

### Annual Report on US Attitudes towards Socialism

Victims of Communism Memorial Foundation

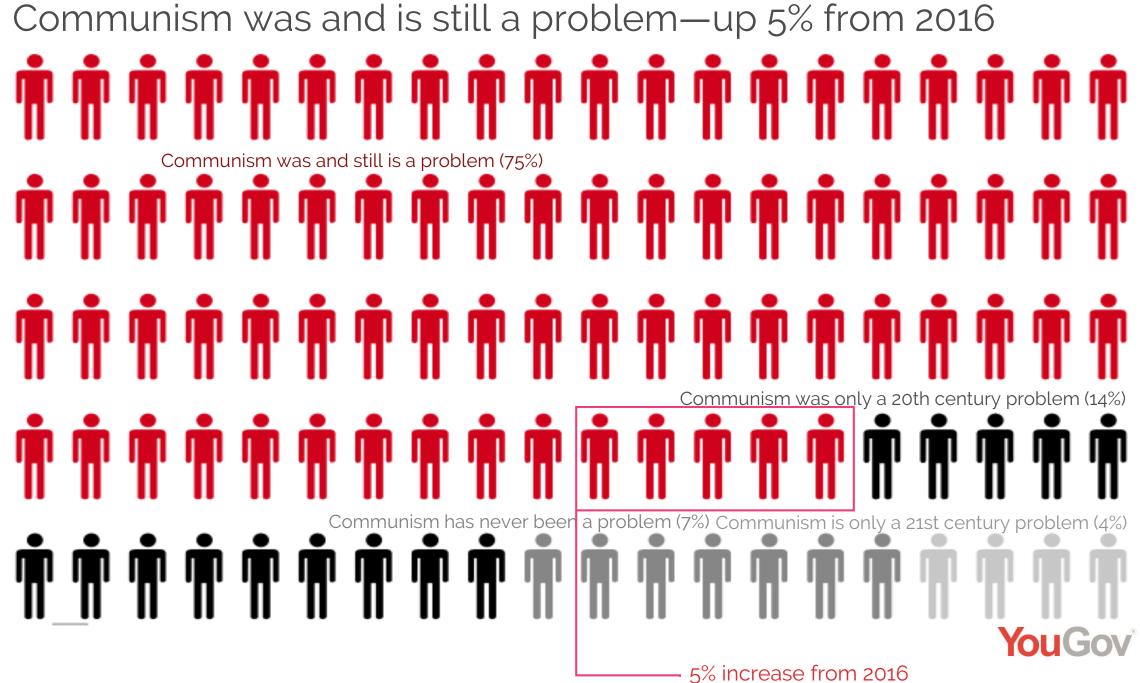
October 2017



Americans increasingly see communism as a problem in the world





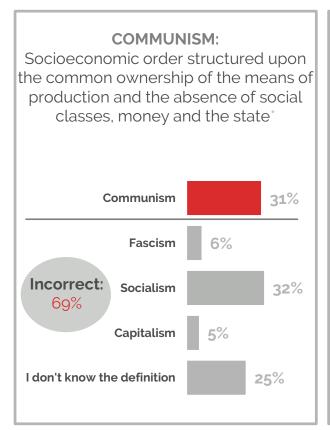


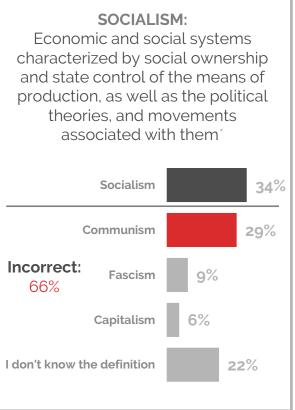
# Americans still have a lot to learn about communism

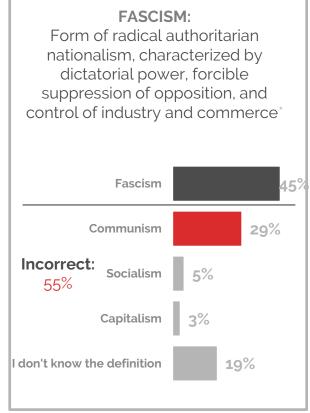


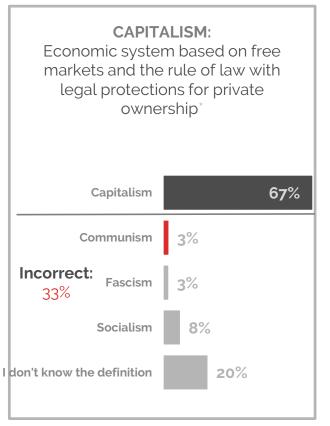


# 7 in 10 Americans either don't know the definition of communism or misidentify it







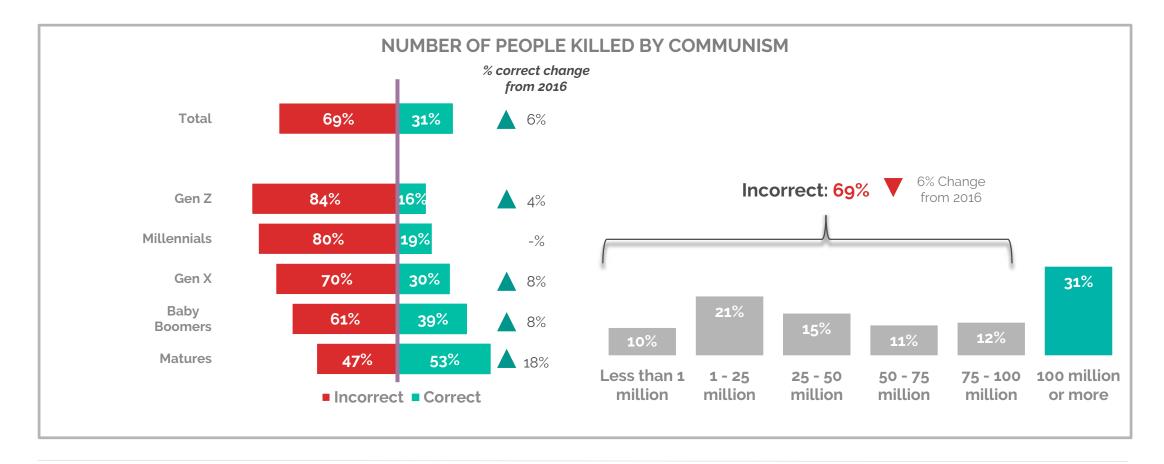






#### 7 out of 10 underestimate number killed by communism

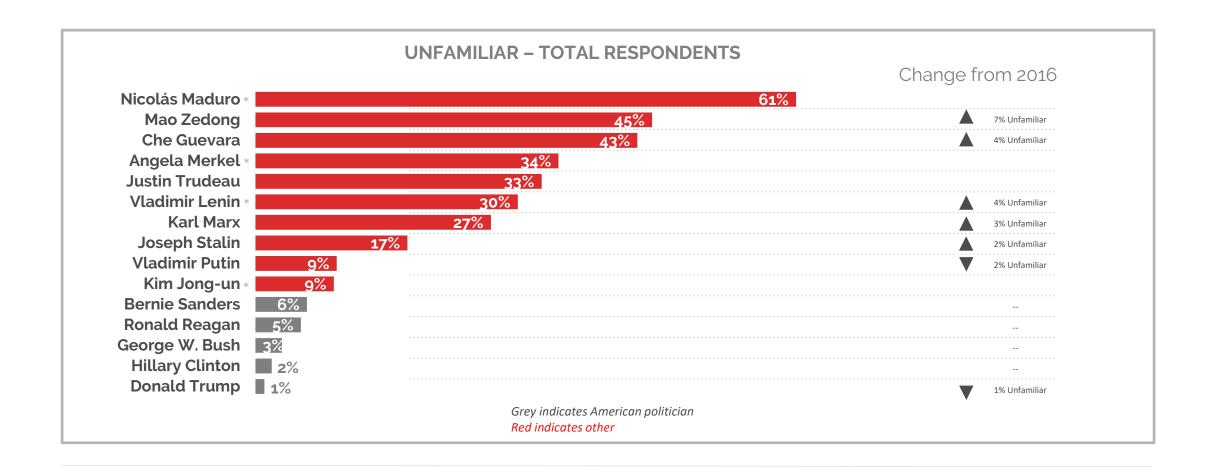
This is an improvement from 2016







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

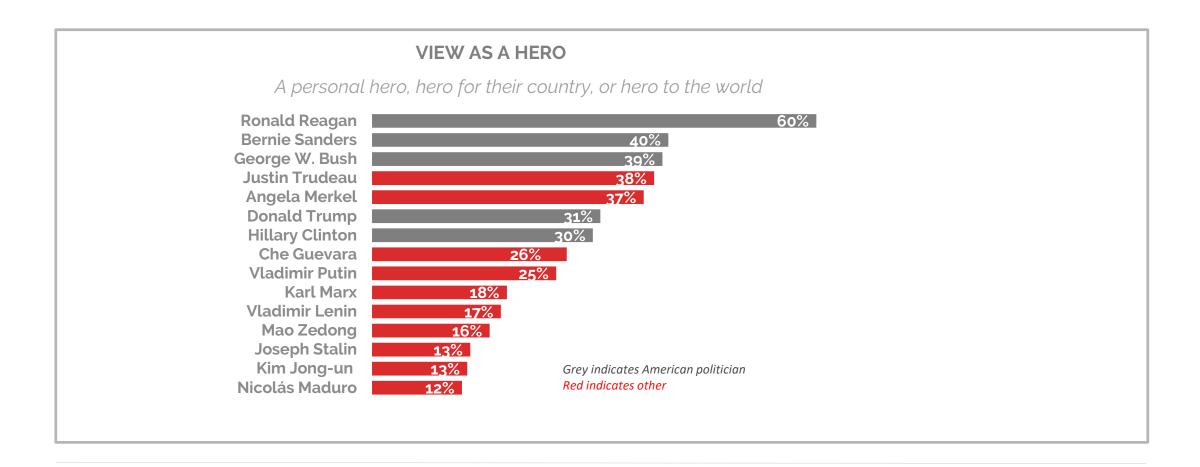






\* Figure was not tracked in 2016 market research

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







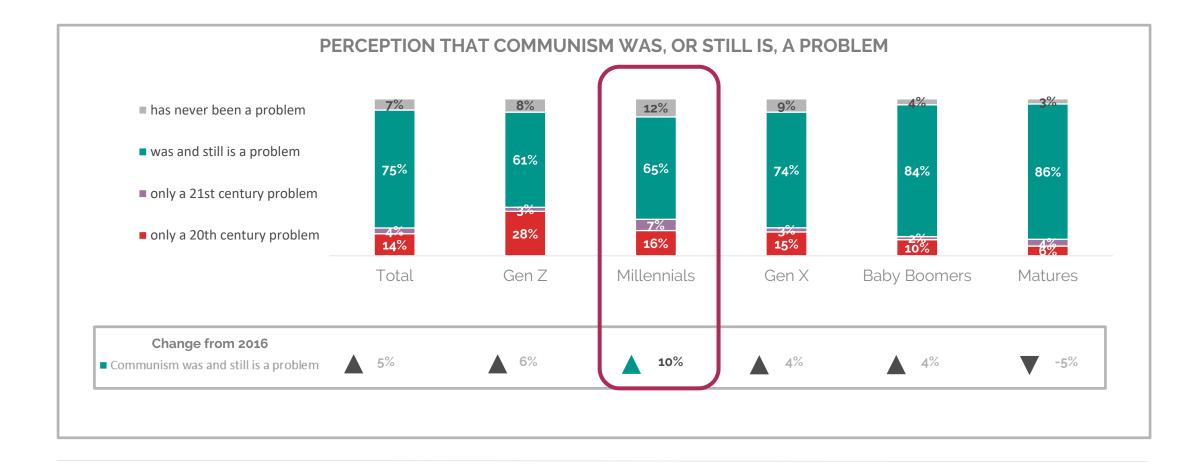
### Millennials

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





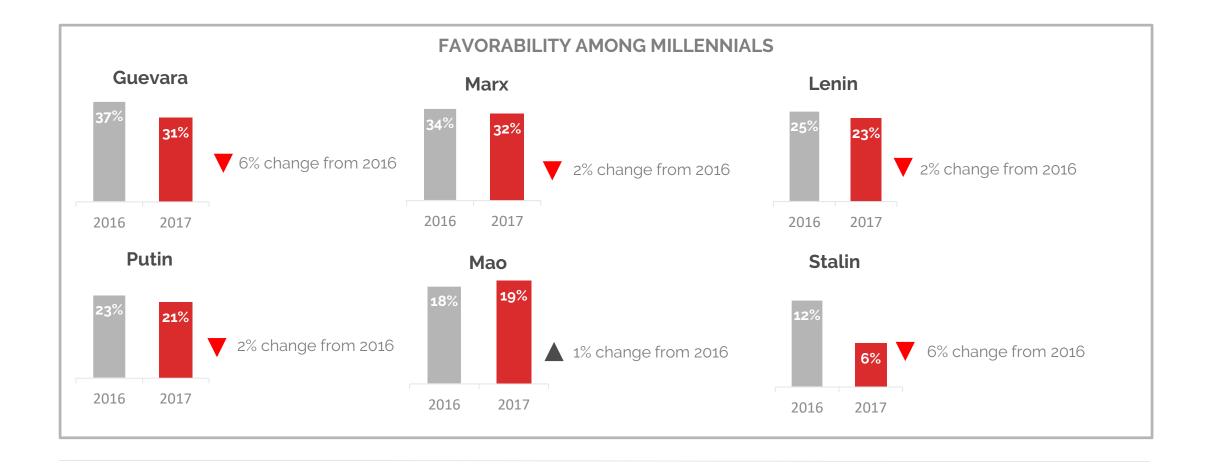
### More Millennials cite communism as a current day problem, as compared to one year ago







## Favorability of communist leaders drops among Millennials compared to last year







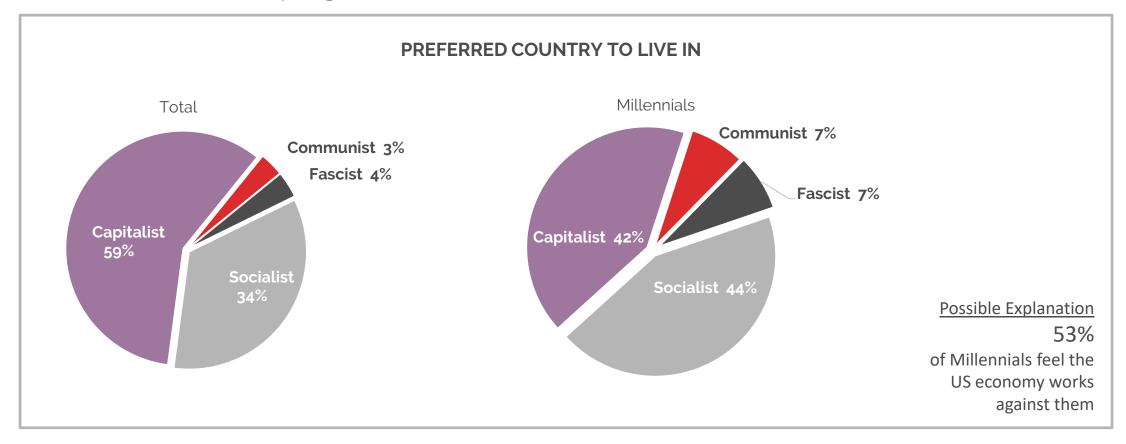
Millennials opt for socialism over capitalism





#### 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.





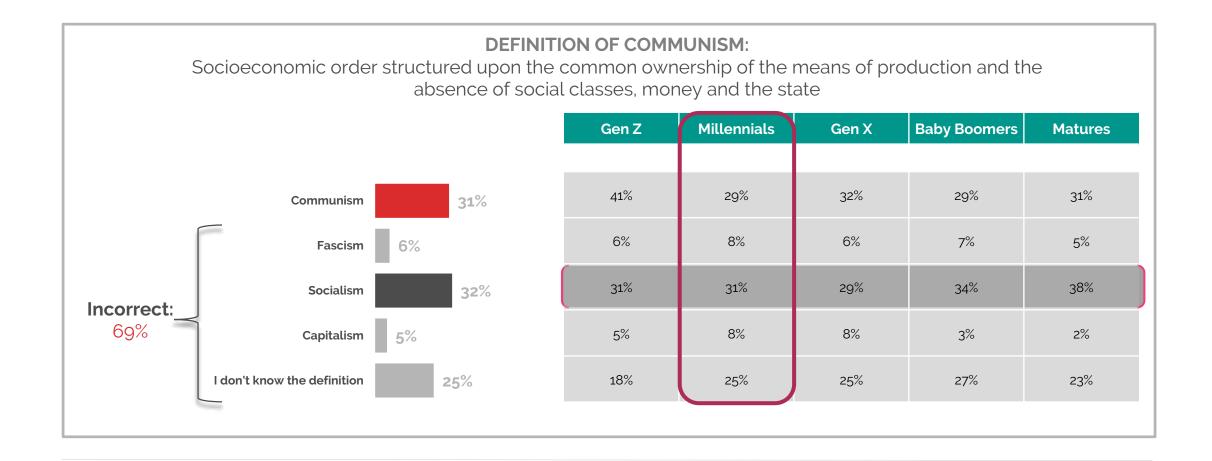


Despite Millennials' enthusiasm for socialism, they often confuse the definitions of communism and socialism





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







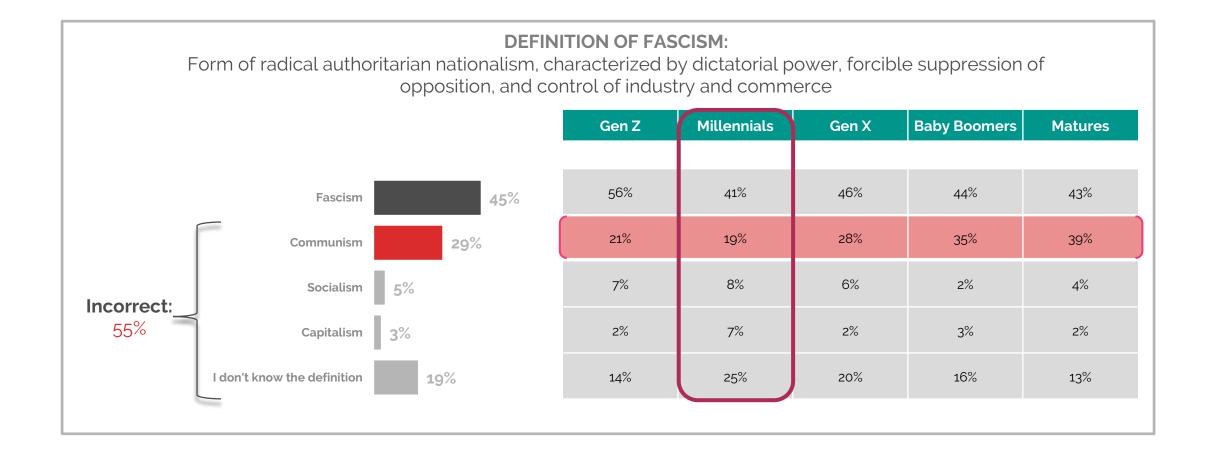
### Is it socialism or is it communism? Many are confused

#### **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 Millennials Gen Z Gen X **Baby Boomers Matures** 35% 23% 43% 33% 34% 34% Socialism 30% 25% 22% 32% 44% 29% Communism 8% 8% 10% 8% 13% **Fascism** Incorrect: 66% 7% 9% 4% 4% 5% Capitalism 22% 17% 21% 16% I don't know the definition 28% 22%





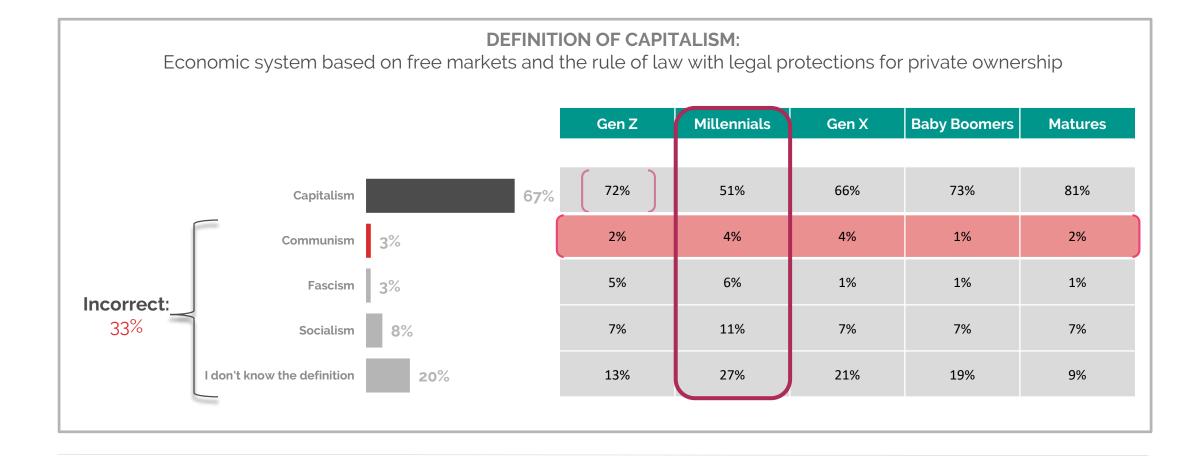
#### Fascism is also confused for communism







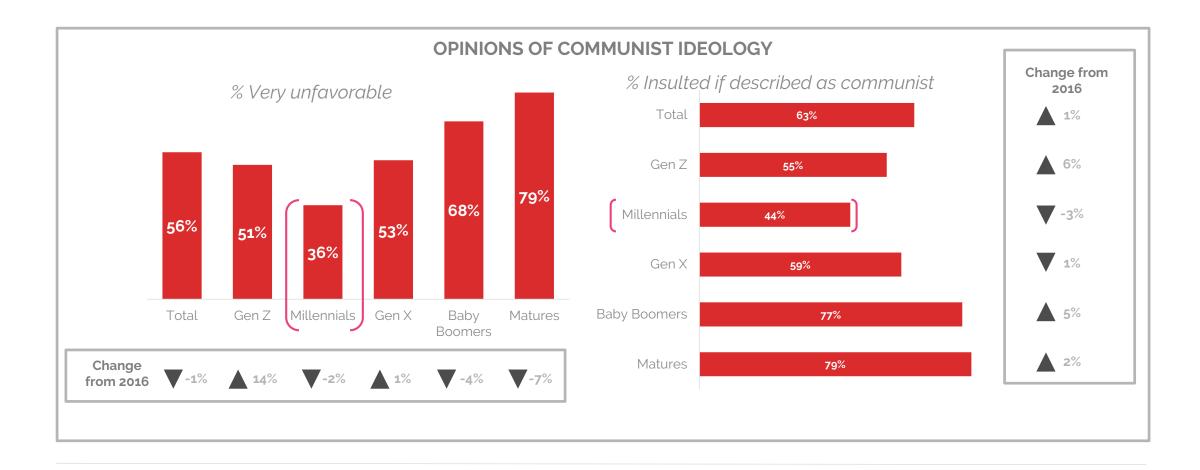
#### Half of Millennials, compared to 7 in 10 of all Americans, correctly define capitalism







#### Millennials are the least unfavorable to communism







#### State of the Union

A look at inequality and freedom of speech





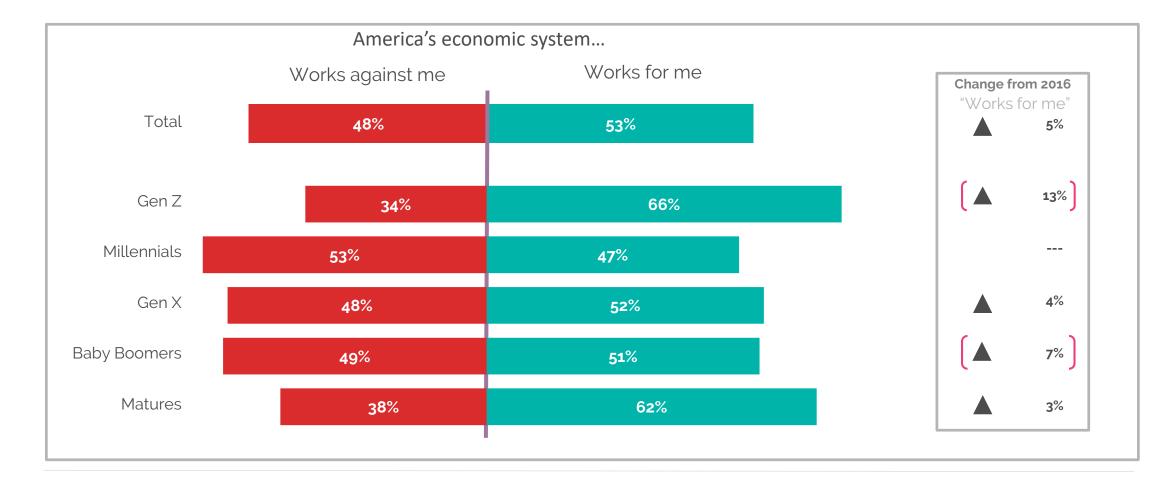
#### Americans are divided on our economic system

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





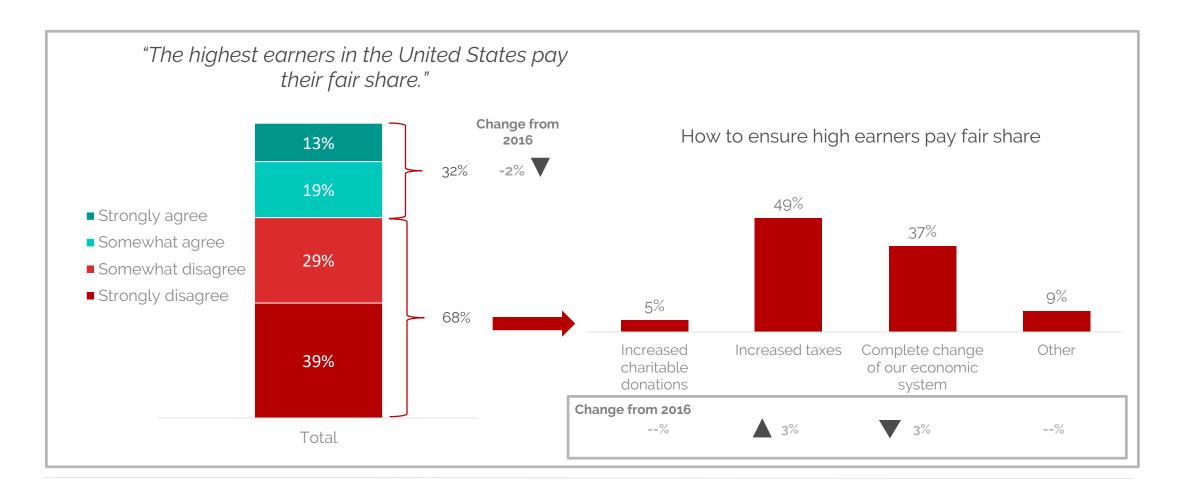
## Americans divided on the economic system







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

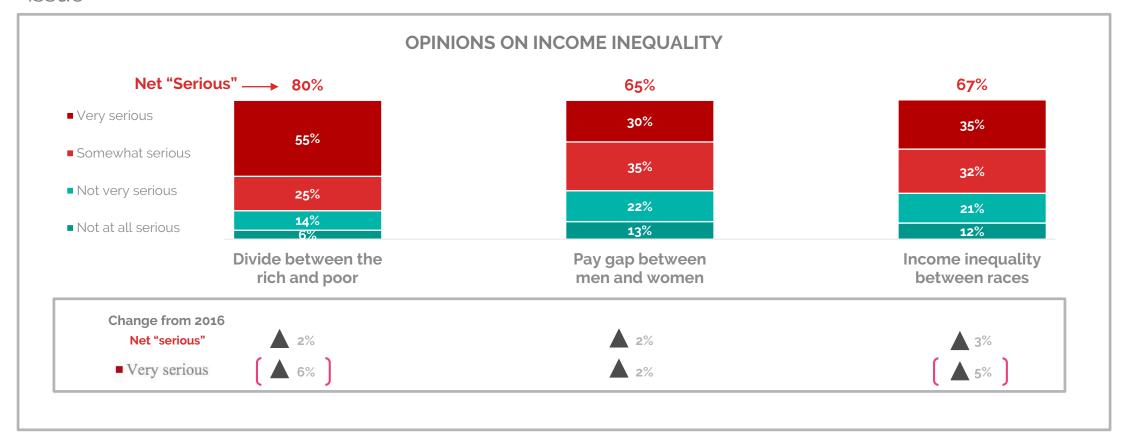






### 8 in 10 think divide between rich and poor is a serious issue

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





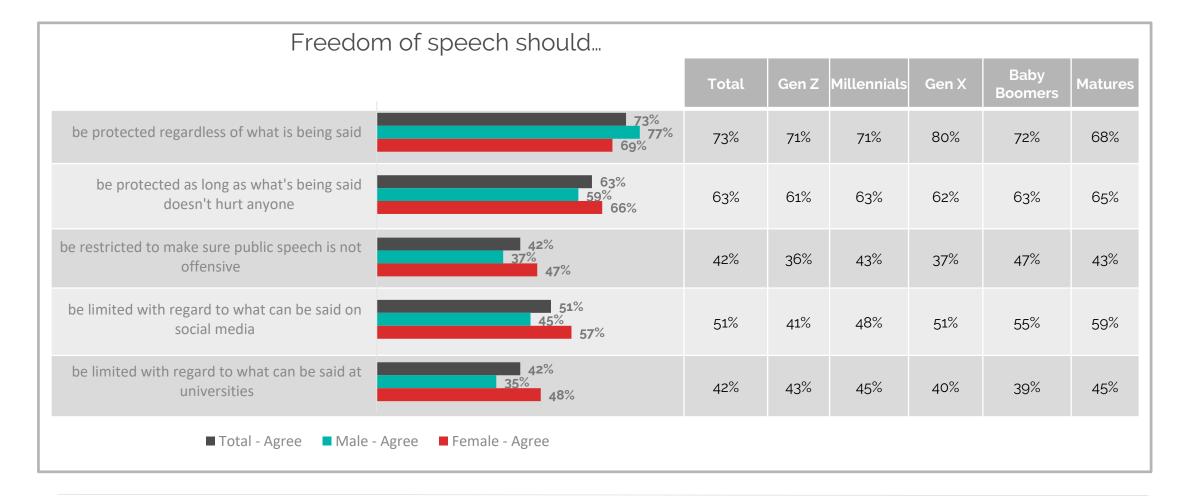


7 in 10 feel free speech should be protected no matter what is being said





### Support for limitations on free speech stronger among women

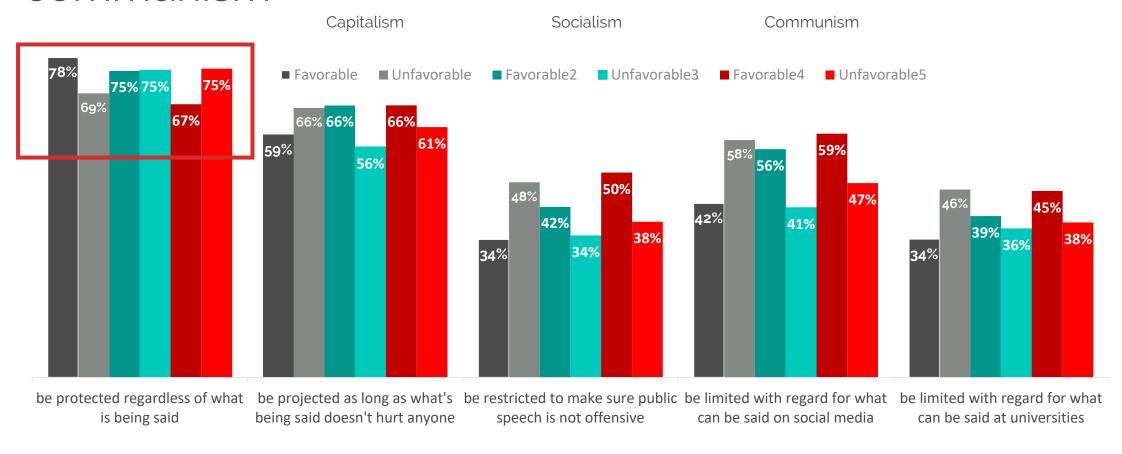






# Freedom of speech to be universally protected—regardless of views toward socialism and/or

communism Freedom of speech should...







### Appendix





### Demographics

#### Total

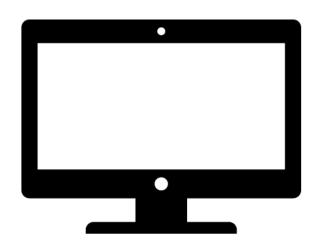
Base	
D1: Gender	
Male	48.6%
Female	51.4%
D2: Age	
16-20	8.8%
21-29	15.5%
30-44	24.2%
45-64	33.4%
65+	18.1%
D3: Race	
White	65.4%
Black	11.9%
Hispanic	14.9%
Other	7.7%
D4: Education	
HS or Less	42.6%
Some College	31.4%
College Grad	16.6%
Postgrad	9.4%

Favorable		
Capitalism	Socialism	Communism
56.4%	52.6%	54.3%
43.6%	47.4%	45.7%
9.8%	9.0%	12.2%
12.0%	19.5%	28.8%
20.3%	29.1%	28.3%
36.2%	29.4%	24.6%
21.7%	13.0%	6.1%
71.2%	57.7%	49.0%
8.3%	18.0%	19.6%
13.4%	15.5%	22.4%
7.1%	8.8%	9.0%
		( == == ( )
37.2%	38.2%	50.5%
32.0%	28.1%	25.2%
19.5%	19.7%	15.6%
11.2%	14.0%	8.7%

Unfavorable		
Capitalism	Socialism	Communism
50.4%	53.0%	50.8%
49.6%	47.0%	49.2%
8.1%	9.8%	8.8%
17.2%	10.5%	10.8%
28.2%	18.9%	22.5%
29.2%	35.9%	35.3%
17.4%	24.9%	22.7%
61.3%	72.7%	71.1%
15.9%	6.2%	8.8%
13.4%	13.3%	13.0%
9.4%	7.9%	7.0%
40.7%	39.9%	38.3%
32.1%	33.3%	33.0%
15.2%	17.6%	18.4%
12.0%	9.2%	10.3%



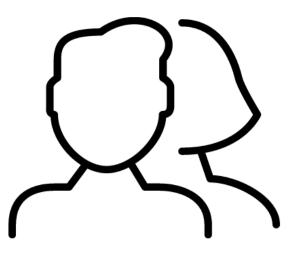




Online Survey September 28 – October 5, 2017



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.



