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Annual Report on US Attitudes towards Socialism

Victims of Communism Memorial Foundation

October 2017

Americans increasingly see communism as a problem in the world

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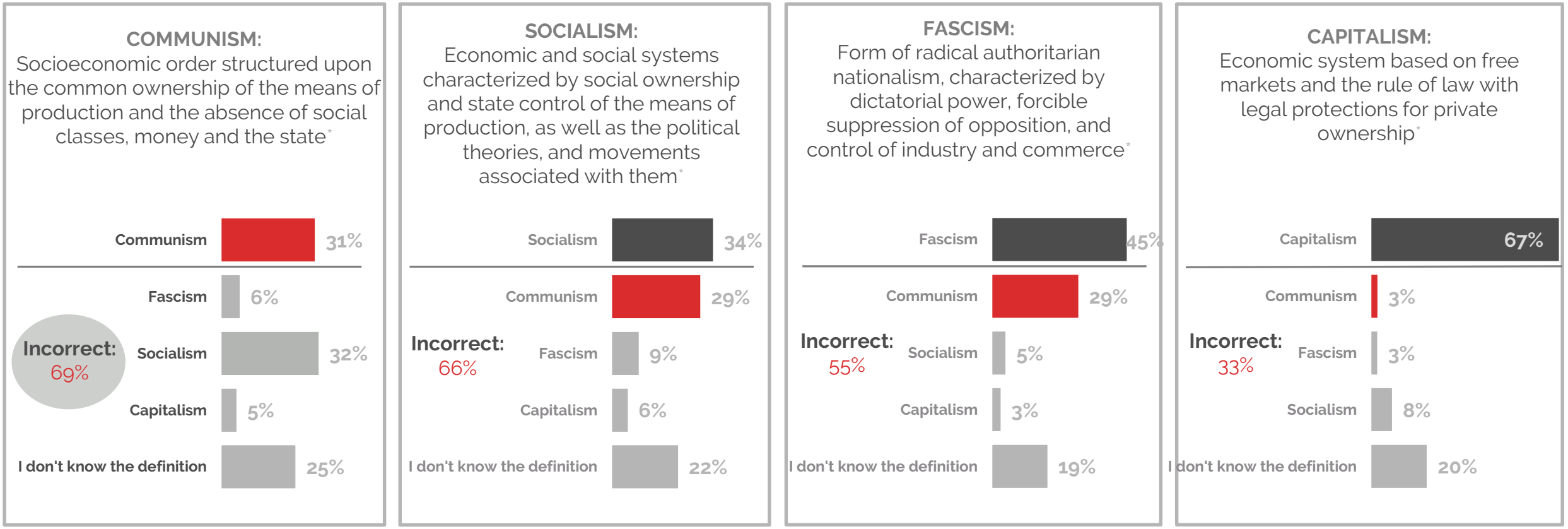
Communism was and is still a problem—up 5% from 2016

Q15 Which of the following is closest to your view?

Americans still have a lot to learn about communism

7 in 10 Americans either don't know the definition of communism or misidentify it



Q.16 Which of the following best defines
Due to rounding, totals may not equal 100%.
*Commonly accepted definitions adapted from Wikipedia.

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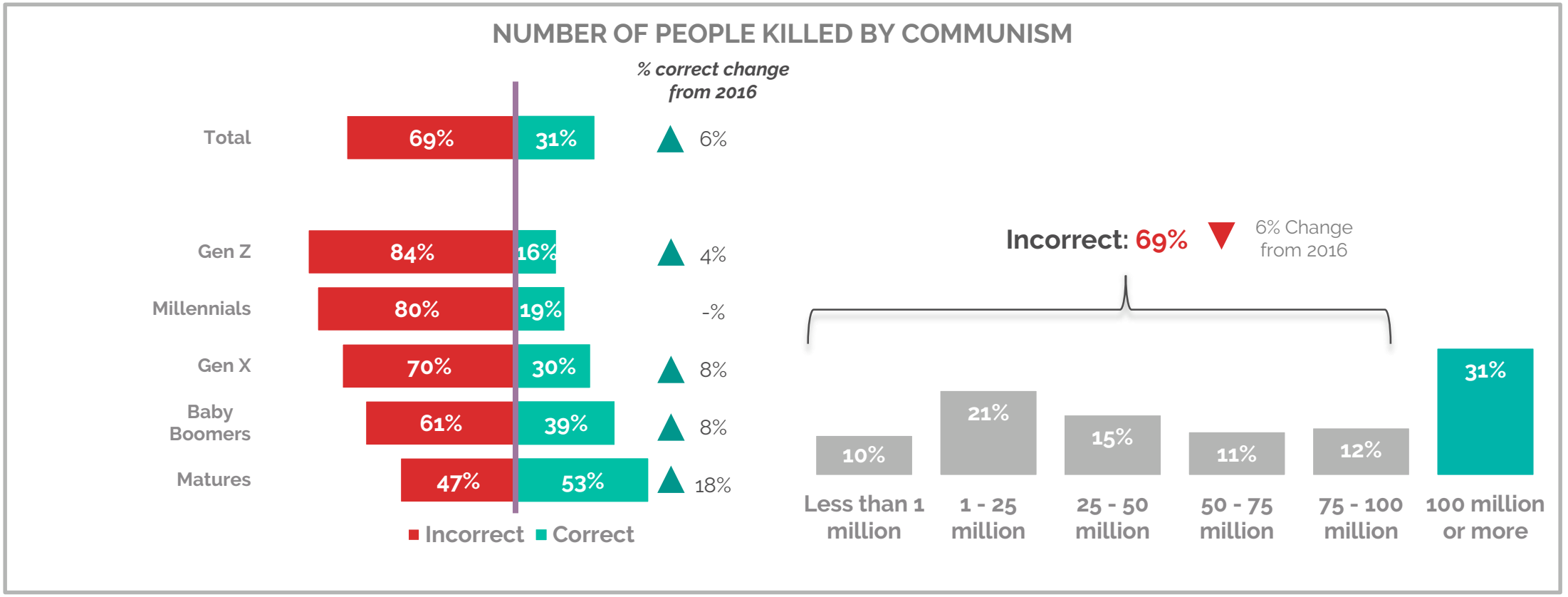
7 out of 10 underestimate number killed by communism

This is an improvement from 2016



Q14 Over the past 100 years, how many people do you think communism has killed?

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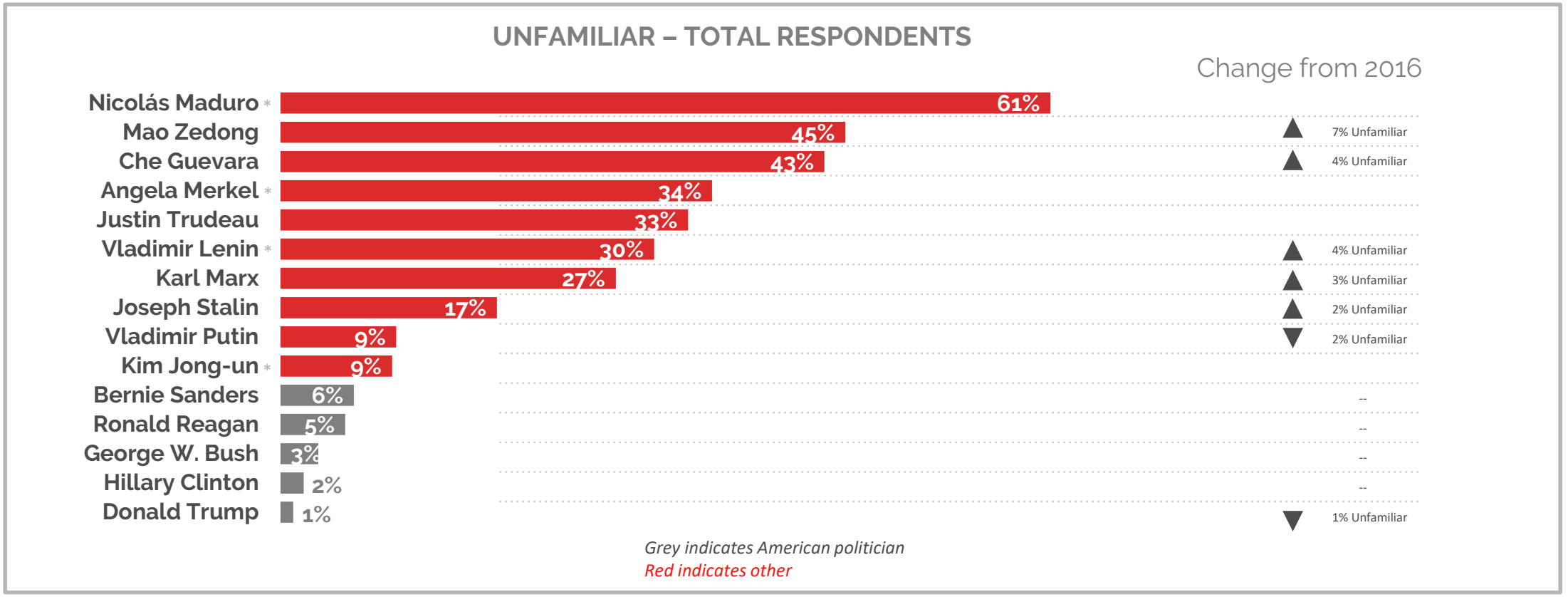
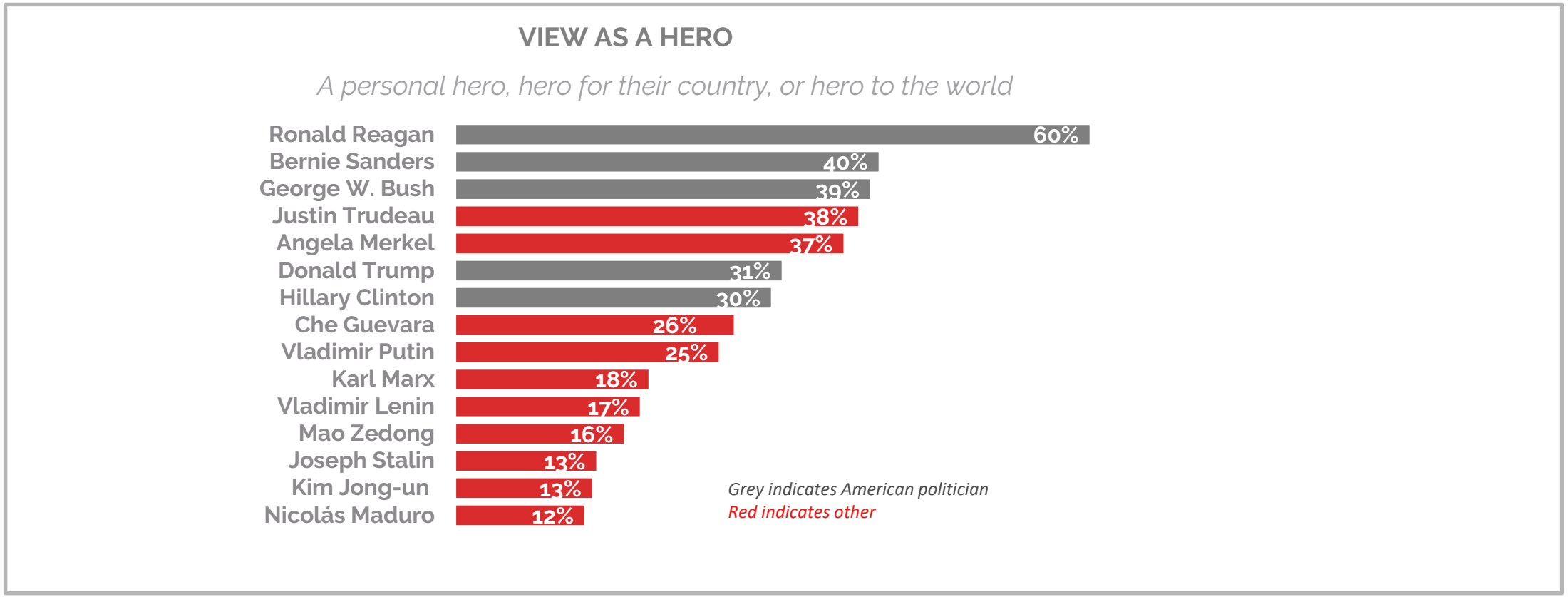
Is something happening in Venezuela?
6 in 10 are unfamiliar with Nicolás Maduro



Q12 What is your overall impression of each of the following political figures?
* Figure was not tracked in 2016 market research

Communist leaders are cited as heroes to their countries by 10-20% of Americans



Q13. How would you describe each of the following
Question not asked in 2016 market research

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Millennials

- Increasing understanding of ills of communism
- Disconnect between communism and socialism
- More would opt for socialist nation

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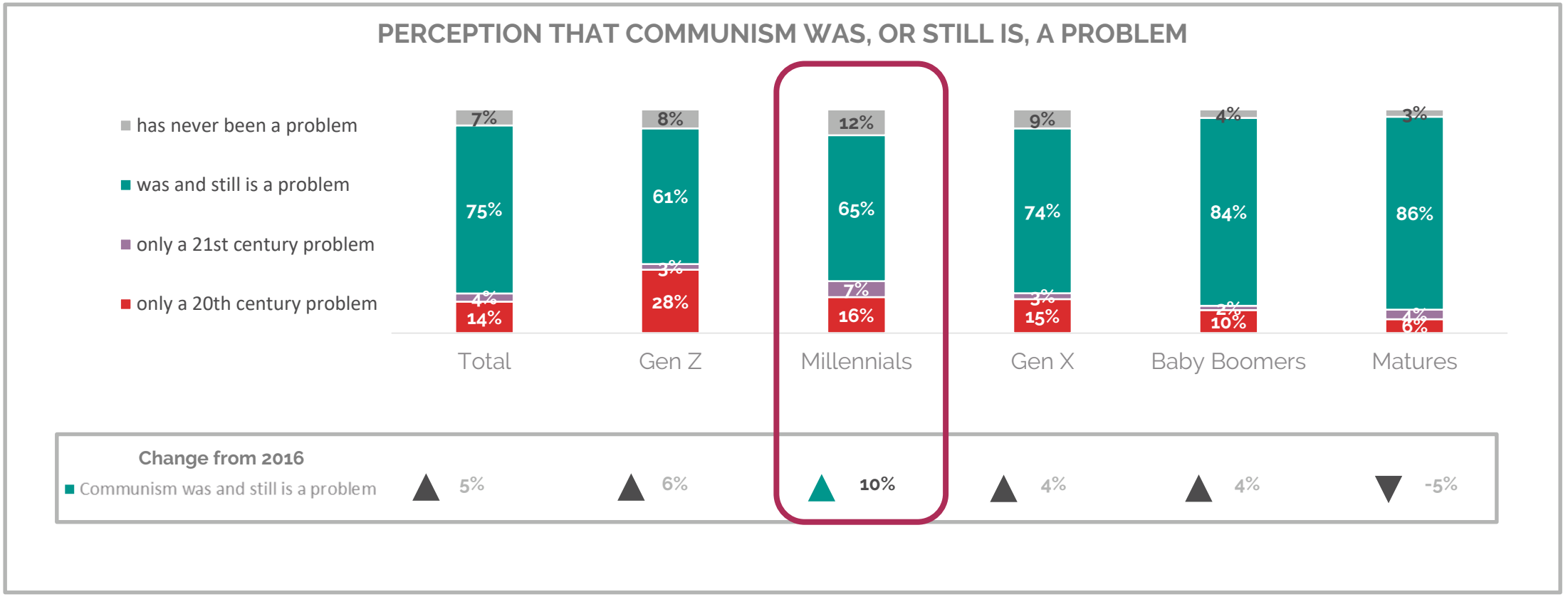
More Millennials cite communism as a current day problem, as compared to one year ago



Q15 Which of the following is closest to your view?

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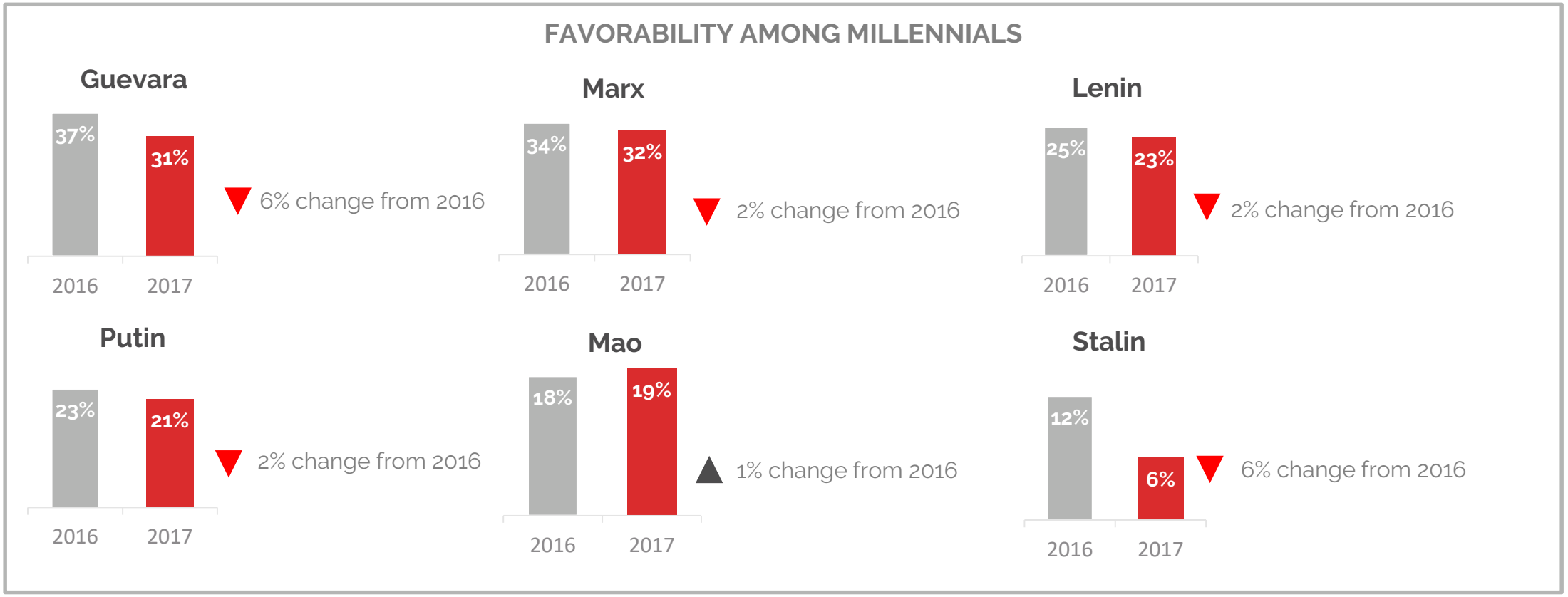
Favorability of communist leaders drops among Millennials compared to last year



Q12 What is your overall impression of each of the following political figures?

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Millennials opt for socialism over capitalism

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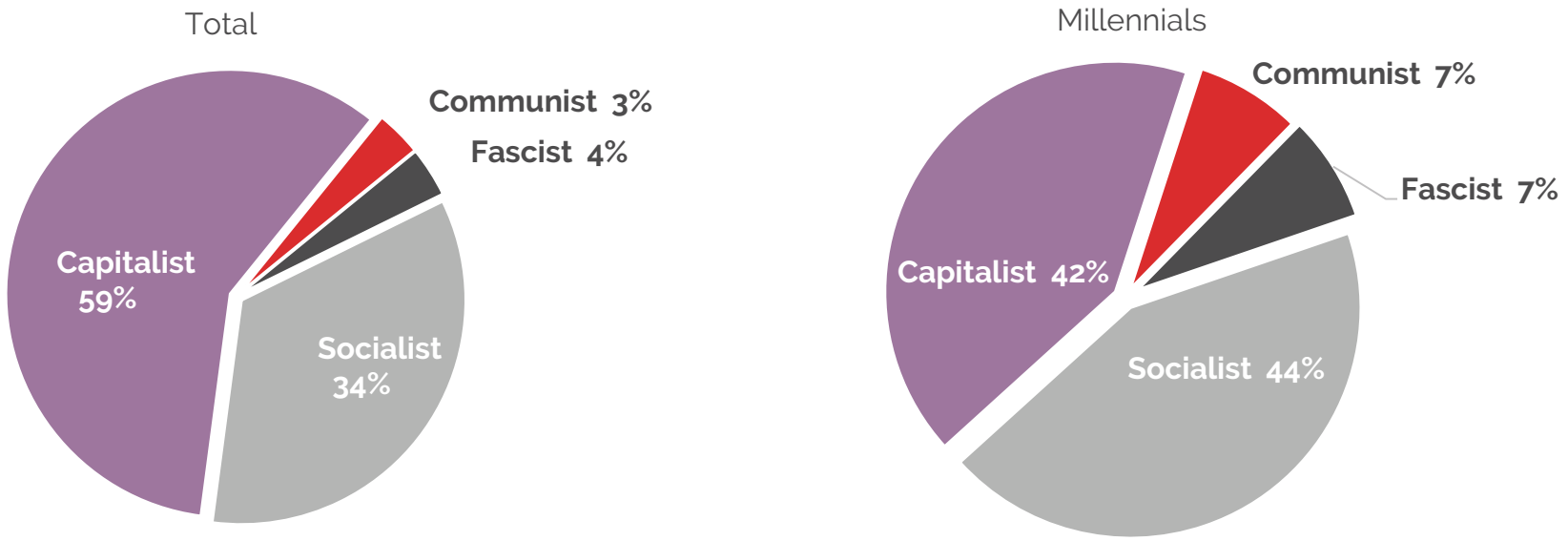
Millennials opt for socialism over capitalism

Given the choice, most Americans would opt for a capitalist country. However, one third would prefer to live in a socialist nation. Millennials are the leading force behind this preference with more than four in ten opting for socialism.

PREFERRED COUNTRY TO LIVE IN



Possible Explanation

53%

of Millennials feel the US economy works against them

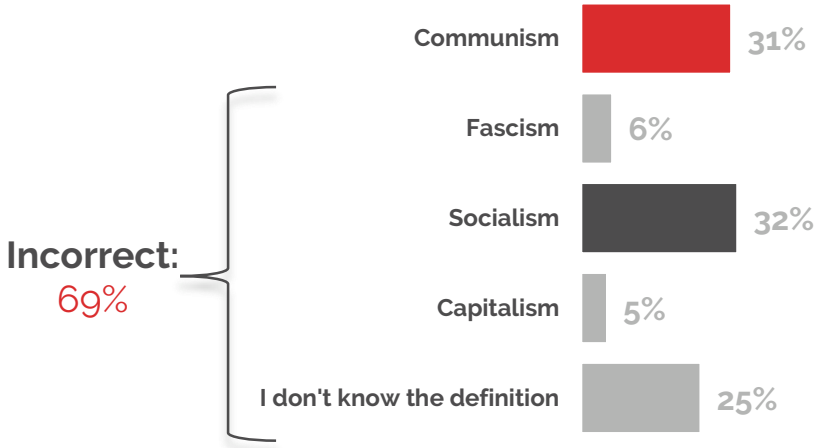
Q.17 If I could choose, I would live in a ....

Q1. Which of the following is closest to your view of America's current economic system?

Despite Millennials' enthusiasm for socialism, they often confuse the definitions of communism and socialism

7 in 10 Millennials (like Americans as a whole) either don't know the definition of communism or misidentify it

DEFINITION OF COMMUNISM:
Socioeconomic order structured upon the common ownership of the means of production and the absence of social classes, money and the state



	Gen Z	Millennials	Gen X	Baby Boomers	Matures
Communism	41%	29%	32%	29%	31%
Fascism	6%	8%	6%	7%	5%
Socialism	31%	31%	29%	34%	38%
Capitalism	5%	8%	8%	3%	2%
I don't know the definition	18%	25%	25%	27%	23%

Q.16 Which of the following best defines

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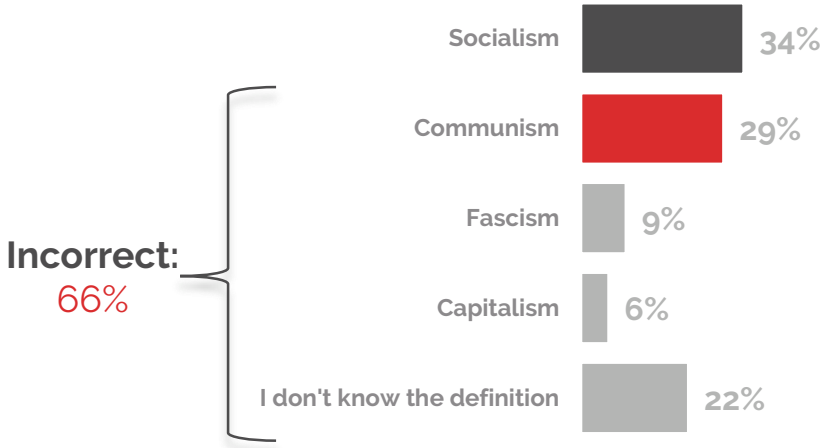
Is it socialism or is it communism? Many are confused

DEFINITION OF SOCIALISM:

Economic and social systems characterized by social ownership and state control of the means of production, as well as the political theories, and movements associated with them



	Gen Z	Millennials	Gen X	Baby Boomers	Matures
Socialism	43%	33%	34%	35%	23%
Communism	25%	22%	32%	30%	44%
Fascism	8%	8%	8%	10%	13%
Capitalism	7%	9%	4%	4%	5%
I don't know the definition	17%	28%	22%	21%	16%

Q.16 Which of the following best defines

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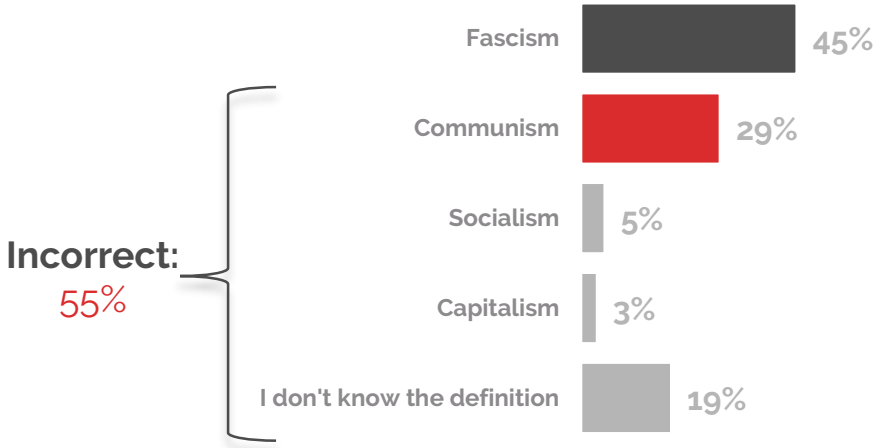
Fascism is also confused for communism

DEFINITION OF FASCISM:
Form of radical authoritarian nationalism, characterized by dictatorial power, forcible suppression of opposition, and control of industry and commerce



Gen Z	Millennials	Gen X	Baby Boomers	Matures
56%	41%	46%	44%	43%
21%	19%	28%	35%	39%
7%	8%	6%	2%	4%
2%	7%	2%	3%	2%
14%	25%	20%	16%	13%

Q.16 Which of the following best defines

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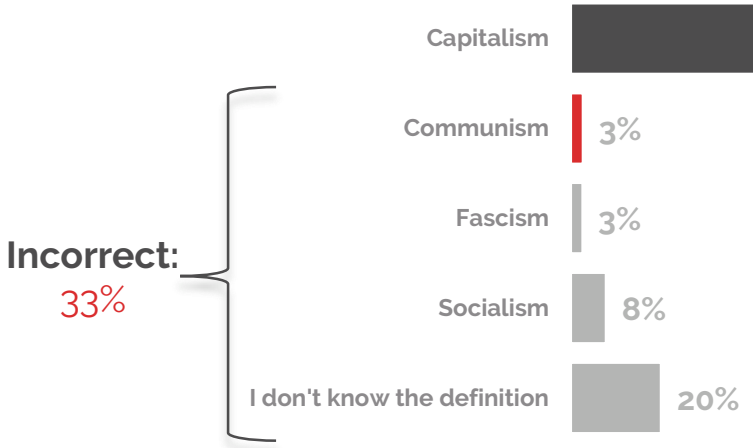
Half of Millennials, compared to 7 in 10 of all Americans, correctly define capitalism

DEFINITION OF CAPITALISM:
Economic system based on free markets and the rule of law with legal protections for private ownership



	Gen Z	Millennials	Gen X	Baby Boomers	Matures
Capitalism	72%	51%	66%	73%	81%
Communism	2%	4%	4%	1%	2%
Fascism	5%	6%	1%	1%	1%
Socialism	7%	11%	7%	7%	7%
I don't know the definition	13%	27%	21%	19%	9%

Q.16 Which of the following best defines

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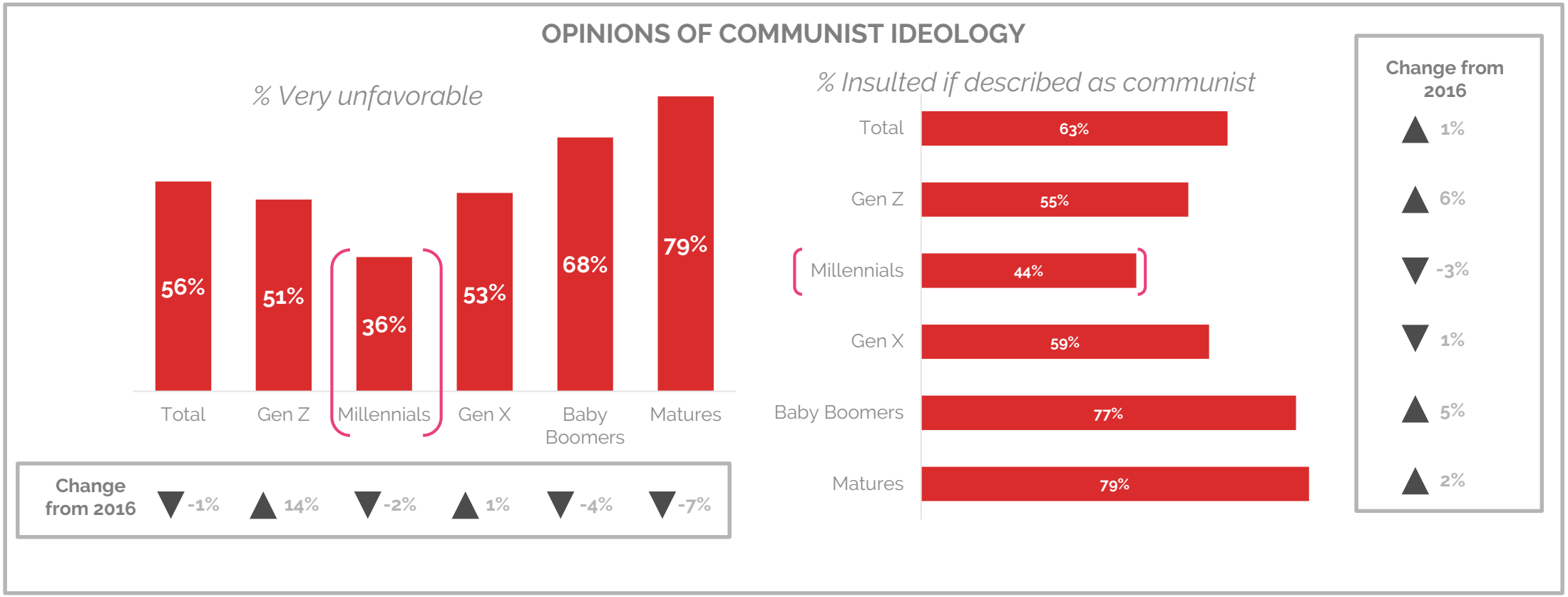
Millennials are the least unfavorable to communism



Q5/7/9 Do you have a favorable or unfavorable opinion of…?
Q6/8/10 Do you consider calling someone a [INSERT] to be a compliment, an insult or a neutral description?

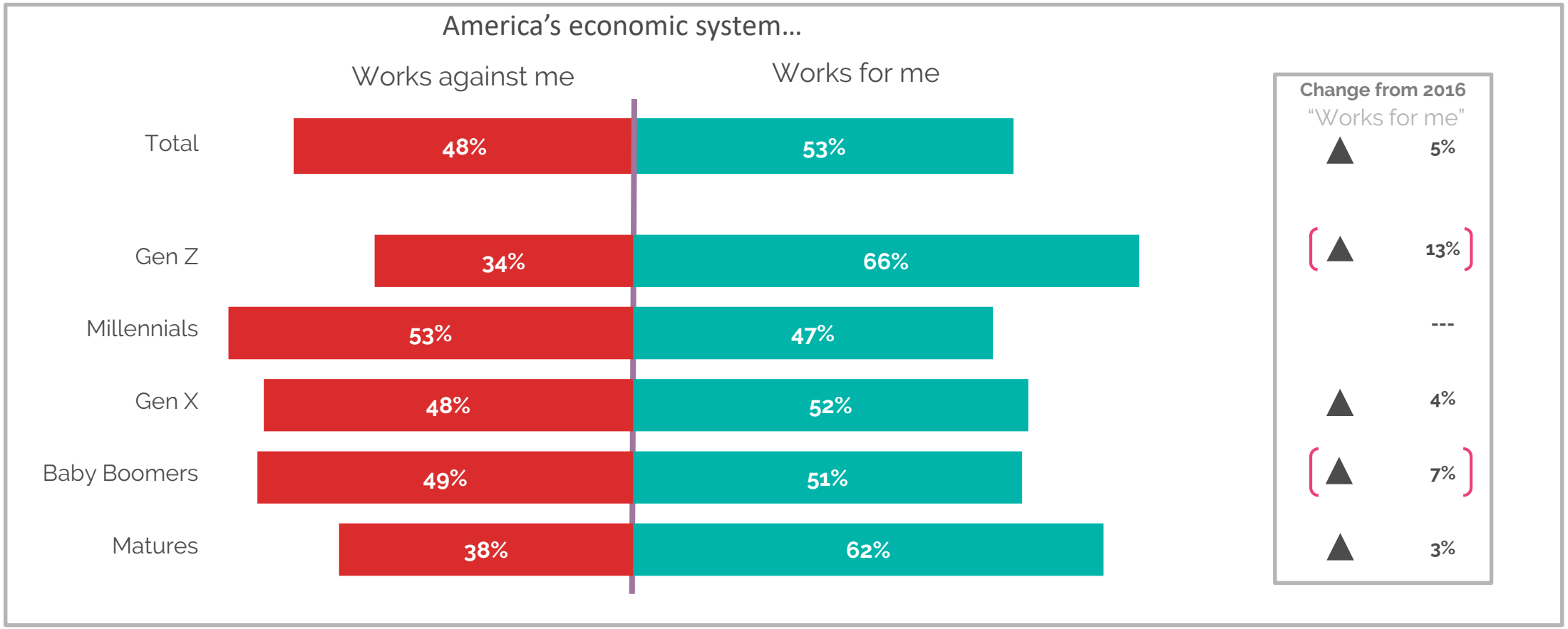
State of the Union

A look at inequality and freedom of speech

Americans are divided on our economic system

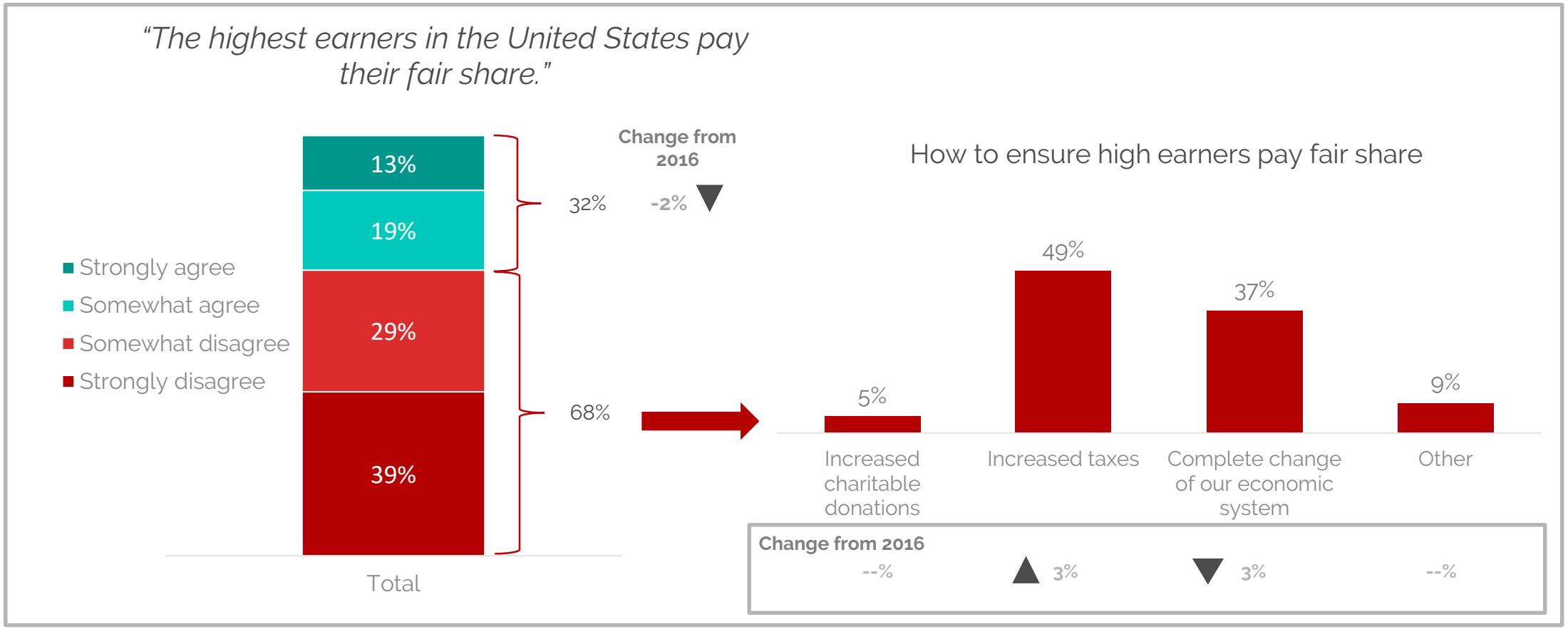
- Concerns about inequality are prevalent
- Many believe highest earners should pay more taxes

Americans divided on the economic system



Q1. Which of the following is closest to your view of America's current economic system?

7 in 10 feel highest earners do not pay their fair share, and favor higher taxes



Q3. Please tell me how strongly you agree or disagree with the following statement.
Q4. What change would ensure the highest earners pay their fair share?

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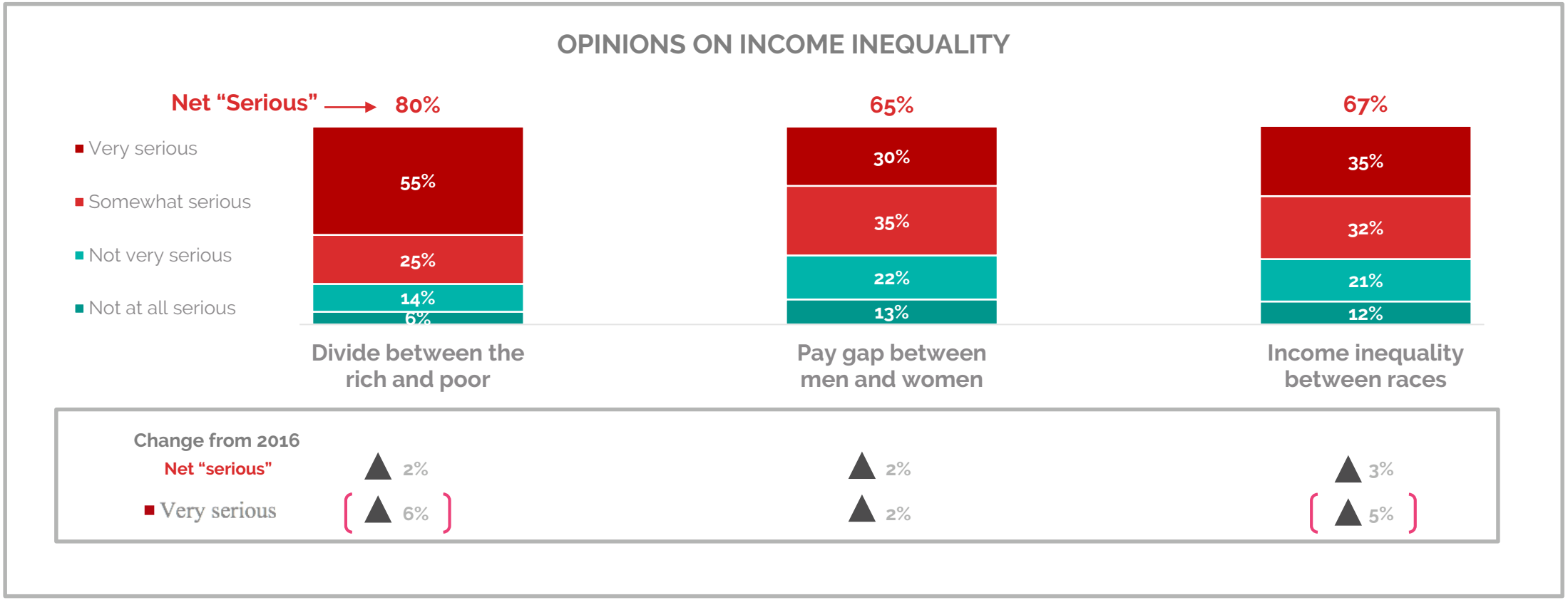
8 in 10 think divide between rich and poor is a serious issue

Increase in the proportion of Americans who see income inequality between races as a serious issue

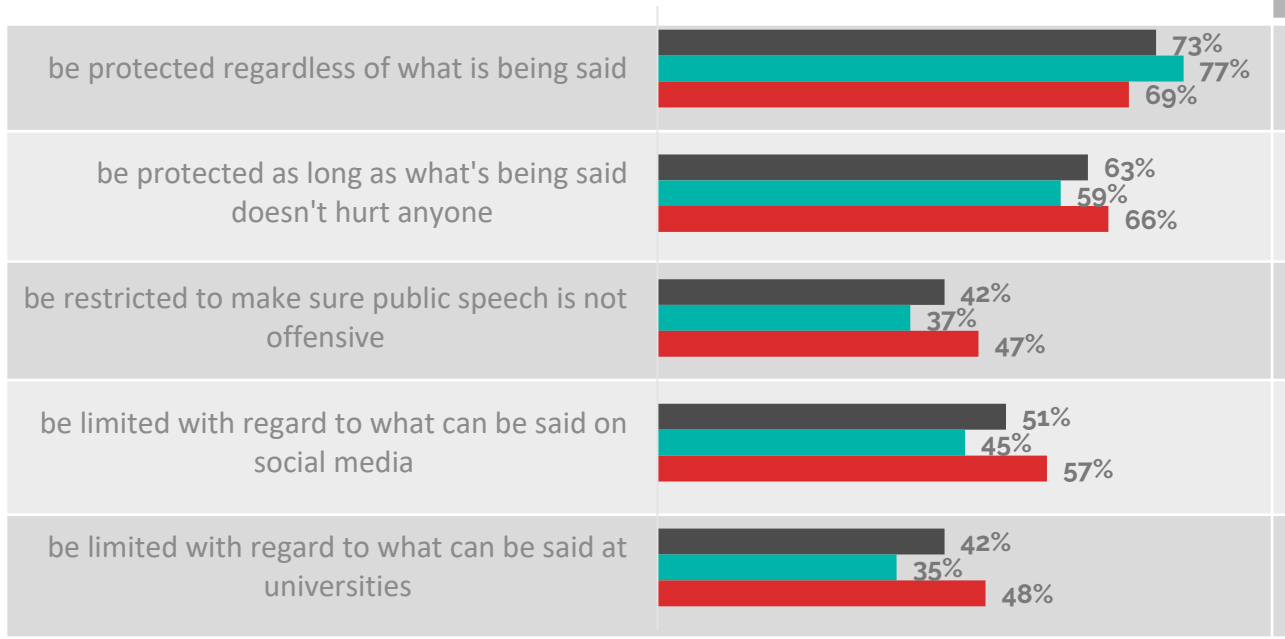


Q2. Thinking about income inequality, how serious of an issue are each of the following?

7 in 10 feel free speech should be protected no matter what is being said

Support for limitations on free speech stronger among women

Freedom of speech should…



	Total	Gen Z	Millennials	Gen X	Baby Boomers	Matures
be protected regardless of what is being said	73%	71%	71%	80%	72%	68%
be protected as long as what's being said doesn't hurt anyone	63%	61%	63%	62%	63%	65%
be restricted to make sure public speech is not offensive	42%	36%	43%	37%	47%	43%
be limited with regard to what can be said on social media	51%	41%	48%	51%	55%	59%
be limited with regard to what can be said at universities	42%	43%	45%	40%	39%	45%

Q2017a_grid1. How much do you agree or disagree with each of the following statements?....

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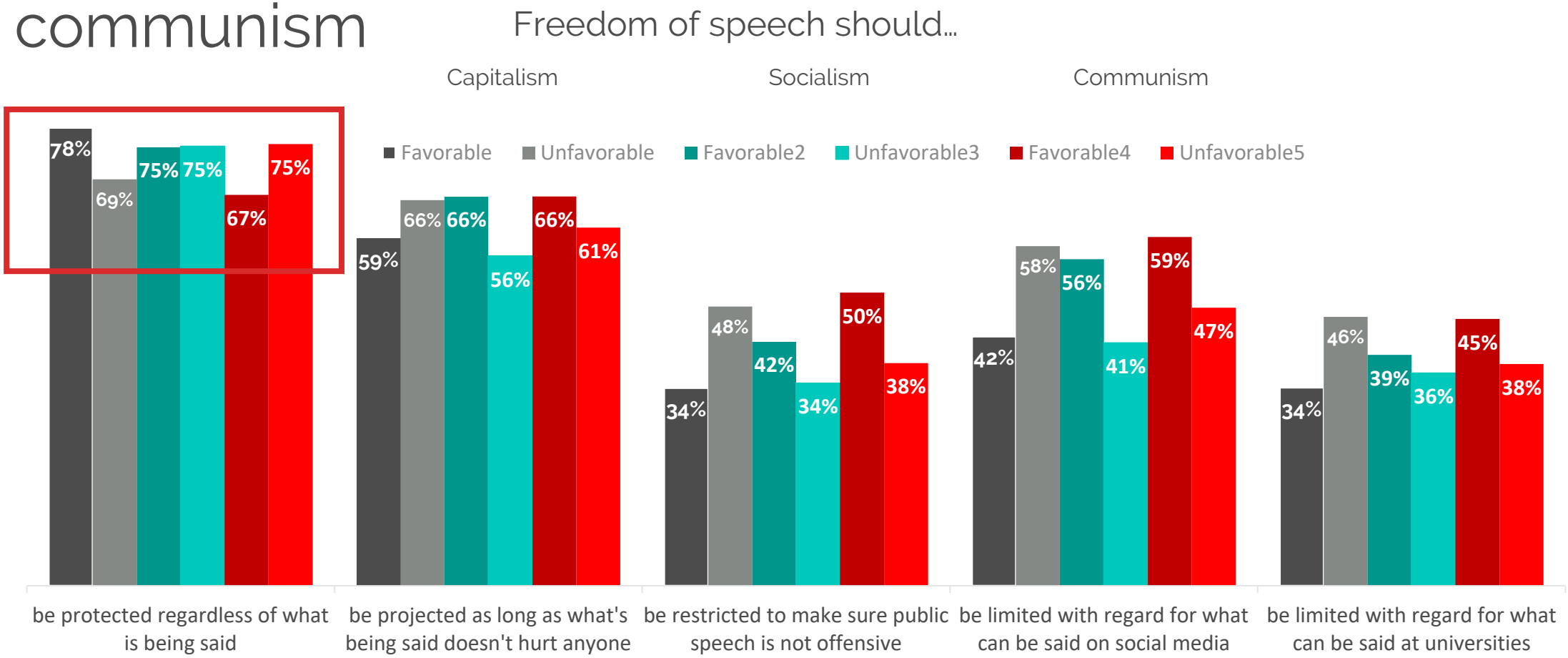
Freedom of speech to be universally protected—regardless of views toward socialism and/or communism



Q2017a_grid1. How much do you agree or disagree with each of the following statements?....

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Appendix

Demographics

	Total	Favorable			Unfavorable		
		Capitalism	Socialism	Communism	Capitalism	Socialism	Communism
Base							
D1: Gender							
Male	48.6%	56.4%	52.6%	54.3%	50.4%	53.0%	50.8%
Female	51.4%	43.6%	47.4%	45.7%	49.6%	47.0%	49.2%
D2: Age							
16-20	8.8%	9.8%	9.0%	12.2%	8.1%	9.8%	8.8%
21-29	15.5%	12.0%	19.5%	28.8%	17.2%	10.5%	10.8%
30-44	24.2%	20.3%	29.1%	28.3%	28.2%	18.9%	22.5%
45-64	33.4%	36.2%	29.4%	24.6%	29.2%	35.9%	35.3%
65+	18.1%	21.7%	13.0%	6.1%	17.4%	24.9%	22.7%
D3: Race							
White	65.4%	71.2%	57.7%	49.0%	61.3%	72.7%	71.1%
Black	11.9%	8.3%	18.0%	19.6%	15.9%	6.2%	8.8%
Hispanic	14.9%	13.4%	15.5%	22.4%	13.4%	13.3%	13.0%
Other	7.7%	7.1%	8.8%	9.0%	9.4%	7.9%	7.0%
D4: Education							
HS or Less	42.6%	37.2%	38.2%	50.5%	40.7%	39.9%	38.3%
Some College	31.4%	32.0%	28.1%	25.2%	32.1%	33.3%	33.0%
College Grad	16.6%	19.5%	19.7%	15.6%	15.2%	17.6%	18.4%
Postgrad	9.4%	11.2%	14.0%	8.7%	12.0%	9.2%	10.3%

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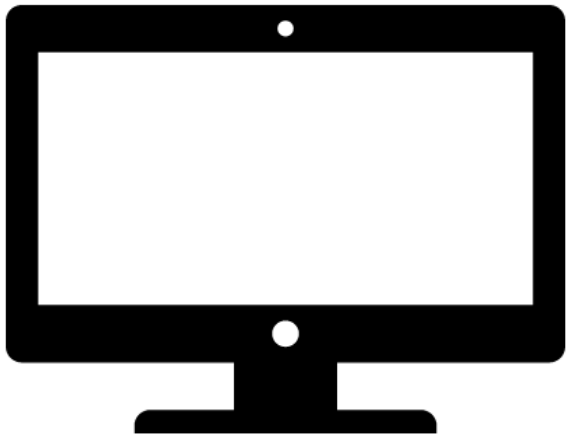
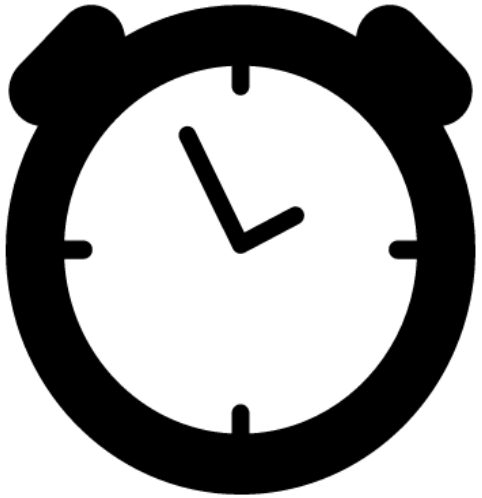
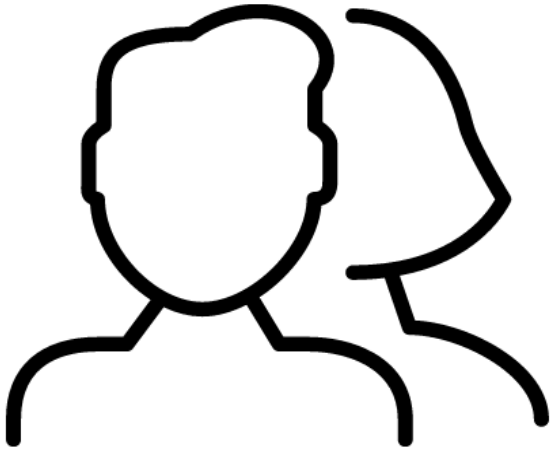


Online Survey
September 28 – October 5, 2017



7 minutes



2,300 General
public, age 16+

The sampling frame was constructed through the use of stratified sampling from the full 2010 American Community Survey (ACS) sample, and matched on other variables to the November Current Population Survey, and 2007 Pew Religious Life Survey. Each set of matched cases were weighted to its sampling frame using propensity 2010 scores. The matched cases and the frame were combined and a logistic regression was estimated for inclusion in the frame.