## YouGov

## Third Annual Report On US Attitudes Toward Socialism

Prepared in partnership with the Victims of Communism Memorial Foundation



## Table of Contents

Key Insights	Slide 3
Sentiment Toward Communism	Slide 8
American Viewpoints On Capitalism And Socialism	Slide 16
Perceptions And Misconceptions Of Socialism	Slide 22
The Decoupling Of Socialism And Communism	Slide 28
Appendix: Breakdown Of Answers By Age	Slide 32
Demographics	Slide 60
Key Insights From The 2016 And 2017 Surveys	Slide 62
Methodology	Slide 63



## Annual Report On US Attitudes Toward Socialism

The State of Collectivism Study has been active since 2016 as a collaboration between the Victims of Communism Memorial Foundation and YouGov.

The goal of the report is to explore perceptions of collectivist systems, such as communism and socialism, among Americans ages 16 or older. This has been explored through direct questions concerning different economic systems and knowledge about the history of collectivist systems and their leaders and movements.

The last two reports have garnered wide attention from media outlets across the country, highlighting the knowledge gaps and of perceptions of collectivism among the American public. This research has furthered VOC's mission of educating people about the ideas, history, and legacy of communism.



Annual Report On US Attitudes Toward Socialism Key Insights 2016-2018

#### 2016 Takeaways

• Approximately one in four Americans (26%) and one in three Millennials (32%) believe more people were killed under George W. Bush than Joseph Stalin.

#### 2017 Takeaways

• More Millennials would prefer to live in a socialist country (44%) than in a capitalist one (42%) or a communist country (7%).

#### NEW Potential 2018 Takeaways

- Over half of Americans learned about communism in high school, while only about one quarter learned about it through college coursework. A full quarter have never been taught about communism in any education or professional setting.
- Only 15% of Americans are aware of the political repression of the Uyghur people in China.
- Over 1 in 3 Americans associate socialism with access to healthcare, especially those that feel favorable towards the system.
- Half of Americans associate socialism with welfare states in Western Europe and Scandinavia.
- When asked to associate social benefits with various economic systems, Americans think there are fewer benefits to communist systems.

#### Findings That Existed In 2016, 2017, and 2018

- 6 in 10 Americans would be insulted if they were called a communist; a trend held consistent from 2016.
- 3 in 4 Americans could not correctly identify how many people were killed by communism; a trend held consistent from 2016



#### Americans Are Concerned About Communism

Knowledge Is Still Lacking

#### Americans are concerned about communism

- Half of Americans are concerned about communism today.
- Viewpoints on communism differ with age: Millennials and Generation Z are three times as likely than Boomers to favor communism.
- Six in ten Americans would be insulted if they were called a communist.

#### Knowledge about communism remains low

- Two in three Americans incorrectly identified the number of people killed by communism in the past 100 years. This is consistent over the past two years of research.
- Six in ten older Americans (Baby Boomers+) were able to correctly identify how many people were killed by communism while less than three in ten Millennials could do the same.
- Over half of Americans learned about communism in high school, while only about one quarter learned about it through college coursework. A full quarter have never been taught about communism in any education or professional setting.
- Only 15% of Americans are aware of the repression of the Uyghur people by China.



#### Capitalism Is In Favor, Socialism Close Behind

The American Economic System Works, Income Inequality Concerns Remain

Socialism Seen As Increased Access And Equality

#### Capitalism is the favorite system in America, socialism is close behind

- Just over a majority of Americans have a positive view on capitalism and it is still the most favorable system.
- Socialism was found to be favorable among four out of ten Americans.
- Approximately half of younger Americans (Generation Z and Millennials), are more favorable towards socialism than Baby Boomers (37%).

#### The American economic system works for most people, but Americans still have some concerns

- About two-thirds of Americans feel that the current American economic system works for them.
- Another two out of three Americans also feel that the higher earners don't pay their fair share of taxes.
  - Among these Americans, half are calling for a complete economic system change or increased taxes.
- Three in four Americans feel that income inequality is a serious issue.
- Also among those who favor socialism, concerns about income inequality are significantly higher.

#### What could be driving interest in socialism? Access, equality, and/or word association?

- Over 1 in 3 Americans associate socialism with access to healthcare, especially those that feel favorable towards the system.
- Concerns about the divide between the rich and poor are much higher among those with favorable views of socialism, nine in ten.
- People who favor socialism are not necessarily more educated on the tenets and ideas of socialism, but associate it with other positive things that they might like.



#### Americans Don't Fully Understand Socialism

#### But They Know It's Not Communism

There could be some confusion on what socialism really is in American minds

- Half of Americans associate socialism with welfare states in Western Europe and Scandinavia.
- Americans associate socialism with:
  - Bernie Sanders 51% (five times more so than Karl Marx at 9%)
  - Occupy Wall Street 17%
  - Access to healthcare 37%
- Only one in four Americans associate socialism with "total control."

### When Americans are favorable towards socialism it doesn't mean they also favor communism

- Among those who have a favorable opinion of socialism, there is a stronger likelihood they will be more favorable towards capitalism (56%) than communism (28%).
- When asked to associate social benefits with various economic systems, Americans think there are fewer benefits to communist systems.



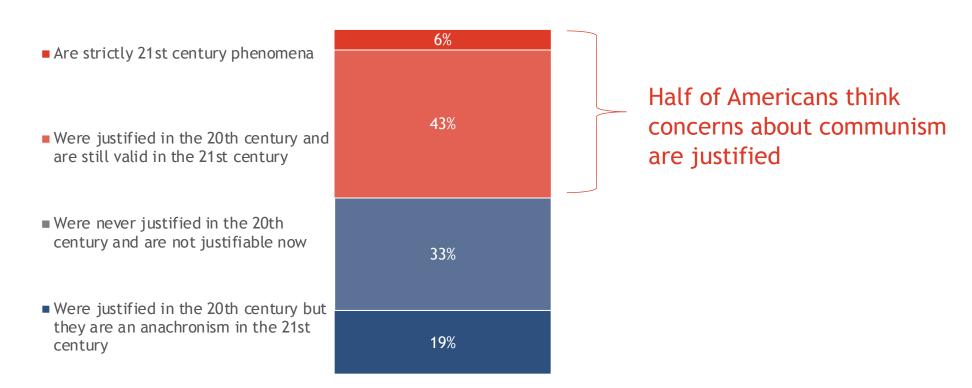
#### Sentiment Towards Communism





## **Concerns About Communism**

A third of Americans think concerns about communism are not currently justified and were never justified.



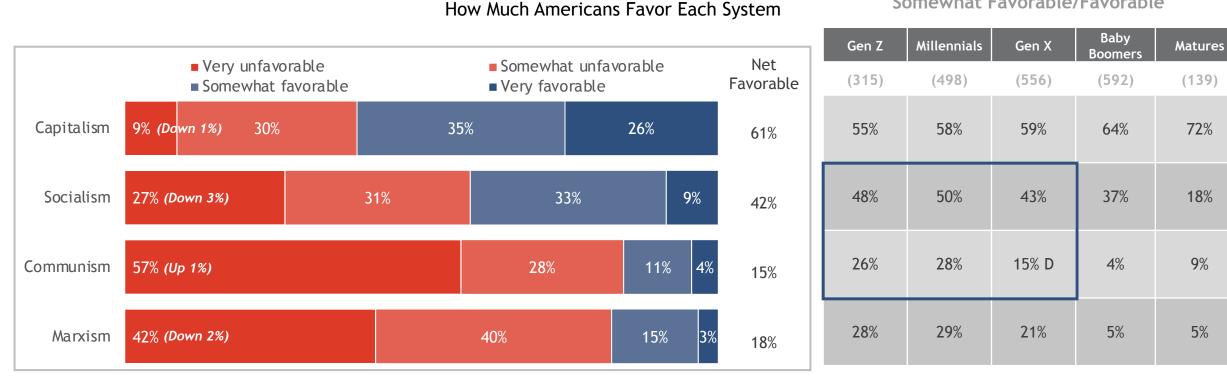
#### **Concerns About Communism**



#### Communism Is The Least Favored, But Younger Americans Are More Likely To Favor The System

Socialism is also more favored among younger Americans.

10



#### Somewhat Favorable/Favorable



## Americans Insulted By Being Called A Communist

Results were similar to 2016 and 2017.

11

Insult Neutral Compliment Capitalist 13% 60% 27% (down 2 %) Socialist 30% (up 1 % from 2017) 58% 12% 4% Communist 33% 63% (No change from 2017) Marxist 44% 4% 52% (Up 5% from 2017)

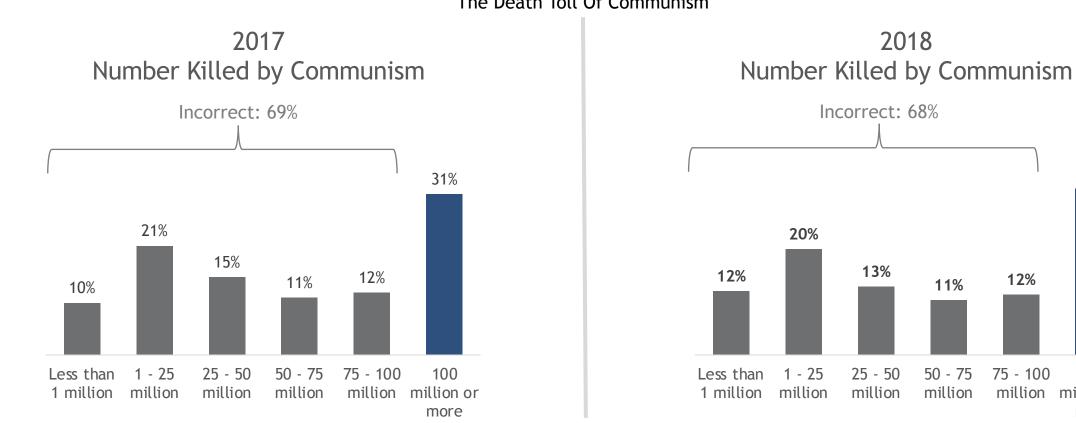
How Americans Feel About Being Called A ...



## Still Underestimating The Death Toll Of Communism

Results were similar to 2016 and 2017.

12



The Death Toll Of Communism



million million or

12%

75 - 100

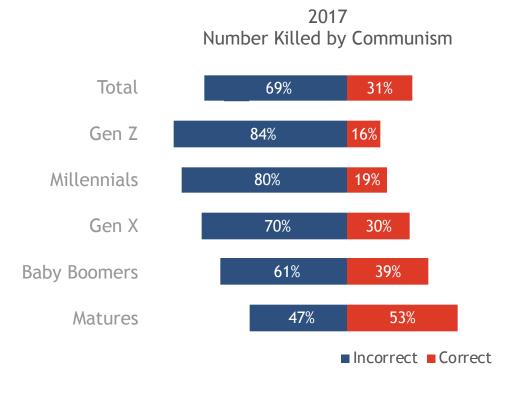
32%

100

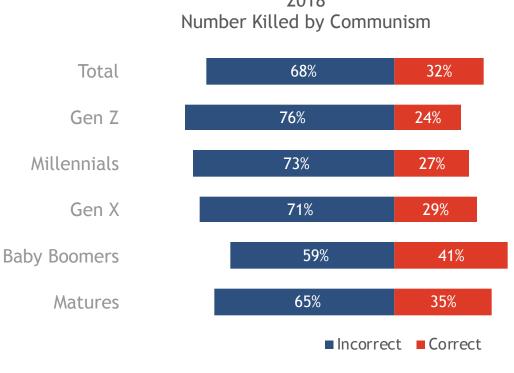
more

#### Younger Respondents Remain Less Likely To Correctly Identify The Death Toll Of Communism In 2018

Correct Identification Of Number Killed By Communism By Generation

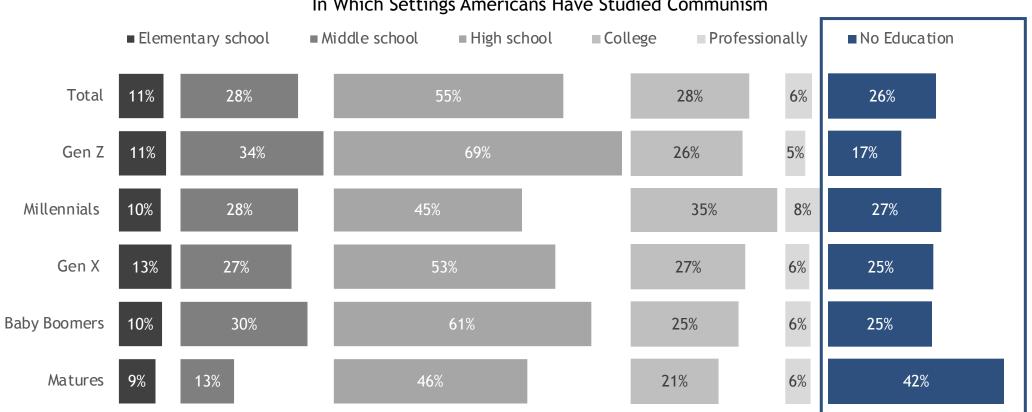


13





#### 1 In 4 Americans Have Never Studied Communism



In Which Settings Americans Have Studied Communism

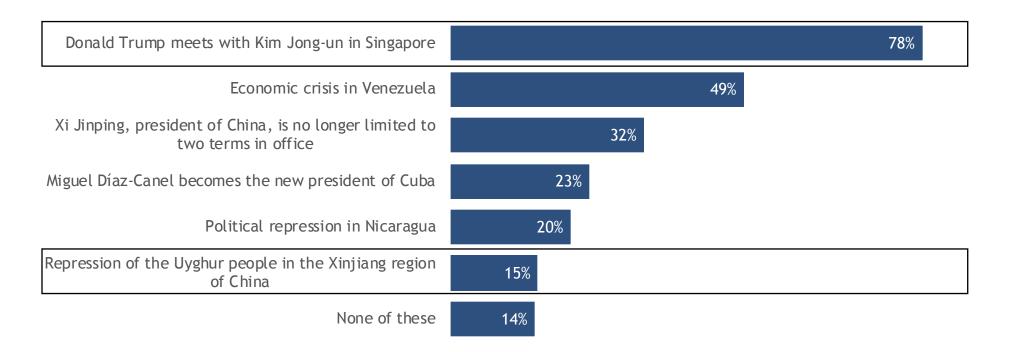


Q29. In which settings have you studied communism or communist countries? Select all settings in which you have studied communism.

#### The Vast Majority Of Americans Recall The Meeting Between Kim Jong-Un And Donald Trump

Interestingly, only 15% of Americans are aware of the political repression of the Uyghurs.

Awareness Of Events Involving Communist And Socialist Nations





\_ 1

#### American Viewpoints On Capitalism And Socialism

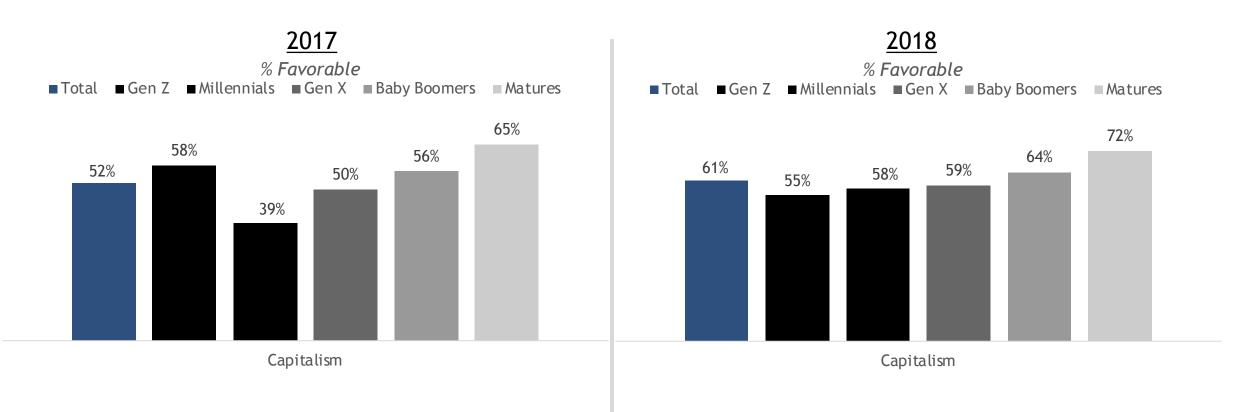


\_ 16

## **Capitalism Remains Popular**

17

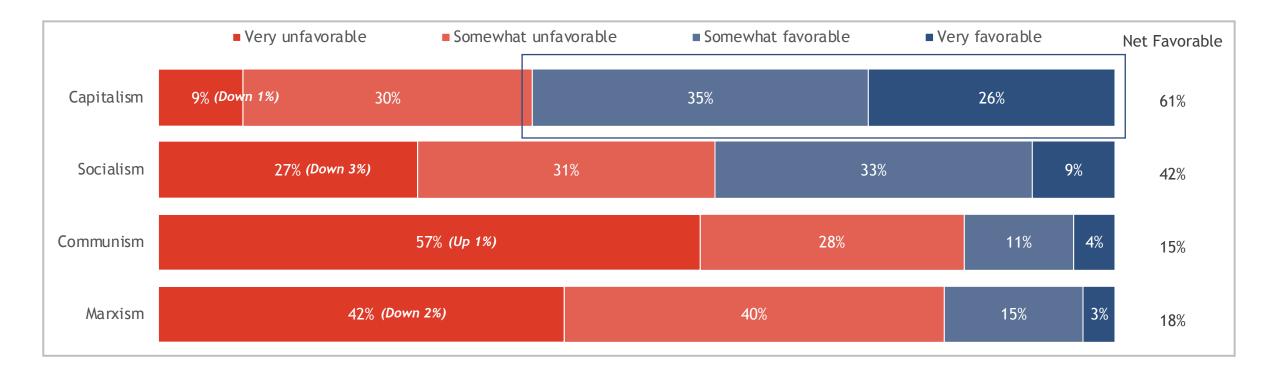
Americans continue to have a favorable view of capitalism across generations, although favorability of capitalism is higher among older generations.





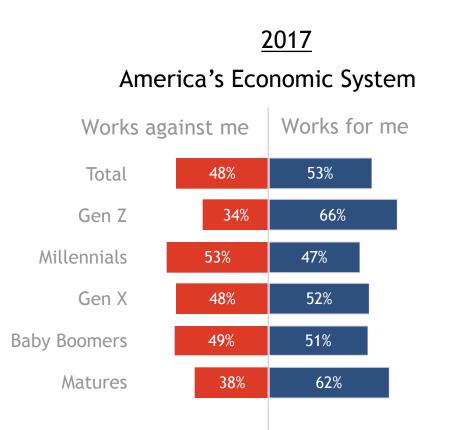
# Capitalism Most Favorable System, Socialism Close Behind

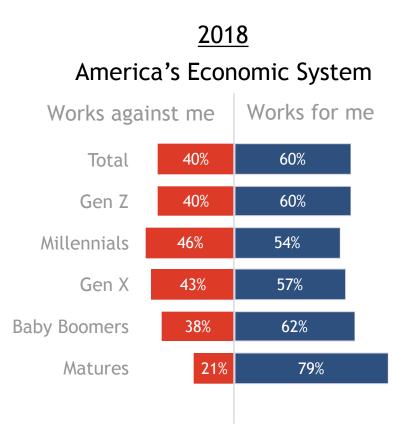
How Much Americans Favor Each System



Q8a./Q9a./Q10a./Q11a. Do you have a favorable or unfavorable opinion of the term ...?

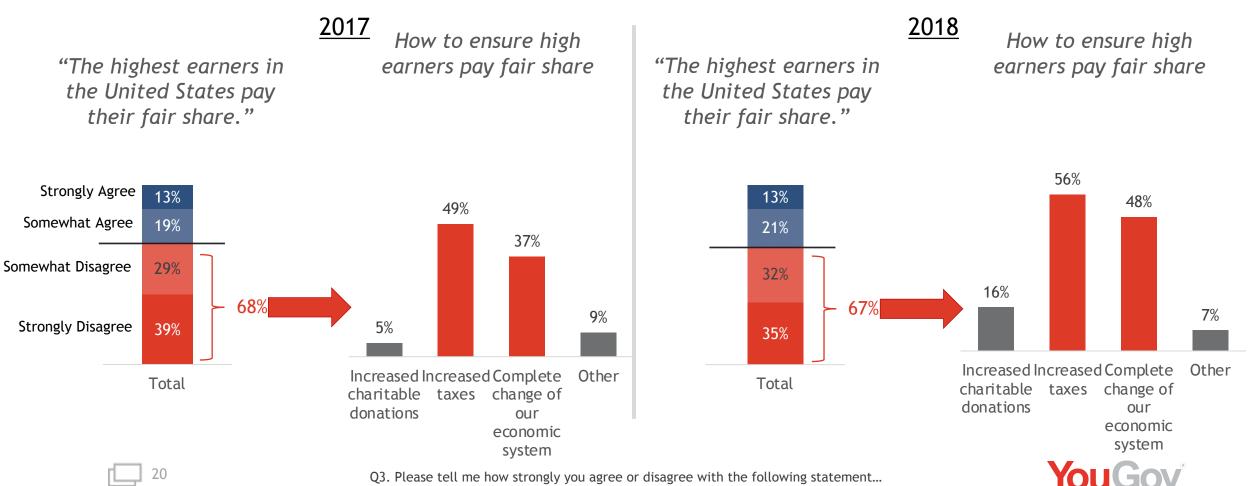
#### More Americans Say The Economy Is Working For Them Than In 2017







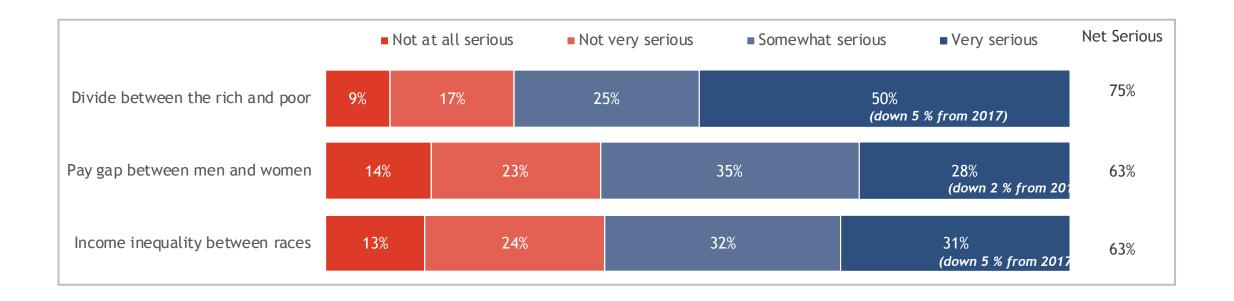
#### 7 In 10 Feel Highest Earners Do Not Pay Their Fair Share, Think Taxes Or System Change Can Fix It



Q4. What change would ensure the highest earners pay their fair share? Select all that apply.

## 3 In 4 Think Income Inequality Is A Serious Issue

How Serious Are Facets Of Income Inequality

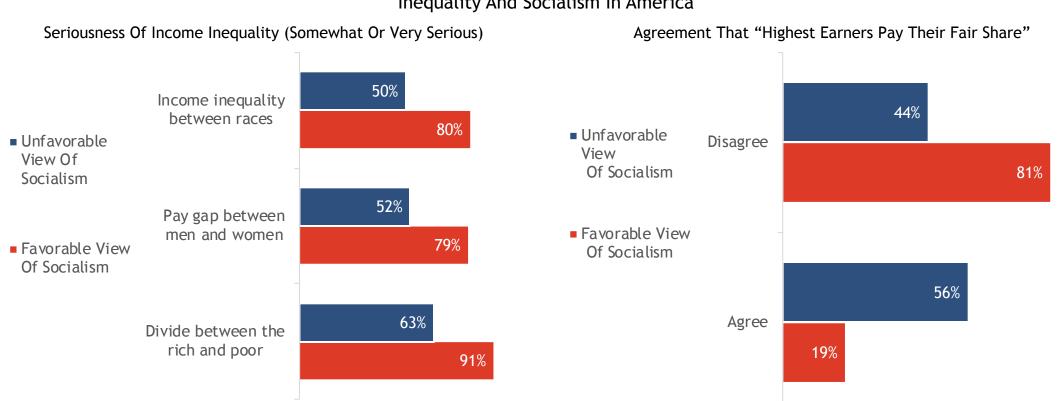




#### Perceptions And Misperceptions Of Socialism



## Is Socialism Seen As A Cure For Inequality?



#### Inequality And Socialism In America

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

Q3. Please tell me how strongly you agree or disagree with the following statement. The highest earners in the United States pay their fair



share.

## Americans See Healthcare Access As A Benefit Of Socialism



#### Benefits of Socialism

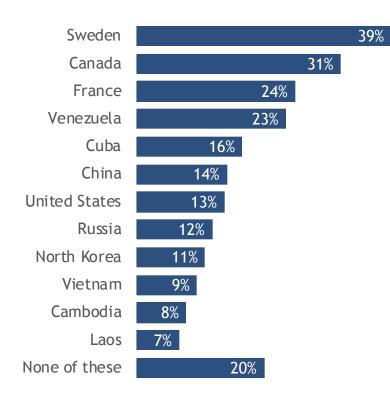
YouGov

Q6a. What are the three biggest benefits of each of the following systems? [Respondents were allowed to leave systems blank]

\_\_\_\_ 24

## When Americans Think Of Socialism, They Think Of Western Democracies

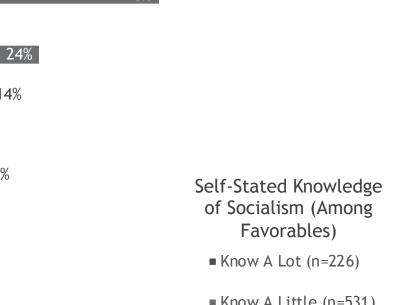
Which Countries Americans Identify As Socialist





#### Among Americans, Opinions Vary On What Socialism Means

What Those Who Have A Favorable Opinion Of Socialism Think Socialism Is What They Think Socialism Means Socialism means a free-market economy with private property, but one 62% where the government provides ample social welfare benefits, as in 48% many Scandinavian and Western European countries. Socialism means a free-market economy with private property where 15% the government intervenes when necessary to create an even playing 24% field for all citizens and businesses. Socialism is when the government owns all property and controls nearly 14% 100% of the national economy and makes all important decisions about **9**% prices, wages, and job placements, as in the Soviet Union. Socialism is just a vague new name for more or less what the 5% Democratic Party in the US supports today. 11% Other 3% Socialism refers to a new system that has not yet been created. 3% Know A Little (n=531)

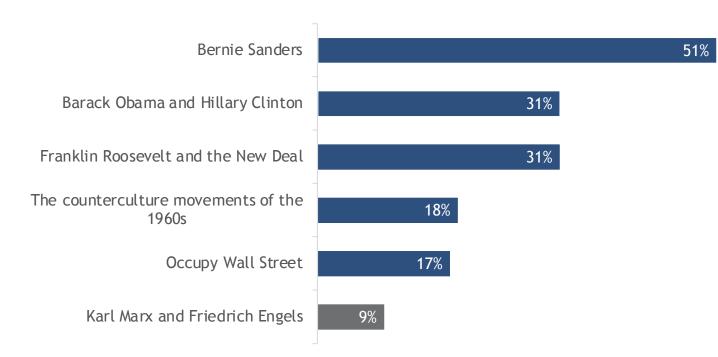




#### Q23. A lot of people these days are talking about socialism. Which of the following definitions, in your opinion, is the most accurate description of socialism?

### Sanders Defines Socialism More Than Marx

Which Figures/Movements People Who Favor Socialism Are Thinking Of



Only responses with a response rate higher than 10% shown, exception Marx and Engels



Q24. In a previous section, you stated that you have a very or somewhat favorable opinion of socialism. When you say you have a favorable opinion of socialism, which of these individuals or movements do you have in mind? Select all that apply.



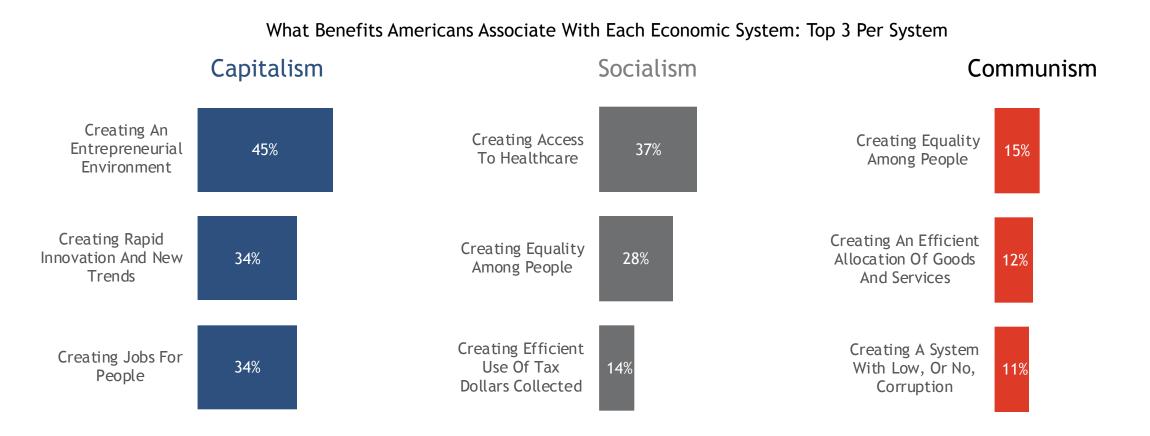
### The Decoupling Of Socialism And Communism





## Americans Think Communism Provides Fewer Benefits

Americans think socialism and communism are different. The only commonality between the two systems is "creating equality," and even then Americans are twice as likely to associate it with socialism than with communism.

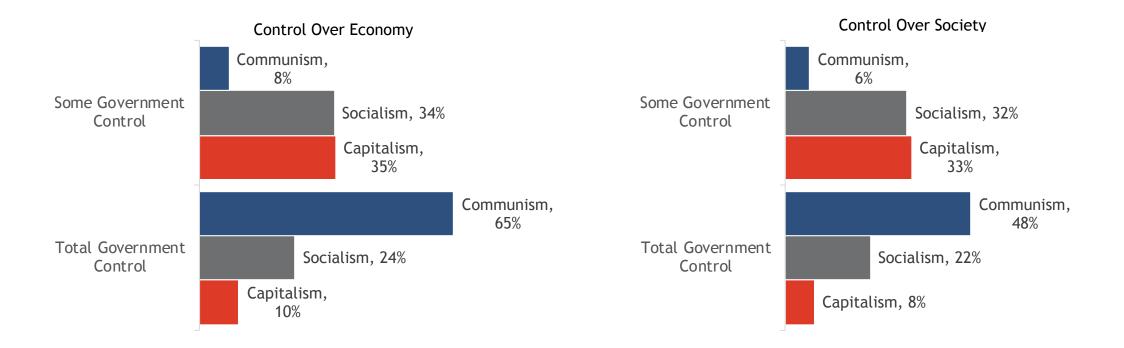


Q6. What are the three biggest benefits of each of the following systems? You can drag up to 3 statements below to each system. If you believe a system has no benefits, you do not need to drag any statement to it.



## Americans: "Socialism Has More In Common With Capitalism Than Communism"

How Much Control Over Economy And Society Are Part Of Each System

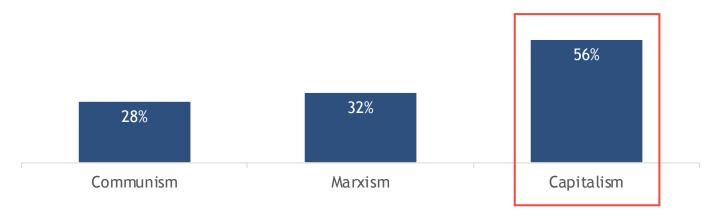


Q26. Which of the following would you consider a feature of a capitalist system? Select all that apply Q27. Which of the following would you consider a feature of a communist system? Select all that apply Q28. Which of the following would you consider a feature of a socialist system? Select all that apply



## Favoring Socialism ≠ Favoring Communism

How Those Who Favor Socialism Think About Other Systems



How Americans That Favor Socialism View Other Systems

Q8a. Do you have a favorable or unfavorable opinion of the term capitalism? Q10a. Do you have a favorable or unfavorable opinion of the term communism? Q11a. Do you have a favorable or unfavorable opinion of the term Marxism? Q6a. What are the three biggest benefits of each of the following systems? [Respondents were allowed to leave systems blank]



## Appendix: Age

• Letters designate that one group's response rate is statistically significantly higher than the group with the corresponding letter, using a 95% confidence interval.





## America's Economic System

Millennials are the age cohort least likely to think the economic system works for them.

America's economic system works for me, 60%

33

America's Economic System Working For Americans

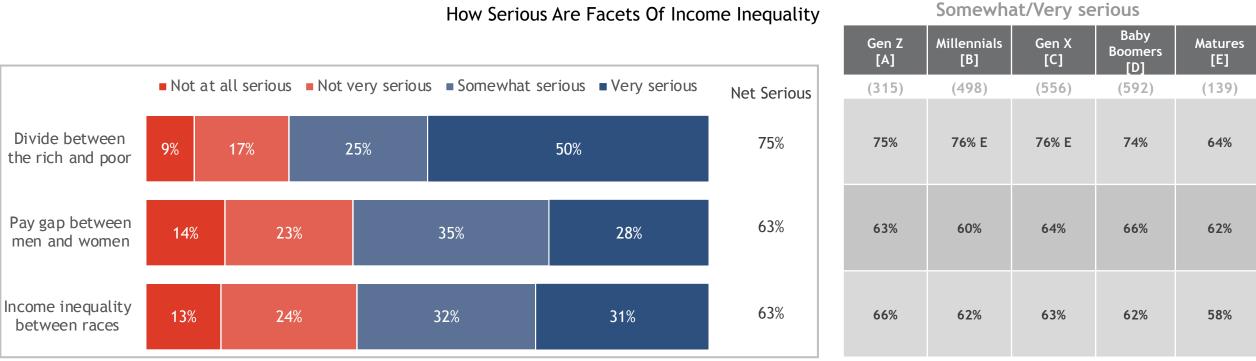
Gen Z [A]	Millennials [B]	Gen X [C]	Baby Boomers [D]	Matures [E]
(315)	(498)	(556)	(592)	(139)
40% E	46% E	43% E	38% E	21%
60%	54%	57%	62%	79% ABCD



## Serious Issues For Income Inequality

34

Other than Matures, income inequality is considered a serious problem across generations.





## Highest Earners Paying Their Share

Younger age cohorts are more likely to think the highest earners don't pay their fair share.

Strongly agree13%21%Somewhat agree32%Somewhat disagree35%

Gen Z [A]	Millennials [B]	Gen X [C]	Baby Boomers [D]	Matures [E]
(315)	(498)	(556)	(592)	(139)
17% B	9%	13%	13%	22% BCD
25% B	17%	24%	19%	22%
34% E	45% ACDE	26%	27%	21%
24%	29%	38% AB	41% AB	35%

Agreement The Highest Earners Pay Their Fair Share

#### Total



Q3. Please tell me how strongly you agree or disagree with the following statement. "The highest earners in the United States pay their fair share." (n=2100)

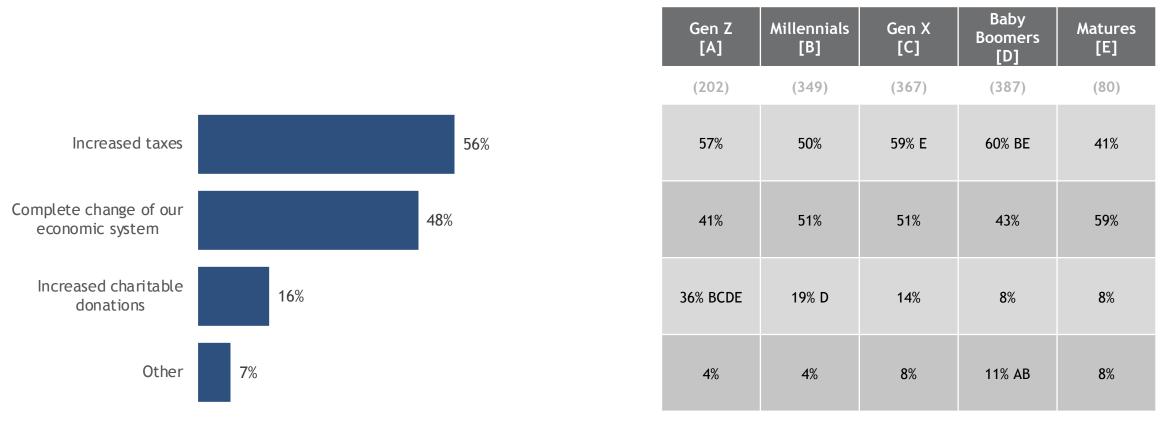


## Increased Taxes Remain Solution To Inequality

36

Increased taxes remain the most prevalent method of resolving income inequality, at the top of most cohorts, excluding Millennials and Matures.

What Should Be Done To Make High-Earners Pay Their Fair Share



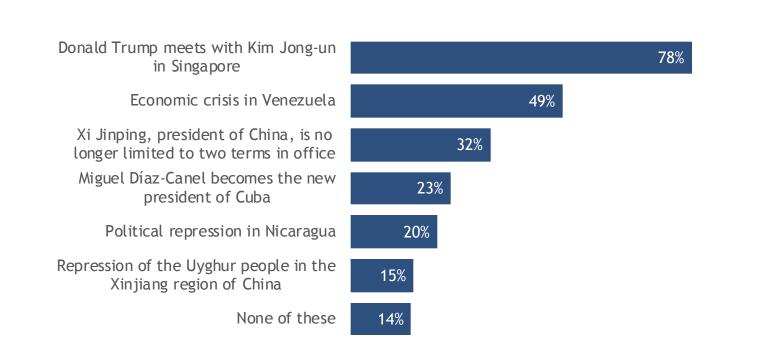
Q4. What change would ensure the highest earners pay their fair share? Select all that apply. (n=1385)

YouGov

# Communism And Socialism Fly Mostly Under The Radar

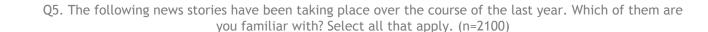
Younger respondents are consistently less aware of events involving communist and socialist countries.

#### Awareness Of Events Involving Communist And Socialist Nations



Gen Z [A]	Millennials [B]	Gen X [C]	Baby Boomers [D]	Matures [E]
(315)	(498)	(556)	(592)	(139)
70%	65%	75% B	92% ABC	87% ABC*
38%	43%	45%	57% ABC	65% ABC*
25%	26%	28%	41% ABC	43% ABC*
1 <b>9</b> %	17%	19%	30% ABC	36% ABC*
14%	18%	16%	24% AC	33% ABC*
14%	17% C	11%	15%	17% *
17% D	22% DE	16% D	5%	11% *





### The Benefits Of Capitalism

More than 1 in 3 Americans think capitalism provides jobs, innovation, and entrepreneurship as benefits, and these numbers are relatively consistent across generations.

Creating An Entrepreneurial Environment 45% Creating Rapid Innovation And New Trends 34% Creating Jobs For People 34% Creating Economic Stability 25% Creating An Efficient Allocation Of Goods And Services 14% Creating Efficient Use Of Tax Dollars Collected 12% Creating Access To Healthcare 10% Creating A System With Low, Or No, Corruption 9% Creating Equality Among People 8%

#### Which Benefits Americans Associate With Capitalism

Gen Z [A]	Millennials [B]	Gen X [C]	Baby Boomers [D]	Matures [E]
(315)	(498)	(556)	(592)	(139)
46%	38%	46%	52% B	41%
33%	32%	36%	36%	25%
30%	28%	33%	38% B	46% ABC
23%	25%	20%	29% C	28%
15%	12%	16%	13%	13%
18% B	<b>9</b> %	12%	14%	12%
6%	11%	<b>9</b> %	11%	13%
11% D	11% D	<b>9</b> %	6%	12%
6%	8%	10% D	6%	12% D

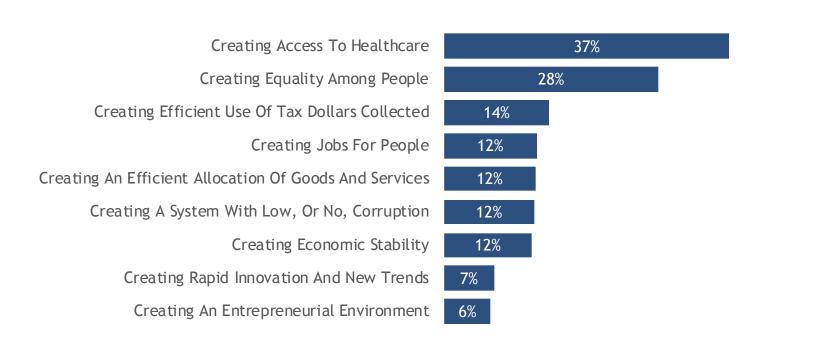


Q6. What are the three biggest benefits of each of the following systems? You can drag up to 3 statements below to each system. If you believe a system has no benefits, you do not need to drag any statement to it.

(n=2100)

### The Benefits Of Socialism

More than 1 in 4 Americans think socialism provides equality and access to healthcare, and those figures are broadly consistent across generations.



Which Benefits Americans Associate With Socialism

Gen Z [A]	Millennials [B]	Gen X [C]	Baby Boomers [D]	Matures [E]
(315)	(498)	(556)	(592)	(139)
41% E	32%	41% BE	40% E	25%
25%	27%	30%	30%	21%
15%	13%	15%	13%	12%
17% D	14%	12%	10%	9%
9%	12%	14%	12%	8%
14%	13%	12%	10%	10%
12%	13%	15% DE	<b>9</b> %	6%
10% D	7%	7%	5%	4%
6%	9% C	4%	6%	6%



Q6. What are the three biggest benefits of each of the following systems? You can drag up to 3 statements below to each system. If you believe a system has no benefits, you do not need to drag any statement to it.

(n=2100)

### The Benefits Of Communism

Among all generations, there are no benefits that at least 1 in 4 respondents think are associated with communism.

Creating Equality Among People 15% Creating An Efficient Allocation Of Goods And Services 12% Creating A System With Low, Or No, Corruption 11% Creating Jobs For People 9% Creating Economic Stability 8% Creating Efficient Use Of Tax Dollars Collected 8% Creating Access To Healthcare 7% Creating An Entrepreneurial Environment 6% Creating Rapid Innovation And New Trends 5%

#### Which Benefits Americans Associate With Communism

Gen Z [A]	Millennials [B]	Gen X [C]	Baby Boomers [D]	Matures [E]
(315)	(498)	(556)	(592)	(139)
23% BCDE	13%	15%	13%	9%
16% D	16% D	11%	10%	8%
11%	10%	12%	11%	10%
11% E	11% E	9% E	7%	2%
9%	8%	11% D	6%	4%
7%	<b>9</b> % E	11% DE	5%	2%
<b>9</b> % E	10% DE	8% E	5%	2%
6%	5%	7%	6%	5%
7%	7% D	7% D	3%	5%



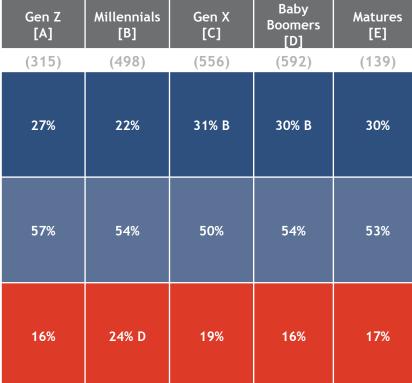
Q6. What are the three biggest benefits of each of the following systems? You can drag up to 3 statements below to each system. If you believe a system has no benefits, you do not need to drag any statement to it.

(n=2100)

#### How Much Do Americans Say They Know About Socialism?

With the exception of Gen Z, younger cohorts are more likely to indicate they don't know anything about socialism.

I know a lot about it. 28% I know a little about it, 53% I don't know anything about it, 19%



#### How Much Americans Say They Know About Socialism

Total





\_\_\_\_ 41

# Capitalism Remains Most Favorably Viewed System

How Much Americans Favor Each System

Younger generations have more favorable opinions of socialism, communism, and Marxism while having less favorable opinions of capitalism.

					now mach mile leans havor Lach system								
		Very unfavo				unfavorable	2	Net	Gen Z [A]	Millennials [B]	Gen X [C]	Baby Boomers [D]	Matures [E]
		Somewhat f	avorable		Very favor	rable		Favorable	(315)	(498)	(556)	(592)	(139)
Capitalism	<b>9</b> %	30%		35	%	26%		61%	55%	58%	59%	64%	72% ABC
Socialism		27%	3	31%	3	3%	9%	42%	48% DE	50% DE	43% E	37% E	18%
Communism		5	57%		28%	11	1% 4%	15%	26% CDE	28% CDE	15% D	4%	<b>9</b> %
Marxism		42%			40%	15	% 3%	18%	28% DE	29% CDE	21% DE	5%	5%

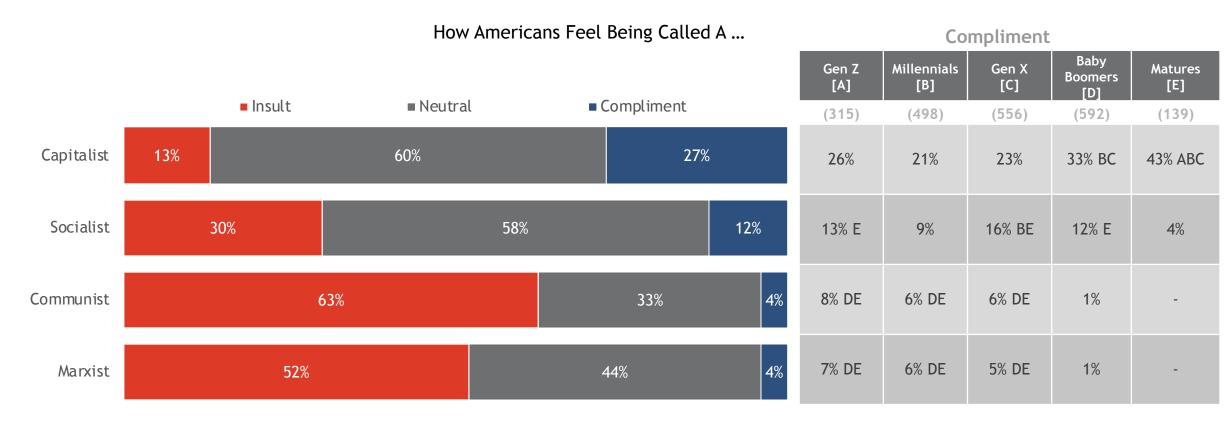
#### Q8a. Do you have a favorable or unfavorable opinion of the term capitalism? (n=2069) Q7a. Do you have a favorable or unfavorable opinion of the term socialism? (n=2062) Q10a. Do you have a favorable or unfavorable opinion of the term communism? (n=2067) Q11a. Do you have a favorable or unfavorable opinion of the term Marxism? (n=2100)

YouGov

Somewhat Favorable/Favorable

## Americans Think Communist Is An Insult

More young people feel that "communist" and "Marxist" are not insults, and feel that "capitalist" is an insult.



Q8b. Do you consider calling someone a capitalist to be a compliment, an insult or a neutral description? (n=2073) Q9b. Do you consider calling someone a socialist to be a compliment, an insult or a neutral description? (n=2066) Q10b. Do you consider calling someone a communist to be a compliment, an insult or a neutral description? (n=2100) Q11b. Do you consider calling someone a Marxist to be a compliment, an insult or a neutral description? (n=2100)

43

YouGov

#### Free Speech In America

The majority of every generation believes that free speech should be protected regardless of what is being said.

	How Americans Feel About Free Speech In America			a	Somewhat Agree/Agree				
					Gen Z [A]	Millennials [B]	Gen X [C]	Baby Boomers [D]	Matures [E]
Disagree	Somewhat D	isagree Some	what Agree Agree	Net Agree	(315)	(498)	(556)	(592)	(139)
Free speech should be protected regardless of what is being said	7% 21%	32%	41%	73%	<b>69</b> %	70%	74%	74%	74%
Free speech should be protected as long as what's being said doesn't hurt anyone	21%	18% 27%	34%	61%	<b>67</b> %	60%	<b>59</b> %	61%	<b>66</b> %
There should be limits for what can be said on social media	25%	22%	34% 18%	52%	43%	<b>49</b> %	<b>52</b> %	57% A	61% A
There should be restrictions to make sure public speech is not offensive	33%	25%	28% 14%	42%	38%	47% D	40%	<b>39</b> %	47%
There should be limits for what can be said at universities	35%	25%	28% 13%	41%	38%	47% D	41%	37%	42%

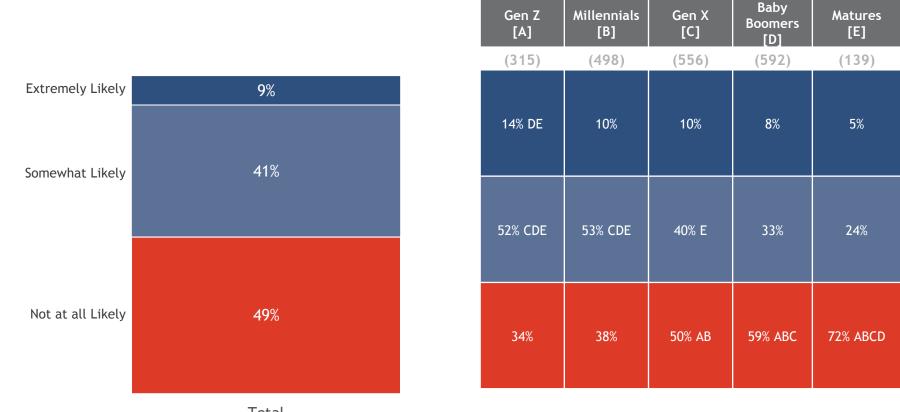




### Voting For A Socialist

45

Younger Americans are more likely to vote for a political candidate who identifies as socialist.



#### How Likely Americans Are To Vote For A Socialist

Total



### Voting For A Democratic Socialist

Younger Americans are much more open to voting for a democratic socialist, and are less negatively influenced by a politician who identifies with the term.

		[A]	[B]	[C]	Boomers [D]	[E]
		(315)	(498)	(556)	(592)	(139)
Much more likely to vote for	10%			400/ E	00% F	20/
Somewhat more likely to vote for	9%	12% E	9% E	12% E	9% E	2%
Would not influence my vote	35%	15% CDE	14% CDE	7%	6%	5%
		37% E	39% E	34%	34%	23%
Hesitant to vote for	14%					
		14%	16%	16% E	13%	7%
Would never vote for	32%	23%	22%	32% AB	38% AB	62% ABCD

Gen 7

Millennials

Gen X

#### How Likely Americans Are To Vote For A Democratic Socialist

Total



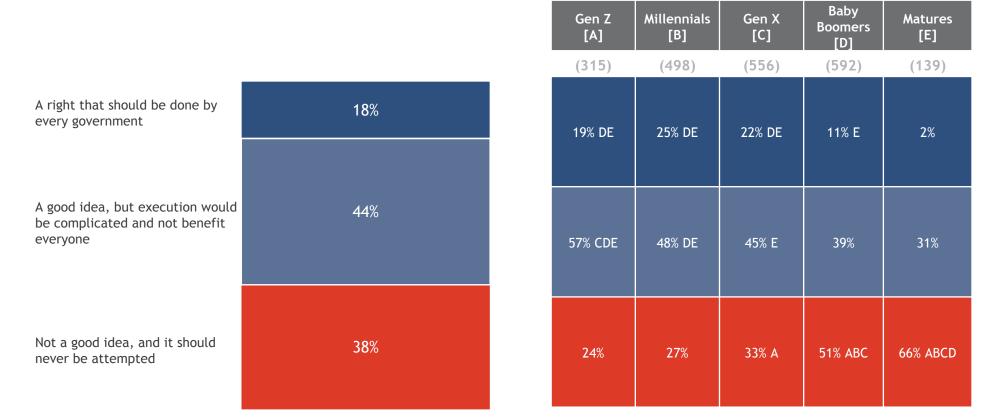
Baby

Matures

46

#### Universal Basic Income

While all generations are skeptical of the implementation, younger respondents are much more open to the idea of Universal Basic Income.



#### American Impressions Of Universal Basic Income (UBI)

Total





Q16c. Universal Basic Income (UBI) is the idea that the government provides some form of regular income to every single person in the country. Which of the following best describes your attitudes toward this idea?" (n=2100)

### **Concerns About Communism**

48

The largest group in each age cohort thinks concerns about communism are and were always valid.

		[A]		[C]	[D]	[[]
		(315)	(498)	(556)	(592)	(139)
Are strictly 21 <sup>st</sup> century phenomena	6%					
Were justified in the 20 <sup>th</sup> century and are		7% D	9% DE	7% DE	3%	1%
still valid in the 21 <sup>st</sup> century	43%	40%	36%	44%	50% AB	40%
Were never justified in the 20 <sup>th</sup> century ar are not justifiable now	<sup>ad</sup> 33%	28%	27%	32%	36% B	50% ABC
Were justified in the 20 <sup>th</sup> century but they are an anachronism in the 21 <sup>st</sup> century	19%	26% CDE	27% CDE	17% D	11%	9%
	Total					

#### **Concerns About Communism**



Baby

**Boomers** 

Matures

IE1

CD

Millennials

[R]

Gen X

IC1

Gen Z

ΓΔ1

Q17. Which of the following is closest to your view? "Concerns about Communism..." (n=2100)

### The Type Of System Americans Want

Among most generations, Americans want to live in a capitalist society, but among Millennials socialism is their first choice.

Baby Millennials Gen X Gen Z Matures **Boomers** [A] [B] [C] [E] [D] (315)(498) (556)(592) (134)53% B 40% 56% B 65% ABC 76% ABC Capitalist 56% Socialist 37% 41% E 46% CDE 34% 33% 23%

4%

2%

8% CDE

6% DE

3%

7% ADE

#### Which Type Of Socio-Economic System Americans Would Choose To Live In



2%

1%

1%

Fascist

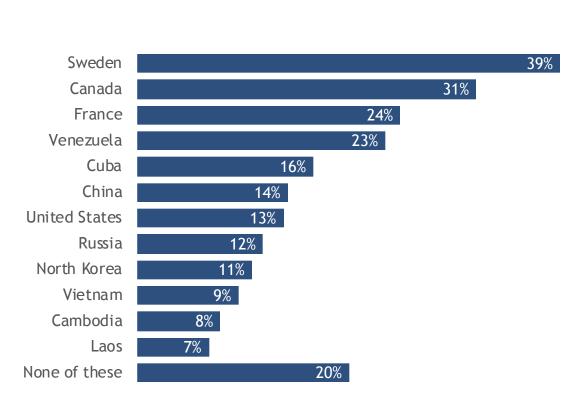
Communist

4%

4%

## What Is A Socialist Country

Americans are most likely to think of Sweden, Canada, and France as socialist countries and this is generally consistent across generations with the exception of Millennials.



#### Which Countries Americans Identify As Socialist

Gen Z [A]	Millennials [B]	Gen X [C]	Baby Boomers [D]	Matures [E]
(315)	(498)	(556)	(592)	(139)
30%	30%	37%	49% ABC	48% AB
28%	25%	30%	38% ABC	35%
22%	17%	22%	32% ABC	27%
17%	17%	<b>19</b> %	28% ABC	42% ABCD
14%	17%	15%	14%	33% ABCD
14%	17%	12%	12%	14%
18% DE	18% DE	12% E	11% E	4%
10%	12%	<b>9</b> %	11%	24% ABCD
11%	13%	<b>9</b> %	<b>9</b> %	14%
7%	8%	10%	10%	11%
<b>9</b> %	5%	7%	<b>9</b> %	15% BC
8%	5%	5%	8%	8%
24%	21%	21%	17%	13%

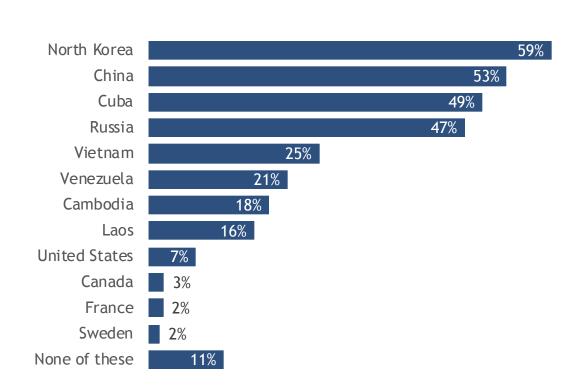


### What Is A Communist Country

51

Americans of all ages identify North Korea, China, and Cuba as communist countries. Older respondents still identify Russia as a communist country.

Which Countries Americans Identify As Communist



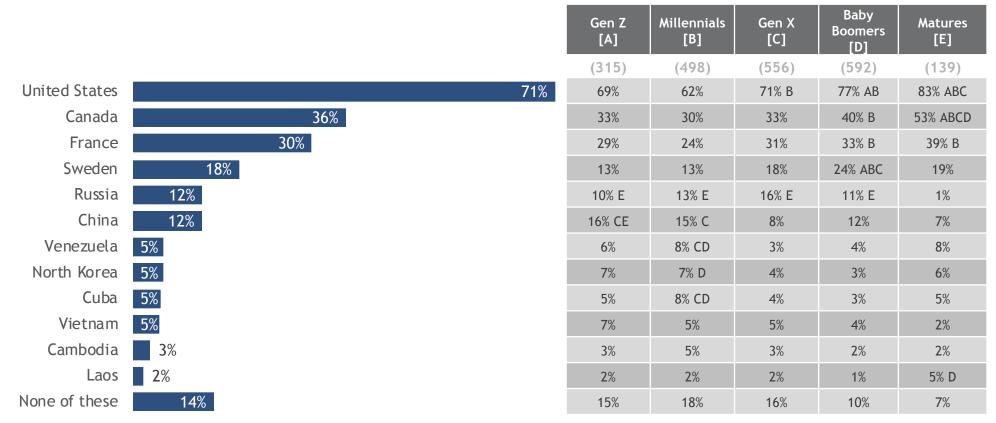
Gen Z [A]	Millennials [B]	Gen X [C]	Baby Boomers [D]	Matures [E]
(315)	(498)	(556)	(592)	(139)
48%	45%	54% B	77% ABC	75% ABC
40%	43%	48%	65% ABC	72% ABC
32%	34%	46% AB	64% ABC	75% ABC
33%	26%	43% B	66% ABC	73% ABC
18%	21%	22%	31% ABC	41% ABC
14%	18%	<b>19</b> %	23% A	36% ABCD
13%	12%	13%	27% ABC	24% ABC
10%	14%	10%	23%	24%
10% DE	14% DE	8% DE	1%	-
4% D	5% D	3% D	0%	0%
6%	5%	1%	1%	-
2%	4% D	2% D	0%	1%
17% DE	15% DE	12% D	6%	6%



### What Is A Capitalist Country

52

Among all generations the United States leads as a capitalist county by a large margin.



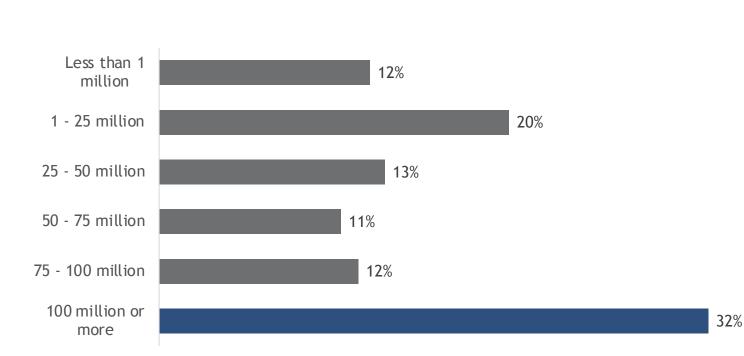
#### Which Countries Americans Identify As Capitalist



### How Many People Communism Has Killed

Younger Americans are less aware of the human cost of communism and more likely to underestimate the number killed.

How Many People Americans Think Communism Has Killed



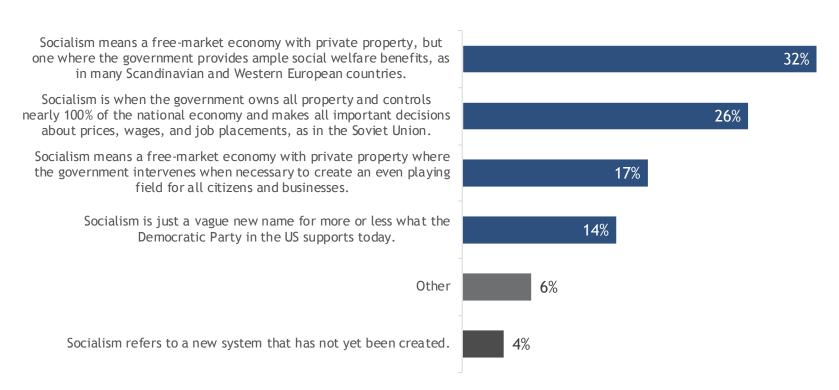
53

Gen Z [A]	Millennials [B]	Gen X [C]	Baby Boomers [D]	Matures [E]
(315)	(498)	(556)	(592)	(139)
11%	16% D	16% D	7%	8%
25%	24%	<b>19</b> %	18%	15%
16%	14%	15%	10%	11%
13%	10%	10%	10%	14%
12%	10%	10%	13%	18% BC
24%	27%	<b>29</b> %	41% ABC	35%



#### How Socialism Is Defined

Definitions of socialism are consistently applied to Scandinavian countries across generations, except Matures who associate socialism with the USSR.



#### How Americans Define Socialism

Gen Z [A]	Millennials [B]	Gen X [C]	Baby Boomers [D]	Matures [E]
(315)	(498)	(556)	(592)	(139)
<b>29</b> %	<b>27</b> %	37% B	36% B	26%
26%	27%	24%	25%	36% CD
23% CE	18%	14%	18%	11%
<b>9</b> %	13%	15%	14%	20% A
<b>9</b> %	8%	6%	5%	5%
5%	5%	4%	2%	2%



Q23. A lot of people these days are talking about socialism. Which of the following definitions, in your opinion, is the most accurate description of socialism? (n=2100)



### Who Inspires Socialists

55

Socialists of all generations are inspired by American figures and movements, with Bernie Sanders leading in most generations, except Matures, who prefer FDR.

#### Baby Gen Z Millennials Gen X Matures Boomers [A] [B] [C] [E] [D] (155)(251)(238)(217)(32) Bernie Sanders 51% 36% 44% 51% A 65% ABC 60% Barack Obama and Hillary Clinton 31% 34% 30% 30% 31% 29% Franklin Roosevelt and the New Deal 31% 26% 29% 37% **69**% 24% The counterculture movements of the 1960s 18% 16% 19% 16% 22% 19% 17% Occupy Wall Street 16% 19% 17% 17% 8% Karl Marx and Friedrich Engels 9% 14% CD 6% 4% 1% 12% D Eugene V. Debs 5% 6% 3% 4% 8% 12% Vladimir Lenin and the Bolsheviks 5% 7% D 6% D 1% 9% D Jeremy Corbyn 5% 4% 6% 5% 4% 5% Hugo Chávez and Nicolás Maduro 5% 7% 4% 7% C 2% Fidel Castro and Che Guevara 4% 7% D 3% 1% 5% 15% Rosa Luxemburg 3% 4% 4% 2% 2% Mao Zedong 3% 3% 2% 1% 6% D Joseph Stalin 3% 4% 2% 0% 6% D Xi Jinping 2% 2% 4% 3% 1% Antonio Gramsci 2% 2% 4% 1% 1% -6% Other 7% 7% 8% 8% 7%

#### Who Americans Think Of In Their Favorable Opinion Of Socialism

Q24. In a previous section, you stated that you have a "very" or "somewhat favorable" opinion of socialism. When you say you have a favorable opinion of socialism, which of these individuals or movements do you have in mind? Select all that apply. (n=893)

YouGov

### Who Inspires Communists

Communists are mostly inspired by Karl Marx and Friedrich Engels across generations.

#### Who Americans Think Of In Their Favorable Opinion Of Communism

		Gen Z [A]	Millennials [B]	Gen X [C]	Baby Boomers [D]	Matures [E]
		(87)	(139)	(99)	(34)*	(4)
Karl Marx and Friedrich Engels	25%	26%	32%	16%	<b>30</b> %	-
Fidel Castro and Che Guevara	15%	9%	18%	10%	24%	-
Barack Obama and Hillary Clinton	15%	12%	12%	18%	8%	-
The counterculture movements of the 1960s	15%	17%	16%	12%	22%	-
Bernie Sanders	14%	<b>19</b> %	11%	18%	2%	-
Joseph Stalin	12%	9%	11%	11%	21%	-
Vladimir Lenin and the Bolsheviks	11%	14%	11%	5%	25%	-
Occupy Wall Street	7%	9%	8%	6%	3%	-
Mao Zedong	7%	3%	<b>9</b> %	6%	<b>9</b> %	-
Hugo Chávez and Nicolás Maduro	6%	2%	<b>9</b> %	3%	10%	-
Xi Jinping	5%	5%	5%	5%	10%	-
Franklin Roosevelt and the New Deal	5%	7%	6%	4%	1%	-
Jeremy Corbyn	5%	7%	4%	6%	-	-
Rosa Luxemburg	5%	2%	8%	2%	3%	-
Antonio Gramsci	4%	3%	7%	1%	1%	-
Eugene V. Debs	4%	9% C	4%	1%	1%	-
Other	9%	4%	5%	15%	15%	-

56

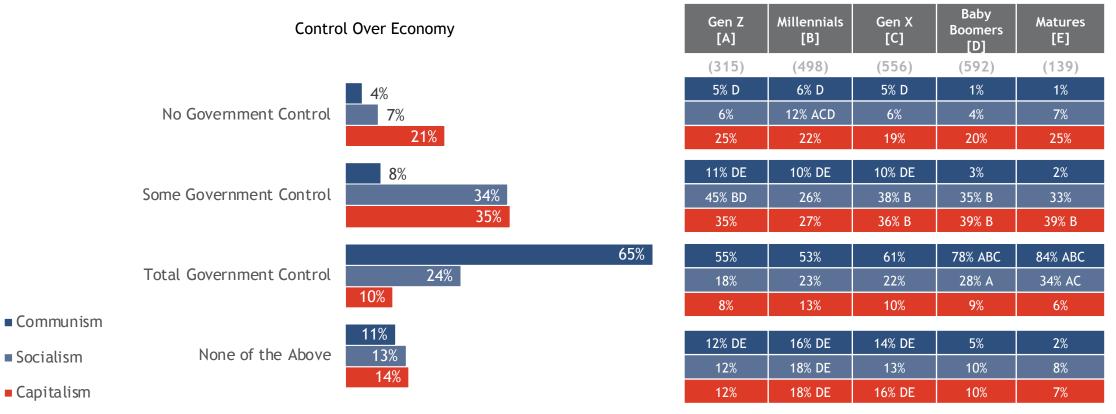
Q25. In a previous section, you stated that you have a "very" or "somewhat favorable" opinion of communism. When you say you have a favorable opinion of communism, which of these individuals or movements do you have in mind? Select all that apply. (n=363) \*Low Base Size



#### Control Over The Economy

57

Younger Americans think communism and socialism imply less control over the economy than older generations.



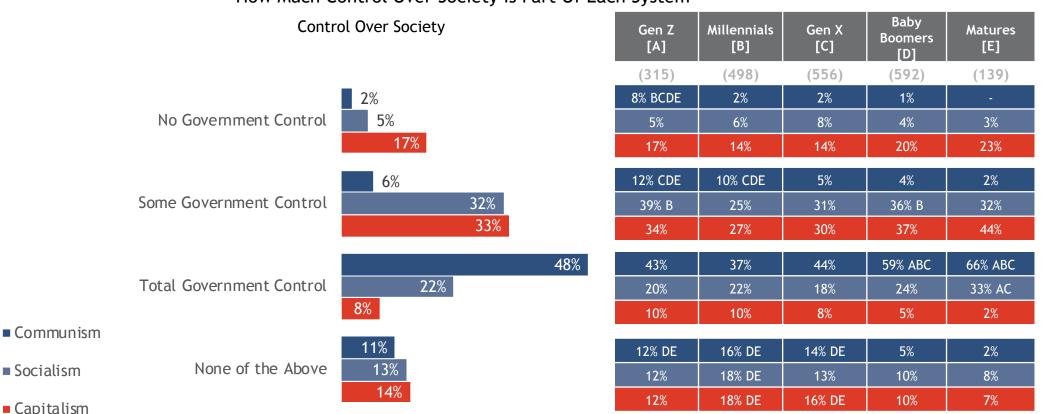
#### How Much Control Over Economy Is Part Of Each System

Q26. Which of the following would you consider a feature of a capitalist system? Select all that apply (n=2100) Q27. Which of the following would you consider a feature of a communist system? Select all that apply (n=2100) Q28. Which of the following would you consider a feature of a socialist system? Select all that apply (n=2100)



#### **Control Over Society**

Younger Americans think communism and socialism imply less control over society than older generations.



#### How Much Control Over Society Is Part Of Each System

Capitalism

Q26. Which of the following would you consider a feature of a capitalist system? Select all that apply (n=2100) Q27. Which of the following would you consider a feature of a communist system? Select all that apply (n=2100) Q28. Which of the following would you consider a feature of a socialist system? Select all that apply (n=2100)

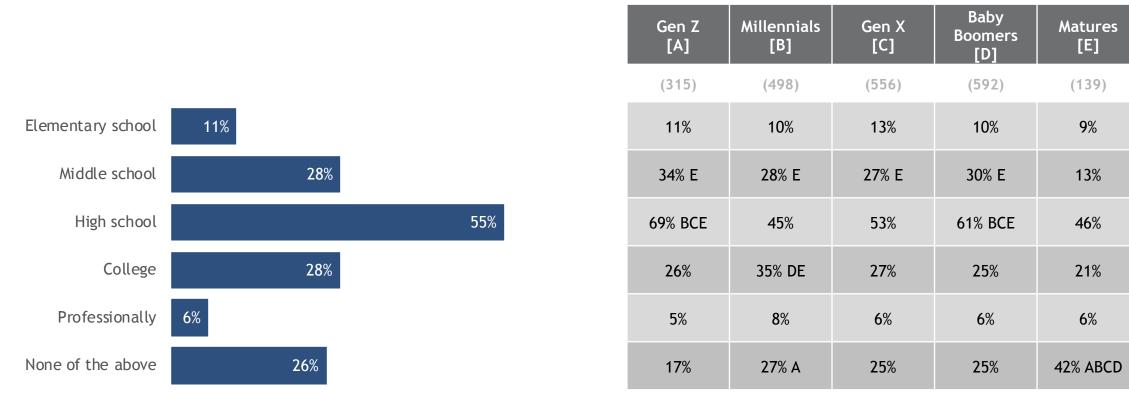


58

### When Americans Studied Communism

Millennials are the least likely age cohort to have studied communism in high school and the most likely to have studied communism in college.

In Which Settings Americans Have Studied Communism



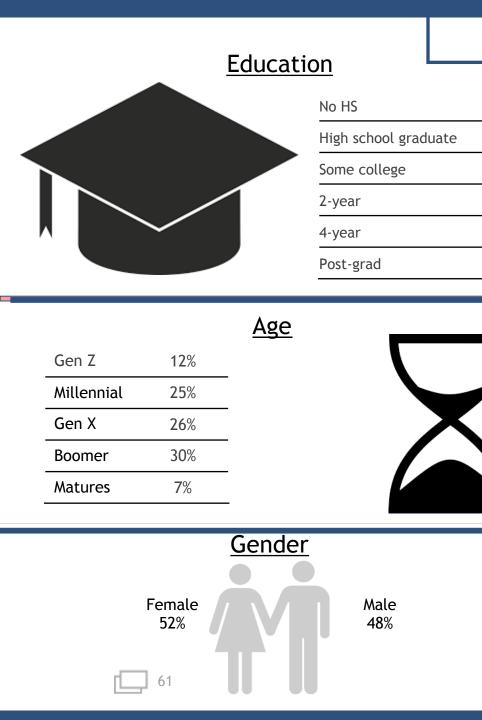


Q29. In which settings have you studied communism or communist countries? Select all settings in which you have studied communism. (n=2100)

### Demographics







Demographics						
12% 30% 21% 10% 17% 9%	\$					

#### <u>Income</u>

Less than 10,000	9%
\$10,000 - \$24,999	18%
\$25,000 - \$49,999	21%
\$50,000 - \$99,999	25%
\$100,000 or More	13%
Prefer not say	14%

#### **Ethnicity**

Black 12%	
Hispanic 15%	
Asian 4%	
Native American 0%	
Middle Eastern 0%	
Mixed Race 2%	
Other 1%	





# Methodology





# Methodology

YouGov interviewed 2100 Americans who were then matched into a representative sample to produce the final dataset. 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 with selection within strata by weighted sampling with replacements (using the person weights on the public use file). Data on voter registration status and turnout were matched to this frame using the November 2010 Current Population Survey. Data on interest in politics and party identification were then matched to this frame from the 2007 Pew Religious Life Survey as well as other media polls. 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. The propensity score function included age, gender, race/ethnicity, years of education, ideology, non-identification with a major party, political interest, and census region. The propensity scores were grouped into deciles of the estimated propensity score in the frame and post-stratified according to these deciles. For the final dataset, both samples were combined, and the sample weights were post-stratified to match the full stratification of a five category age, four category race, two category gender, and four category education.



Statistical significance testing was conducted on the results across demographic variables such as age. A weighting variable adjusted proportional t-test was run to compare responses across respondent identities (e.g., comparing Gen Z respondents to Matures) using a 5% confidence interval.

In this report, statistical significance testing is demarcated in the following form:

- Each respondent identity is associated with a letter
- When a response set corresponding to a respondent identity is statistically significantly higher compared to the response set for a different respondent identity, the higher response set is marked with the letter of the lower response set, according to respondent identity.



