot | 44% | 49% | 45% | 38% | 58% | 43% | 43% | 46% | 48% | 43% | 45% | 40% | 52% |
| Increased some | 20% | 20% | 17% | 23% | 20% | 24% | 16% | 26% | 26% | 20% | 24% | 20% | 17% |
| No change | 15% | 12% | 13% | 20% | 11% | 18% | 17% | 14% | 13% | 19% | 12% | 15% | 13% |
| Decreased some | 6% | 7% | 6% | 5% | 5% | 4% | 7% | 3% | 8% | 8% | 3% | 8% | 5% |
| Decreased a lot | 2% | 3% | 1% | 3% | 1% | 3% | 3% | 2% | 2% | 4% | 2% | 2% | 2% |
| Not sure | 12% | 9% | 17% | 10% | 4% | 8% | 14% | 10% | 3% | 7% | 13% | 15% | 12% |
| Totals | 99% | 100% | 99% | 99% | 99% | 100% | 100% | 101% | 100% | 101% | 99% | 100% | 101% |
| Unweighted N | (993) | (329) | (378) | (286) | (377) | (326) | (465) | (246) | (191) | (159) | (222) | (375) | (237) |

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2. Billionaires Gain or Lose Wealth During Pandemic

During the COVID-19 pandemic, do you think American billionaires lost or gained wealth?

| | Gender | | | Age (4 category) | | | | Race (4 category) | | | |
|--------------|--------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Lost a lot | 4% | 5% | 3% | 5% | 9% | 2% | 0% | 4% | 5% | 3% | 0% |
| Lost some | 14% | 11% | 18% | 13% | 20% | 13% | 12% | 13% | 22% | 13% | 13% |
| No change | 14% | 11% | 18% | 15% | 14% | 15% | 14% | 15% | 12% | 18% | 12% |
| Gained some | 22% | 25% | 19% | 22% | 20% | 18% | 30% | 23% | 19% | 23% | 21% |
| Gained a lot | 32% | 34% | 30% | 29% | 22% | 40% | 33% | 35% | 22% | 27% | 31% |
| Not sure | 14% | 15% | 13% | 16% | 16% | 12% | 11% | 11% | 21% | 16% | 23% |
| Totals | 100% | 101% | 101% | 100% | 101% | 100% | 100% | 101% | 101% | 100% | 100% |
| Unweighted N | (992) | (466) | (526) | (202) | (214) | (369) | (207) | (712) | (124) | (93) | (63) |

| | Party ID | | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | |
|--------------|----------|-------|-------|-------|-----------|-------|----------------------------|-----------|---------|---------------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Lost a lot | 4% | 6% | 2% | 4% | 5% | 3% | 2% | 3% | 10% | 4% | 4% | 4% | 3% |
| Lost some | 14% | 18% | 10% | 15% | 14% | 11% | 14% | 14% | 17% | 12% | 13% | 18% | 11% |
| No change | 14% | 11% | 15% | 18% | 9% | 19% | 15% | 17% | 13% | 21% | 14% | 13% | 14% |
| Gained some | 22% | 19% | 23% | 24% | 20% | 28% | 20% | 25% | 26% | 24% | 21% | 21% | 23% |
| Gained a lot | 32% | 37% | 33% | 24% | 46% | 29% | 33% | 31% | 27% | 31% | 33% | 28% | 37% |
| Not sure | 14% | 9% | 18% | 14% | 6% | 10% | 15% | 10% | 6% | 8% | 16% | 17% | 12% |
| Totals | 100% | 100% | 101% | 99% | 100% | 100% | 99% | 100% | 99% | 100% | 101% | 101% | 100% |
| Unweighted N | (992) | (327) | (379) | (286) | (374) | (326) | (465) | (245) | (191) | (158) | (222) | (376) | (236) |

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3. 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 | 52% | 49% | 54% | 56% | 54% | 49% | 49% | 51% | 52% | 55% | 46% |
| Should not | 27% | 31% | 23% | 18% | 18% | 33% | 35% | 31% | 16% | 18% | 21% |
| Not sure | 22% | 20% | 24% | 26% | 29% | 18% | 17% | 18% | 32% | 27% | 32% |
| Totals | 101% | 100% | 101% | 100% | 101% | 100% | 101% | 100% | 100% | 100% | 99% |
| Unweighted N | (992) | (465) | (527) | (201) | (215) | (369) | (207) | (712) | (123) | (94) | (63) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | | |
|--------------|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Should | 52% | 74% | 47% | 32% | 79% | 27% | 53% | 48% | 56% | 52% | 57% | 45% | 57% |
| Should not | 27% | 12% | 25% | 45% | 11% | 53% | 22% | 34% | 31% | 29% | 23% | 28% | 26% |
| Not sure | 22% | 14% | 28% | 22% | 10% | 20% | 25% | 18% | 12% | 19% | 20% | 27% | 18% |
| Totals | 101% | 100% | 100% | 99% | 100% | 100% | 100% | 100% | 99% | 100% | 100% | 100% | 101% |
| Unweighted N | (992) | (330) | (377) | (285) | (378) | (324) | (463) | (245) | (194) | (158) | (222) | (376) | (236) |

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4. 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 | 45% | 45% | 44% | 54% | 47% | 39% | 41% | 44% | 43% | 45% | 51% |
| Should not | 31% | 35% | 28% | 21% | 22% | 38% | 41% | 35% | 22% | 26% | 22% |
| Not sure | 24% | 20% | 28% | 24% | 31% | 23% | 18% | 21% | 35% | 29% | 26% |
| Totals | 100% | 100% | 100% | 99% | 100% | 100% | 100% | 100% | 100% | 100% | 99% |
| Unweighted N | (992) | (465) | (527) | (202) | (215) | (368) | (207) | (713) | (123) | (93) | (63) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | | |
|--------------|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Should | 45% | 68% | 37% | 28% | 68% | 23% | 45% | 41% | 51% | 45% | 48% | 39% | 50% |
| Should not | 31% | 13% | 31% | 53% | 15% | 58% | 26% | 37% | 37% | 36% | 28% | 33% | 29% |
| Not sure | 24% | 20% | 32% | 19% | 16% | 18% | 29% | 22% | 12% | 20% | 25% | 28% | 21% |
| Totals | 100% | 101% | 100% | 100% | 99% | 99% | 100% | 100% | 100% | 101% | 101% | 100% | 100% |
| Unweighted N | (992) | (328) | (378) | (286) | (376) | (326) | (463) | (245) | (194) | (158) | (222) | (376) | (236) |

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5. 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 | 4% | 5% | 3% | 4% | 5% | 4% | 1% | 5% | 3% | 2% | 2% |
| Somewhat too high | 6% | 9% | 3% | 7% | 9% | 5% | 5% | 7% | 5% | 5% | 3% |
| About right | 17% | 18% | 15% | 18% | 17% | 17% | 15% | 17% | 16% | 18% | 15% |
| Somewhat too low | 17% | 19% | 16% | 26% | 17% | 11% | 19% | 18% | 12% | 22% | 13% |
| Much too low | 40% | 34% | 45% | 24% | 31% | 50% | 49% | 40% | 40% | 36% | 46% |
| Not sure | 16% | 14% | 18% | 21% | 22% | 13% | 11% | 14% | 22% | 18% | 20% |
| Totals | 100% | 99% | 100% | 100% | 101% | 100% | 100% | 101% | 98% | 101% | 99% |
| Unweighted N | (995) | (465) | (530) | (204) | (214) | (369) | (208) | (715) | (124) | (93) | (63) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | | |
|-------------------|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Much too high | 4% | 3% | 2% | 6% | 4% | 5% | 3% | 5% | 5% | 2% | 6% | 3% | 4% |
| Somewhat too high | 6% | 7% | 4% | 9% | 5% | 10% | 5% | 8% | 8% | 5% | 5% | 7% | 7% |
| About right | 17% | 11% | 16% | 23% | 10% | 31% | 15% | 18% | 22% | 21% | 15% | 17% | 15% |
| Somewhat too low | 17% | 16% | 16% | 20% | 11% | 19% | 17% | 17% | 23% | 19% | 23% | 14% | 16% |
| Much too low | 40% | 57% | 39% | 21% | 65% | 18% | 44% | 39% | 32% | 41% | 39% | 38% | 43% |
| Not sure | 16% | 6% | 22% | 21% | 6% | 17% | 17% | 13% | 11% | 13% | 12% | 21% | 15% |
| Totals | 100% | 100% | 99% | 100% | 101% | 100% | 101% | 100% | 101% | 101% | 100% | 100% | 100% |
| Unweighted N | (995) | (331) | (378) | (286) | (379) | (326) | (464) | (245) | (196) | (160) | (222) | (377) | (236) |

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6. 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 | 10% | 10% | 11% | 11% | 13% | 9% | 7% | 9% | 14% | 11% | 11% |
| Somewhat higher | 17% | 18% | 16% | 22% | 16% | 15% | 15% | 20% | 7% | 15% | 7% |
| About the same | 13% | 10% | 16% | 19% | 13% | 8% | 15% | 12% | 14% | 18% | 16% |
| Somewhat lower | 14% | 17% | 12% | 14% | 12% | 13% | 20% | 16% | 16% | 7% | 12% |
| Much lower | 23% | 24% | 22% | 9% | 18% | 32% | 29% | 24% | 16% | 21% | 29% |
| Not sure | 23% | 21% | 24% | 25% | 28% | 22% | 14% | 20% | 33% | 27% | 26% |
| Totals | 100% | 100% | 101% | 100% | 100% | 99% | 100% | 101% | 100% | 99% | 101% |
| Unweighted N | (993) | (464) | (529) | (205) | (215) | (366) | (207) | (713) | (123) | (94) | (63) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | | |
|-----------------|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Much higher | 10% | 9% | 7% | 16% | 7% | 14% | 8% | 13% | 14% | 7% | 10% | 13% | 8% |
| Somewhat higher | 17% | 12% | 13% | 27% | 10% | 28% | 16% | 19% | 16% | 17% | 21% | 14% | 17% |
| About the same | 13% | 13% | 15% | 12% | 12% | 13% | 14% | 14% | 12% | 14% | 11% | 12% | 17% |
| Somewhat lower | 14% | 18% | 13% | 11% | 17% | 15% | 14% | 16% | 16% | 14% | 17% | 13% | 13% |
| Much lower | 23% | 34% | 23% | 10% | 41% | 11% | 23% | 22% | 26% | 24% | 22% | 20% | 28% |
| Not sure | 23% | 15% | 28% | 24% | 14% | 20% | 25% | 16% | 16% | 24% | 20% | 28% | 16% |
| Totals | 100% | 101% | 99% | 100% | 101% | 101% | 100% | 100% | 100% | 100% | 101% | 100% | 99% |
| Unweighted N | (993) | (330) | (377) | (286) | (378) | (325) | (462) | (246) | (195) | (159) | (223) | (376) | (235) |

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7. 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 | 24% | 30% | 19% | 33% | 28% | 21% | 17% | 25% | 20% | 23% | 23% |
| Usually do not | 55% | 51% | 60% | 40% | 45% | 62% | 70% | 57% | 50% | 54% | 53% |
| Not sure | 21% | 20% | 21% | 26% | 27% | 17% | 13% | 18% | 31% | 22% | 24% |
| Totals | 100% | 101% | 100% | 99% | 100% | 100% | 100% | 100% | 101% | 99% | 100% |
| Unweighted N | (996) | (466) | (530) | (205) | (214) | (369) | (208) | (716) | (124) | (94) | (62) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | | |
|----------------|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Usually do | 24% | 17% | 21% | 37% | 15% | 40% | 21% | 26% | 35% | 23% | 30% | 22% | 23% |
| Usually do not | 55% | 70% | 52% | 44% | 73% | 43% | 57% | 59% | 53% | 59% | 52% | 53% | 59% |
| Not sure | 21% | 13% | 27% | 20% | 11% | 18% | 23% | 15% | 13% | 19% | 18% | 25% | 17% |
| Totals | 100% | 100% | 100% | 101% | 99% | 101% | 101% | 100% | 101% | 101% | 100% | 100% | 99% |
| Unweighted N | (996) | (332) | (378) | (286) | (379) | (325) | (465) | (246) | (196) | (160) | (223) | (377) | (236) |

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8. 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?

| | Gender | | | Age (4 category) | | | | Race (4 category) | | | |
|------------------|--------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Strongly support | 38% | 37% | 38% | 27% | 36% | 42% | 43% | 37% | 35% | 37% | 45% |
| Somewhat support | 24% | 22% | 25% | 30% | 23% | 20% | 23% | 25% | 24% | 18% | 15% |
| Somewhat oppose | 12% | 14% | 11% | 14% | 12% | 12% | 12% | 12% | 9% | 17% | 10% |
| Strongly oppose | 10% | 12% | 9% | 9% | 8% | 11% | 11% | 12% | 2% | 9% | 9% |
| Not sure | 17% | 15% | 18% | 19% | 21% | 15% | 11% | 13% | 30% | 20% | 20% |
| Totals | 101% | 100% | 101% | 99% | 100% | 100% | 100% | 99% | 100% | 101% | 99% |
| Unweighted N | (996) | (466) | (530) | (205) | (215) | (369) | (207) | (715) | (124) | (94) | (63) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | | |
|------------------|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Strongly support | 38% | 61% | 31% | 20% | 64% | 19% | 35% | 42% | 42% | 41% | 37% | 35% | 39% |
| Somewhat support | 24% | 20% | 24% | 26% | 20% | 24% | 25% | 24% | 23% | 22% | 25% | 22% | 27% |
| Somewhat oppose | 12% | 7% | 13% | 18% | 5% | 21% | 13% | 15% | 9% | 13% | 9% | 14% | 12% |
| Strongly oppose | 10% | 3% | 10% | 19% | 2% | 21% | 9% | 10% | 16% | 12% | 11% | 10% | 9% |
| Not sure | 17% | 10% | 22% | 17% | 8% | 15% | 19% | 10% | 10% | 13% | 18% | 19% | 13% |
| Totals | 101% | 101% | 100% | 100% | 99% | 100% | 101% | 101% | 100% | 101% | 100% | 100% | 100% |
| Unweighted N | (996) | (332) | (379) | (285) | (379) | (325) | (464) | (246) | (196) | (160) | (223) | (377) | (236) |

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9A. 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 | 14% | 17% | 11% | 27% | 15% | 9% | 9% | 13% | 18% | 14% | 16% |
| About as likely | 27% | 29% | 25% | 26% | 31% | 25% | 26% | 27% | 33% | 26% | 19% |
| Less likely | 49% | 45% | 52% | 34% | 41% | 56% | 58% | 50% | 39% | 51% | 48% |
| Not sure | 10% | 9% | 12% | 12% | 12% | 10% | 7% | 10% | 10% | 9% | 16% |
| Totals | 100% | 100% | 100% | 99% | 99% | 100% | 100% | 100% | 100% | 100% | 99% |
| Unweighted N | (973) | (457) | (516) | (198) | (211) | (361) | (203) | (701) | (119) | (91) | (62) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | | |
|-----------------|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| More likely | 14% | 11% | 10% | 23% | 9% | 19% | 14% | 9% | 19% | 11% | 16% | 15% | 13% |
| About as likely | 27% | 22% | 26% | 33% | 22% | 38% | 24% | 31% | 33% | 31% | 25% | 29% | 23% |
| Less likely | 49% | 60% | 51% | 33% | 65% | 35% | 51% | 49% | 44% | 52% | 45% | 46% | 53% |
| Not sure | 10% | 7% | 13% | 11% | 4% | 8% | 12% | 10% | 4% | 6% | 14% | 10% | 11% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 101% | 99% | 100% | 100% | 100% | 100% | 100% |
| Unweighted N | (973) | (326) | (368) | (279) | (372) | (318) | (451) | (245) | (192) | (158) | (219) | (363) | (233) |

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9B. 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 | 28% | 33% | 23% | 32% | 25% | 27% | 29% | 31% | 26% | 15% | 29% |
| About as likely | 33% | 31% | 34% | 36% | 30% | 33% | 32% | 32% | 32% | 40% | 29% |
| Less likely | 29% | 27% | 30% | 24% | 30% | 29% | 31% | 27% | 30% | 34% | 31% |
| Not sure | 11% | 8% | 13% | 8% | 14% | 11% | 7% | 10% | 13% | 11% | 10% |
| Totals | 101% | 99% | 100% | 100% | 99% | 100% | 99% | 100% | 101% | 100% | 99% |
| Unweighted N | (969) | (456) | (513) | (198) | (206) | (360) | (205) | (700) | (118) | (90) | (61) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | | |
|-----------------|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| More likely | 28% | 21% | 23% | 43% | 20% | 45% | 22% | 23% | 49% | 27% | 29% | 27% | 29% |
| About as likely | 33% | 36% | 32% | 31% | 35% | 35% | 31% | 40% | 30% | 28% | 27% | 38% | 35% |
| Less likely | 29% | 35% | 31% | 18% | 38% | 13% | 33% | 30% | 17% | 34% | 33% | 25% | 27% |
| Not sure | 11% | 8% | 14% | 9% | 8% | 7% | 13% | 8% | 4% | 11% | 11% | 11% | 9% |
| Totals | 101% | 100% | 100% | 101% | 101% | 100% | 99% | 101% | 100% | 100% | 100% | 101% | 100% |
| Unweighted N | (969) | (324) | (364) | (281) | (370) | (318) | (449) | (243) | (191) | (155) | (220) | (362) | (232) |

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9C. 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 | 19% | 24% | 14% | 26% | 16% | 16% | 19% | 20% | 17% | 14% | 18% |
| About as likely | 31% | 32% | 31% | 31% | 28% | 32% | 34% | 32% | 34% | 28% | 25% |
| Less likely | 39% | 34% | 43% | 34% | 40% | 40% | 40% | 39% | 33% | 44% | 40% |
| Not sure | 11% | 10% | 11% | 8% | 15% | 12% | 7% | 9% | 15% | 14% | 17% |
| Totals | 100% | 100% | 99% | 99% | 99% | 100% | 100% | 100% | 99% | 100% | 100% |
| Unweighted N | (967) | (455) | (512) | (198) | (206) | (358) | (205) | (695) | (119) | (92) | (61) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | | |
|-----------------|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| More likely | 19% | 16% | 13% | 29% | 13% | 31% | 15% | 15% | 33% | 18% | 21% | 17% | 20% |
| About as likely | 31% | 29% | 31% | 34% | 30% | 35% | 28% | 39% | 32% | 31% | 26% | 34% | 33% |
| Less likely | 39% | 46% | 42% | 26% | 49% | 27% | 44% | 37% | 29% | 40% | 40% | 36% | 41% |
| Not sure | 11% | 8% | 14% | 11% | 7% | 7% | 12% | 9% | 6% | 11% | 13% | 12% | 7% |
| Totals | 100% | 99% | 100% | 100% | 99% | 100% | 99% | 100% | 100% | 100% | 100% | 99% | 101% |
| Unweighted N | (967) | (325) | (366) | (276) | (371) | (318) | (448) | (242) | (192) | (156) | (219) | (360) | (232) |

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9D. 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 | 76% | 77% | 74% | 65% | 63% | 86% | 83% | 79% | 63% | 67% | 78% |
| About as likely | 13% | 12% | 14% | 16% | 20% | 7% | 12% | 11% | 20% | 16% | 12% |
| Less likely | 4% | 3% | 4% | 8% | 4% | 2% | 2% | 3% | 7% | 7% | 0% |
| Not sure | 8% | 8% | 8% | 11% | 13% | 5% | 3% | 7% | 10% | 10% | 10% |
| Totals | 101% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Unweighted N | (978) | (460) | (518) | (199) | (209) | (365) | (205) | (707) | (118) | (91) | (62) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | | |
|-----------------|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| More likely | 76% | 75% | 73% | 80% | 82% | 80% | 73% | 80% | 80% | 74% | 81% | 72% | 78% |
| About as likely | 13% | 15% | 12% | 12% | 12% | 13% | 13% | 11% | 16% | 13% | 8% | 16% | 13% |
| Less likely | 4% | 4% | 4% | 2% | 4% | 2% | 5% | 2% | 3% | 6% | 2% | 4% | 2% |
| Not sure | 8% | 5% | 11% | 6% | 3% | 4% | 9% | 8% | 1% | 7% | 9% | 8% | 8% |
| Totals | 101% | 99% | 100% | 100% | 101% | 99% | 100% | 101% | 100% | 100% | 100% | 100% | 101% |
| Unweighted N | (978) | (326) | (368) | (284) | (372) | (323) | (456) | (244) | (193) | (157) | (221) | (367) | (233) |

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9E. 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 | 65% | 64% | 66% | 61% | 54% | 75% | 66% | 66% | 55% | 64% | 70% |
| About as likely | 17% | 18% | 16% | 18% | 20% | 13% | 17% | 17% | 20% | 13% | 13% |
| Less likely | 8% | 9% | 8% | 8% | 11% | 6% | 10% | 7% | 16% | 9% | 9% |
| Not sure | 10% | 9% | 10% | 14% | 15% | 6% | 7% | 10% | 9% | 14% | 8% |
| Totals | 100% | 100% | 100% | 101% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Unweighted N | (973) | (456) | (517) | (199) | (209) | (359) | (206) | (704) | (118) | (90) | (61) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | | |
|-----------------|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| More likely | 65% | 70% | 63% | 62% | 75% | 64% | 61% | 73% | 64% | 63% | 70% | 62% | 67% |
| About as likely | 17% | 14% | 17% | 19% | 11% | 21% | 18% | 14% | 21% | 18% | 13% | 19% | 16% |
| Less likely | 8% | 10% | 9% | 7% | 7% | 8% | 10% | 6% | 8% | 9% | 6% | 9% | 9% |
| Not sure | 10% | 7% | 11% | 12% | 6% | 7% | 11% | 7% | 7% | 10% | 12% | 10% | 8% |
| Totals | 100% | 101% | 100% | 100% | 99% | 100% | 100% | 100% | 100% | 100% | 101% | 100% | 100% |
| Unweighted N | (973) | (324) | (371) | (278) | (371) | (318) | (452) | (240) | (195) | (156) | (218) | (364) | (235) |

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9F. 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 | 57% | 55% | 58% | 60% | 54% | 59% | 52% | 58% | 51% | 55% | 53% |
| About as likely | 26% | 26% | 26% | 23% | 24% | 26% | 30% | 25% | 29% | 26% | 32% |
| Less likely | 7% | 10% | 5% | 9% | 9% | 5% | 8% | 7% | 12% | 8% | 8% |
| Not sure | 10% | 10% | 10% | 8% | 12% | 10% | 9% | 10% | 9% | 11% | 8% |
| Totals | 100% | 101% | 99% | 100% | 99% | 100% | 99% | 100% | 101% | 100% | 101% |
| Unweighted N | (974) | (459) | (515) | (199) | (207) | (363) | (205) | (704) | (118) | (90) | (62) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | | |
|-----------------|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| More likely | 57% | 63% | 53% | 55% | 66% | 52% | 57% | 59% | 55% | 51% | 62% | 52% | 63% |
| About as likely | 26% | 24% | 27% | 27% | 23% | 30% | 23% | 29% | 30% | 32% | 21% | 29% | 22% |
| Less likely | 7% | 7% | 7% | 9% | 6% | 8% | 8% | 5% | 9% | 10% | 3% | 8% | 8% |
| Not sure | 10% | 7% | 14% | 9% | 5% | 10% | 12% | 6% | 5% | 7% | 13% | 11% | 7% |
| Totals | 100% | 101% | 101% | 100% | 100% | 100% | 100% | 99% | 99% | 100% | 99% | 100% | 100% |
| Unweighted N | (974) | (323) | (370) | (281) | (370) | (321) | (451) | (243) | (192) | (155) | (220) | (363) | (236) |

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9G. 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 | 32% | 38% | 27% | 31% | 26% | 32% | 41% | 33% | 34% | 28% | 32% |
| About as likely | 35% | 36% | 35% | 33% | 38% | 38% | 29% | 37% | 27% | 38% | 30% |
| Less likely | 17% | 16% | 18% | 23% | 19% | 13% | 15% | 16% | 19% | 17% | 24% |
| Not sure | 16% | 11% | 20% | 13% | 17% | 16% | 16% | 15% | 20% | 17% | 15% |
| Totals | 100% | 101% | 100% | 100% | 100% | 99% | 101% | 101% | 100% | 100% | 101% |
| Unweighted N | (969) | (455) | (514) | (198) | (209) | (359) | (203) | (699) | (118) | (89) | (63) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | | |
|-----------------|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| More likely | 32% | 24% | 31% | 44% | 25% | 49% | 27% | 32% | 46% | 37% | 32% | 31% | 32% |
| About as likely | 35% | 42% | 33% | 30% | 40% | 30% | 35% | 38% | 33% | 30% | 35% | 35% | 38% |
| Less likely | 17% | 19% | 19% | 11% | 20% | 9% | 19% | 18% | 12% | 18% | 16% | 17% | 17% |
| Not sure | 16% | 15% | 17% | 15% | 14% | 12% | 18% | 13% | 8% | 15% | 17% | 16% | 13% |
| Totals | 100% | 100% | 100% | 100% | 99% | 100% | 99% | 101% | 99% | 100% | 100% | 99% | 100% |
| Unweighted N | (969) | (325) | (365) | (279) | (368) | (320) | (451) | (242) | (193) | (152) | (220) | (363) | (234) |

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9H. 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 | 24% | 27% | 22% | 36% | 27% | 20% | 18% | 23% | 24% | 30% | 29% |
| About as likely | 39% | 37% | 40% | 37% | 35% | 44% | 38% | 40% | 41% | 32% | 35% |
| Less likely | 22% | 23% | 20% | 16% | 19% | 23% | 28% | 24% | 13% | 17% | 21% |
| Not sure | 15% | 12% | 17% | 11% | 19% | 13% | 16% | 13% | 22% | 21% | 15% |
| Totals | 100% | 99% | 99% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Unweighted N | (974) | (457) | (517) | (199) | (206) | (367) | (202) | (703) | (119) | (90) | (62) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | | |
|-----------------|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| More likely | 24% | 31% | 22% | 21% | 33% | 20% | 23% | 29% | 23% | 26% | 30% | 23% | 20% |
| About as likely | 39% | 41% | 39% | 36% | 41% | 41% | 39% | 39% | 43% | 46% | 35% | 36% | 42% |
| Less likely | 22% | 14% | 21% | 30% | 14% | 31% | 21% | 21% | 26% | 13% | 23% | 24% | 23% |
| Not sure | 15% | 13% | 18% | 13% | 12% | 8% | 18% | 11% | 9% | 15% | 12% | 17% | 15% |
| Totals | 100% | 99% | 100% | 100% | 100% | 100% | 101% | 100% | 101% | 100% | 100% | 100% | 100% |
| Unweighted N | (974) | (321) | (371) | (282) | (365) | (324) | (454) | (241) | (191) | (153) | (222) | (368) | (231) |

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10. 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) | 23% | 25% | 21% | 9% | 22% | 29% | 29% | 26% | 10% | 20% | 22% |
| 1% - 9% | 3% | 4% | 3% | 4% | 4% | 3% | 2% | 4% | 1% | 3% | 1% |
| 10% - 19% | 8% | 7% | 9% | 8% | 7% | 9% | 8% | 9% | 7% | 6% | 5% |
| 20% - 29% | 13% | 10% | 15% | 11% | 14% | 10% | 15% | 13% | 13% | 13% | 11% |
| 30% - 39% | 9% | 9% | 9% | 10% | 5% | 10% | 10% | 8% | 8% | 11% | 11% |
| 40% - 49% | 5% | 5% | 5% | 11% | 4% | 2% | 4% | 6% | 5% | 1% | 3% |
| 50% - 59% | 7% | 7% | 7% | 6% | 8% | 7% | 7% | 6% | 5% | 13% | 7% |
| 60% - 69% | 2% | 2% | 2% | 2% | 3% | 2% | 0% | 2% | 1% | 1% | 7% |
| 70% - 79% | 3% | 2% | 3% | 4% | 5% | 1% | 0% | 2% | 4% | 4% | 2% |
| 80% - 89% | 2% | 2% | 1% | 3% | 2% | 1% | 1% | 2% | 2% | 2% | 1% |
| 90% - 99% | 2% | 2% | 1% | 2% | 2% | 1% | 1% | 2% | 1% | 0% | 2% |
| 100% (all of it) | 4% | 3% | 4% | 5% | 5% | 3% | 3% | 3% | 8% | 2% | 5% |
| Not sure | 21% | 21% | 21% | 25% | 19% | 22% | 18% | 17% | 35% | 23% | 22% |
| Totals | 102% | 99% | 101% | 100% | 100% | 100% | 98% | 100% | 100% | 99% | 99% |
| Unweighted N | (997) | (467) | (530) | (205) | (215) | (369) | (208) | (716) | (125) | (94) | (62) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | | |
|-----------------|----------|-----|-----|-----------|-------|----------------------------|---------|-----------|---------------|-----------|---------|-------|------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| 0% (none of it) | 23% | 5% | 28% | 37% | 6% | 43% | 22% | 30% | 17% | 20% | 25% | 25% | 21% |
| 1% - 9% | 3% | 4% | 2% | 4% | 3% | 4% | 5% | 2% | 2% | 1% | 4% | 3% | 5% |
| 10% - 19% | 8% | 8% | 8% | 8% | 9% | 8% | 8% | 8% | 9% | 9% | 8% | 8% | 8% |
| 20% - 29% | 13% | 18% | 10% | 10% | 16% | 11% | 12% | 13% | 16% | 13% | 12% | 12% | 14% |
| 30% - 39% | 9% | 12% | 8% | 7% | 13% | 7% | 9% | 9% | 11% | 8% | 9% | 8% | 11% |
| 40% - 49% | 5% | 5% | 3% | 6% | 7% | 5% | 5% | 3% | 6% | 5% | 9% | 2% | 4% |

continued on the next page . . .

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| | Total | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | |
|------------------|-------|----------|-------|-------|-----------|-------|----------------------------|-----------|---------|---------------|---------|-------|-------|
| | | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| 50% - 59% | 7% | 12% | 6% | 3% | 11% | 4% | 7% | 6% | 11% | 9% | 7% | 7% | 6% |
| 60% - 69% | 2% | 2% | 2% | 2% | 2% | 1% | 1% | 1% | 5% | 4% | 0% | 1% | 3% |
| 70% - 79% | 3% | 4% | 2% | 1% | 4% | 1% | 1% | 4% | 5% | 3% | 2% | 2% | 4% |
| 80% - 89% | 2% | 3% | 1% | 1% | 3% | 0% | 2% | 2% | 2% | 2% | 1% | 2% | 2% |
| 90% - 99% | 2% | 2% | 1% | 1% | 2% | 1% | 2% | 0% | 3% | 3% | 0% | 0% | 3% |
| 100% (all of it) | 4% | 5% | 3% | 3% | 5% | 2% | 5% | 3% | 3% | 5% | 3% | 4% | 3% |
| Not sure | 21% | 19% | 25% | 16% | 19% | 14% | 23% | 18% | 10% | 19% | 20% | 25% | 15% |
| Totals | 102% | 99% | 99% | 99% | 100% | 101% | 102% | 99% | 100% | 101% | 100% | 99% | 99% |
| Unweighted N | (997) | (332) | (379) | (286) | (379) | (326) | (464) | (246) | (196) | (160) | (222) | (378) | (237) |

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11A. Succession Options for Owners of Major Companies — Leaving the company to their heirs

Thinking about the options people who own large private companies have to plan for when they die, how good or bad of an idea do you think each of the following is?

| | Gender | | | Age (4 category) | | | | Race (4 category) | | | |
|--------------------|--------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Very good idea | 31% | 35% | 27% | 25% | 30% | 35% | 32% | 31% | 40% | 24% | 29% |
| Somewhat good idea | 35% | 30% | 40% | 34% | 32% | 34% | 41% | 35% | 35% | 37% | 33% |
| Somewhat bad idea | 10% | 10% | 11% | 9% | 14% | 9% | 10% | 10% | 8% | 13% | 13% |
| Very bad idea | 4% | 6% | 3% | 6% | 4% | 3% | 4% | 5% | 1% | 2% | 6% |
| Not sure | 19% | 20% | 19% | 26% | 20% | 19% | 13% | 19% | 16% | 24% | 20% |
| Totals | 99% | 101% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 101% |
| Unweighted N | (988) | (464) | (524) | (203) | (211) | (368) | (206) | (710) | (123) | (92) | (63) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | | |
|--------------------|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Very good idea | 31% | 22% | 30% | 43% | 22% | 42% | 28% | 38% | 31% | 28% | 30% | 33% | 30% |
| Somewhat good idea | 35% | 41% | 32% | 32% | 41% | 32% | 34% | 35% | 42% | 39% | 30% | 38% | 33% |
| Somewhat bad idea | 10% | 17% | 9% | 4% | 17% | 7% | 8% | 12% | 14% | 9% | 12% | 9% | 12% |
| Very bad idea | 4% | 5% | 5% | 2% | 6% | 2% | 5% | 3% | 4% | 6% | 3% | 3% | 7% |
| Not sure | 19% | 14% | 24% | 19% | 14% | 18% | 25% | 11% | 10% | 19% | 25% | 18% | 17% |
| Totals | 99% | 99% | 100% | 100% | 100% | 101% | 100% | 99% | 101% | 101% | 100% | 101% | 99% |
| Unweighted N | (988) | (331) | (374) | (283) | (377) | (322) | (458) | (245) | (195) | (159) | (221) | (371) | (237) |

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11B. Succession Options for Owners of Major Companies — Selling the company and leaving the profits to their heirs

Thinking about the options people who own large private companies have to plan for when they die, how good or bad of an idea do you think each of the following is?

| | Gender | | | Age (4 category) | | | | Race (4 category) | | | |
|--------------------|--------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Very good idea | 17% | 17% | 16% | 14% | 18% | 18% | 16% | 16% | 23% | 11% | 22% |
| Somewhat good idea | 36% | 33% | 39% | 31% | 37% | 36% | 41% | 36% | 36% | 42% | 23% |
| Somewhat bad idea | 15% | 15% | 16% | 18% | 14% | 14% | 16% | 16% | 10% | 16% | 20% |
| Very bad idea | 8% | 11% | 5% | 7% | 8% | 8% | 9% | 9% | 6% | 4% | 12% |
| Not sure | 24% | 25% | 23% | 30% | 23% | 25% | 18% | 24% | 24% | 28% | 22% |
| Totals | 100% | 101% | 99% | 100% | 100% | 101% | 100% | 101% | 99% | 101% | 99% |
| Unweighted N | (987) | (462) | (525) | (204) | (210) | (368) | (205) | (710) | (122) | (92) | (63) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | | |
|--------------------|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Very good idea | 17% | 12% | 16% | 23% | 14% | 20% | 15% | 19% | 20% | 13% | 16% | 19% | 16% |
| Somewhat good idea | 36% | 38% | 36% | 33% | 38% | 37% | 36% | 40% | 36% | 43% | 34% | 36% | 32% |
| Somewhat bad idea | 15% | 21% | 15% | 10% | 20% | 11% | 13% | 17% | 20% | 14% | 10% | 17% | 19% |
| Very bad idea | 8% | 9% | 8% | 6% | 9% | 7% | 7% | 8% | 10% | 8% | 8% | 6% | 12% |
| Not sure | 24% | 20% | 25% | 28% | 19% | 25% | 29% | 16% | 14% | 23% | 31% | 22% | 21% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 101% | 99% | 100% | 100% |
| Unweighted N | (987) | (331) | (373) | (283) | (378) | (322) | (456) | (245) | (196) | (160) | (221) | (370) | (236) |

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11C. Succession Options for Owners of Major Companies — Selling the company and donating the profits to philanthropic causes

Thinking about the options people who own large private companies have to plan for when they die, how good or bad of an idea do you think each of the following is?

| | Gender | | | Age (4 category) | | | | Race (4 category) | | | |
|--------------------|--------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Very good idea | 20% | 22% | 19% | 24% | 16% | 22% | 18% | 20% | 22% | 13% | 28% |
| Somewhat good idea | 29% | 27% | 32% | 32% | 30% | 26% | 31% | 30% | 29% | 29% | 27% |
| Somewhat bad idea | 14% | 14% | 14% | 13% | 15% | 13% | 15% | 14% | 11% | 17% | 13% |
| Very bad idea | 11% | 13% | 10% | 5% | 13% | 13% | 14% | 12% | 10% | 15% | 6% |
| Not sure | 25% | 24% | 26% | 27% | 27% | 25% | 21% | 24% | 27% | 26% | 25% |
| Totals | 99% | 100% | 101% | 101% | 101% | 99% | 99% | 100% | 99% | 100% | 99% |
| Unweighted N | (992) | (465) | (527) | (204) | (212) | (368) | (208) | (714) | (123) | (92) | (63) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | | |
|--------------------|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Very good idea | 20% | 31% | 18% | 11% | 33% | 8% | 17% | 22% | 29% | 20% | 20% | 17% | 25% |
| Somewhat good idea | 29% | 35% | 27% | 26% | 36% | 26% | 29% | 30% | 31% | 33% | 23% | 28% | 35% |
| Somewhat bad idea | 14% | 11% | 16% | 15% | 9% | 19% | 12% | 18% | 15% | 12% | 12% | 18% | 11% |
| Very bad idea | 11% | 7% | 11% | 18% | 6% | 21% | 9% | 15% | 14% | 13% | 12% | 11% | 10% |
| Not sure | 25% | 17% | 29% | 29% | 16% | 27% | 34% | 16% | 11% | 22% | 33% | 26% | 18% |
| Totals | 99% | 101% | 101% | 99% | 100% | 101% | 101% | 101% | 100% | 100% | 100% | 100% | 99% |
| Unweighted N | (992) | (332) | (375) | (285) | (378) | (325) | (461) | (245) | (196) | (160) | (223) | (372) | (237) |

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11D. Succession Options for Owners of Major Companies — Selling the company and donating the profits to political causes

Thinking about the options people who own large private companies have to plan for when they die, how good or bad of an idea do you think each of the following is?

| | Gender | | | Age (4 category) | | | | Race (4 category) | | | |
|--------------------|--------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Very good idea | 6% | 7% | 5% | 10% | 10% | 4% | 2% | 6% | 10% | 4% | 8% |
| Somewhat good idea | 14% | 13% | 14% | 21% | 17% | 11% | 7% | 13% | 21% | 12% | 10% |
| Somewhat bad idea | 15% | 13% | 18% | 20% | 16% | 12% | 16% | 16% | 17% | 14% | 14% |
| Very bad idea | 44% | 45% | 42% | 23% | 33% | 51% | 64% | 46% | 31% | 43% | 49% |
| Not sure | 21% | 22% | 21% | 27% | 23% | 23% | 12% | 20% | 21% | 27% | 20% |
| Totals | 100% | 100% | 100% | 101% | 99% | 101% | 101% | 101% | 100% | 100% | 101% |
| Unweighted N | (987) | (463) | (524) | (204) | (208) | (368) | (207) | (709) | (123) | (92) | (63) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | | |
|--------------------|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Very good idea | 6% | 10% | 4% | 5% | 9% | 3% | 5% | 7% | 9% | 9% | 3% | 7% | 6% |
| Somewhat good idea | 14% | 20% | 10% | 10% | 17% | 6% | 13% | 12% | 19% | 9% | 15% | 14% | 15% |
| Somewhat bad idea | 15% | 20% | 13% | 14% | 19% | 13% | 15% | 18% | 15% | 18% | 15% | 16% | 13% |
| Very bad idea | 44% | 31% | 51% | 48% | 39% | 58% | 41% | 50% | 42% | 41% | 38% | 46% | 48% |
| Not sure | 21% | 19% | 23% | 22% | 17% | 20% | 26% | 14% | 16% | 23% | 30% | 18% | 17% |
| Totals | 100% | 100% | 101% | 99% | 101% | 100% | 100% | 101% | 101% | 100% | 101% | 101% | 99% |
| Unweighted N | (987) | (330) | (374) | (283) | (376) | (324) | (459) | (245) | (193) | (159) | (221) | (372) | (235) |

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11E. Succession Options for Owners of Major Companies — Taking the company public so it's sold on the stock market

Thinking about the options people who own large private companies have to plan for when they die, how good or bad of an idea do you think each of the following is?

| | Gender | | | Age (4 category) | | | | Race (4 category) | | | |
|--------------------|--------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Very good idea | 11% | 12% | 9% | 14% | 14% | 10% | 7% | 9% | 12% | 16% | 14% |
| Somewhat good idea | 30% | 33% | 27% | 33% | 24% | 31% | 33% | 31% | 26% | 21% | 43% |
| Somewhat bad idea | 16% | 14% | 17% | 17% | 22% | 12% | 14% | 17% | 19% | 14% | 5% |
| Very bad idea | 10% | 11% | 9% | 3% | 11% | 11% | 11% | 10% | 5% | 15% | 4% |
| Not sure | 33% | 29% | 37% | 34% | 28% | 36% | 34% | 32% | 38% | 34% | 36% |
| Totals | 100% | 99% | 99% | 101% | 99% | 100% | 99% | 99% | 100% | 100% | 102% |
| Unweighted N | (989) | (464) | (525) | (204) | (212) | (367) | (206) | (711) | (123) | (92) | (63) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | | |
|--------------------|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Very good idea | 11% | 13% | 9% | 10% | 12% | 10% | 10% | 9% | 18% | 13% | 9% | 12% | 9% |
| Somewhat good idea | 30% | 35% | 31% | 24% | 35% | 29% | 27% | 37% | 36% | 28% | 29% | 31% | 32% |
| Somewhat bad idea | 16% | 16% | 15% | 17% | 16% | 14% | 15% | 18% | 17% | 18% | 14% | 15% | 18% |
| Very bad idea | 10% | 5% | 11% | 13% | 8% | 14% | 9% | 10% | 9% | 14% | 7% | 9% | 9% |
| Not sure | 33% | 30% | 34% | 36% | 30% | 33% | 40% | 26% | 19% | 28% | 41% | 32% | 32% |
| Totals | 100% | 99% | 100% | 100% | 101% | 100% | 101% | 100% | 99% | 101% | 100% | 99% | 100% |
| Unweighted N | (989) | (331) | (375) | (283) | (377) | (323) | (459) | (245) | (195) | (160) | (222) | (371) | (236) |

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11F. Succession Options for Owners of Major Companies — Turning the company into a non-profit

Thinking about the options people who own large private companies have to plan for when they die, how good or bad of an idea do you think each of the following is?

| | Gender | | | Age (4 category) | | | | Race (4 category) | | | |
|--------------------|--------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Very good idea | 17% | 16% | 17% | 18% | 16% | 17% | 17% | 16% | 22% | 15% | 21% |
| Somewhat good idea | 27% | 22% | 32% | 30% | 28% | 27% | 23% | 25% | 29% | 35% | 28% |
| Somewhat bad idea | 15% | 17% | 12% | 16% | 16% | 11% | 17% | 16% | 14% | 8% | 13% |
| Very bad idea | 12% | 15% | 8% | 6% | 9% | 13% | 17% | 13% | 6% | 9% | 18% |
| Not sure | 30% | 29% | 31% | 29% | 31% | 32% | 26% | 31% | 29% | 34% | 21% |
| Totals | 101% | 99% | 100% | 99% | 100% | 100% | 100% | 101% | 100% | 101% | 101% |
| Unweighted N | (986) | (463) | (523) | (202) | (210) | (368) | (206) | (710) | (122) | (92) | (62) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | | |
|--------------------|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Very good idea | 17% | 27% | 15% | 8% | 27% | 7% | 18% | 16% | 19% | 17% | 17% | 16% | 17% |
| Somewhat good idea | 27% | 33% | 25% | 23% | 32% | 19% | 27% | 31% | 26% | 27% | 20% | 28% | 32% |
| Somewhat bad idea | 15% | 14% | 15% | 16% | 13% | 18% | 12% | 17% | 18% | 12% | 14% | 16% | 14% |
| Very bad idea | 12% | 5% | 12% | 19% | 6% | 24% | 7% | 17% | 16% | 16% | 11% | 9% | 13% |
| Not sure | 30% | 22% | 33% | 35% | 22% | 33% | 36% | 20% | 21% | 28% | 38% | 30% | 23% |
| Totals | 101% | 101% | 100% | 101% | 100% | 101% | 100% | 101% | 100% | 100% | 100% | 99% | 99% |
| Unweighted N | (986) | (330) | (375) | (281) | (377) | (321) | (457) | (244) | (195) | (160) | (220) | (369) | (237) |

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11G. Succession Options for Owners of Major Companies — Turning the company into a cooperative with the employees as owners

Thinking about the options people who own large private companies have to plan for when they die, how good or bad of an idea do you think each of the following is?

| | Gender | | | Age (4 category) | | | | Race (4 category) | | | |
|--------------------|--------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Very good idea | 28% | 25% | 32% | 26% | 24% | 28% | 35% | 28% | 24% | 27% | 41% |
| Somewhat good idea | 32% | 34% | 31% | 26% | 31% | 35% | 36% | 33% | 34% | 32% | 25% |
| Somewhat bad idea | 10% | 12% | 9% | 13% | 13% | 9% | 7% | 10% | 13% | 11% | 3% |
| Very bad idea | 8% | 10% | 6% | 8% | 10% | 5% | 8% | 8% | 8% | 4% | 5% |
| Not sure | 21% | 20% | 23% | 28% | 22% | 23% | 13% | 20% | 21% | 25% | 26% |
| Totals | 99% | 101% | 101% | 101% | 100% | 100% | 99% | 99% | 100% | 99% | 100% |
| Unweighted N | (988) | (462) | (526) | (203) | (210) | (369) | (206) | (711) | (123) | (91) | (63) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | | |
|--------------------|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Very good idea | 28% | 42% | 23% | 20% | 43% | 17% | 27% | 31% | 33% | 30% | 26% | 25% | 35% |
| Somewhat good idea | 32% | 29% | 35% | 33% | 31% | 37% | 31% | 38% | 27% | 31% | 30% | 34% | 33% |
| Somewhat bad idea | 10% | 10% | 11% | 10% | 8% | 12% | 8% | 12% | 16% | 10% | 9% | 11% | 10% |
| Very bad idea | 8% | 6% | 7% | 11% | 5% | 11% | 6% | 6% | 14% | 9% | 7% | 9% | 5% |
| Not sure | 21% | 14% | 24% | 26% | 13% | 23% | 28% | 14% | 11% | 19% | 28% | 22% | 16% |
| Totals | 99% | 101% | 100% | 100% | 100% | 100% | 100% | 101% | 101% | 99% | 100% | 101% | 99% |
| Unweighted N | (988) | (331) | (376) | (281) | (377) | (322) | (459) | (243) | (196) | (160) | (222) | (369) | (237) |

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11H. Succession Options for Owners of Major Companies — Transferring ownership of the company to a trust that uses its profits for philanthropic causes

Thinking about the options people who own large private companies have to plan for when they die, how good or bad of an idea do you think each of the following is?

| | Gender | | | Age (4 category) | | | | Race (4 category) | | | |
|--------------------|--------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Very good idea | 24% | 23% | 25% | 23% | 20% | 24% | 29% | 24% | 18% | 24% | 30% |
| Somewhat good idea | 29% | 27% | 30% | 29% | 29% | 27% | 30% | 30% | 28% | 22% | 30% |
| Somewhat bad idea | 14% | 15% | 13% | 15% | 14% | 14% | 12% | 14% | 13% | 18% | 11% |
| Very bad idea | 8% | 9% | 8% | 6% | 7% | 10% | 10% | 8% | 10% | 10% | 5% |
| Not sure | 25% | 26% | 25% | 27% | 30% | 25% | 19% | 24% | 30% | 25% | 24% |
| Totals | 100% | 100% | 101% | 100% | 100% | 100% | 100% | 100% | 99% | 99% | 100% |
| Unweighted N | (991) | (465) | (526) | (204) | (212) | (368) | (207) | (713) | (123) | (92) | (63) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | | |
|--------------------|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Very good idea | 24% | 38% | 20% | 14% | 40% | 12% | 19% | 26% | 36% | 25% | 20% | 20% | 33% |
| Somewhat good idea | 29% | 29% | 28% | 29% | 31% | 27% | 26% | 32% | 31% | 38% | 24% | 27% | 29% |
| Somewhat bad idea | 14% | 13% | 13% | 16% | 11% | 19% | 12% | 15% | 18% | 12% | 13% | 16% | 12% |
| Very bad idea | 8% | 5% | 8% | 13% | 5% | 15% | 8% | 9% | 8% | 9% | 9% | 8% | 8% |
| Not sure | 25% | 15% | 31% | 29% | 14% | 27% | 35% | 17% | 7% | 16% | 34% | 29% | 18% |
| Totals | 100% | 100% | 100% | 101% | 101% | 100% | 100% | 99% | 100% | 100% | 100% | 100% | 100% |
| Unweighted N | (991) | (332) | (375) | (284) | (378) | (324) | (461) | (245) | (196) | (160) | (223) | (371) | (237) |

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12. Best Succession Option for Owners of Major Companies

Which of these options do you think is the best idea?

| | Gender | | Age (4 category) | | | | Race (4 category) | | | | |
|---|--------|-------|------------------|-------|-------|-------|-------------------|-------|-------|----------|-------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Leaving the company to their heirs | 32% | 35% | 29% | 24% | 28% | 35% | 37% | 33% | 32% | 27% | 26% |
| Selling the company and leaving the profits to their heirs | 9% | 7% | 10% | 7% | 11% | 10% | 6% | 8% | 13% | 11% | 8% |
| Selling the company and donating the profits to philanthropic causes | 7% | 8% | 7% | 8% | 9% | 8% | 5% | 7% | 8% | 10% | 5% |
| Selling the company and donating the profits to political causes | 2% | 3% | 2% | 7% | 4% | 0% | 0% | 2% | 1% | 5% | 4% |
| Taking the company public so it's sold on the stock market | 6% | 6% | 5% | 7% | 8% | 5% | 4% | 6% | 5% | 5% | 7% |
| Turning the company into a non-profit | 5% | 6% | 5% | 11% | 7% | 4% | 2% | 4% | 10% | 6% | 7% |
| Turning the company into a cooperative with the employees as owners | 26% | 23% | 29% | 20% | 23% | 27% | 32% | 27% | 19% | 26% | 30% |
| Transferring ownership of the company to a trust that uses its profits for philanthropic causes | 13% | 12% | 13% | 16% | 9% | 11% | 14% | 13% | 12% | 12% | 13% |
| Totals | 100% | 100% | 100% | 100% | 99% | 100% | 100% | 100% | 100% | 102% | 100% |
| Unweighted N | (862) | (391) | (471) | (161) | (178) | (325) | (198) | (619) | (110) | (78) | (55) |

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| | Total | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | |
|---|-------|----------|-------|-------|-----------|-------|----------------------------|-----------|---------|---------------|---------|-------|-------|
| | | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Leaving the company to their heirs | 32% | 18% | 34% | 47% | 18% | 50% | 29% | 37% | 28% | 28% | 33% | 37% | 26% |
| Selling the company and leaving the profits to their heirs | 9% | 6% | 10% | 11% | 8% | 7% | 10% | 7% | 10% | 8% | 10% | 8% | 10% |
| Selling the company and donating the profits to philanthropic causes | 7% | 10% | 5% | 6% | 9% | 5% | 8% | 4% | 9% | 8% | 8% | 7% | 6% |
| Selling the company and donating the profits to political causes | 2% | 4% | 2% | 1% | 3% | 1% | 1% | 4% | 4% | 5% | 0% | 3% | 2% |
| Taking the company public so it's sold on the stock market | 6% | 6% | 6% | 6% | 4% | 7% | 6% | 4% | 7% | 8% | 3% | 6% | 5% |
| Turning the company into a non-profit | 5% | 7% | 6% | 3% | 6% | 3% | 8% | 4% | 4% | 4% | 6% | 5% | 7% |
| Turning the company into a cooperative with the employees as owners | 26% | 32% | 26% | 19% | 33% | 21% | 28% | 28% | 21% | 25% | 27% | 24% | 29% |
| Transferring ownership of the company to a trust that uses its profits for philanthropic causes | 13% | 17% | 12% | 7% | 20% | 6% | 10% | 12% | 17% | 15% | 12% | 10% | 15% |
| Totals | 100% | 100% | 101% | 100% | 101% | 100% | 100% | 100% | 100% | 101% | 99% | 100% | 100% |
| Unweighted N | (862) | (304) | (325) | (233) | (355) | (271) | (381) | (232) | (178) | (148) | (171) | (326) | (217) |

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13. Personal Succession Option

If you were the owner of a major company, which of the following would you plan to do with the company after your death?

| | Gender | | Age (4 category) | | | | Race (4 category) | | | | |
|---|--------|-------|------------------|-------|-------|-------|-------------------|-------|-------|----------|-------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Leave the company to your heirs | 35% | 35% | 35% | 30% | 31% | 38% | 39% | 39% | 31% | 28% | 20% |
| Sell the company and leave the profits to your heirs | 9% | 8% | 11% | 5% | 8% | 12% | 9% | 8% | 11% | 15% | 9% |
| Sell the company and donate the profits to philanthropic causes | 4% | 5% | 3% | 5% | 4% | 4% | 5% | 5% | 0% | 4% | 7% |
| Sell the company and donate the profits to political causes | 1% | 2% | 1% | 4% | 2% | 0% | 0% | 1% | 1% | 6% | 2% |
| Take the company public so it's sold on the stock market | 3% | 4% | 3% | 4% | 6% | 3% | 2% | 3% | 5% | 7% | 0% |
| Turn the company into a non-profit | 3% | 3% | 3% | 6% | 5% | 2% | 1% | 3% | 5% | 2% | 4% |
| Turn the company into a cooperative with the employees as owners | 15% | 15% | 15% | 10% | 13% | 17% | 21% | 16% | 9% | 11% | 26% |
| Transfer ownership of the company to a trust that uses its profits for philanthropic causes | 9% | 9% | 10% | 15% | 10% | 7% | 7% | 10% | 9% | 8% | 6% |
| Something else | 4% | 3% | 4% | 2% | 3% | 4% | 5% | 4% | 2% | 3% | 5% |
| Not sure | 15% | 15% | 15% | 20% | 19% | 13% | 11% | 12% | 26% | 16% | 21% |
| Totals | 98% | 99% | 100% | 101% | 101% | 100% | 100% | 101% | 99% | 100% | 100% |
| Unweighted N | (995) | (467) | (528) | (204) | (215) | (369) | (207) | (716) | (122) | (94) | (63) |

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| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | | |
|---|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Leave the company to your heirs | 35% | 25% | 31% | 52% | 23% | 55% | 34% | 39% | 33% | 33% | 43% | 37% | 26% |
| Sell the company and leave the profits to your heirs | 9% | 8% | 9% | 11% | 8% | 9% | 9% | 12% | 9% | 12% | 9% | 9% | 8% |
| Sell the company and donate the profits to philanthropic causes | 4% | 8% | 3% | 2% | 7% | 3% | 4% | 2% | 7% | 5% | 4% | 3% | 7% |
| Sell the company and donate the profits to political causes | 1% | 2% | 1% | 1% | 1% | 0% | 1% | 3% | 1% | 2% | 1% | 2% | 2% |
| Take the company public so it's sold on the stock market | 3% | 4% | 3% | 3% | 5% | 4% | 4% | 2% | 4% | 5% | 2% | 4% | 2% |
| Turn the company into a non-profit | 3% | 3% | 4% | 2% | 3% | 1% | 4% | 2% | 3% | 4% | 2% | 2% | 4% |
| Turn the company into a cooperative with the employees as owners | 15% | 19% | 16% | 10% | 24% | 11% | 15% | 17% | 14% | 15% | 16% | 14% | 17% |
| Transfer ownership of the company to a trust that uses its profits for philanthropic causes | 9% | 14% | 8% | 6% | 15% | 5% | 8% | 7% | 18% | 10% | 10% | 7% | 12% |
| Something else | 4% | 2% | 5% | 2% | 4% | 4% | 4% | 3% | 2% | 3% | 0% | 5% | 6% |
| Not sure | 15% | 15% | 19% | 11% | 12% | 9% | 16% | 13% | 9% | 12% | 14% | 17% | 16% |
| Totals | 98% | 100% | 99% | 100% | 102% | 101% | 99% | 100% | 100% | 101% | 101% | 100% | 100% |
| Unweighted N | (995) | (332) | (377) | (286) | (377) | (326) | (464) | (246) | (196) | (160) | (223) | (375) | (237) |

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14. Heard About Giving Pledge

How much have you read or heard about the Giving Pledge, which is a campaign to encourage extremely wealthy people to contribute a majority of their wealth to philanthropic causes?

| | Gender | | | Age (4 category) | | | | Race (4 category) | | | |
|----------------|--------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| A lot | 10% | 13% | 7% | 21% | 12% | 3% | 6% | 9% | 18% | 6% | 4% |
| A little | 23% | 25% | 21% | 27% | 24% | 23% | 19% | 21% | 23% | 28% | 33% |
| Nothing at all | 67% | 62% | 72% | 52% | 64% | 74% | 75% | 69% | 59% | 67% | 63% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 99% | 100% | 101% | 100% |
| Unweighted N | (993) | (466) | (527) | (204) | (214) | (367) | (208) | (714) | (124) | (92) | (63) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | | |
|----------------|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| A lot | 10% | 14% | 7% | 9% | 11% | 10% | 8% | 10% | 16% | 8% | 13% | 9% | 9% |
| A little | 23% | 31% | 21% | 16% | 29% | 20% | 19% | 22% | 38% | 24% | 21% | 23% | 25% |
| Nothing at all | 67% | 55% | 72% | 74% | 60% | 70% | 74% | 68% | 46% | 68% | 66% | 68% | 66% |
| Totals | 100% | 100% | 100% | 99% | 100% | 100% | 101% | 100% | 100% | 100% | 100% | 100% | 100% |
| Unweighted N | (993) | (331) | (376) | (286) | (377) | (324) | (462) | (246) | (195) | (160) | (222) | (375) | (236) |

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15. Approve of Giving Pledge

Do you approve or disapprove of wealthy Americans participating in the Giving Pledge, and promising to donate a majority of their wealth to philanthropic causes?

| | Gender | | Age (4 category) | | | | Race (4 category) | | | | |
|---------------------|--------|-------|------------------|-------|-------|-------|-------------------|-------|-------|----------|-------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Strongly approve | 27% | 23% | 31% | 24% | 24% | 31% | 28% | 27% | 30% | 22% | 38% |
| Somewhat approve | 29% | 33% | 25% | 37% | 32% | 20% | 33% | 32% | 23% | 24% | 22% |
| Somewhat disapprove | 9% | 10% | 8% | 10% | 13% | 6% | 8% | 9% | 5% | 16% | 4% |
| Strongly disapprove | 5% | 5% | 5% | 2% | 5% | 7% | 3% | 4% | 3% | 7% | 9% |
| Not sure | 30% | 28% | 31% | 26% | 26% | 37% | 28% | 28% | 39% | 30% | 28% |
| Totals | 100% | 99% | 100% | 99% | 100% | 101% | 100% | 100% | 100% | 99% | 101% |
| Unweighted N | (990) | (467) | (523) | (200) | (214) | (368) | (208) | (711) | (123) | (94) | (62) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | | |
|---------------------|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Strongly approve | 27% | 45% | 21% | 15% | 47% | 14% | 23% | 29% | 41% | 25% | 28% | 25% | 33% |
| Somewhat approve | 29% | 27% | 26% | 35% | 30% | 34% | 28% | 31% | 33% | 31% | 30% | 29% | 29% |
| Somewhat disapprove | 9% | 6% | 11% | 9% | 5% | 10% | 10% | 11% | 8% | 13% | 4% | 9% | 11% |
| Strongly disapprove | 5% | 3% | 3% | 9% | 2% | 10% | 4% | 8% | 3% | 5% | 5% | 6% | 3% |
| Not sure | 30% | 19% | 38% | 31% | 16% | 32% | 35% | 22% | 15% | 27% | 33% | 32% | 24% |
| Totals | 100% | 100% | 99% | 99% | 100% | 100% | 100% | 101% | 100% | 101% | 100% | 101% | 100% |
| Unweighted N | (990) | (328) | (376) | (286) | (373) | (325) | (463) | (245) | (193) | (157) | (222) | (375) | (236) |

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16. Heard About Patagonia

How much have you read or heard about the founder of outdoor apparel company Patagonia transferring ownership of the company, valued at around \$3 billion, to a trust created to ensure that all of its profits are used to combat climate change and protect undeveloped land?

| | Gender | | | Age (4 category) | | | | Race (4 category) | | | |
|----------------|--------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| A lot | 13% | 17% | 10% | 20% | 12% | 11% | 12% | 13% | 16% | 9% | 14% |
| A little | 31% | 33% | 29% | 32% | 29% | 30% | 33% | 31% | 24% | 28% | 49% |
| Nothing at all | 56% | 50% | 62% | 49% | 59% | 59% | 55% | 56% | 60% | 63% | 37% |
| Totals | 100% | 100% | 101% | 101% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Unweighted N | (991) | (466) | (525) | (203) | (213) | (367) | (208) | (713) | (122) | (93) | (63) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | | |
|----------------|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| A lot | 13% | 21% | 9% | 11% | 20% | 11% | 9% | 15% | 23% | 12% | 18% | 12% | 11% |
| A little | 31% | 38% | 32% | 21% | 40% | 25% | 27% | 29% | 41% | 33% | 24% | 28% | 40% |
| Nothing at all | 56% | 41% | 59% | 69% | 40% | 64% | 64% | 56% | 36% | 55% | 58% | 60% | 49% |
| Totals | 100% | 100% | 100% | 101% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Unweighted N | (991) | (329) | (377) | (285) | (375) | (325) | (462) | (246) | (193) | (158) | (222) | (374) | (237) |

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17. Approve of Patagonia Owner Decision

Do you approve or disapprove of the Patagonia founder's decision to dedicate future profits of the company to environmental causes?

| | Gender | | | Age (4 category) | | | | Race (4 category) | | | |
|---------------------|--------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Strongly approve | 35% | 31% | 40% | 33% | 30% | 39% | 38% | 36% | 29% | 32% | 44% |
| Somewhat approve | 25% | 25% | 24% | 33% | 28% | 17% | 24% | 24% | 24% | 30% | 21% |
| Somewhat disapprove | 9% | 11% | 7% | 7% | 10% | 6% | 13% | 11% | 4% | 5% | 3% |
| Strongly disapprove | 10% | 11% | 8% | 3% | 6% | 14% | 14% | 11% | 6% | 8% | 11% |
| Not sure | 21% | 22% | 21% | 24% | 25% | 24% | 11% | 18% | 37% | 25% | 20% |
| Totals | 100% | 100% | 100% | 100% | 99% | 100% | 100% | 100% | 100% | 100% | 99% |
| Unweighted N | (989) | (464) | (525) | (203) | (213) | (367) | (206) | (711) | (122) | (94) | (62) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | | |
|---------------------|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Strongly approve | 35% | 55% | 31% | 19% | 62% | 14% | 30% | 39% | 48% | 37% | 38% | 27% | 46% |
| Somewhat approve | 25% | 26% | 22% | 27% | 23% | 27% | 26% | 23% | 28% | 24% | 26% | 28% | 17% |
| Somewhat disapprove | 9% | 5% | 7% | 16% | 4% | 16% | 8% | 12% | 7% | 8% | 7% | 8% | 13% |
| Strongly disapprove | 10% | 2% | 9% | 19% | 2% | 26% | 8% | 13% | 8% | 12% | 7% | 12% | 7% |
| Not sure | 21% | 12% | 31% | 19% | 10% | 18% | 27% | 13% | 9% | 19% | 22% | 25% | 17% |
| Totals | 100% | 100% | 100% | 100% | 101% | 101% | 99% | 100% | 100% | 100% | 100% | 100% | 100% |
| Unweighted N | (989) | (328) | (377) | (284) | (375) | (324) | (461) | (245) | (194) | (160) | (221) | (372) | (236) |

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18. Charities Would Give To if Rich

If you were a billionaire donating your fortune, which of the following causes would you divide it between? Select all that apply.

| | Total | Gender | | Age (4 category) | | | | Race (4 category) | | | |
|--|-------|--------|--------|------------------|-------|-------|-----|-------------------|-------|----------|-------|
| | | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Animals (such as wildlife conservation or shelters) | 39% | 33% | 45% | 30% | 37% | 45% | 43% | 45% | 16% | 33% | 40% |
| Arts/culture/humanities (such as museums, libraries, or public broadcasting) | 19% | 18% | 20% | 18% | 21% | 18% | 20% | 20% | 6% | 21% | 31% |
| Community development | 24% | 20% | 27% | 25% | 28% | 22% | 21% | 25% | 20% | 21% | 26% |
| Disaster relief (such as hurricane or wildfire relief) | 31% | 25% | 37% | 28% | 28% | 31% | 37% | 32% | 31% | 27% | 25% |
| Education (such as local schools or scholarship funds) | 42% | 41% | 44% | 40% | 42% | 40% | 49% | 43% | 39% | 40% | 50% |
| Environment (such as conservation funds or climate change action) | 32% | 30% | 33% | 35% | 25% | 31% | 38% | 33% | 21% | 30% | 40% |
| Health and disease (such as hospitals, medical research, or patient support) | 44% | 39% | 50% | 35% | 46% | 42% | 55% | 46% | 39% | 40% | 45% |
| Civil rights (such as legal funds or civil rights advocacy organizations) | 22% | 19% | 25% | 22% | 23% | 21% | 23% | 20% | 33% | 19% | 33% |

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|--|------------------------------|--------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | Total | Gender | | Age (4 category) | | | | Race (4 category) | | | |
| | | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Human services (such as homeless services, food banks, or crisis services) | 47% | 38% | 55% | 38% | 42% | 49% | 57% | 47% | 50% | 42% | 45% |
| International (such as humanitarian relief or development services) | 18% | 16% | 19% | 19% | 20% | 15% | 19% | 17% | 22% | 18% | 19% |
| Research and public policy | 12% | 13% | 12% | 17% | 17% | 6% | 13% | 12% | 8% | 14% | 19% |
| Religious organization (such as churches or religious media) | 20% | 18% | 22% | 19% | 16% | 23% | 22% | 22% | 16% | 15% | 17% |
| Other | 6% | 8% | 5% | 2% | 4% | 10% | 9% | 7% | 4% | 6% | 11% |
| Not sure | 12% | 15% | 10% | 20% | 11% | 12% | 6% | 9% | 24% | 15% | 17% |
| Unweighted N | (1,000) | (470) | (530) | (208) | (215) | (369) | (208) | (716) | (127) | (94) | (63) |

| | Total | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | |
|--|-------|----------|-----|-----|-----------|-------|----------------------------|-----------|---------|---------------|---------|-------|------|
| | | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Animals (such as wildlife conservation or shelters) | 39% | 44% | 40% | 34% | 46% | 36% | 41% | 38% | 40% | 43% | 43% | 35% | 41% |
| Arts/culture/humanities (such as museums, libraries, or public broadcasting) | 19% | 27% | 18% | 12% | 29% | 13% | 16% | 19% | 28% | 25% | 15% | 16% | 24% |
| Community development | 24% | 24% | 24% | 23% | 29% | 23% | 21% | 27% | 29% | 28% | 26% | 21% | 23% |

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|--|------------------------------|----------|-----|-----|-----------|-------|----------------------------|-----------|---------|---------------|---------|-------|------|
| | Total | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | |
| | | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Disaster relief (such as hurricane or wildfire relief) | 31% | 35% | 28% | 29% | 38% | 27% | 32% | 29% | 33% | 33% | 28% | 31% | 31% |
| Education (such as local schools or scholarship funds) | 42% | 48% | 39% | 41% | 53% | 41% | 39% | 49% | 48% | 42% | 43% | 42% | 44% |
| Environment (such as conservation funds or climate change action) | 32% | 46% | 29% | 21% | 53% | 16% | 31% | 31% | 37% | 37% | 34% | 24% | 39% |
| Health and disease (such as hospitals, medical research, or patient support) | 44% | 50% | 40% | 44% | 52% | 45% | 42% | 45% | 51% | 51% | 46% | 40% | 45% |
| Civil rights (such as legal funds or civil rights advocacy organizations) | 22% | 42% | 17% | 7% | 44% | 6% | 20% | 23% | 28% | 25% | 22% | 18% | 27% |
| Human services (such as homeless services, food banks, or crisis services) | 47% | 52% | 45% | 44% | 57% | 44% | 51% | 45% | 40% | 50% | 51% | 43% | 48% |
| International (such as humanitarian relief or development services) | 18% | 25% | 16% | 12% | 29% | 12% | 17% | 18% | 23% | 23% | 18% | 14% | 21% |
| Research and public policy | 12% | 19% | 10% | 8% | 18% | 10% | 12% | 10% | 20% | 13% | 15% | 10% | 14% |
| Religious organization (such as churches or religious media) | 20% | 13% | 16% | 34% | 14% | 36% | 20% | 24% | 18% | 19% | 18% | 24% | 17% |
| Other | 6% | 2% | 8% | 9% | 3% | 13% | 6% | 7% | 8% | 6% | 5% | 6% | 9% |

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| | Total | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | |
|--------------|---------|----------|-------|-------|-----------|-------|----------------------------|-----------|---------|---------------|---------|-------|-------|
| | | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Not sure | 12% | 10% | 18% | 7% | 6% | 6% | 13% | 10% | 6% | 5% | 11% | 16% | 12% |
| Unweighted N | (1,000) | (332) | (382) | (286) | (379) | (326) | (466) | (247) | (196) | (160) | (223) | (380) | (237) |

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19A. Favorability of Billionaires — Elon Musk

Do you have a favorable or unfavorable opinion of the following people?

| | Gender | | | Age (4 category) | | | | Race (4 category) | | | |
|----------------------|--------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Very favorable | 17% | 23% | 11% | 18% | 16% | 15% | 19% | 18% | 21% | 9% | 11% |
| Somewhat favorable | 29% | 35% | 24% | 40% | 25% | 30% | 24% | 32% | 23% | 23% | 24% |
| Somewhat unfavorable | 20% | 19% | 21% | 13% | 20% | 19% | 28% | 22% | 15% | 8% | 29% |
| Very unfavorable | 18% | 14% | 22% | 16% | 15% | 23% | 15% | 16% | 15% | 35% | 17% |
| Don't know | 16% | 10% | 22% | 13% | 23% | 13% | 15% | 12% | 27% | 24% | 19% |
| Totals | 100% | 101% | 100% | 100% | 99% | 100% | 101% | 100% | 101% | 99% | 100% |
| Unweighted N | (660) | (311) | (349) | (134) | (130) | (250) | (146) | (482) | (80) | (57) | (41) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | | |
|----------------------|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Very favorable | 17% | 13% | 14% | 24% | 12% | 26% | 13% | 15% | 31% | 16% | 16% | 18% | 17% |
| Somewhat favorable | 29% | 17% | 29% | 44% | 15% | 47% | 29% | 35% | 27% | 27% | 30% | 29% | 29% |
| Somewhat unfavorable | 20% | 25% | 19% | 16% | 29% | 15% | 15% | 25% | 26% | 24% | 20% | 16% | 23% |
| Very unfavorable | 18% | 31% | 18% | 4% | 35% | 4% | 19% | 17% | 14% | 19% | 15% | 18% | 20% |
| Don't know | 16% | 14% | 20% | 12% | 8% | 8% | 24% | 8% | 3% | 13% | 19% | 19% | 10% |
| Totals | 100% | 100% | 100% | 100% | 99% | 100% | 100% | 100% | 101% | 99% | 100% | 100% | 99% |
| Unweighted N | (660) | (211) | (261) | (188) | (241) | (217) | (315) | (167) | (124) | (96) | (154) | (251) | (159) |

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19B. Favorability of Billionaires — Bill Gates

Do you have a favorable or unfavorable opinion of the following people?

| | Gender | | | Age (4 category) | | | | Race (4 category) | | | |
|----------------------|--------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Very favorable | 18% | 20% | 16% | 19% | 21% | 15% | 17% | 16% | 33% | 14% | 14% |
| Somewhat favorable | 29% | 30% | 28% | 33% | 35% | 23% | 28% | 29% | 31% | 31% | 25% |
| Somewhat unfavorable | 16% | 14% | 18% | 20% | 11% | 16% | 19% | 17% | 7% | 14% | 27% |
| Very unfavorable | 25% | 25% | 26% | 15% | 15% | 37% | 28% | 30% | 9% | 21% | 19% |
| Don't know | 12% | 12% | 12% | 13% | 19% | 10% | 8% | 9% | 21% | 20% | 15% |
| Totals | 100% | 101% | 100% | 100% | 101% | 101% | 100% | 101% | 101% | 100% | 100% |
| Unweighted N | (628) | (300) | (328) | (121) | (133) | (236) | (138) | (442) | (80) | (57) | (49) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | | |
|----------------------|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Very favorable | 18% | 32% | 10% | 11% | 32% | 8% | 13% | 19% | 30% | 17% | 16% | 17% | 21% |
| Somewhat favorable | 29% | 36% | 25% | 26% | 39% | 22% | 30% | 33% | 26% | 24% | 31% | 31% | 27% |
| Somewhat unfavorable | 16% | 15% | 18% | 15% | 14% | 16% | 14% | 20% | 18% | 18% | 16% | 14% | 19% |
| Very unfavorable | 25% | 6% | 31% | 40% | 9% | 48% | 27% | 22% | 20% | 28% | 24% | 27% | 22% |
| Don't know | 12% | 11% | 16% | 8% | 6% | 7% | 16% | 6% | 6% | 13% | 14% | 12% | 10% |
| Totals | 100% | 100% | 100% | 100% | 100% | 101% | 100% | 100% | 100% | 100% | 101% | 101% | 99% |
| Unweighted N | (628) | (211) | (235) | (182) | (239) | (218) | (290) | (148) | (128) | (95) | (138) | (237) | (158) |

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19C. Favorability of Billionaires — Warren Buffett

Do you have a favorable or unfavorable opinion of the following people?

| | Gender | | | Age (4 category) | | | | Race (4 category) | | | |
|----------------------|--------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Very favorable | 18% | 20% | 16% | 14% | 16% | 16% | 27% | 19% | 19% | 7% | 23% |
| Somewhat favorable | 32% | 36% | 27% | 36% | 24% | 32% | 37% | 33% | 38% | 24% | 20% |
| Somewhat unfavorable | 13% | 13% | 13% | 12% | 10% | 18% | 11% | 13% | 5% | 15% | 19% |
| Very unfavorable | 12% | 14% | 10% | 12% | 14% | 12% | 10% | 12% | 7% | 22% | 2% |
| Don't know | 25% | 17% | 33% | 26% | 37% | 22% | 15% | 22% | 31% | 32% | 35% |
| Totals | 100% | 100% | 99% | 100% | 101% | 100% | 100% | 99% | 100% | 100% | 99% |
| Unweighted N | (645) | (306) | (339) | (137) | (146) | (233) | (129) | (462) | (78) | (61) | (44) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | | |
|----------------------|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Very favorable | 18% | 22% | 15% | 17% | 28% | 12% | 11% | 19% | 34% | 21% | 15% | 15% | 24% |
| Somewhat favorable | 32% | 36% | 28% | 32% | 38% | 34% | 34% | 30% | 34% | 30% | 36% | 31% | 30% |
| Somewhat unfavorable | 13% | 13% | 13% | 14% | 12% | 19% | 10% | 17% | 18% | 14% | 8% | 13% | 17% |
| Very unfavorable | 12% | 8% | 16% | 11% | 11% | 14% | 13% | 11% | 8% | 16% | 9% | 13% | 10% |
| Don't know | 25% | 21% | 29% | 25% | 11% | 21% | 33% | 23% | 6% | 20% | 31% | 28% | 20% |
| Totals | 100% | 100% | 101% | 99% | 100% | 100% | 101% | 100% | 100% | 101% | 99% | 100% | 101% |
| Unweighted N | (645) | (219) | (236) | (190) | (251) | (212) | (292) | (163) | (138) | (112) | (148) | (230) | (155) |

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19D. Favorability of Billionaires — Mark Zuckerberg

Do you have a favorable or unfavorable opinion of the following people?

| | Gender | | Age (4 category) | | | | Race (4 category) | | | | |
|----------------------|--------|-------|------------------|-------|-------|-------|-------------------|-------|-------|----------|-------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Very favorable | 8% | 11% | 5% | 12% | 16% | 2% | 2% | 6% | 17% | 6% | 8% |
| Somewhat favorable | 19% | 19% | 20% | 28% | 21% | 14% | 17% | 17% | 33% | 20% | 13% |
| Somewhat unfavorable | 23% | 20% | 25% | 19% | 25% | 22% | 24% | 25% | 19% | 16% | 19% |
| Very unfavorable | 36% | 37% | 36% | 29% | 22% | 49% | 40% | 40% | 14% | 34% | 45% |
| Don't know | 14% | 14% | 15% | 12% | 16% | 13% | 16% | 12% | 18% | 24% | 15% |
| Totals | 100% | 101% | 101% | 100% | 100% | 100% | 99% | 100% | 101% | 100% | 100% |
| Unweighted N | (660) | (307) | (353) | (129) | (148) | (256) | (127) | (469) | (85) | (66) | (40) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | | |
|----------------------|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Very favorable | 8% | 13% | 5% | 6% | 8% | 7% | 4% | 5% | 18% | 12% | 4% | 9% | 6% |
| Somewhat favorable | 19% | 23% | 13% | 23% | 20% | 15% | 21% | 16% | 22% | 18% | 21% | 23% | 13% |
| Somewhat unfavorable | 23% | 25% | 23% | 19% | 29% | 19% | 19% | 32% | 22% | 23% | 24% | 20% | 24% |
| Very unfavorable | 36% | 27% | 41% | 40% | 35% | 49% | 34% | 38% | 35% | 35% | 35% | 31% | 45% |
| Don't know | 14% | 12% | 18% | 11% | 8% | 9% | 22% | 9% | 2% | 12% | 16% | 16% | 12% |
| Totals | 100% | 100% | 100% | 99% | 100% | 99% | 100% | 100% | 99% | 100% | 100% | 99% | 100% |
| Unweighted N | (660) | (219) | (256) | (185) | (246) | (210) | (305) | (165) | (132) | (102) | (151) | (247) | (160) |

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19E. Favorability of Billionaires — Larry Ellison

Do you have a favorable or unfavorable opinion of the following people?

| | Gender | | | Age (4 category) | | | | Race (4 category) | | | |
|----------------------|--------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Very favorable | 8% | 12% | 4% | 18% | 12% | 3% | 1% | 7% | 15% | 8% | 6% |
| Somewhat favorable | 12% | 18% | 6% | 26% | 7% | 8% | 7% | 12% | 12% | 15% | 7% |
| Somewhat unfavorable | 9% | 12% | 7% | 7% | 12% | 9% | 8% | 9% | 9% | 8% | 9% |
| Very unfavorable | 7% | 8% | 6% | 5% | 9% | 8% | 6% | 7% | 4% | 13% | 7% |
| Don't know | 65% | 51% | 76% | 44% | 60% | 72% | 77% | 66% | 60% | 58% | 71% |
| Totals | 101% | 101% | 99% | 100% | 100% | 100% | 99% | 101% | 100% | 102% | 100% |
| Unweighted N | (639) | (291) | (348) | (134) | (135) | (234) | (136) | (472) | (73) | (57) | (37) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | | |
|----------------------|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Very favorable | 8% | 11% | 5% | 6% | 9% | 6% | 4% | 8% | 14% | 4% | 5% | 11% | 8% |
| Somewhat favorable | 12% | 8% | 11% | 17% | 9% | 19% | 10% | 13% | 15% | 11% | 16% | 10% | 12% |
| Somewhat unfavorable | 9% | 12% | 6% | 10% | 10% | 7% | 6% | 10% | 17% | 15% | 6% | 8% | 10% |
| Very unfavorable | 7% | 6% | 7% | 8% | 10% | 7% | 7% | 6% | 9% | 8% | 5% | 6% | 12% |
| Don't know | 65% | 63% | 70% | 59% | 63% | 61% | 73% | 64% | 44% | 64% | 69% | 66% | 58% |
| Totals | 101% | 100% | 99% | 100% | 101% | 100% | 100% | 101% | 99% | 102% | 101% | 101% | 100% |
| Unweighted N | (639) | (218) | (242) | (179) | (249) | (205) | (293) | (166) | (121) | (100) | (143) | (250) | (146) |

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19F. Favorability of Billionaires — Jeff Bezos

Do you have a favorable or unfavorable opinion of the following people?

| | Gender | | | Age (4 category) | | | | Race (4 category) | | | |
|----------------------|--------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Very favorable | 10% | 14% | 6% | 15% | 16% | 5% | 5% | 9% | 17% | 7% | 10% |
| Somewhat favorable | 23% | 27% | 19% | 27% | 21% | 21% | 25% | 23% | 28% | 21% | 26% |
| Somewhat unfavorable | 20% | 21% | 20% | 16% | 13% | 23% | 29% | 24% | 10% | 15% | 10% |
| Very unfavorable | 24% | 23% | 25% | 20% | 17% | 34% | 23% | 26% | 13% | 20% | 36% |
| Don't know | 22% | 14% | 30% | 22% | 32% | 17% | 18% | 18% | 32% | 38% | 18% |
| Totals | 99% | 99% | 100% | 100% | 99% | 100% | 100% | 100% | 100% | 101% | 100% |
| Unweighted N | (672) | (330) | (342) | (135) | (149) | (244) | (144) | (491) | (72) | (64) | (45) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | | |
|----------------------|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Very favorable | 10% | 17% | 6% | 8% | 13% | 6% | 6% | 9% | 18% | 7% | 7% | 12% | 10% |
| Somewhat favorable | 23% | 25% | 19% | 27% | 27% | 23% | 24% | 21% | 27% | 18% | 27% | 25% | 21% |
| Somewhat unfavorable | 20% | 23% | 21% | 17% | 27% | 21% | 18% | 26% | 20% | 22% | 21% | 16% | 26% |
| Very unfavorable | 24% | 19% | 29% | 24% | 23% | 32% | 24% | 21% | 26% | 29% | 21% | 23% | 25% |
| Don't know | 22% | 17% | 25% | 23% | 10% | 18% | 28% | 22% | 8% | 24% | 23% | 24% | 17% |
| Totals | 99% | 101% | 100% | 99% | 100% | 100% | 100% | 99% | 99% | 100% | 99% | 100% | 99% |
| Unweighted N | (672) | (217) | (265) | (190) | (249) | (231) | (297) | (185) | (127) | (114) | (147) | (248) | (163) |

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19G. Favorability of Billionaires — Melinda Gates

Do you have a favorable or unfavorable opinion of the following people?

| | Gender | | | Age (4 category) | | | | Race (4 category) | | | |
|----------------------|--------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Very favorable | 18% | 18% | 19% | 14% | 16% | 18% | 26% | 16% | 27% | 20% | 24% |
| Somewhat favorable | 26% | 32% | 20% | 36% | 22% | 22% | 26% | 26% | 27% | 21% | 24% |
| Somewhat unfavorable | 13% | 16% | 11% | 12% | 17% | 13% | 11% | 15% | 10% | 14% | 9% |
| Very unfavorable | 16% | 16% | 16% | 10% | 13% | 23% | 14% | 18% | 5% | 23% | 9% |
| Don't know | 26% | 19% | 34% | 29% | 33% | 24% | 23% | 25% | 31% | 23% | 34% |
| Totals | 99% | 101% | 100% | 101% | 101% | 100% | 100% | 100% | 100% | 101% | 100% |
| Unweighted N | (645) | (296) | (349) | (130) | (135) | (252) | (128) | (466) | (81) | (56) | (42) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | | |
|----------------------|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Very favorable | 18% | 35% | 12% | 7% | 38% | 6% | 15% | 17% | 28% | 13% | 18% | 19% | 22% |
| Somewhat favorable | 26% | 31% | 22% | 25% | 34% | 22% | 27% | 25% | 30% | 28% | 25% | 24% | 28% |
| Somewhat unfavorable | 13% | 10% | 14% | 16% | 9% | 18% | 10% | 18% | 17% | 14% | 8% | 13% | 19% |
| Very unfavorable | 16% | 5% | 18% | 26% | 6% | 32% | 15% | 16% | 11% | 23% | 14% | 15% | 14% |
| Don't know | 26% | 18% | 33% | 26% | 13% | 22% | 33% | 23% | 14% | 22% | 35% | 29% | 18% |
| Totals | 99% | 99% | 99% | 100% | 100% | 100% | 100% | 99% | 100% | 100% | 100% | 100% | 101% |
| Unweighted N | (645) | (212) | (244) | (189) | (241) | (216) | (308) | (150) | (124) | (104) | (149) | (239) | (153) |

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19H. Favorability of Billionaires — Rebekah Mercer

Do you have a favorable or unfavorable opinion of the following people?

| | Gender | | Age (4 category) | | | | Race (4 category) | | | | |
|----------------------|--------|-------|------------------|-------|-------|-------|-------------------|-------|-------|----------|-------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Very favorable | 7% | 9% | 5% | 14% | 11% | 3% | 1% | 6% | 12% | 2% | 19% |
| Somewhat favorable | 10% | 13% | 8% | 20% | 17% | 4% | 3% | 12% | 12% | 8% | 0% |
| Somewhat unfavorable | 5% | 6% | 4% | 10% | 6% | 3% | 3% | 4% | 6% | 11% | 0% |
| Very unfavorable | 9% | 9% | 9% | 4% | 8% | 14% | 9% | 8% | 6% | 17% | 7% |
| Don't know | 68% | 62% | 74% | 52% | 58% | 76% | 84% | 70% | 64% | 62% | 74% |
| Totals | 99% | 99% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Unweighted N | (678) | (312) | (366) | (142) | (149) | (240) | (147) | (499) | (85) | (58) | (36) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | | |
|----------------------|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Very favorable | 7% | 12% | 5% | 5% | 9% | 4% | 4% | 4% | 16% | 3% | 6% | 8% | 8% |
| Somewhat favorable | 10% | 9% | 8% | 15% | 8% | 16% | 9% | 6% | 20% | 13% | 15% | 8% | 8% |
| Somewhat unfavorable | 5% | 7% | 4% | 5% | 6% | 4% | 4% | 9% | 6% | 11% | 1% | 5% | 5% |
| Very unfavorable | 9% | 12% | 9% | 6% | 13% | 8% | 7% | 11% | 13% | 9% | 8% | 9% | 10% |
| Don't know | 68% | 60% | 75% | 69% | 65% | 68% | 75% | 71% | 45% | 63% | 70% | 70% | 68% |
| Totals | 99% | 100% | 101% | 100% | 101% | 100% | 99% | 101% | 100% | 99% | 100% | 100% | 99% |
| Unweighted N | (678) | (220) | (256) | (202) | (251) | (218) | (325) | (152) | (143) | (110) | (147) | (270) | (151) |

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19I. Favorability of Billionaires — Michael Bloomberg

Do you have a favorable or unfavorable opinion of the following people?

| | Gender | | | Age (4 category) | | | | Race (4 category) | | | |
|----------------------|--------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Very favorable | 10% | 13% | 8% | 12% | 10% | 7% | 15% | 8% | 17% | 13% | 12% |
| Somewhat favorable | 20% | 24% | 16% | 29% | 17% | 19% | 18% | 21% | 24% | 17% | 16% |
| Somewhat unfavorable | 17% | 19% | 15% | 12% | 16% | 20% | 18% | 19% | 9% | 12% | 17% |
| Very unfavorable | 22% | 24% | 20% | 12% | 20% | 28% | 23% | 24% | 12% | 25% | 12% |
| Don't know | 31% | 20% | 41% | 34% | 37% | 27% | 27% | 27% | 38% | 33% | 42% |
| Totals | 100% | 100% | 100% | 99% | 100% | 101% | 101% | 99% | 100% | 100% | 99% |
| Unweighted N | (657) | (313) | (344) | (128) | (142) | (246) | (141) | (467) | (79) | (66) | (45) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | | |
|----------------------|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Very favorable | 10% | 20% | 7% | 4% | 19% | 3% | 5% | 13% | 21% | 15% | 8% | 9% | 11% |
| Somewhat favorable | 20% | 26% | 12% | 24% | 30% | 18% | 19% | 20% | 28% | 25% | 23% | 18% | 17% |
| Somewhat unfavorable | 17% | 17% | 19% | 15% | 17% | 22% | 15% | 22% | 16% | 17% | 16% | 14% | 23% |
| Very unfavorable | 22% | 11% | 28% | 27% | 14% | 35% | 22% | 21% | 23% | 19% | 20% | 25% | 20% |
| Don't know | 31% | 26% | 35% | 30% | 20% | 22% | 39% | 25% | 12% | 25% | 33% | 33% | 29% |
| Totals | 100% | 100% | 101% | 100% | 100% | 100% | 100% | 101% | 100% | 101% | 100% | 99% | 100% |
| Unweighted N | (657) | (225) | (242) | (190) | (254) | (211) | (305) | (167) | (127) | (114) | (136) | (249) | (158) |

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19J. Favorability of Billionaires — Jim Walton

Do you have a favorable or unfavorable opinion of the following people?

| | Gender | | | Age (4 category) | | | | Race (4 category) | | | |
|----------------------|--------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Very favorable | 8% | 12% | 5% | 11% | 10% | 6% | 5% | 8% | 12% | 3% | 11% |
| Somewhat favorable | 17% | 24% | 11% | 27% | 11% | 16% | 17% | 20% | 15% | 6% | 18% |
| Somewhat unfavorable | 11% | 13% | 8% | 8% | 12% | 12% | 11% | 11% | 11% | 9% | 10% |
| Very unfavorable | 12% | 15% | 10% | 8% | 11% | 15% | 14% | 12% | 5% | 22% | 15% |
| Don't know | 52% | 37% | 66% | 47% | 55% | 51% | 54% | 50% | 58% | 60% | 46% |
| Totals | 100% | 101% | 100% | 101% | 99% | 100% | 101% | 101% | 101% | 100% | 100% |
| Unweighted N | (635) | (295) | (340) | (131) | (138) | (241) | (125) | (455) | (85) | (61) | (34) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | | |
|----------------------|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Very favorable | 8% | 9% | 5% | 10% | 10% | 8% | 5% | 8% | 16% | 7% | 7% | 9% | 8% |
| Somewhat favorable | 17% | 12% | 15% | 27% | 13% | 28% | 14% | 20% | 21% | 16% | 18% | 17% | 17% |
| Somewhat unfavorable | 11% | 18% | 9% | 4% | 17% | 6% | 8% | 13% | 16% | 16% | 6% | 10% | 14% |
| Very unfavorable | 12% | 14% | 15% | 7% | 17% | 10% | 12% | 10% | 13% | 14% | 11% | 10% | 15% |
| Don't know | 52% | 47% | 56% | 53% | 44% | 48% | 61% | 48% | 35% | 47% | 58% | 54% | 46% |
| Totals | 100% | 100% | 100% | 101% | 101% | 100% | 100% | 99% | 101% | 100% | 100% | 100% | 100% |
| Unweighted N | (635) | (213) | (234) | (188) | (241) | (218) | (296) | (158) | (126) | (93) | (151) | (244) | (147) |

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19K. Favorability of Billionaires — MacKenzie Scott

Do you have a favorable or unfavorable opinion of the following people?

| | Gender | | | Age (4 category) | | | | Race (4 category) | | | |
|----------------------|--------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Very favorable | 10% | 12% | 8% | 10% | 15% | 9% | 6% | 9% | 11% | 5% | 20% |
| Somewhat favorable | 14% | 17% | 11% | 29% | 11% | 7% | 13% | 14% | 22% | 7% | 11% |
| Somewhat unfavorable | 5% | 4% | 7% | 6% | 9% | 4% | 3% | 5% | 6% | 10% | 2% |
| Very unfavorable | 6% | 8% | 4% | 8% | 8% | 5% | 3% | 5% | 4% | 16% | 0% |
| Don't know | 65% | 60% | 70% | 48% | 56% | 75% | 76% | 67% | 57% | 62% | 67% |
| Totals | 100% | 101% | 100% | 101% | 99% | 100% | 101% | 100% | 100% | 100% | 100% |
| Unweighted N | (663) | (306) | (357) | (133) | (135) | (250) | (145) | (483) | (73) | (59) | (48) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | | |
|----------------------|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Very favorable | 10% | 18% | 7% | 4% | 21% | 4% | 3% | 12% | 23% | 9% | 9% | 8% | 13% |
| Somewhat favorable | 14% | 17% | 13% | 11% | 16% | 14% | 13% | 15% | 18% | 11% | 13% | 14% | 16% |
| Somewhat unfavorable | 5% | 4% | 5% | 7% | 3% | 7% | 5% | 5% | 8% | 7% | 3% | 7% | 4% |
| Very unfavorable | 6% | 4% | 8% | 5% | 4% | 6% | 6% | 5% | 6% | 10% | 2% | 5% | 8% |
| Don't know | 65% | 57% | 66% | 74% | 56% | 69% | 74% | 63% | 45% | 63% | 73% | 65% | 59% |
| Totals | 100% | 100% | 99% | 101% | 100% | 100% | 101% | 100% | 100% | 100% | 100% | 99% | 100% |
| Unweighted N | (663) | (218) | (248) | (197) | (251) | (226) | (296) | (175) | (125) | (103) | (147) | (256) | (157) |

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19L. Favorability of Billionaires — Charles Koch

Do you have a favorable or unfavorable opinion of the following people?

| | Gender | | | Age (4 category) | | | | Race (4 category) | | | |
|----------------------|--------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Very favorable | 7% | 9% | 5% | 12% | 9% | 4% | 3% | 7% | 11% | 2% | 4% |
| Somewhat favorable | 16% | 22% | 10% | 20% | 19% | 10% | 17% | 17% | 19% | 11% | 9% |
| Somewhat unfavorable | 10% | 11% | 8% | 10% | 7% | 10% | 12% | 10% | 12% | 6% | 8% |
| Very unfavorable | 23% | 24% | 22% | 15% | 11% | 31% | 33% | 24% | 12% | 29% | 22% |
| Don't know | 45% | 33% | 55% | 44% | 53% | 45% | 36% | 41% | 46% | 53% | 57% |
| Totals | 101% | 99% | 100% | 101% | 99% | 100% | 101% | 99% | 100% | 101% | 100% |
| Unweighted N | (634) | (298) | (336) | (133) | (143) | (219) | (139) | (446) | (86) | (63) | (39) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | | |
|----------------------|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Very favorable | 7% | 10% | 4% | 8% | 7% | 6% | 3% | 9% | 13% | 5% | 4% | 9% | 7% |
| Somewhat favorable | 16% | 15% | 13% | 22% | 12% | 28% | 13% | 12% | 32% | 23% | 18% | 14% | 13% |
| Somewhat unfavorable | 10% | 7% | 13% | 7% | 11% | 9% | 7% | 14% | 11% | 14% | 7% | 11% | 7% |
| Very unfavorable | 23% | 36% | 23% | 9% | 41% | 14% | 23% | 21% | 28% | 23% | 20% | 17% | 36% |
| Don't know | 45% | 32% | 47% | 54% | 29% | 43% | 53% | 44% | 17% | 36% | 52% | 49% | 37% |
| Totals | 101% | 100% | 100% | 100% | 100% | 100% | 99% | 100% | 101% | 101% | 101% | 100% | 100% |
| Unweighted N | (634) | (204) | (251) | (179) | (242) | (201) | (294) | (158) | (124) | (98) | (135) | (250) | (151) |

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20A. 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% | 12% | 9% | 16% | 14% | 8% | 5% | 11% | 8% | 10% | 14% |
| Somewhat agree | 15% | 17% | 13% | 20% | 17% | 14% | 10% | 15% | 13% | 21% | 9% |
| Somewhat disagree | 21% | 19% | 23% | 23% | 21% | 19% | 21% | 22% | 17% | 24% | 15% |
| Strongly disagree | 21% | 27% | 16% | 12% | 16% | 28% | 26% | 25% | 16% | 11% | 18% |
| Not sure | 32% | 25% | 39% | 29% | 31% | 32% | 37% | 28% | 46% | 35% | 44% |
| Totals | 99% | 100% | 100% | 100% | 99% | 101% | 99% | 101% | 100% | 101% | 100% |
| Unweighted N | (976) | (455) | (521) | (195) | (212) | (364) | (205) | (707) | (115) | (92) | (62) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | | |
|-------------------|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Strongly agree | 10% | 16% | 10% | 5% | 19% | 4% | 8% | 13% | 14% | 10% | 9% | 9% | 15% |
| Somewhat agree | 15% | 24% | 11% | 10% | 23% | 9% | 14% | 15% | 20% | 16% | 14% | 14% | 17% |
| Somewhat disagree | 21% | 19% | 21% | 23% | 16% | 24% | 22% | 17% | 22% | 25% | 19% | 22% | 18% |
| Strongly disagree | 21% | 10% | 21% | 35% | 13% | 39% | 18% | 24% | 27% | 20% | 22% | 21% | 23% |
| Not sure | 32% | 32% | 37% | 27% | 30% | 24% | 38% | 31% | 17% | 30% | 36% | 34% | 27% |
| Totals | 99% | 101% | 100% | 100% | 101% | 100% | 100% | 100% | 100% | 101% | 100% | 100% | 100% |
| Unweighted N | (976) | (328) | (365) | (283) | (372) | (323) | (457) | (244) | (192) | (157) | (221) | (364) | (234) |

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20B. Agree/Disagree Statements — Most billionaires deserve the money they have

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 | 14% | 18% | 10% | 14% | 14% | 13% | 13% | 14% | 14% | 14% | 6% |
| Somewhat agree | 34% | 33% | 35% | 38% | 33% | 32% | 36% | 35% | 30% | 36% | 30% |
| Somewhat disagree | 20% | 19% | 21% | 17% | 21% | 18% | 24% | 21% | 23% | 13% | 20% |
| Strongly disagree | 16% | 14% | 18% | 16% | 16% | 18% | 13% | 17% | 9% | 17% | 18% |
| Not sure | 16% | 16% | 16% | 16% | 15% | 19% | 14% | 13% | 24% | 20% | 27% |
| Totals | 100% | 100% | 100% | 101% | 99% | 100% | 100% | 100% | 100% | 100% | 101% |
| Unweighted N | (979) | (458) | (521) | (196) | (212) | (366) | (205) | (707) | (116) | (93) | (63) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | | |
|-------------------|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Strongly agree | 14% | 7% | 12% | 23% | 8% | 23% | 10% | 14% | 19% | 19% | 15% | 12% | 11% |
| Somewhat agree | 34% | 29% | 29% | 47% | 25% | 50% | 32% | 38% | 38% | 35% | 37% | 36% | 28% |
| Somewhat disagree | 20% | 25% | 21% | 12% | 27% | 11% | 22% | 18% | 19% | 19% | 17% | 18% | 26% |
| Strongly disagree | 16% | 23% | 16% | 9% | 27% | 5% | 17% | 15% | 13% | 15% | 17% | 14% | 20% |
| Not sure | 16% | 15% | 22% | 10% | 12% | 12% | 18% | 15% | 10% | 13% | 13% | 20% | 16% |
| Totals | 100% | 99% | 100% | 101% | 99% | 101% | 99% | 100% | 99% | 101% | 99% | 100% | 101% |
| Unweighted N | (979) | (330) | (369) | (280) | (374) | (321) | (458) | (243) | (194) | (157) | (220) | (367) | (235) |

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20C. Agree/Disagree Statements — Billionaires are the engine of the economy

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 | 14% | 17% | 11% | 14% | 16% | 13% | 12% | 14% | 17% | 9% | 11% |
| Somewhat agree | 26% | 29% | 24% | 31% | 26% | 26% | 24% | 27% | 26% | 31% | 13% |
| Somewhat disagree | 20% | 17% | 22% | 15% | 18% | 20% | 25% | 21% | 16% | 15% | 22% |
| Strongly disagree | 21% | 22% | 20% | 20% | 20% | 21% | 21% | 20% | 14% | 27% | 23% |
| Not sure | 20% | 15% | 24% | 20% | 20% | 20% | 17% | 17% | 28% | 18% | 32% |
| Totals | 101% | 100% | 101% | 100% | 100% | 100% | 99% | 99% | 101% | 100% | 101% |
| Unweighted N | (975) | (457) | (518) | (193) | (212) | (367) | (203) | (709) | (112) | (91) | (63) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | | |
|-------------------|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Strongly agree | 14% | 10% | 11% | 21% | 10% | 22% | 12% | 12% | 22% | 15% | 12% | 14% | 14% |
| Somewhat agree | 26% | 23% | 26% | 32% | 18% | 37% | 24% | 29% | 34% | 28% | 33% | 23% | 25% |
| Somewhat disagree | 20% | 24% | 18% | 17% | 27% | 15% | 18% | 23% | 18% | 22% | 17% | 20% | 20% |
| Strongly disagree | 21% | 29% | 21% | 10% | 33% | 8% | 22% | 19% | 18% | 21% | 17% | 21% | 23% |
| Not sure | 20% | 14% | 24% | 20% | 12% | 18% | 24% | 17% | 8% | 15% | 22% | 22% | 17% |
| Totals | 101% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 101% | 101% | 100% | 99% |
| Unweighted N | (975) | (327) | (367) | (281) | (372) | (323) | (456) | (244) | (192) | (155) | (222) | (363) | (235) |

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20D. 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 | 20% | 25% | 16% | 18% | 18% | 24% | 20% | 21% | 19% | 19% | 18% |
| Somewhat agree | 30% | 29% | 30% | 23% | 31% | 29% | 36% | 29% | 35% | 28% | 29% |
| Somewhat disagree | 19% | 19% | 18% | 23% | 19% | 16% | 19% | 19% | 10% | 24% | 16% |
| Strongly disagree | 13% | 13% | 12% | 13% | 13% | 13% | 12% | 15% | 9% | 6% | 9% |
| Not sure | 19% | 14% | 23% | 23% | 20% | 19% | 13% | 15% | 28% | 22% | 28% |
| Totals | 101% | 100% | 99% | 100% | 101% | 101% | 100% | 99% | 101% | 99% | 100% |
| Unweighted N | (980) | (458) | (522) | (197) | (210) | (367) | (206) | (709) | (114) | (94) | (63) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | | |
|-------------------|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Strongly agree | 20% | 17% | 19% | 26% | 17% | 28% | 16% | 25% | 30% | 25% | 19% | 20% | 18% |
| Somewhat agree | 30% | 28% | 29% | 32% | 28% | 33% | 30% | 28% | 32% | 22% | 31% | 31% | 32% |
| Somewhat disagree | 19% | 22% | 17% | 17% | 22% | 17% | 19% | 19% | 18% | 20% | 16% | 19% | 18% |
| Strongly disagree | 13% | 17% | 13% | 7% | 21% | 8% | 12% | 16% | 12% | 11% | 13% | 11% | 17% |
| Not sure | 19% | 16% | 22% | 18% | 12% | 14% | 23% | 13% | 7% | 23% | 20% | 19% | 14% |
| Totals | 101% | 100% | 100% | 100% | 100% | 100% | 100% | 101% | 99% | 101% | 99% | 100% | 99% |
| Unweighted N | (980) | (329) | (368) | (283) | (375) | (323) | (457) | (245) | (192) | (157) | (221) | (367) | (235) |

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20E. 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?

| | Gender | | | Age (4 category) | | | | Race (4 category) | | | |
|-------------------|--------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Strongly agree | 38% | 32% | 44% | 33% | 37% | 38% | 45% | 41% | 31% | 31% | 41% |
| Somewhat agree | 29% | 31% | 26% | 32% | 29% | 25% | 30% | 30% | 26% | 31% | 19% |
| Somewhat disagree | 12% | 12% | 11% | 15% | 12% | 12% | 9% | 12% | 11% | 15% | 9% |
| Strongly disagree | 9% | 12% | 6% | 6% | 7% | 12% | 9% | 9% | 10% | 9% | 10% |
| Not sure | 12% | 12% | 13% | 13% | 15% | 13% | 8% | 9% | 22% | 15% | 21% |
| Totals | 100% | 99% | 100% | 99% | 100% | 100% | 101% | 101% | 100% | 101% | 100% |
| Unweighted N | (970) | (453) | (517) | (195) | (210) | (367) | (198) | (702) | (114) | (91) | (63) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | | |
|-------------------|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Strongly agree | 38% | 51% | 33% | 30% | 56% | 25% | 38% | 36% | 40% | 37% | 38% | 35% | 45% |
| Somewhat agree | 29% | 28% | 27% | 31% | 25% | 31% | 29% | 30% | 28% | 39% | 30% | 26% | 23% |
| Somewhat disagree | 12% | 9% | 14% | 12% | 7% | 17% | 9% | 16% | 13% | 8% | 10% | 14% | 13% |
| Strongly disagree | 9% | 4% | 9% | 15% | 5% | 16% | 7% | 9% | 12% | 8% | 9% | 10% | 8% |
| Not sure | 12% | 8% | 17% | 11% | 6% | 11% | 16% | 9% | 7% | 8% | 12% | 15% | 11% |
| Totals | 100% | 100% | 100% | 99% | 99% | 100% | 99% | 100% | 100% | 100% | 99% | 100% | 100% |
| Unweighted N | (970) | (325) | (367) | (278) | (372) | (318) | (454) | (241) | (193) | (156) | (219) | (360) | (235) |

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20F. 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 | 32% | 29% | 36% | 37% | 30% | 33% | 31% | 33% | 22% | 36% | 39% |
| Somewhat agree | 38% | 39% | 38% | 39% | 40% | 37% | 39% | 41% | 35% | 32% | 32% |
| Somewhat disagree | 10% | 11% | 10% | 6% | 10% | 10% | 14% | 11% | 13% | 9% | 5% |
| Strongly disagree | 5% | 7% | 3% | 2% | 5% | 6% | 6% | 6% | 3% | 3% | 1% |
| Not sure | 14% | 14% | 14% | 16% | 15% | 14% | 11% | 10% | 26% | 20% | 24% |
| Totals | 99% | 100% | 101% | 100% | 100% | 100% | 101% | 101% | 99% | 100% | 101% |
| Unweighted N | (980) | (457) | (523) | (198) | (211) | (366) | (205) | (708) | (117) | (93) | (62) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | | |
|-------------------|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Strongly agree | 32% | 38% | 32% | 27% | 43% | 25% | 32% | 34% | 33% | 31% | 32% | 32% | 34% |
| Somewhat agree | 38% | 40% | 33% | 44% | 39% | 41% | 38% | 42% | 39% | 38% | 42% | 36% | 39% |
| Somewhat disagree | 10% | 8% | 11% | 12% | 8% | 15% | 9% | 11% | 15% | 12% | 10% | 11% | 9% |
| Strongly disagree | 5% | 3% | 5% | 7% | 2% | 8% | 5% | 4% | 7% | 7% | 3% | 4% | 7% |
| Not sure | 14% | 10% | 19% | 11% | 7% | 11% | 17% | 8% | 7% | 11% | 13% | 18% | 12% |
| Totals | 99% | 99% | 100% | 101% | 99% | 100% | 101% | 99% | 101% | 99% | 100% | 101% | 101% |
| Unweighted N | (980) | (327) | (369) | (284) | (371) | (326) | (457) | (246) | (193) | (160) | (221) | (366) | (233) |

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| | |
|-------------------------------|---|
| Interviewing Dates | September 16 - 19, 2022 |
| Target population | U.S. Citizens, aged 18 and over. |
| Sampling method | Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2018 American Community Study. Voter registration was imputed from the November 2018 Current Population Survey Registration and Voting Supplement. |
| Weighting | The sample was weighted based on gender, age, race, education, news interest, and 2020 Presidential vote (or non-vote). The weights range from 0.27 to 3.286, with a mean of one and a standard deviation of 0.377. |
| Number of respondents | 1000 |
| Margin of error | ± 3.3% (adjusted for weighting) |
| Survey mode | Web-based interviews |
| Questions not reported | 81 questions not reported. |