Generation Perceptions

Victims of Communism Memorial Foundation
Annual Report on U.S. Attitudes towards Socialism

October 2016
Basic Knowledge of Communism is Lacking
Many Millennials unfamiliar with Communist leaders

Among Millennials
% I am unfamiliar

Mao Zedong 42%
Che Guevara 40%
Vladimir Lenin 33%
Karl Marx 32%
Harry S. Truman 25%
Vladimir Putin 18%
Joseph Stalin 18%
Ronald Reagan 11%
Bernie Sanders 9%
John F. Kennedy 8%
George W. Bush 5%
Hillary Clinton 5%
Donald Trump 4%

Grey indicates American politician
Red indicates other

BASE: FAMILIAR WITH FIGURE (BASE VARIES)
Q12 What is your overall impression of each of the following political figures?
Among those familiar, at least a quarter have favorable impressions of Guevara, Marx and Lenin

Among Millennials Familiar with Each

- **Guevara**: 37% Favorable, 63% Unfavorable
- **Marx**: 34% Favorable, 66% Unfavorable
- **Lenin**: 25% Favorable, 75% Unfavorable
- **Putin**: 23% Favorable, 77% Unfavorable
- **Zedong**: 18% Favorable, 82% Unfavorable
- **Stalin**: 12% Favorable, 88% Unfavorable
Additionally, the impact of communism is underestimated

- Despite recognizing that Joseph Stalin caused more deaths than George W. Bush, the public grossly underestimates the death toll (overall and versus Hitler).

**Number Killed by Communism**

- Incorrect: 75%

**More people were killed under George W. Bush’s presidency than Joseph Stalin’s leadership.**

- True (26%) (Incorrect)
- False (74%) (Correct)

**More people were killed under Adolf Hitler’s reign than Joseph Stalin’s leadership.**

- True (68%) (Incorrect)
- False (32%) (Correct)

**Base:** ALL RESPONDENTS

Q13/13A True or false: More people were killed under George W. Bush’s presidency than Joseph Stalin’s leadership.

Q14 Over the past 100 years, how many people do you think communism has killed?
This is especially true among Gen Z and Millennials

- Gen Z and Millennials are more likely than their older counterparts to incorrectly identify the number killed by communism.

### Number Killed by Communism

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Incorrect</th>
<th>Correct</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gen Z</td>
<td>88%</td>
<td>12%</td>
</tr>
<tr>
<td>Millennials</td>
<td>80%</td>
<td>20%</td>
</tr>
<tr>
<td>Gen X</td>
<td>78%</td>
<td>22%</td>
</tr>
<tr>
<td>Baby Boomers</td>
<td>69%</td>
<td>31%</td>
</tr>
<tr>
<td>Matures</td>
<td>65%</td>
<td>35%</td>
</tr>
</tbody>
</table>

More people were killed under George W. Bush’s presidency than Joseph Stalin’s leadership.

More people were killed under Adolf Hitler’s reign than Joseph Stalin’s leadership.

**BASE: ALL RESPONDENTS**

Q13/13A True or false:
Q14 Over the past 100 years, how many people do you think communism has killed?
Younger Americans Have Sharply Different Views of Communism and Socialism than Older Americans
Overall, Americans recognize Communism was and still is a problem.

- Communism was and still is a problem (70%)
- Communism was only a 20th century problem (18%)
- Communism is only a 21st century problem (5%)
- Communism has never been a problem (7%)
But, younger generations don’t realize the lasting problem of communism

**BASE: ALL RESPONDENTS**

Q15 Which of the following is closest to your view?
Millennials are most likely to view socialism and communism favorably

% Very Unfavorable

- Capitalism
  - Total: 12%
  - Gen Z: 8%
  - Millennials: 11%
  - Gen X: 15%
  - Baby Boomers: 18%
  - Matures: 30%

- Socialism
  - Total: 30%
  - Gen Z: 18%
  - Millennials: 15%
  - Gen X: 37%
  - Baby Boomers: 38%
  - Matures: 62%

- Communism
  - Total: 57%
  - Gen Z: 38%
  - Millennials: 37%
  - Gen X: 38%
  - Baby Boomers: 62%
  - Matures: 62%

% Insult

- Capitalism: 15%
- Socialism: 30%
- Communism: 62%

BASE: ALL RESPONDENTS

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?
### Agreement with Statements

<table>
<thead>
<tr>
<th>Statement</th>
<th>% Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>A nation will not survive morally or economically when so few have so much, while so many have so little. (Sanders)</td>
<td>71%</td>
</tr>
<tr>
<td>A society that puts equality before freedom will get neither. A society that puts freedom before equality will get a high degree of both. (Friedman)</td>
<td>68%</td>
</tr>
<tr>
<td>From each according to his abilities, to each according to his need. (Marx)</td>
<td>64%</td>
</tr>
<tr>
<td>If any would not work, neither should he eat. (Bible)</td>
<td>53%</td>
</tr>
</tbody>
</table>

**Legend:**
- **Strongly disagree**
- **Somewhat disagree**
- **Somewhat agree**
- **Strongly agree**
Appeal of socialist candidates among younger generations continues

Intent to Vote for Candidate who Self-describes as…

<table>
<thead>
<tr>
<th>Self-description</th>
<th>Somewhat likely</th>
<th>Very likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capitalist</td>
<td>32%</td>
<td>27%</td>
</tr>
<tr>
<td>Socialist</td>
<td>29%</td>
<td>11%</td>
</tr>
<tr>
<td>Fascist</td>
<td>5%</td>
<td>7%</td>
</tr>
<tr>
<td>Communist</td>
<td>7%</td>
<td>9%</td>
</tr>
</tbody>
</table>

% Likely

BASE: ALL RESPONDENTS
Q11 How likely would you be to vote for a presidential candidate who described him or herself as the following?
Turning Against Capitalism – the Bernie Sanders “bounce”
Across generations, about half feel America’s economic system works against them

America’s Economic System…
Works for me
Works against me

Gen Z
53%
47%

Millennials
47%
53%

Gen X
48%
52%

Baby Boomers
44%
56%

Matures
59%
41%

BASE: ALL RESPONDENTS
Q1 Which of the following is closest to your view of America’s current economic system?
Less Millennials have a favorable view of capitalism

% Favorable

Age 65+: 64%

50% 47% 42% 45% 54% 71%

Capitalism

Total  Gen Z  Millennials  Gen X  Baby Boomers  Matures

BASE: ALL RESPONDENTS
Q5/7/9 Do you have a favorable or unfavorable opinion of…?
4 in 10 call for complete change of economic system to correct income imbalance

The highest earners in the United States pay their fair share.

Agree. Highest earners pay their fair share

12%

22%

Disagree. Highest earners do NOT pay their fair share

29%

38%

Total

67%

How to ensure high earners pay fair share

Increased charitable donations

5%

Increased taxes

46%

Complete change of our economic system

40%

Other

9%

BASE: ALL RESPONDENTS
Q3 Please tell me how strongly you agree or disagree with the following statement.

BASE: DISAGREE (n=1,537)
Q4 What change would ensure the highest earners pay their fair share?

Remove loopholes
Reduce deductions
Flat tax
Younger generations less receptive to Friedman’s capitalist ideals

A nation will not survive morally or economically when so few have so much, while so many have so little. (Sanders)

A society that puts equality before freedom will get neither. A society that puts freedom before equality will get a high degree of both. (Friedman)

From each according to his abilities, to each according to his need. (Marx)

If any would not work, neither should he eat. (Bible)

**BASE: ALL RESPONDENTS**

Q16 How much do you agree or disagree with the following statements?
Methodology

Online Survey

6 minutes

2,300 General Public Age 16+

The respondents were matched to a sampling frame on gender, age, race, education, party identification, ideology, and political interest. The frame was constructed by stratified sampling from the full 2010 American Community Survey (ACS) sample, and matched on other variables to the November 2010 Current Population Survey, and 2007 Pew Religious Life Survey. Each set of matched cases were weighted to its sampling frame using propensity scores. The matched cases and the frame were combined and a logistic regression was estimated for inclusion in the frame.