

Survey of German Millionaires

Conducted by Survation on behalf of
Patriotic Millionaires and Greenpeace

PATRIOTIC 
MILLIONAIRES

GREENPEACE

Methodology: Online interviews of millionaires living in Germany
Fieldwork: 13th January – 17th January 2025
Sample size: 511

Survation.

Methodology

Fieldwork Dates

- 13th January – 17th January 2024

Data Collection Method

- The survey was conducted via online interview. Invitations to complete the survey were sent out to millionaires living in Germany who are members of the panel.

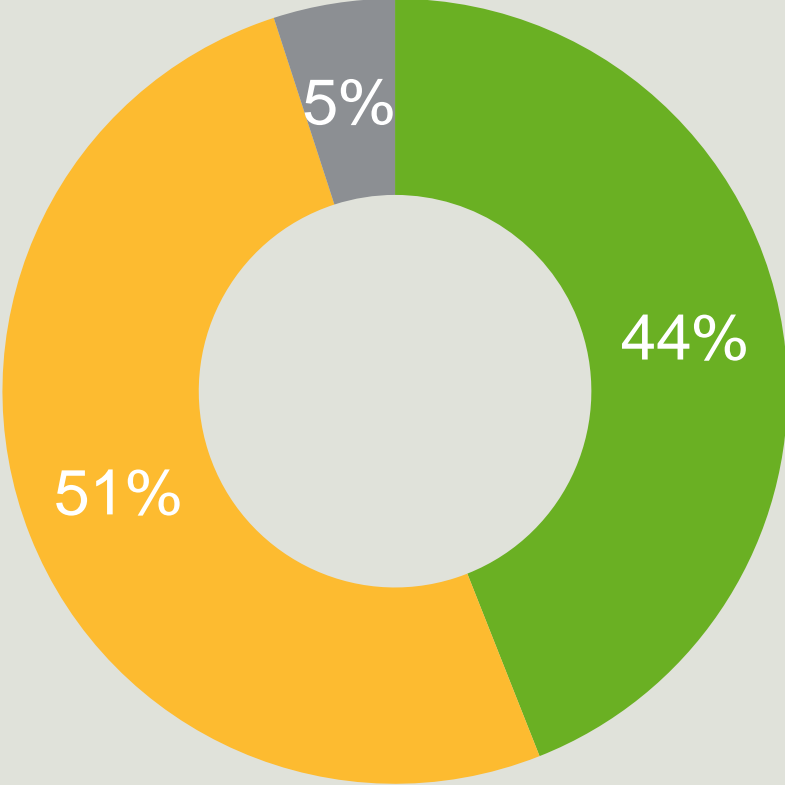
Population Sampled

- Online interviews of millionaires living in Germany

Sample Size

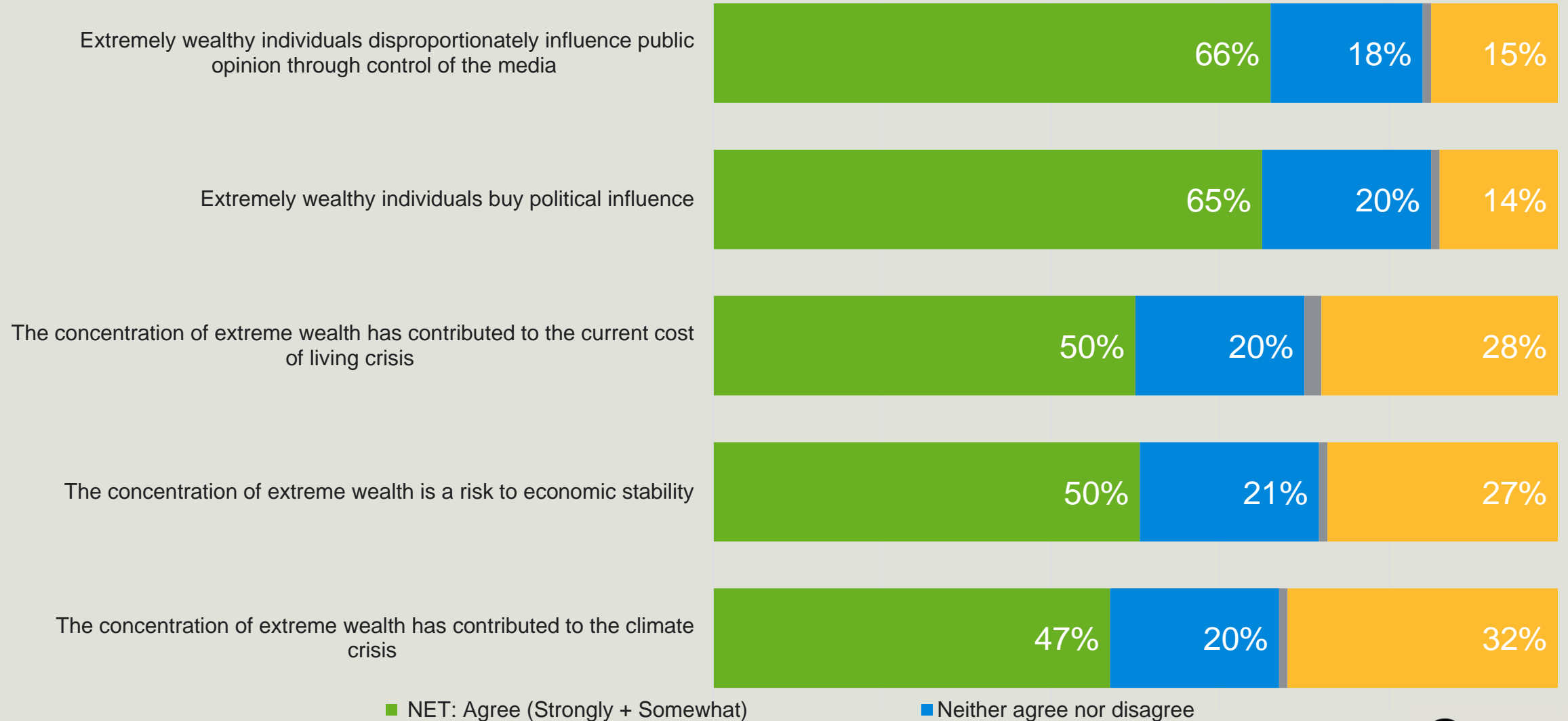
- 511

Q1. Over the last decade, the richest people in the world have seen their wealth increase drastically. Some argue that this gives these individuals significant power over global politics, compared to working people. Others argue that wealthy individuals do not have more influence on politics than members of the public. Which of the following statements is closest to your view?



■ Extreme wealth concentration is not a threat to democracy ■ Extreme wealth concentration is a threat to democracy ■ Don't know

Q2_Summary. To what extent do you agree or disagree with the following?



BASE: All respondents, Unweighted total: 511

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?

NET: Support (Strongly + Somewhat)

65%

Neither support nor oppose

15%

NET: Oppose (Strongly + Somewhat)

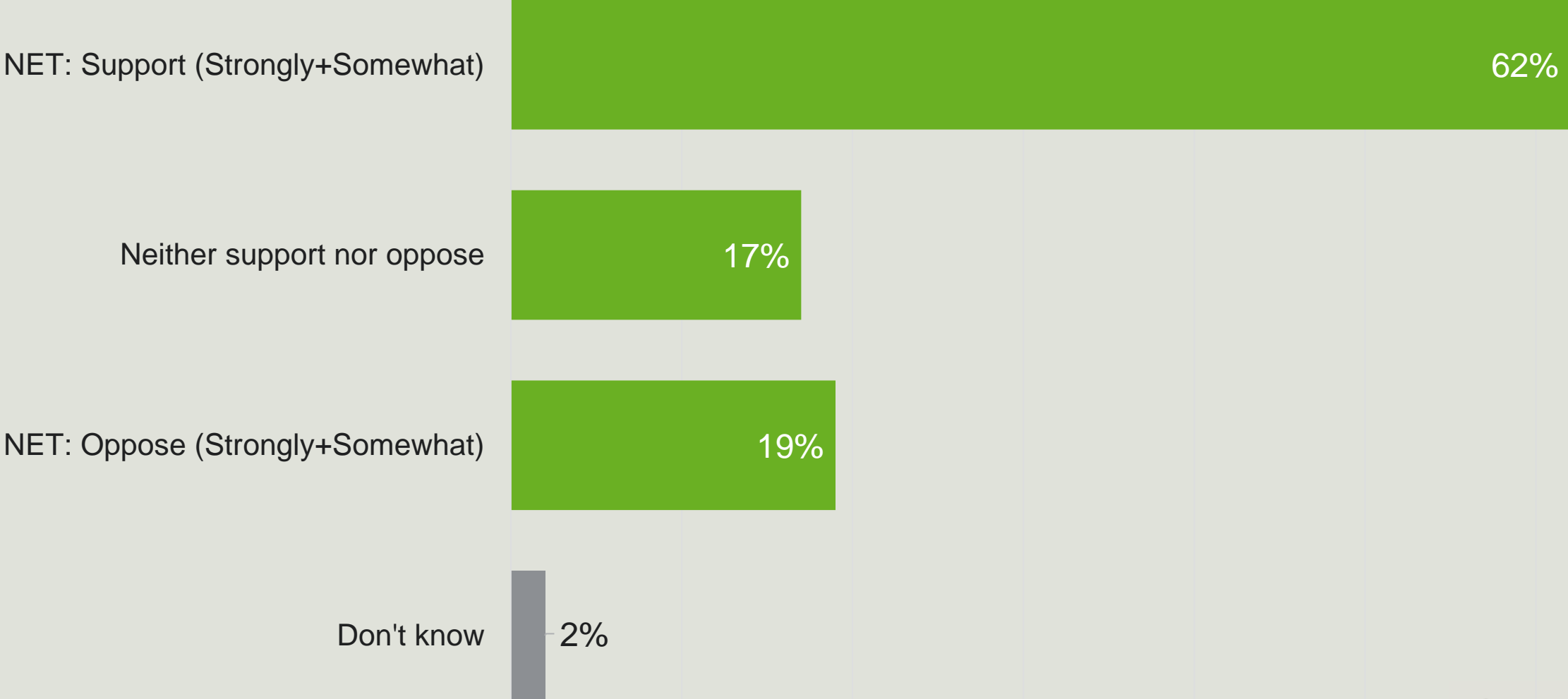
19%

Don't know

1%

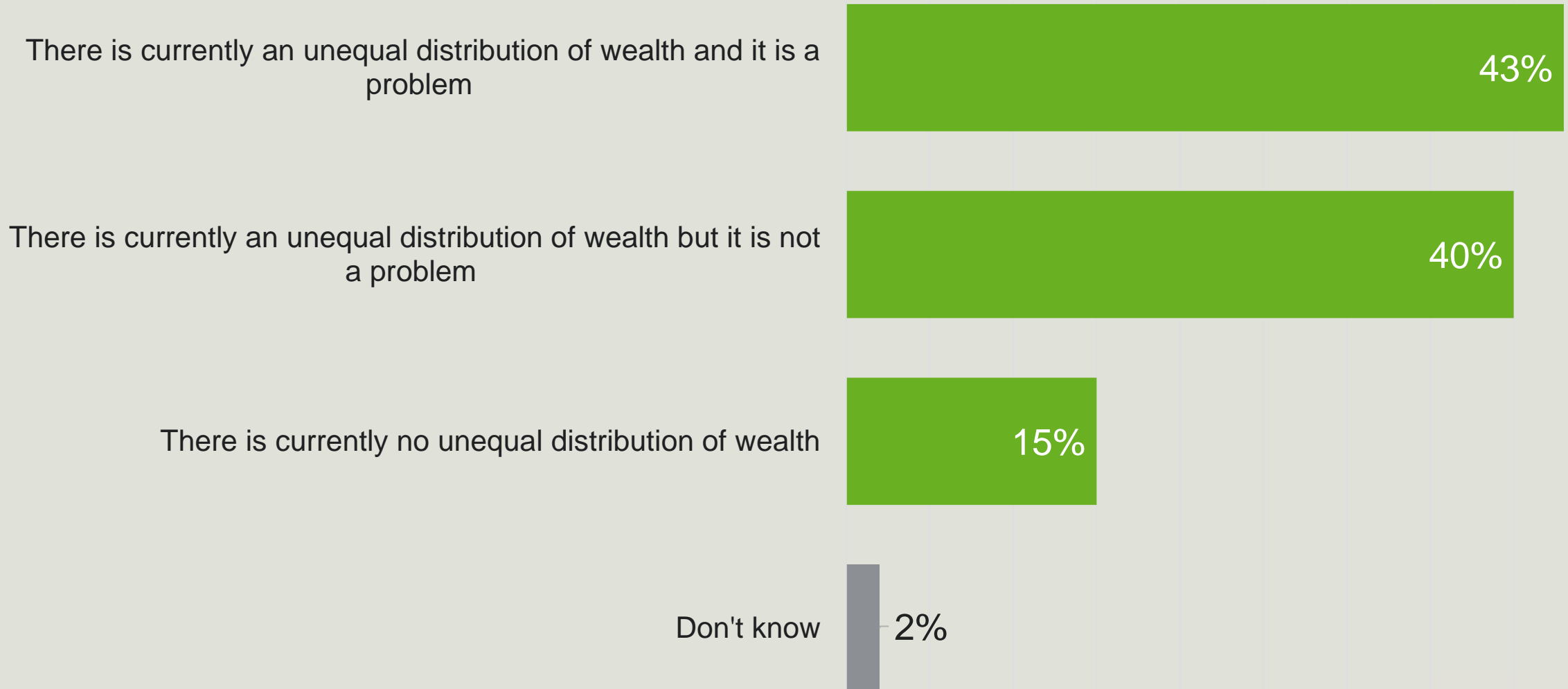
BASE: All respondents, Unweighted total: 511

Q4. In 2024 there was global agreement to cooperate on how countries tax the super rich. Some argue that if this was turned into policy, governments could raise vital revenue that could be used to help deal with ageing populations, the cost-of-living crisis, and financing needs for climate transition. 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 the ongoing international action to set standards for how we tax the super rich?

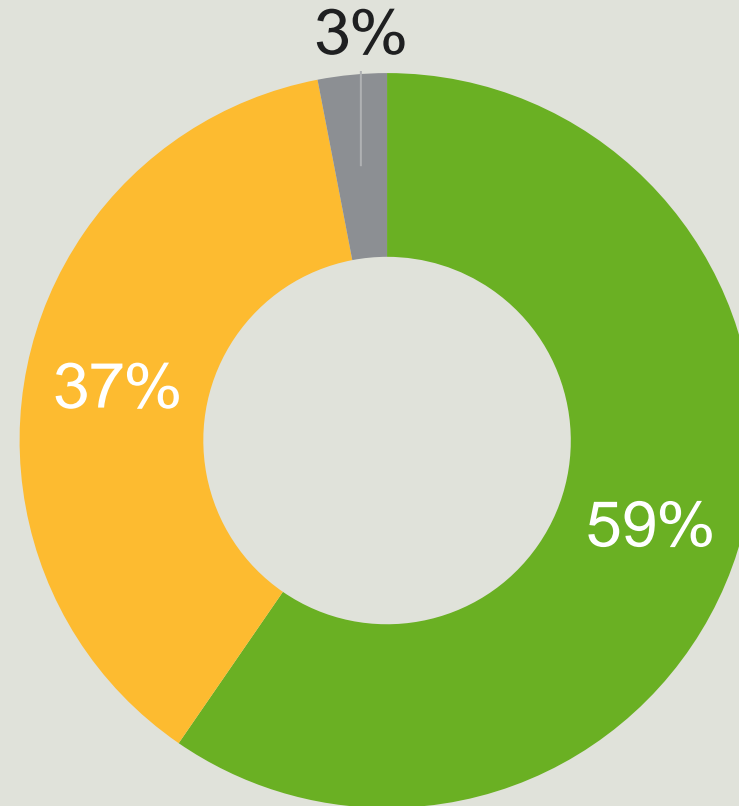


BASE: All respondents, Unweighted total: 511

Q5. Which of the following statements comes closest to your view?

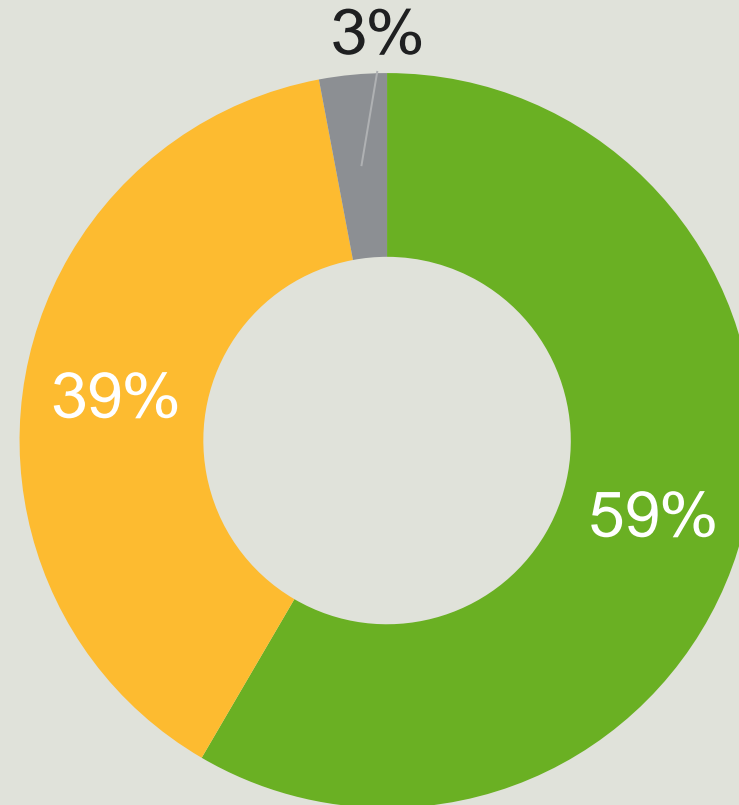


Q6. Which of the following statements is closest to your view?



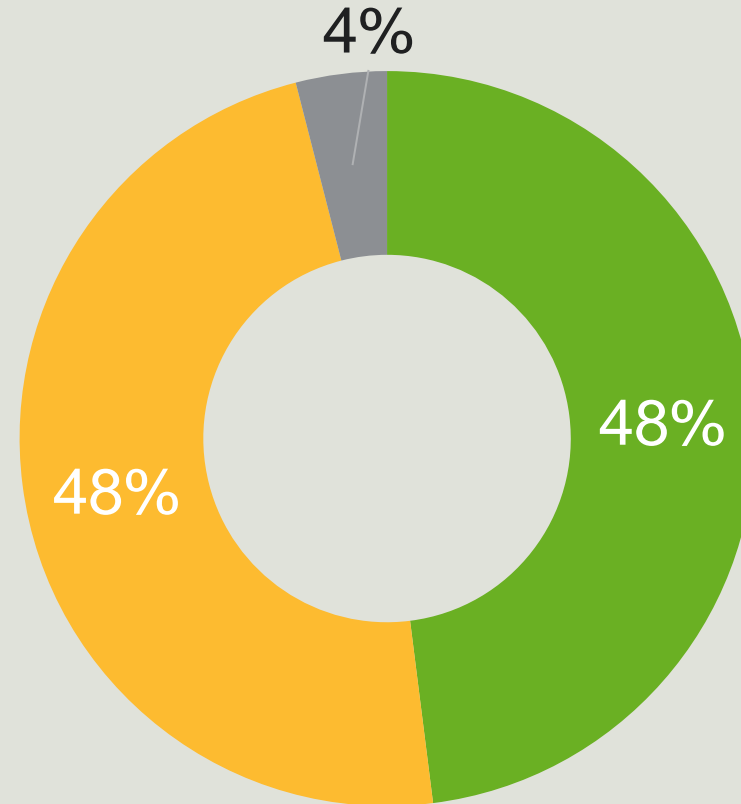
- There is a point at which extreme wealth can pose a risk to society
- There is no point at which extreme wealth can pose a risk to society
- Don't know

Q7. Which of the following statements is closest to your view?



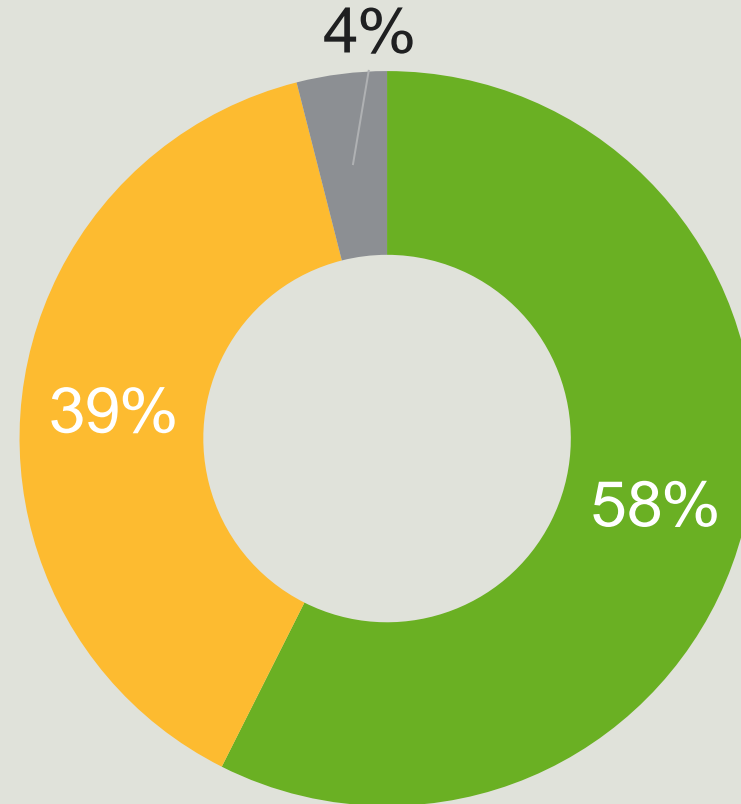
- Luxurious lifestyles such as superyachts and private jets are a threat to the climate
- Luxurious lifestyles such as superyachts and private jets are not a threat to the climate
- Don't know

Q8. Which of the following statements is closest to your view?



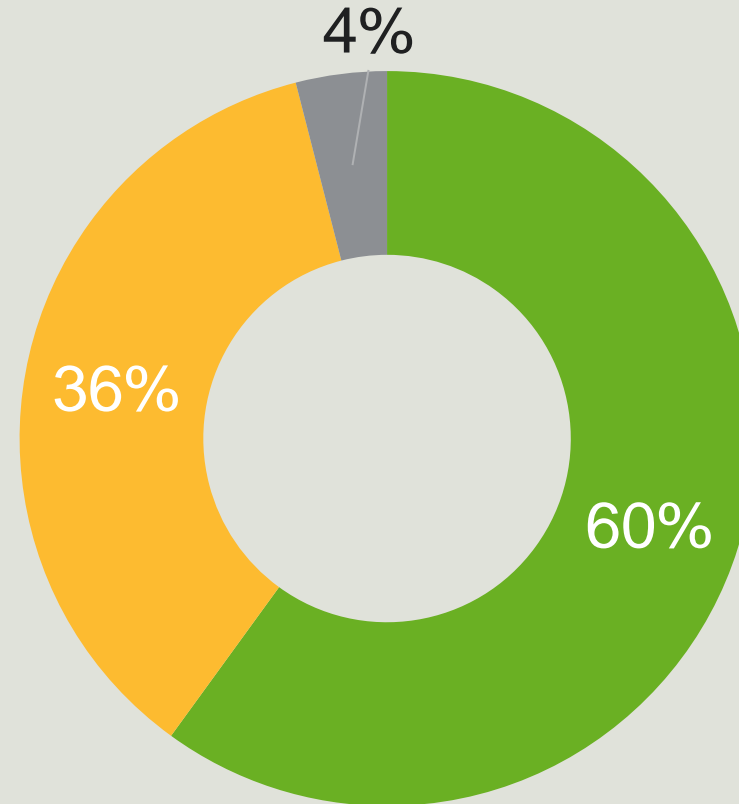
- I personally would be willing to pay more taxes to help combat the climate and biodiversity crisis
- I personally would not be willing to pay more taxes to help combat the climate and biodiversity crisis
- Don't know

Q9. Which of the following statements is closest to your view?



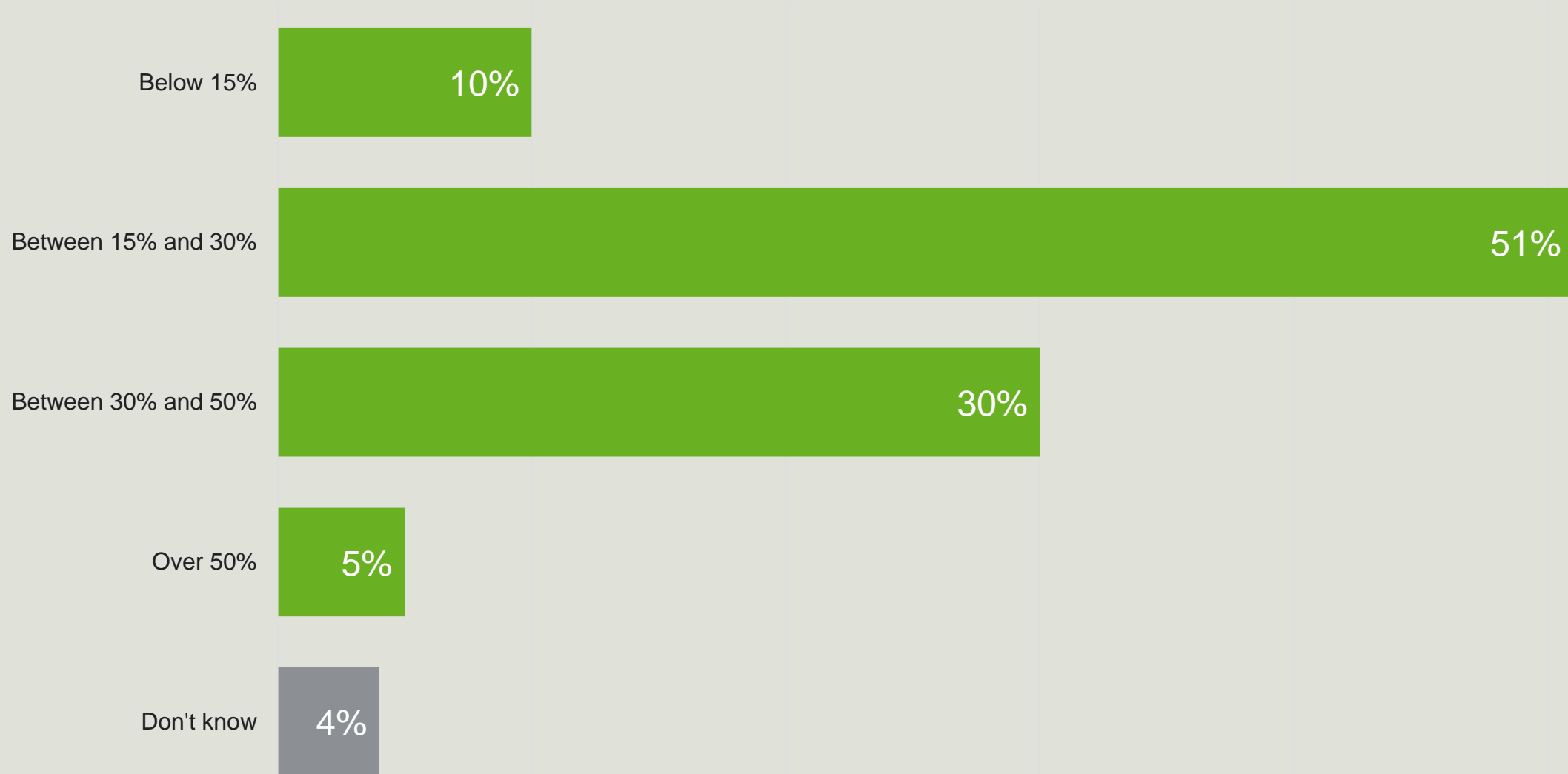
- A moderate wealth tax on very high assets (e.g. from 100 million euros) would ensure more tax justice
- A moderate wealth tax on very high assets (e.g. from 100 million euros) would not ensure more tax justice
- Don't know

Q10. Which of the following statements is closest to your view?



- The political influence of billionaires like Elon Musk is too great
- The political influence of billionaires like Elon Musk is not too great
- Don't know

Q11. What is your estimate of the effective tax rates on capital and investment income?



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