YouGov Survey: Billionaires and Wealth

YouGov

Sample   1000 U.S. Adult Citizens
Conducted   September 16 - 19, 2022
Margin of Error ±3.3%

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1. During the COVID-19 pandemic, do you think the gap in wealth between the richest and poorest Americans. . . ?

Increased a lot	44%
Increased some	20%
No change	15%
Decreased some	6%
Decreased a lot	2%
Not sure	12%

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

Lost a lot	4%
Lost some	14%
No change	14%
Gained some	22%
Gained a lot	32%
Not sure	14%

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

Should	52%
Should not	27%
Not sure	22%

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

Should	45%
Should not	31%
Not sure	24%

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

Much too high	4%
Somewhat too high	6%
About right	17%
Somewhat too low	17%
Much too low	40%
Not sure	16%

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

Much higher 10%
Somewhat higher 17%
About the same 13%
Somewhat lower 14%
Much lower 23%
Not sure 23%

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

Usually do 24%
Usually do not 55%
Not sure 21%

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

Strongly support 38%
Somewhat support 24%
Somewhat oppose 12%
Strongly oppose 10%
Not sure 17%

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

	More likely	About as likely	Less likely	Not sure
Pay the amount they owe in taxes	14%	27%	49%	10%
Be hardworking	28%	33%	29%	11%
Be generous	19%	31%	39%	11%
Have political influence	76%	13%	4%	8%
Receive lenient treatment if they commit a crime	65%	17%	8%	10%
Have grown up in a wealthy family	57%	26%	7%	10%
Be creative	32%	35%	17%	16%
Commit crimes	24%	39%	22%	15%

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

0% (none of it)	23%
1% - 9%	3%
10% - 19%	8%
20% - 29%	13%
30% - 39%	9%
40% - 49%	5%
50% - 59%	7%
60% - 69%	2%
70% - 79%	3%
80% - 89%	2%
90% - 99%	2%
100% (all of it)	4%
Not sure	21%

11. 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?

	Very good idea	Somewhat good idea	Somewhat bad idea	Very bad idea	Not sure
Leaving the company to their heirs	31%	35%	10%	4%	19%
Selling the company and leaving the profits to their heirs	17%	36%	15%	8%	24%
Selling the company and donating the profits to philanthropic causes	20%	29%	14%	11%	25%
Selling the company and donating the profits to political causes	6%	14%	15%	44%	21%
Taking the company public so it's sold on the stock market	11%	30%	16%	10%	33%
Turning the company into a non-profit	17%	27%	15%	12%	30%
Turning the company into a cooperative with the employees as owners	28%	32%	10%	8%	21%
Transferring ownership of the company to a trust that uses its profits for philanthropic causes	24%	29%	14%	8%	25%

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

Leaving the company to their heirs 32%
Selling the company and leaving the profits to their heirs 9%
Selling the company and donating the profits to philanthropic causes 7%
Selling the company and donating the profits to political causes 2%
Taking the company public so it's sold on the stock market 6%
Turning the company into a non-profit 5%
Turning the company into a cooperative with the employees as owners 26%
Transferring ownership of the company to a trust that uses its profits for philanthropic causes
.... 13%

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

Leave the company to your heirs 35%
Sell the company and leave the profits to your heirs 9%
Sell the company and donate the profits to philanthropic causes 4%
Sell the company and donate the profits to political causes 1%
Take the company public so it's sold on the stock market 3%
Turn the company into a non-profit 3%
Turn the company into a cooperative with the employees as owners 15%
Transfer ownership of the company to a trust that uses its profits for philanthropic causes . 9%
Something else 4%
Not sure 15%

14. 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?

A lot 10%
A little 23%
Nothing at all 67%

15. 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?

Strongly approve 27%
Somewhat approve 29%
Somewhat disapprove 9%
Strongly disapprove 5%
Not sure 30%

16. 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?

A lot 13%
A little 31%
Nothing at all 56%

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

Strongly approve ……………………………………………………………………… 35%
Somewhat approve ………………………………………………………………………25%
Somewhat disapprove ……………………………………………………………………… 9%
Strongly disapprove ……………………………………………………………………… 10%
Not sure ………………………………………………………………………………21%

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

Animals (such as wildlife conservation or shelters) …………………………………… 39%
Arts/culture/humanities (such as museums, libraries, or public broadcasting) ………… 19%
Community development ………………………………………………………………… 24%
Disaster relief (such as hurricane or wildfire relief) ……………………………………31%
Education (such as local schools or scholarship funds) ………………………………42%
Environment (such as conservation funds or climate change action) …………………32%
Health and disease (such as hospitals, medical research, or patient support) …………44%
Civil rights (such as legal funds or civil rights advocacy organizations) ………………22%
Human services (such as homeless services, food banks, or crisis services) …………47%
International (such as humanitarian relief or development services) …………………… 18%
Research and public policy ……………………………………………………………… 12%
Religious organization (such as churches or religious media) …………………………20%
Other ………………………………………………………………………………… 6%
Not sure ………………………………………………………………………………12%

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

	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know
Elon Musk	17%	29%	20%	18%	16%
Bill Gates	18%	29%	16%	25%	12%
Warren Buffett	18%	32%	13%	12%	25%
Mark Zuckerberg	8%	19%	23%	36%	14%
Larry Ellison	8%	12%	9%	7%	65%
Jeff Bezos	10%	23%	20%	24%	22%
Melinda Gates	18%	26%	13%	16%	26%
Rebekah Mercer	7%	10%	5%	9%	68%
Michael Bloomberg	10%	20%	17%	22%	31%
Jim Walton	8%	17%	11%	12%	52%
MacKenzie Scott	10%	14%	5%	6%	65%
Charles Koch	7%	16%	10%	23%	45%

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20. Do you agree or disagree with the following?

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Not sure
Every billionaire is a policy failure	10%	15%	21%	21%	32%
Most billionaires deserve the money they have	14%	34%	20%	16%	16%
Billionaires are the engine of the economy	14%	26%	20%	21%	20%
A public company's primary goal should be increasing the wealth of its shareholders	20%	30%	19%	13%	19%
A billion dollars is far more than any person needs, even if they live a lavish lifestyle	38%	29%	12%	9%	12%
At some level of extreme wealth, money inevitably corrupts	32%	38%	10%	5%	14%