



# Generation Perceptions

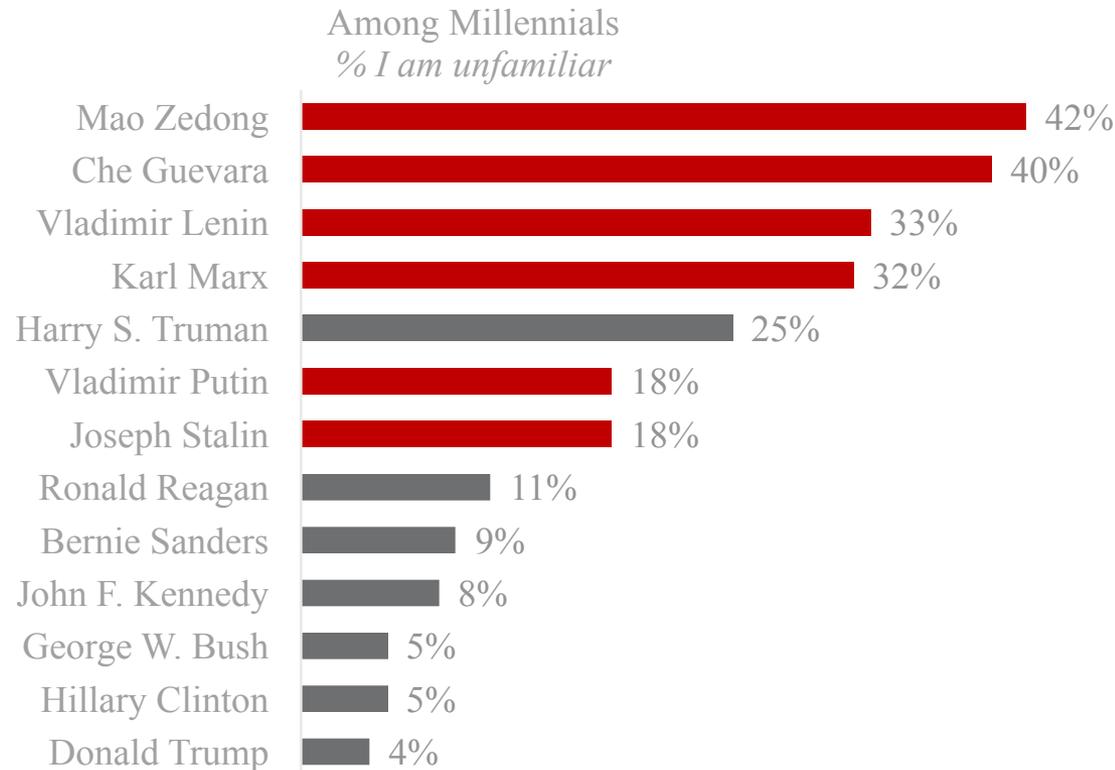
Victims of Communism Memorial Foundation  
Annual Report on U.S. Attitudes towards Socialism

October 2016

**YouGov**<sup>®</sup>

# Basic Knowledge of Communism is Lacking

# Many Millennials unfamiliar with Communist leaders



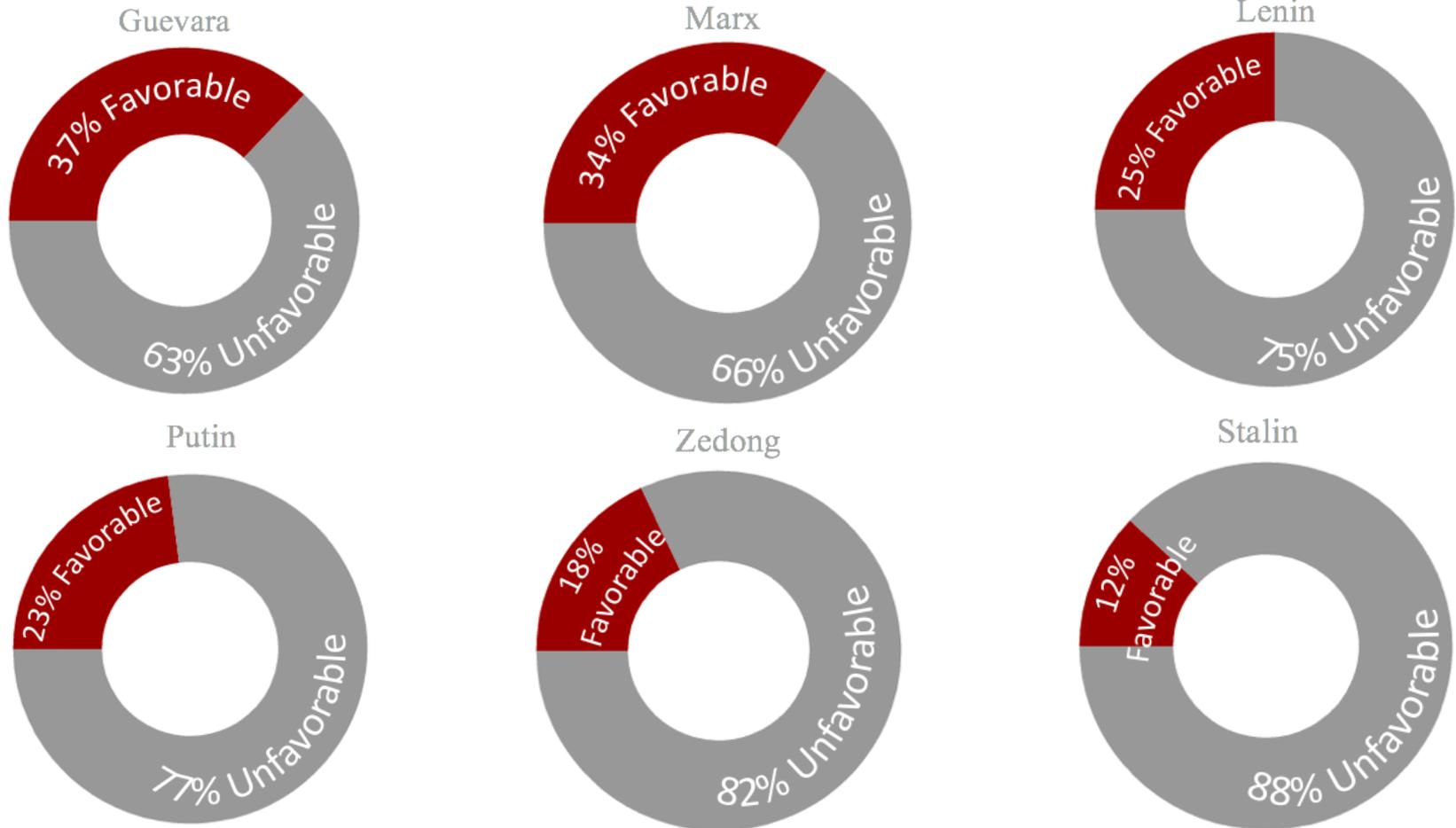
*Grey indicates American politician  
Red indicates other*

**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

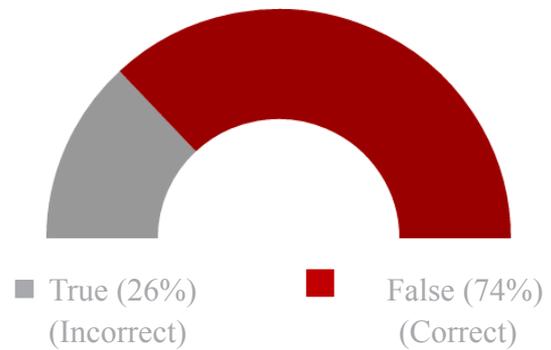
Among Millennials Familiar with Each



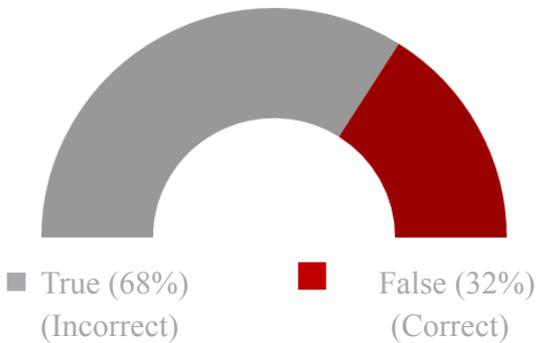
# Additionally, the impact of communism is underestimated

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

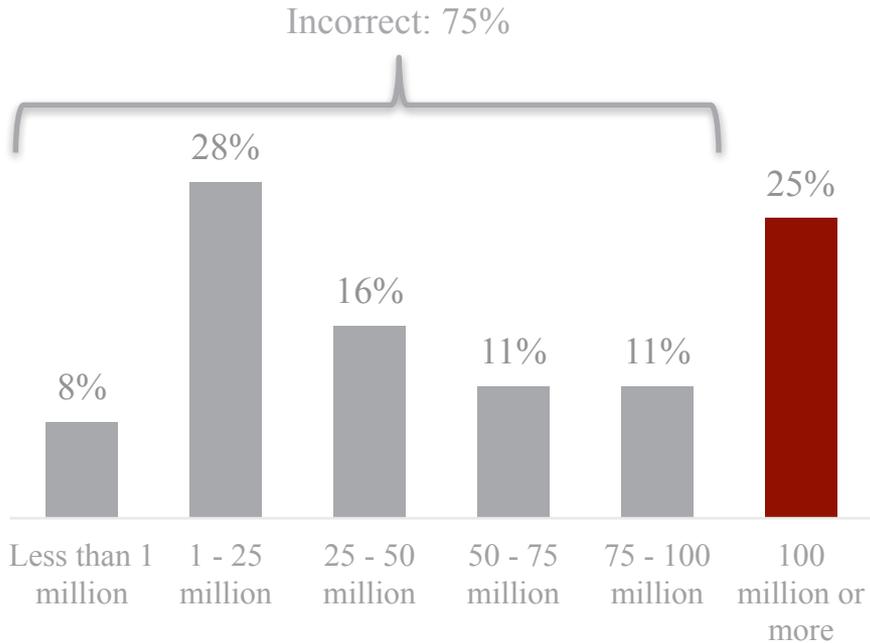
*More people were killed under George W. Bush's presidency than Joseph Stalin's leadership.*



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



## Number Killed by Communism



**BASE: ALL RESPONDENTS**

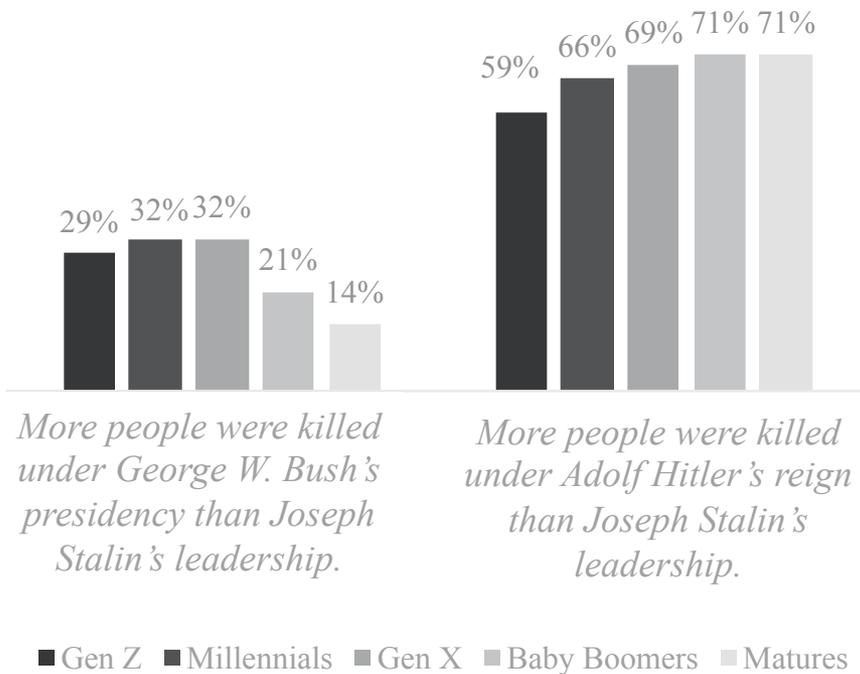
Q13/13A True or false:

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

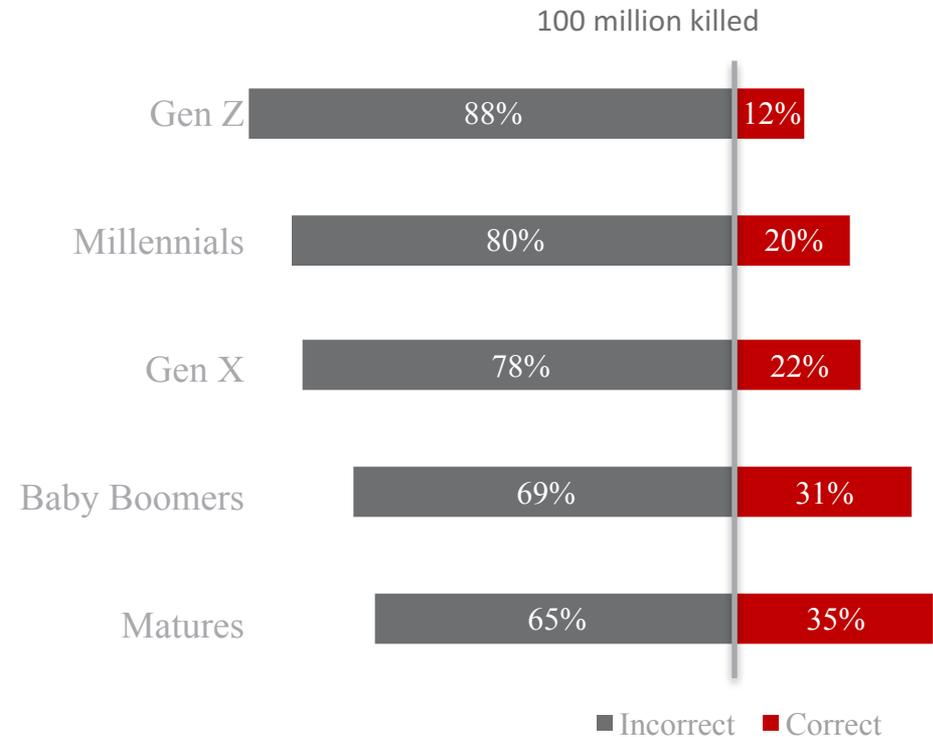
# This is especially true among Gen Z and Millennials

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

*% Getting it Wrong*



Number Killed by Communism



**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%)



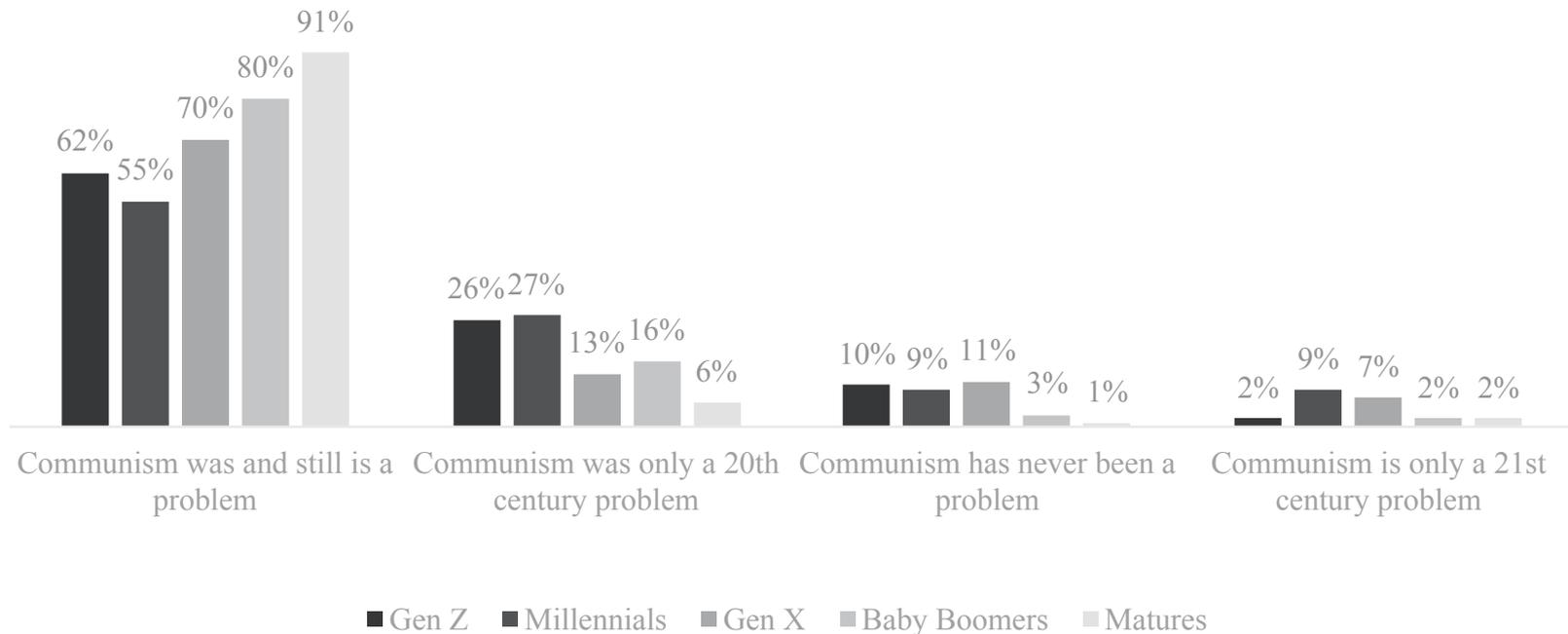
Communism is only a 21st century problem (5%)



Communism has never been a problem (7%)

**BASE: ALL RESPONDENTS**  
Q15 Which of the following is closest to your view?

# But, younger generations don't realize the lasting problem of communism

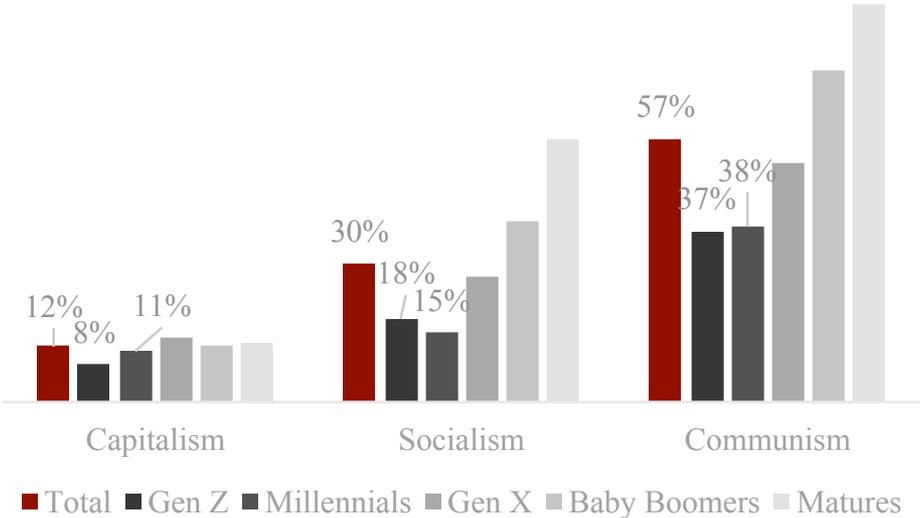


**BASE: ALL RESPONDENTS**

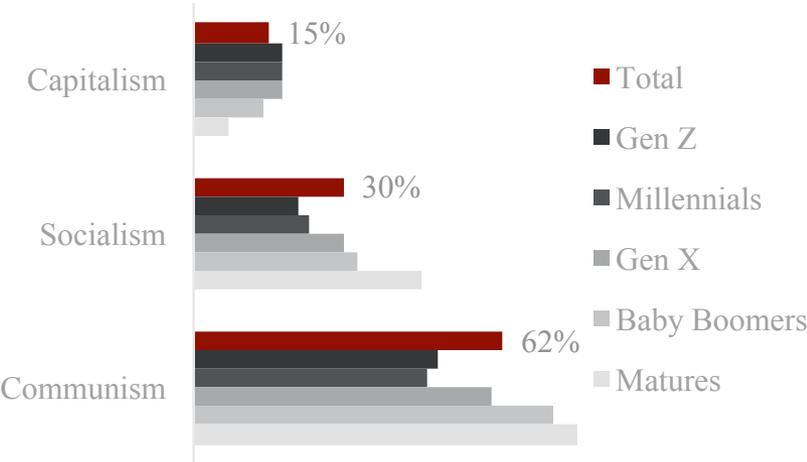
Q15 Which of the following is closest to your view?

# Millennials are most likely to view socialism and communism favorably

*% Very Unfavorable*



*% Insult*

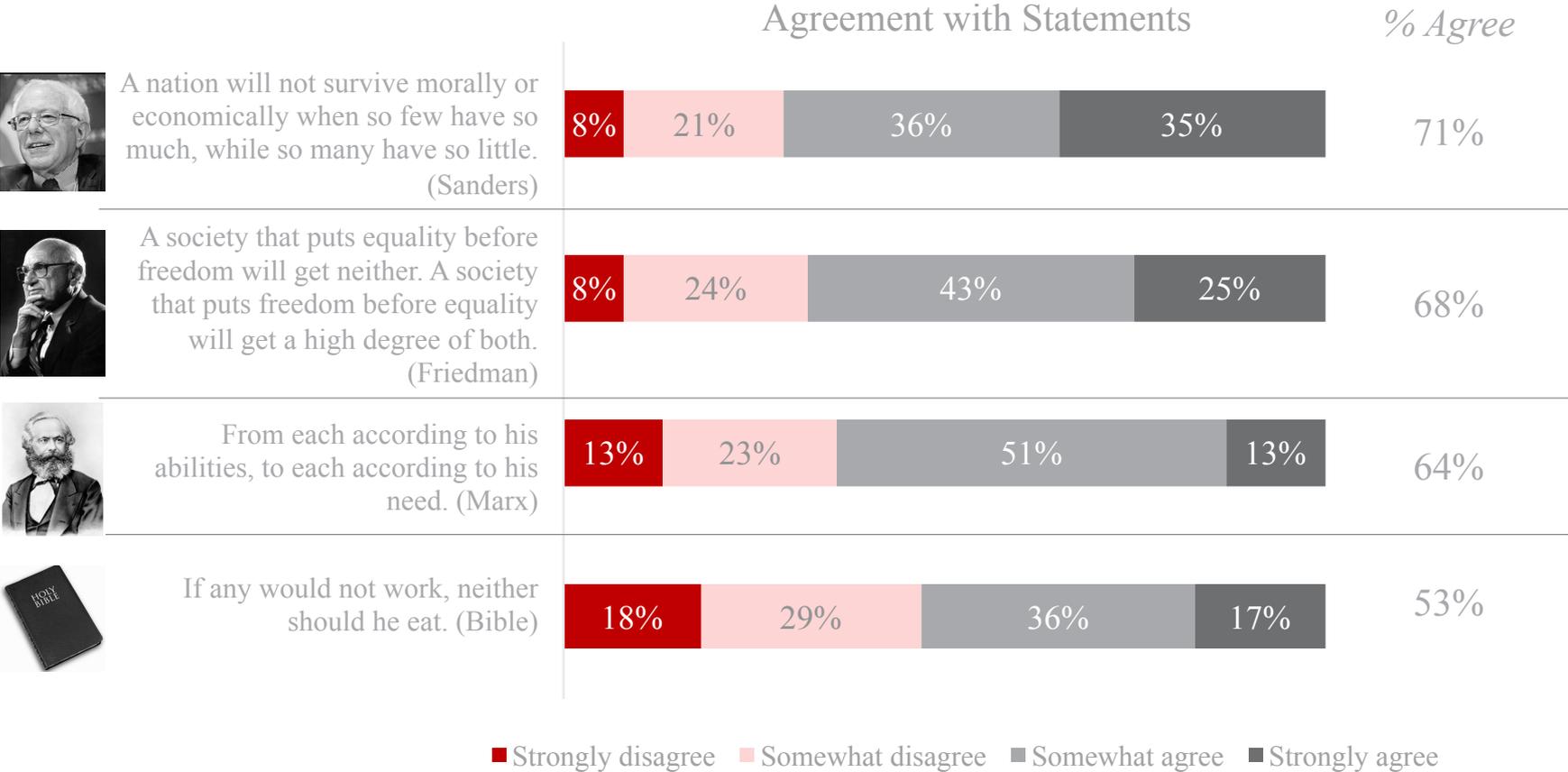


**BASE: ALL RESPONDENTS**

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?

# Nearly two-thirds agree with Marxist philosophy

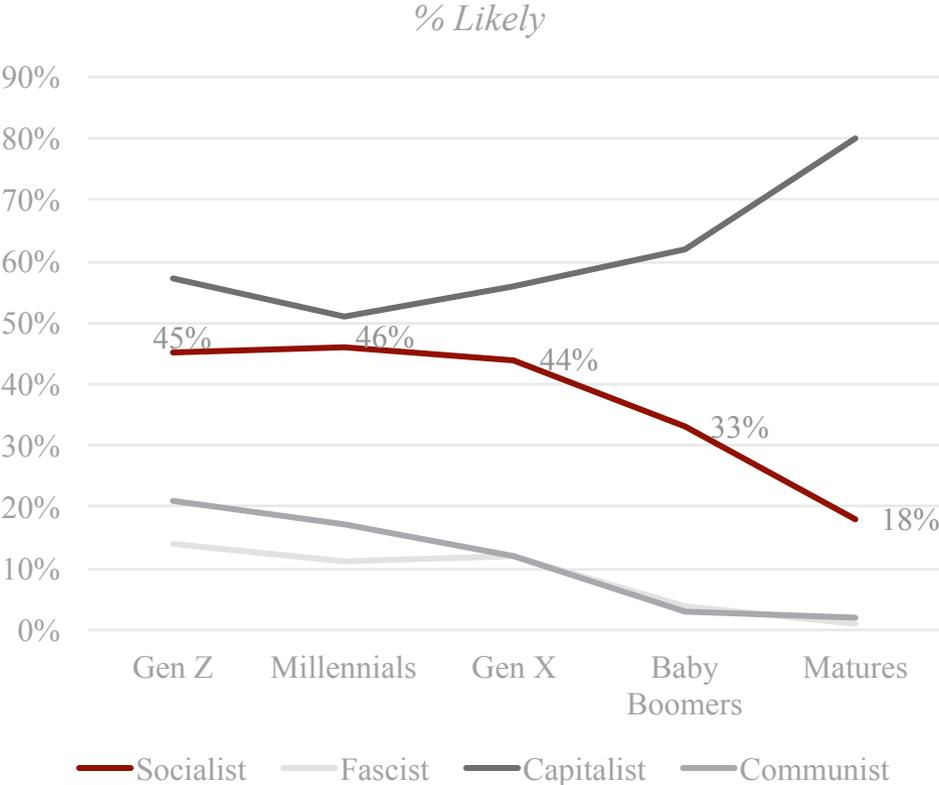
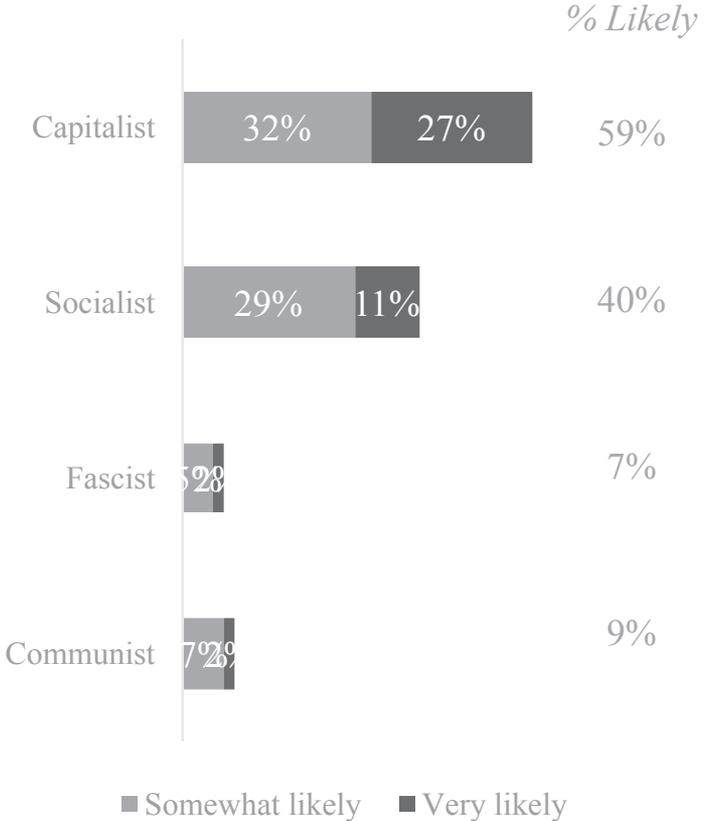


**BASE: ALL RESPONDENTS**

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

# Appeal of socialist candidates among younger generations continues

Intent to Vote for Candidate who Self-describes as...

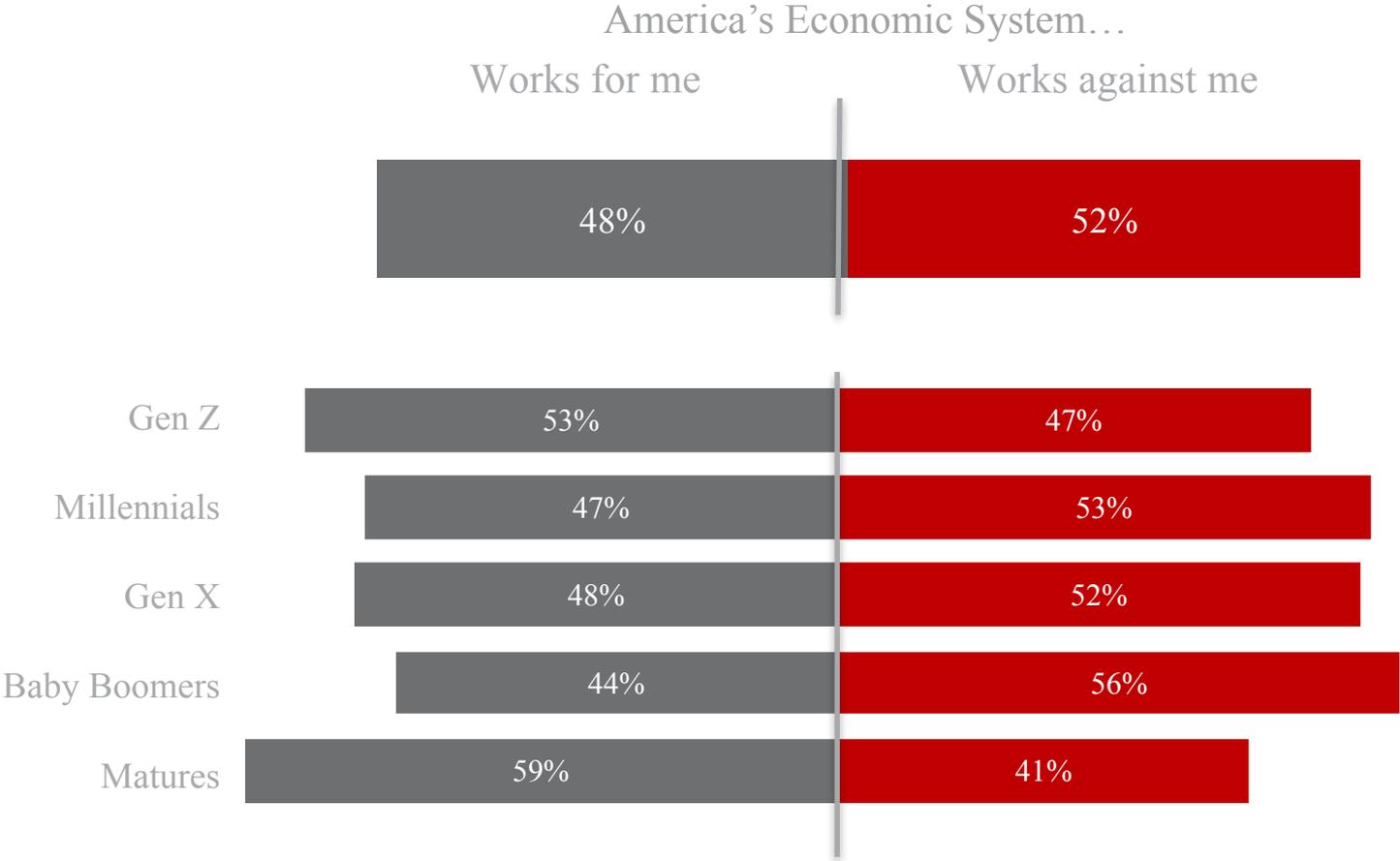


**BASE: ALL RESPONDENTS**

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”

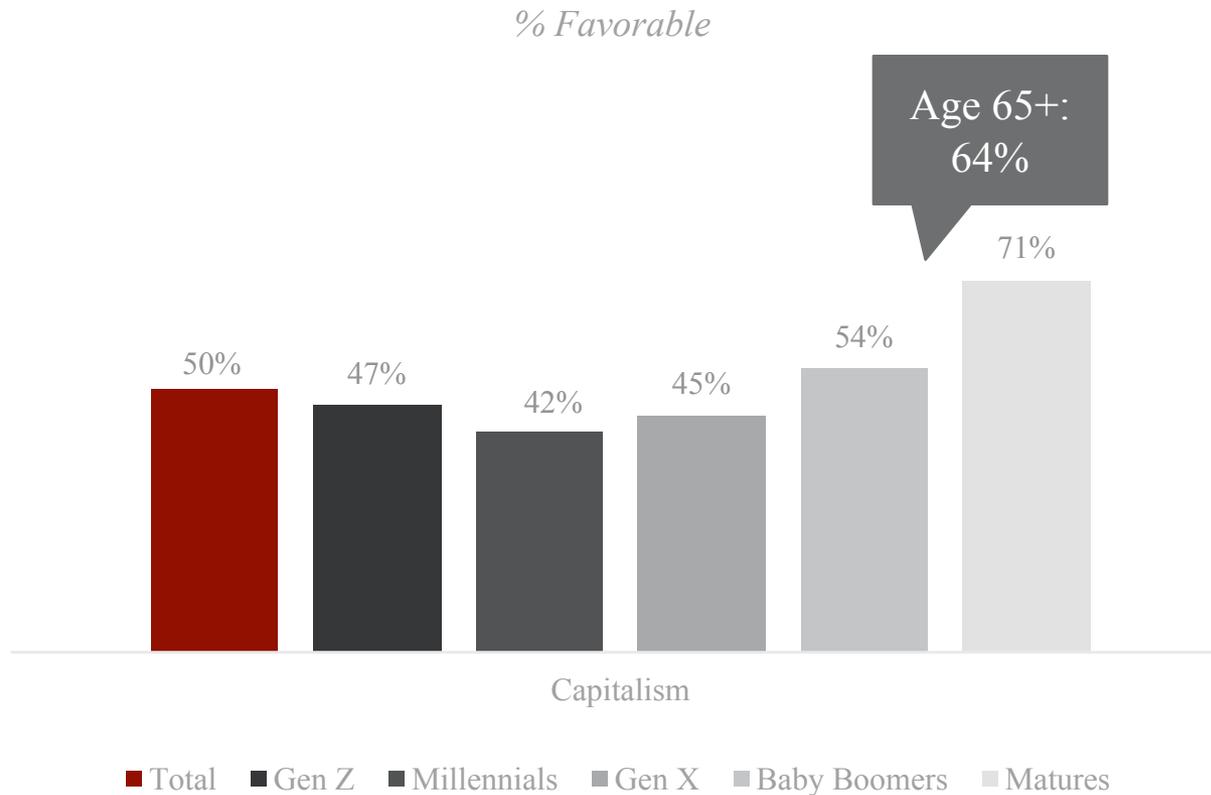
# Across generations, about half feel America's economic system works against them



**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



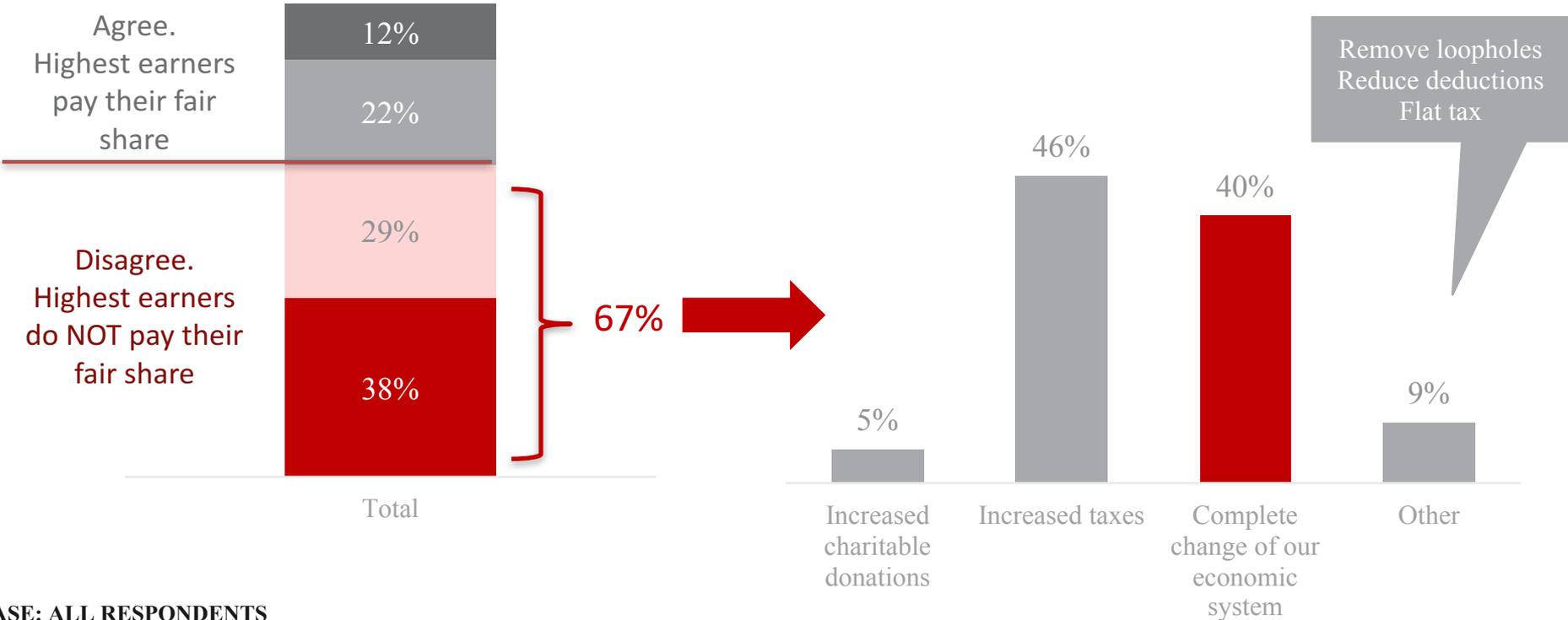
**BASE: ALL RESPONDENTS**

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.*

How to ensure high earners pay fair share



**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?

# Younger generations less receptive to Friedman's capitalist ideals

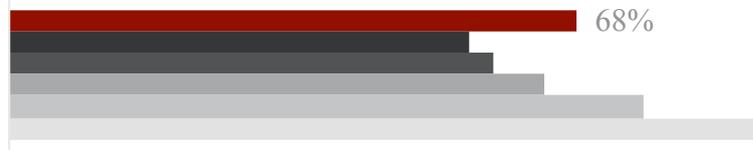
% Agree



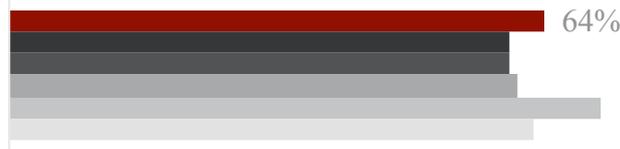
A nation will not survive morally or economically when so few have so much, while so many have so little. (Sanders)



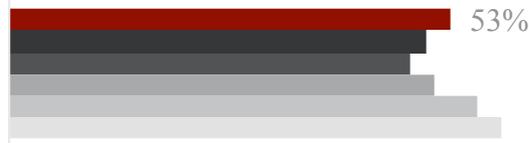
A society that puts equality before freedom will get neither. A society that puts freedom before equality will get a high degree of both. (Friedman)



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



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

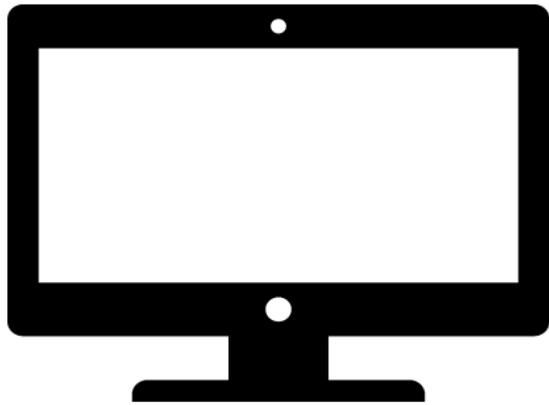


- Total
- Gen Z
- Millennials
- Gen X
- Baby Boomers
- Matures

**BASE: ALL RESPONDENTS**

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

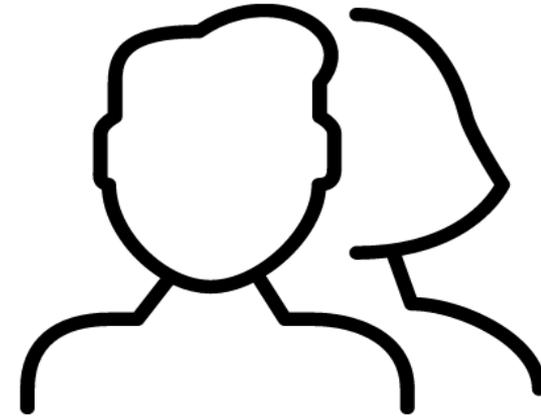
# Methodology



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.*