

Patriotic Millionaires Survey

Conducted by Survation on behalf of
Patriotic Millionaires



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Methodology: Online interviews of people living in the UK with investable assets totalling more than £1million
Fieldwork: 2nd – 13th May 2024
Sample size: 501

Survation.

Methodology

Fieldwork Dates

- 2nd – 13th May 2024

Data Collection Method

- The survey was conducted via online interview.

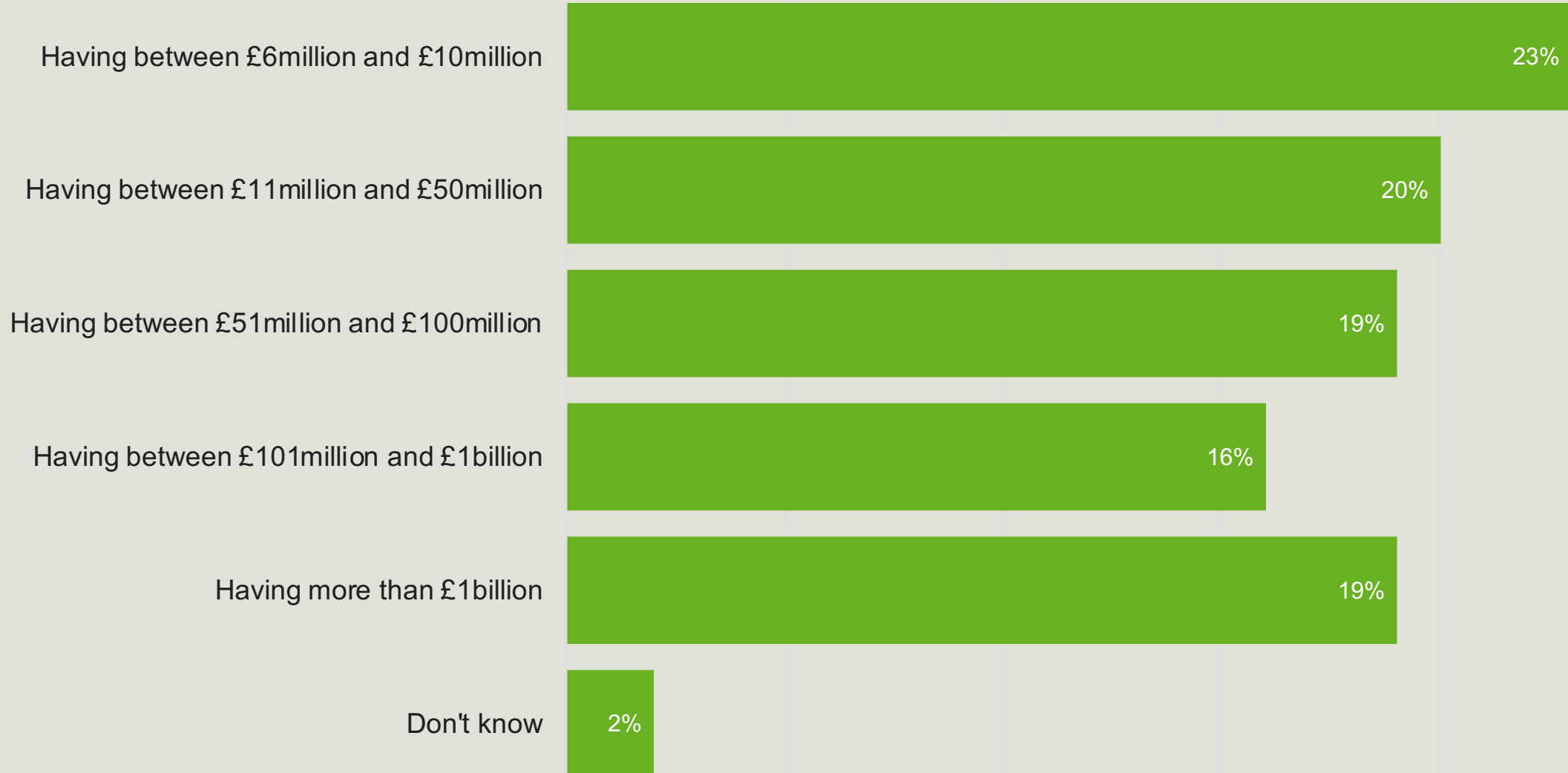
Population Sampled

- Online interviews of people living in the UK with investable assets totalling more than £1million

Sample Size

- 501

Q1. 'Extreme wealth' is a non-specific term for someone who possesses a very large amount of money or assets. At what point would you consider an individual to be extremely wealthy?

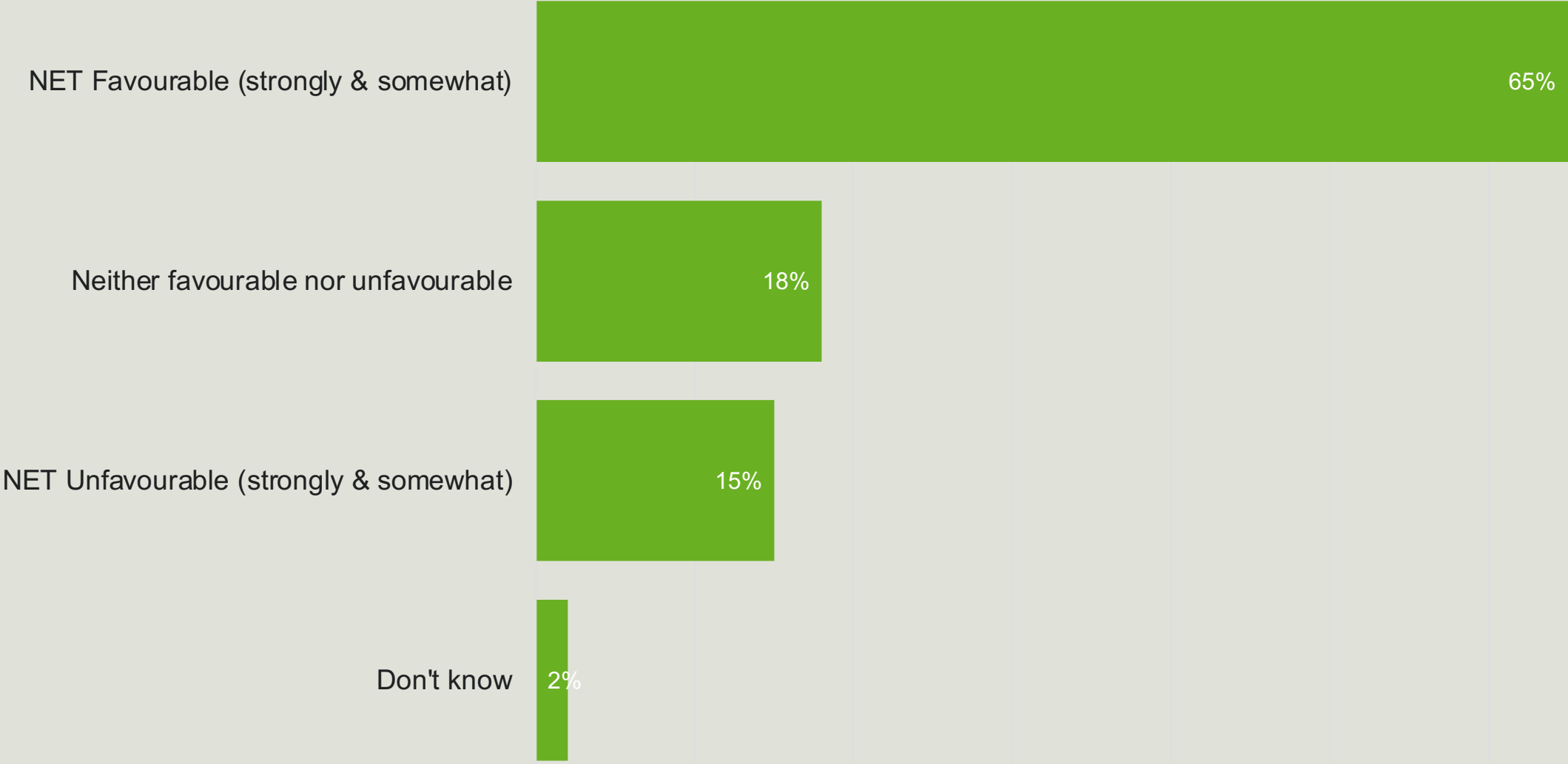


Q2. To what extent do you agree or disagree with the following statements?



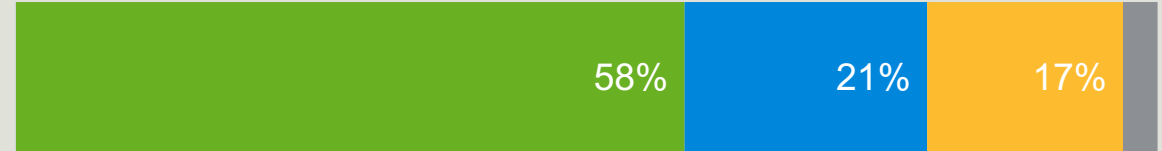
■ NET: Agree (strongly & somewhat) ■ Neither agree nor disagree ■ NET: Disagree (strongly & somewhat) ■ Don't know

Q3. Some people argue that very wealthy individuals should be taxed more heavily to reduce inequality and provide better public services, as they would still be wealthy after this tax. Others argue that these taxes should not be levied, and that individuals should be able to keep their own money. Would you feel favourably or unfavourably towards an increased tax on very wealthy individuals to reduce inequality, fund improved public services and deal with the cost of living crisis?



Q4. To what extent do you agree or disagree with the following statements?

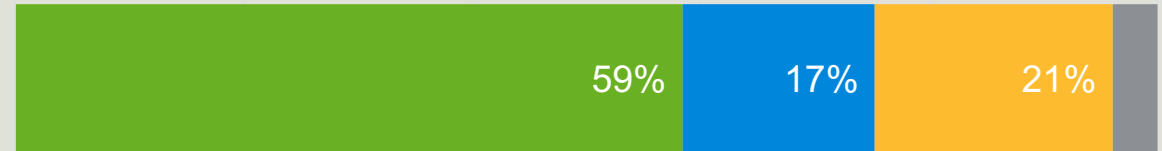
The provision of strong public services and stable national infrastructure has supported you in the creation of the wealth that you own



Public services and a stable national infrastructure are vital for the country to provide an environment for entrepreneurs and investors to thrive



Economic growth cannot happen in the UK without raising raising some new tax revenue for greater national investment

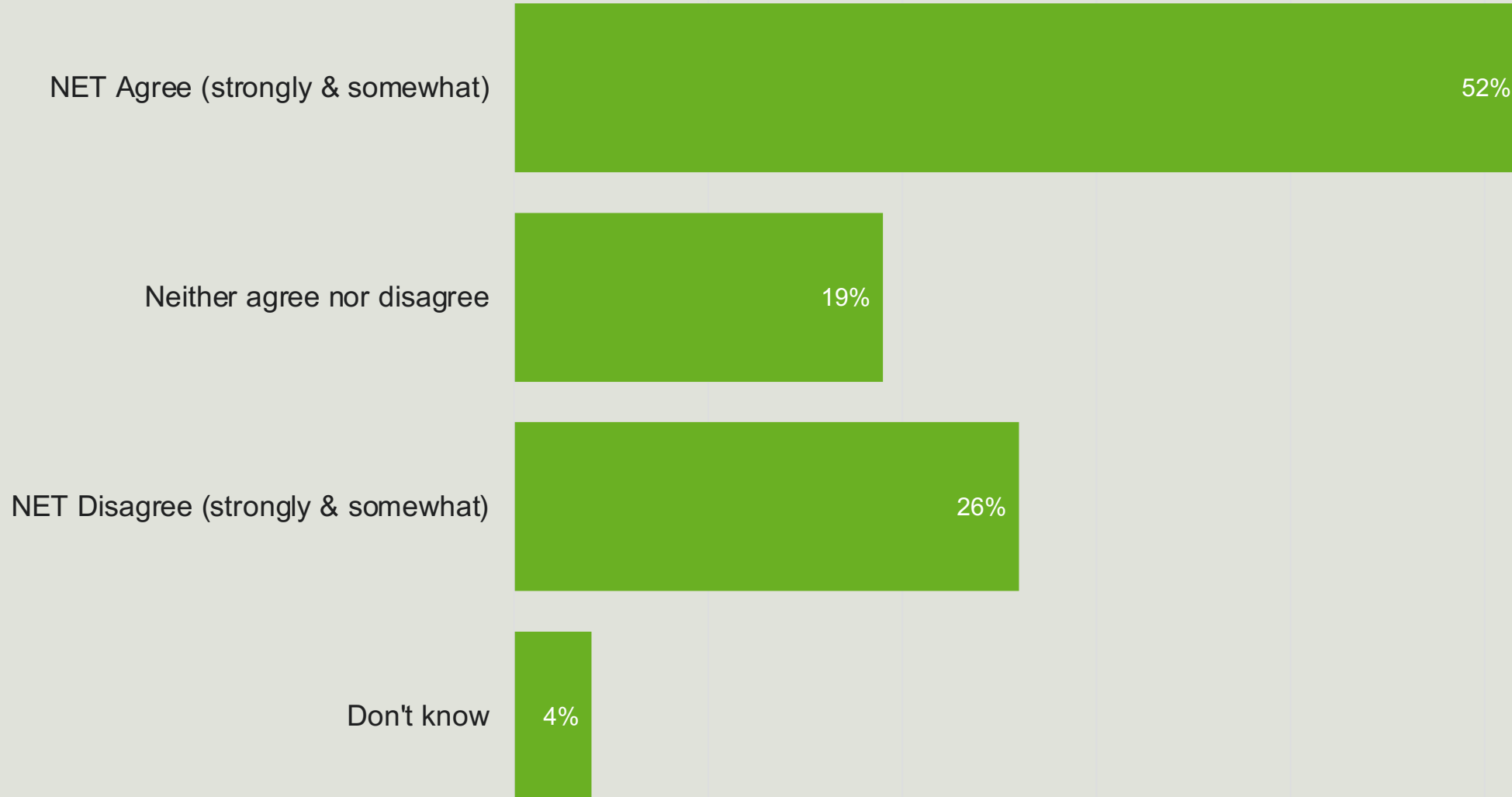


The British economy would be stronger if we raised taxes on those extreme wealth to invest in public services and national infrastructure



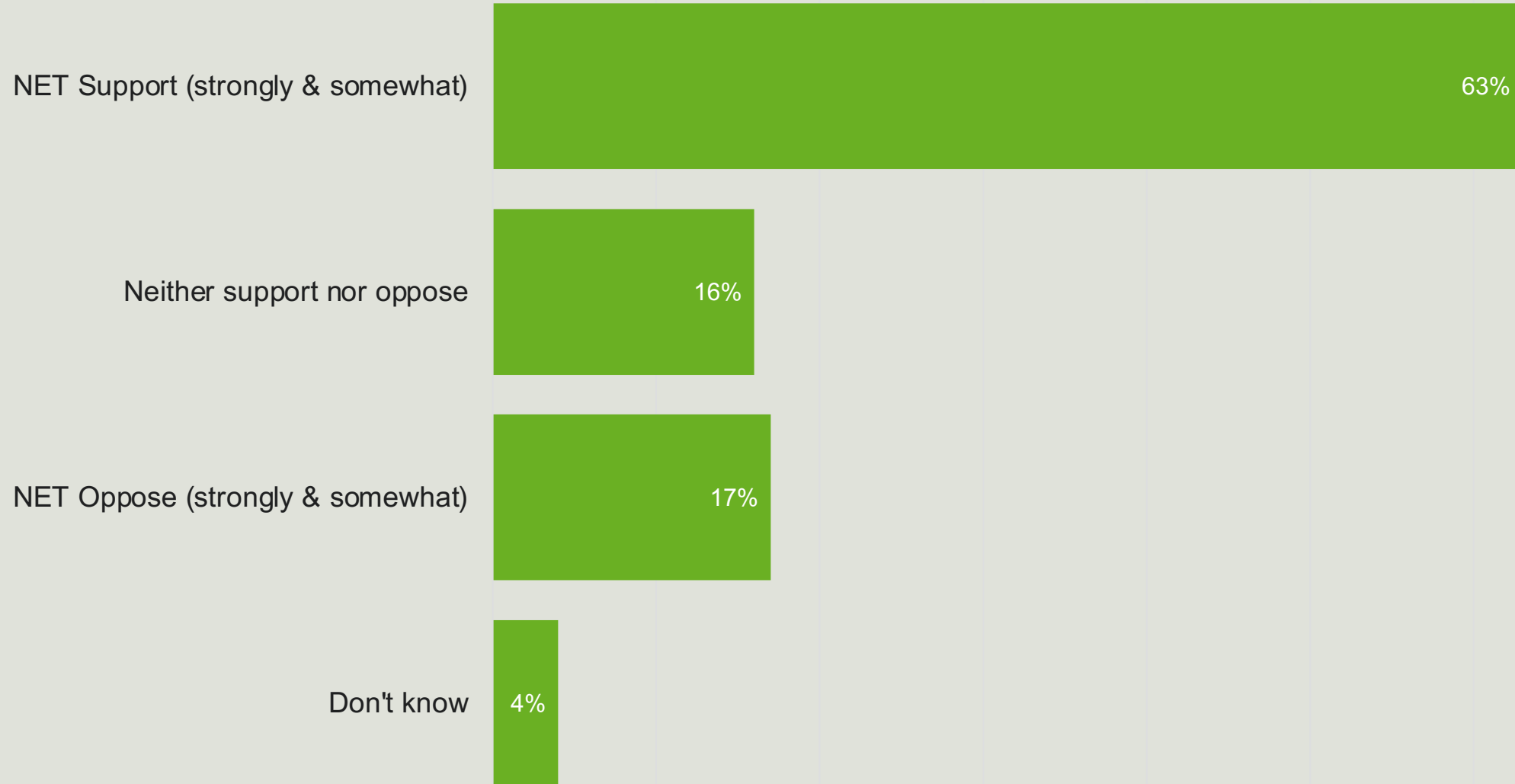
■ NET: Agree (strongly & somewhat) ■ Neither agree nor disagree ■ NET: Disagree (strongly & somewhat) ■ Don't know

Q5. Our current tax system taxes income from work at a much higher rate than unearned income from capital and investments To what extent do you agree that taxes on unearned income should be equal to those on earned income?



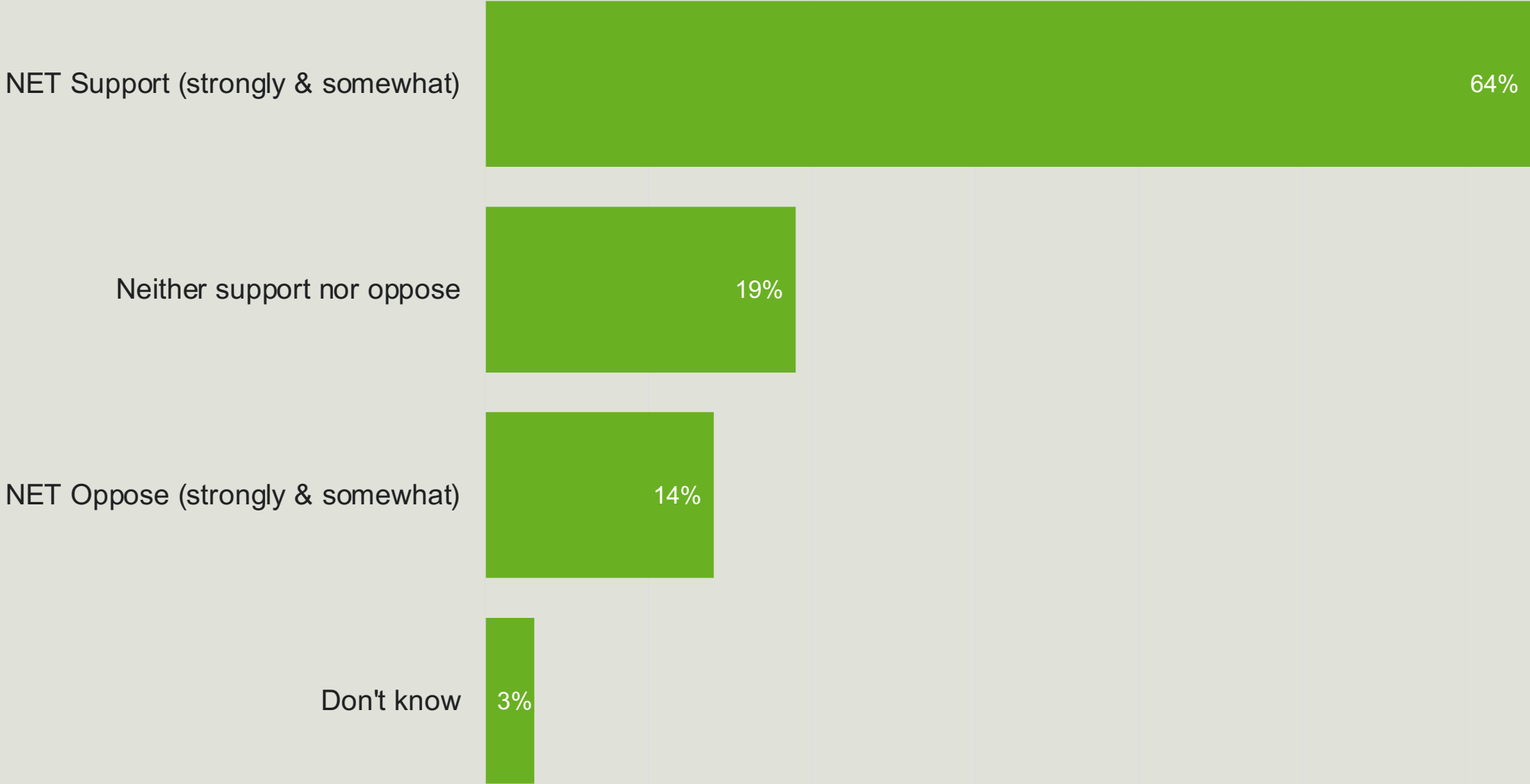
BASE: All respondents, Unweighted total: 501

Q6. A tax of 1-2% on those with wealth over £10 million would raise between £11 - £22 billion every year, or £423 million a week. That could pay for the average salary cost of more than 600,000 nurses a year - over three quarters of the UK's nursing workforce. However, the government argues that raising taxes would weaken the economy, suggesting it could encourage investment abroad instead of in the UK. To what extent, if at all, would you support or oppose such a tax?



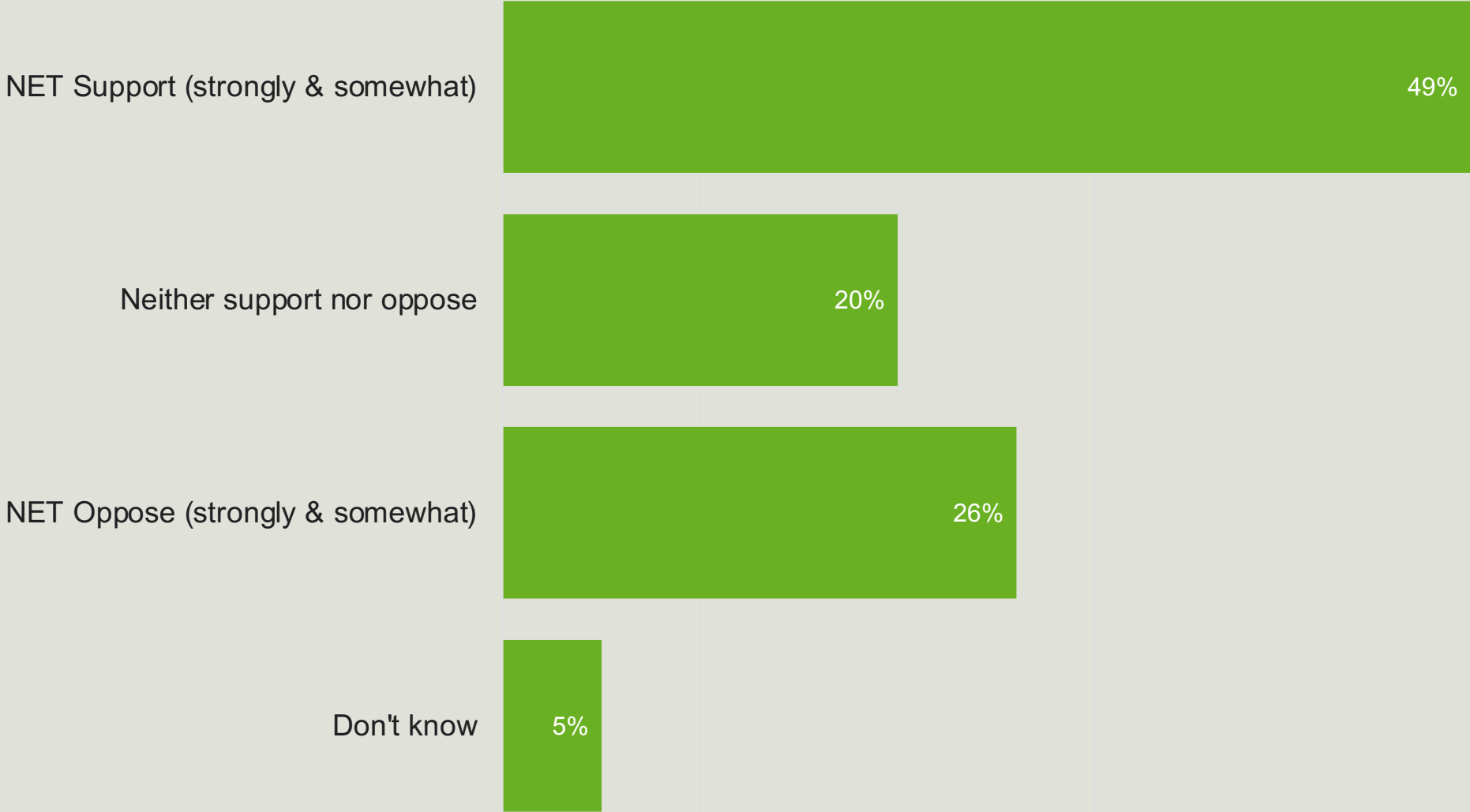
BASE: All respondents, Unweighted total: 501

Q7. There are global discussions on a global minimum two percent annual tax levied on the wealth of the world's billionaires, which could raise \$250billion a year - revenue that could be used to help deal with ageing populations, huge financing needs for climate transition, and legacy COVID debt. However, some governments argue that raising taxes would weaken the economy, suggesting it could encourage investment shifting abroad. To what extent, if at all, would you support or oppose a 2% tax on billionaire wealth?

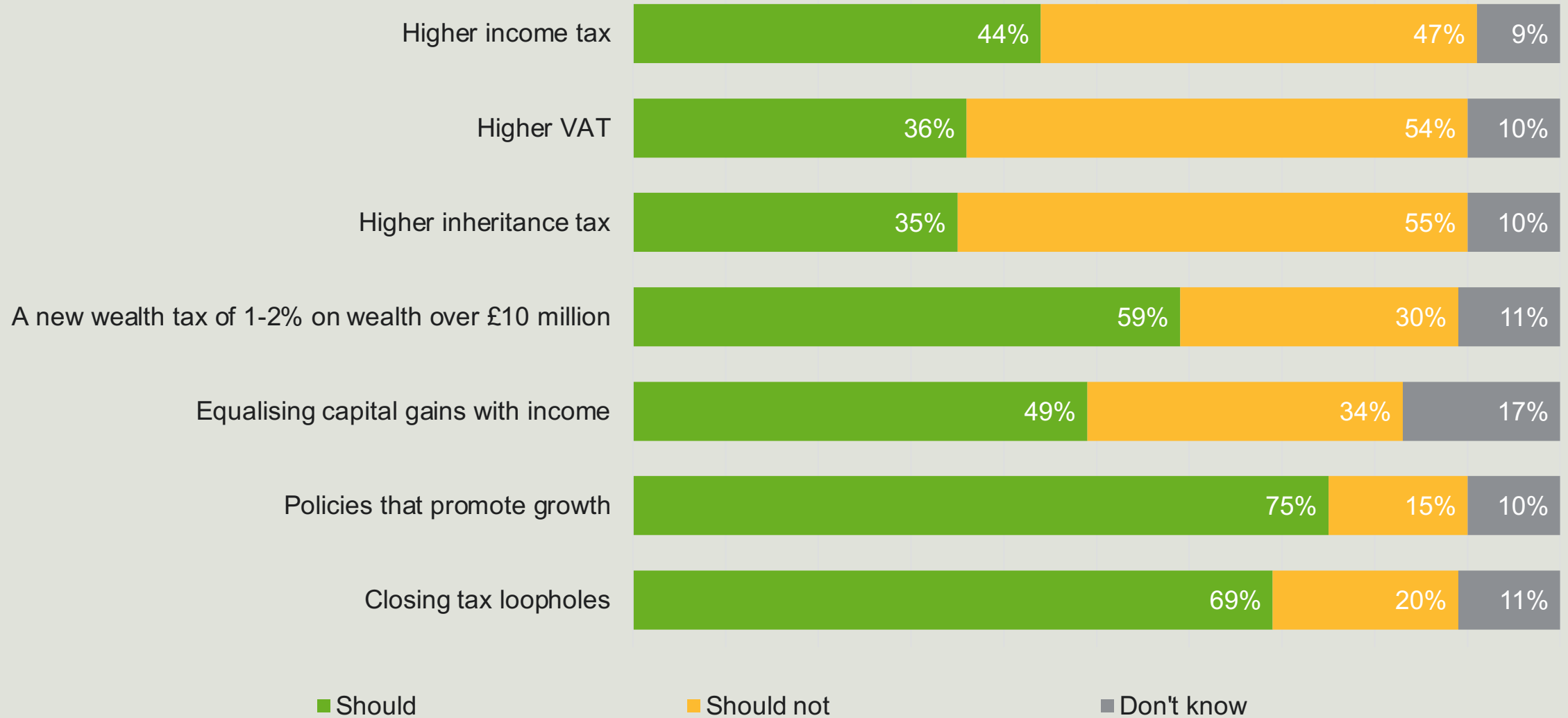


BASE: All respondents, Unweighted total: 501

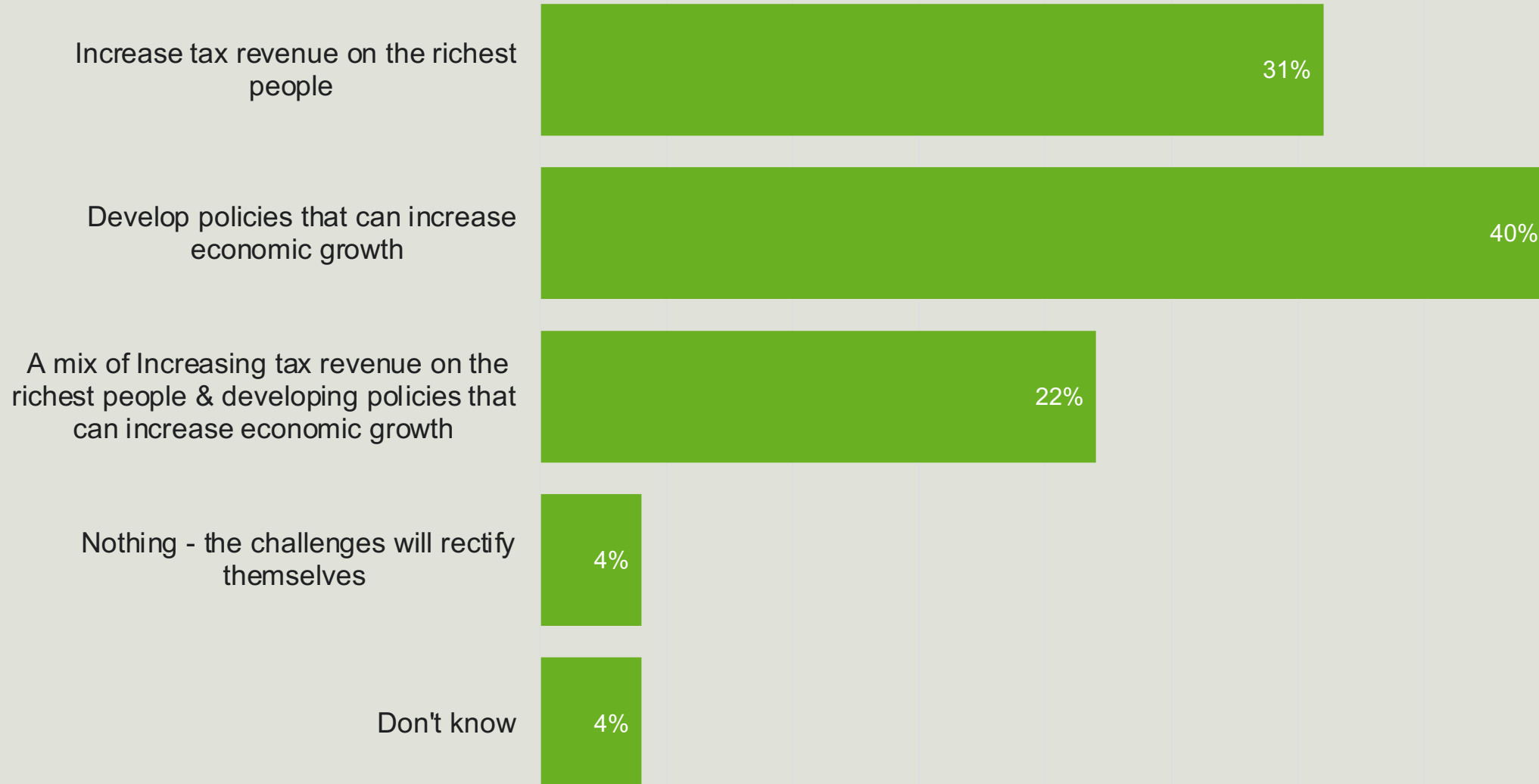
Q8. To what extent, if at all, would you support or oppose a higher tax on your investable assets if you knew that the revenue would be used to provide better public services?



Q9. If the government wanted to raise further revenue, to invest in Britain, where should new sources of revenue come from?



Q10. Which of the following is closest to your view? To address the challenges facing Britain, the Government should...



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British Polling Council