

The Conference on Jewish Material Claims Against Germany (Claims Conference) commissioned Schoen Cooperman Research to conduct a comprehensive nationwide study of Holocaust Knowledge and Awareness among Millennials and Gen Z, as well as in each state. Schoen Cooperman conducted 1,000 interviews nationwide and 200 interviews in each state with adults ages 18 to 39 between February 26 and March 28, 2020. The margin of error for the national sample is three percent and higher in the state oversamples.

Executive Summary

The national study finds **critical gaps** in Holocaust knowledge and awareness. **Almost two-thirds (63 percent) of U.S. Millennials and Gen Z do not know that six million Jews were killed during the Holocaust.**

Additionally, a majority of U.S. Millennials and Gen Z (**59 percent**) **believe that something like the Holocaust could happen again today.**

The executive summary from our national survey presents findings on:

- Holocaust Knowledge and Awareness
- Holocaust Education

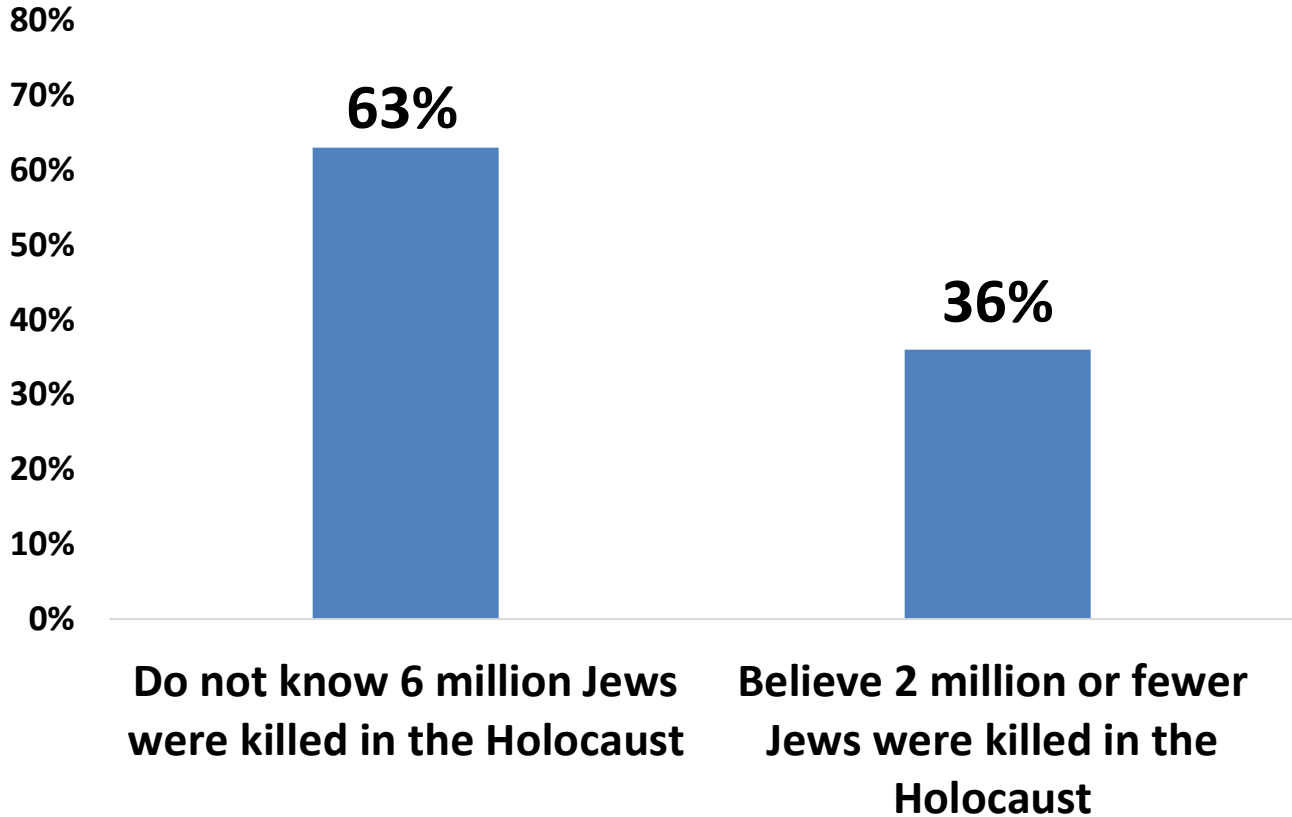
Nationwide Findings Among Millennials & Gen Z

Knowledge and Awareness

63 percent of U.S. Millennials and Gen Z do not know that six million Jews were killed during the Holocaust and just over one-third (36 percent) of U.S. Millennials and Gen Z believe two million Jews or fewer were killed during the Holocaust.

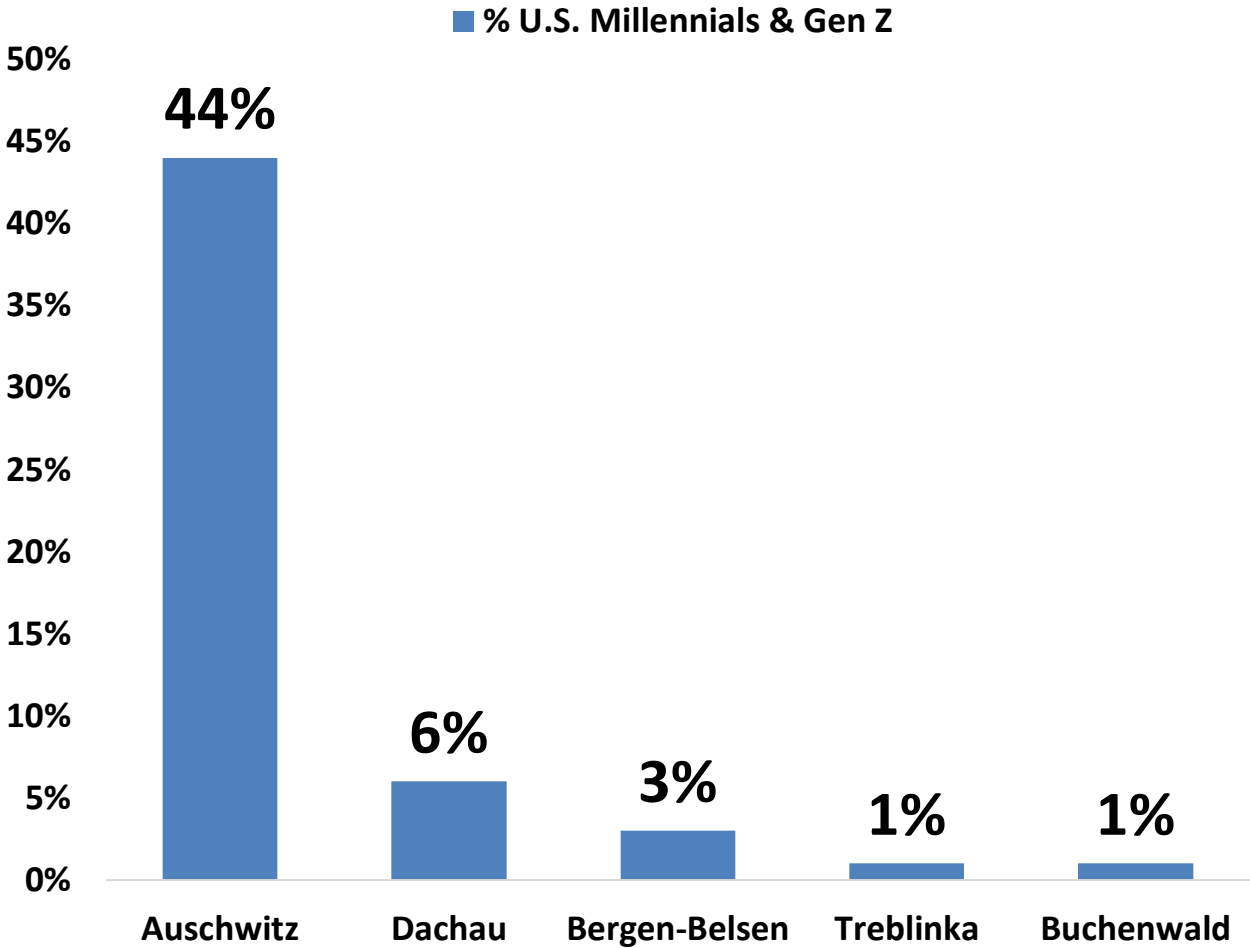
Chart 1. Misperceptions of Holocaust Death Toll

■ % U.S. Millennials & Gen Z



There is little knowledge about concentration camps, death camps, and ghettos other than Auschwitz-Birkenau. Of the over 40,000 concentration camps and ghettos in Europe during the Holocaust, 48% of respondents could not name any. Only 44% of U.S. Millennials and Gen Z are familiar with Auschwitz, six percent are familiar with Dachau, and awareness of Bergen-Belsen (three percent), Buchenwald (one percent) and Treblinka (one percent) is virtually nonexistent.

Chart 2. Familiarity With Concentration Camps or Ghettos



Looking at Holocaust denial, respondents were first asked in a yes/no fashion whether or not the Holocaust happened – and 10% said it did not happen or were not sure.

Respondents were then asked which of a series of statements came closest to their view and 23 percent of respondents believe the Holocaust happened, but the number of Jews who died has been greatly exaggerated, is a myth and did not happen, or are unsure.

Table 1. The Holocaust is a Myth or the Number of Jews Killed in the Holocaust Has Been Exaggerated

Statement	% U.S. Millennials and Gen Z
<p>Respondent selected one of the following:</p> <ul style="list-style-type: none"> • No, I do not believe the Holocaust happened; or • Not sure if Holocaust happened 	10%
<p>Selected one of the following answer choices:</p> <ul style="list-style-type: none"> • The Holocaust is a myth and did not happen; • The Holocaust happened, but the number of Jews who died in it has been greatly exaggerated; • Not sure 	23%

Nationally, slightly more than 1-in-10 (12 percent) U.S. Millennials and Gen Z have never heard or don't think they've heard the word "Holocaust" before.

Table 2. Familiarity With the Holocaust

Statement	% U.S. Millennials and Gen Z Agree
No, I definitely have not heard about the Holocaust or no, I don't think I've heard about the Holocaust	12%

Further, more than 6-in-10 (64 percent) U.S. Millennials and Gen Z believe there is antisemitism in the United States today.

Table 3. Antisemitism in United States Today

Statement	% U.S. Millennials and Gen Z Agree
There is antisemitism in the United States today	64%

A full 15 percent of U.S. Millennials and Gen Z believe it is acceptable for an individual to hold neo-Nazi views.

Table 4. Antisemitism in United States Today	
Statement	% U.S. Millennials and Gen Z Agree
It is acceptable for an individual to hold neo-Nazi views	15%
Not sure if it is acceptable for an individual to hold neo-Nazi views	15%
It is unacceptable for an individual to hold neo-Nazi views	70%

Approximately half (49 percent) of U.S. Millennials and Gen Z have seen Holocaust denial or distortion on social media or elsewhere online.

Additionally, a majority (56 percent) of U.S. Millennials and Gen Z say they have seen Nazi symbols* in their community and/or on social media platforms within the past five years.

Table 5. Holocaust Denial and Nazi Symbols Online

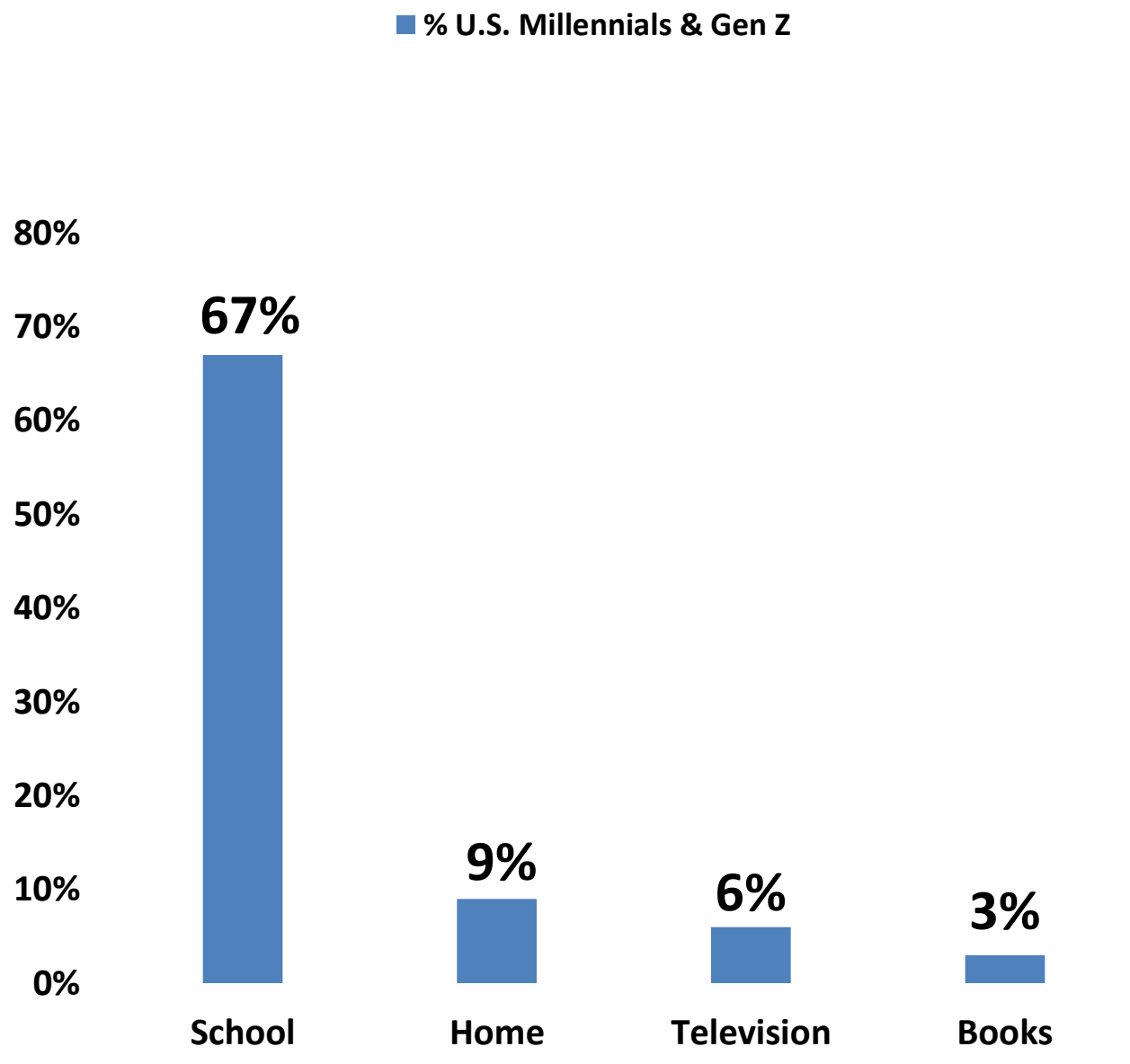
Statement	% U.S. Millennials and Gen Z Agree
I have seen Holocaust denial or distortion on social media or elsewhere online	49%
I have personally seen Nazi symbols in my community and/or on the social media platforms I visit or have used in the past 5 years	56%

** Some common examples of Nazi symbols include: flags with swastikas, pictures idealizing Hitler, flyers with pro-Nazi messages, pictures glorifying Nazi soldiers, "Heil Hitler" symbols such as Nazi-imagery or tattoos with "88" a numerical code for "Heil Hitler."*

Holocaust Education

Importantly, two-thirds (67 percent) of U.S. Millennials and Gen Z first learned about the Holocaust in school – underscoring the critical role that schools play in Holocaust education.

Chart 3. Where Respondents First Learned of the Holocaust



8-in-10 (80 percent) U.S. Millennials and Gen Z say that it is important to continue to teach about the Holocaust, in part, so it doesn't happen again. Additionally, 64 percent believe Holocaust education should be compulsory at school.

Furthermore, 50 percent say that the lessons about the Holocaust are mostly historically accurate, but could be better.

Table 6. Holocaust Education Perceptions	
Statement	% U.S. Millennials and Gen Z Agree
It is important to continue to teach about the Holocaust, in part, so it doesn't happen again	80%
Holocaust education should be compulsory in school	64%
Lessons about the Holocaust are mostly historically accurate but could be better	50%

The survey also found that a majority of respondents (59 percent) believe that something like the Holocaust could happen again today.

Table 7. Something Like the Holocaust Could Happen Again Today	
Statement	% U.S. Millennials and Gen Z Agree
Something like the Holocaust could happen again today	59%

The study indicates that a significant amount of historical misinformation exists, from where the Holocaust occurred, to which war the Holocaust is associated with, to who caused the Holocaust.

Table 8. Holocaust Historical Misinformation and Gaps

Statement	% U.S. Millennials and Gen Z
The Jews caused the Holocaust	11%
The Holocaust is associated with World War I	22%
Not at all familiar with Elie Wiesel	32%
Cannot name a single concentration camp, death camp or ghetto	48%