

SCHOEN CONSULTING

The **Conference on Jewish Material Claims Against Germany** commissioned **Schoen Consulting** to conduct a comprehensive national study of Holocaust knowledge and awareness in the United States. Schoen Consulting conducted 1,350 interviews with American adults aged 18 and over between February 23 – 27, 2018. The margin of error is +/- 3%.

Executive Summary

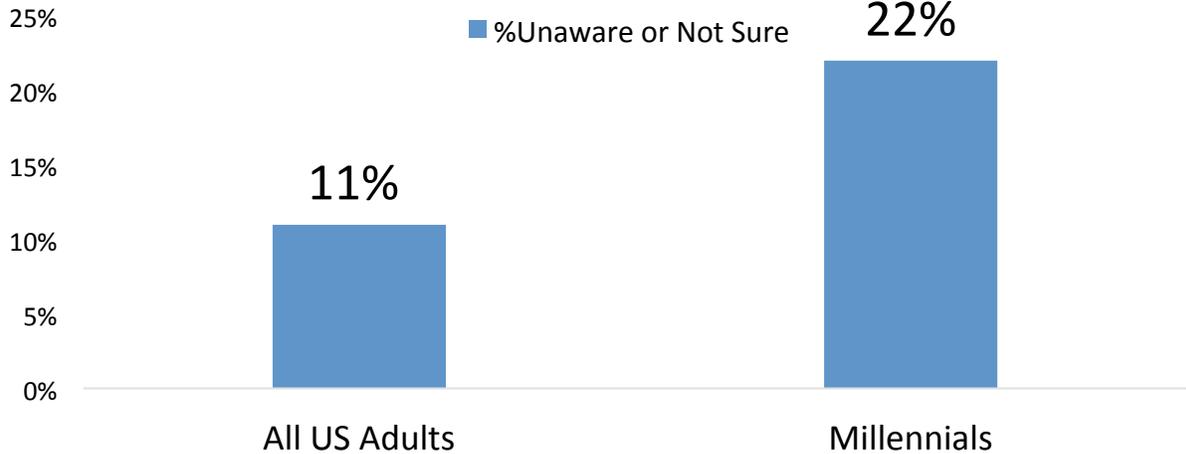
The Holocaust Knowledge and Awareness Study found that seven-out-of-ten Americans **(70%) say fewer people seem to care about the Holocaust** than they used to and a majority **(58%) believe something like the Holocaust could happen again.**

Table 1. Holocaust Perceptions among all US Adults

| Statement | % Agree |
|--|------------|
| <i>“Fewer people seem to care about the Holocaust as much as they used to”</i> | 70% |
| <i>“Something like the Holocaust could happen again”</i> | 58% |

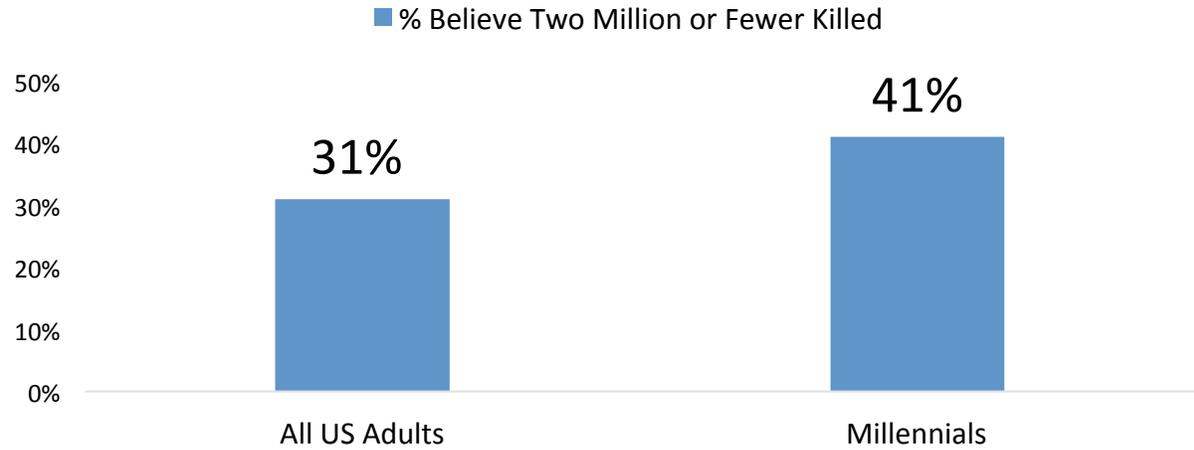
The study also found **significant gaps in knowledge** of the Holocaust. **11%** of US adults and **over one-fifth of Millennials (22%)** **haven't heard** or **are not sure if they have heard of the Holocaust.**

Chart 1. Holocaust Awareness



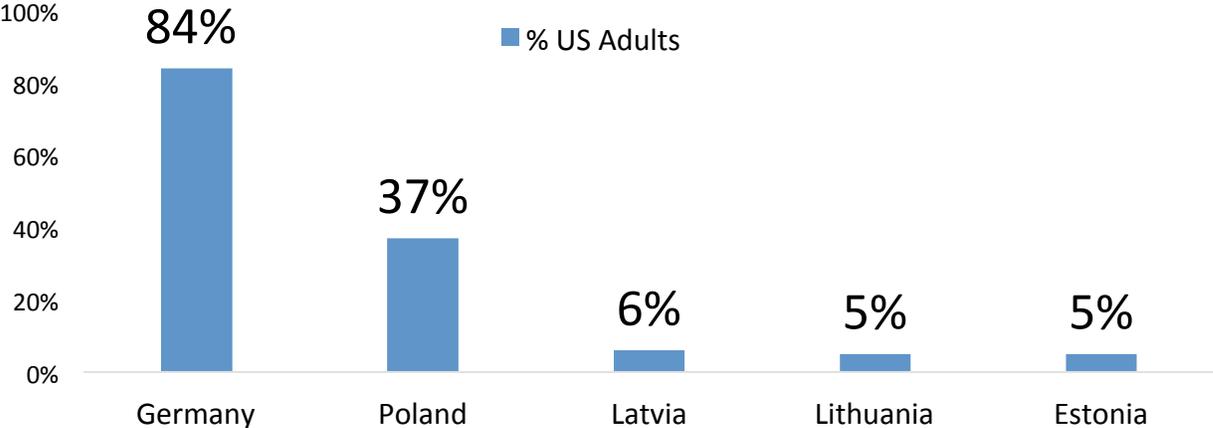
While **approximately six million Jews were exterminated in the Holocaust**, nearly **one-third** of all Americans (**31%**) and over **four-in-ten Millennials (41%)** believe that **two million Jews or less were killed during the Holocaust.**

Chart 2. Believe Two Million Jews or Fewer Killed in Holocaust



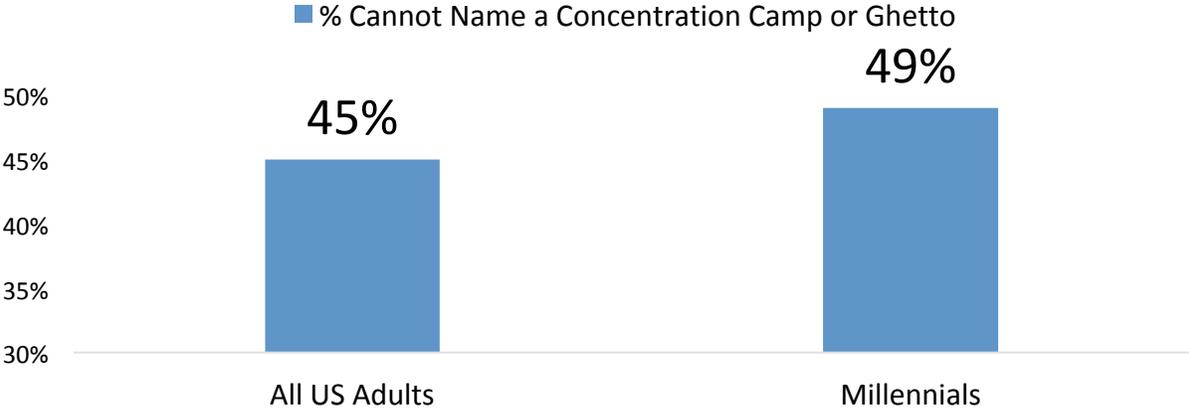
Most U.S. Adults (84%) know that the Holocaust occurred in Germany, yet just 37% identified Poland as a country where the Holocaust occurred, despite the fact that more than half (3.5 million) of the Jews killed were from Poland. Further, while 90% of the Jewish population in Baltic States was killed, awareness that the Holocaust occurred in these countries is in the single digits.

Chart 3. Countries Where the Holocaust Occured



Almost half of US Adults (45%) and Millennials (49%) cannot name one of the over 40,000 concentration camps and ghettos in Europe during the Holocaust.

Chart 4. Ability to Identify Concentration Camps or Ghettos

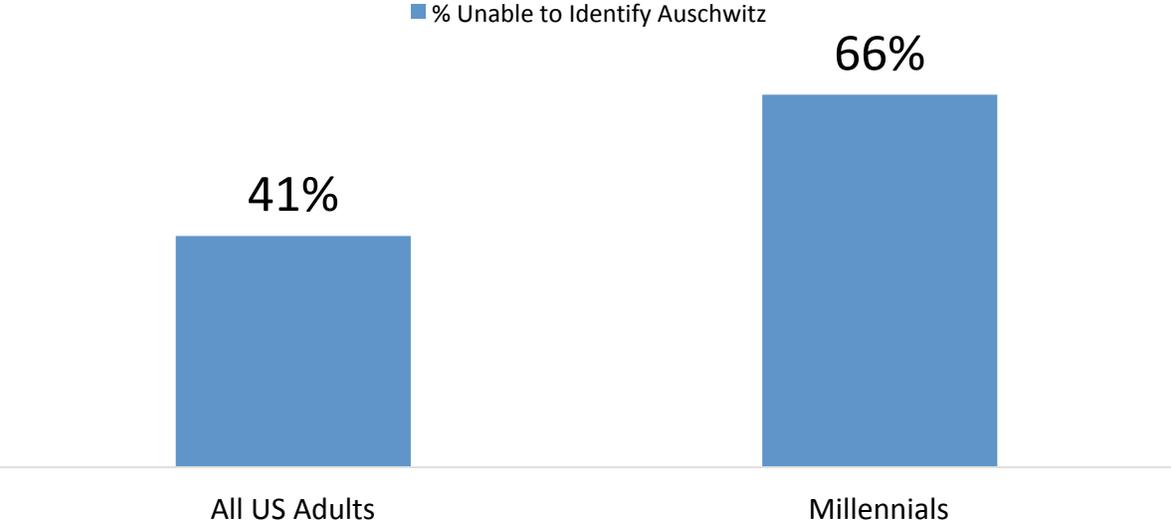


More than 4-in-10 respondents (41%) did not know what Auschwitz was.

| Table 2. Identification of Auschwitz | |
|--------------------------------------|-------------------|
| Statement | % US Adults Agree |
| Concentration Camp | 40% |
| Death/Extermination Camp | 23% |
| Forced Labor Camp | 1% |
| Not sure/Incorrect response | 41% |

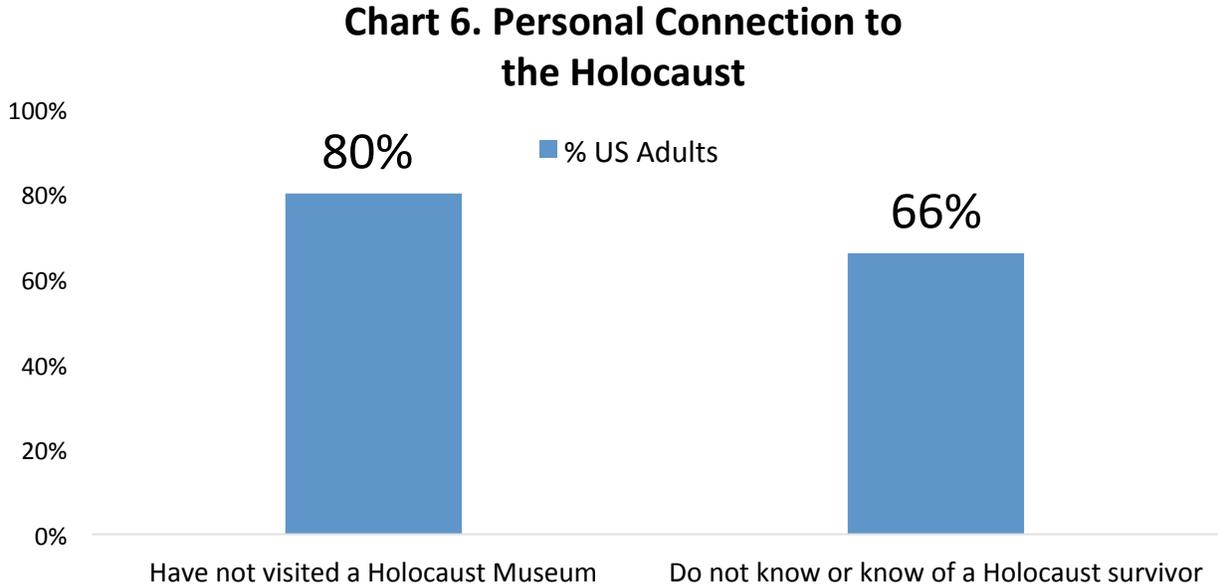
Millennials are less familiar with Auschwitz as **two-thirds of Millennials (66%) cannot identify what Auschwitz was.**

Chart 5. Ability to Identify Auschwitz



Moreover, findings show a substantial lack of personal connections to the Holocaust.

Most Americans (80%) have not visited a Holocaust museum and two-thirds (66%) do not know or know of a Holocaust survivor.



Despite concerning gaps in awareness, there are encouraging findings in the Claims Conference survey.

In particular, there is a desire for Holocaust education and improvement in the quality of Holocaust curriculum.

Virtually all US adults (93%) believe all students should learn about the Holocaust in school and 80% say it is important to keep teaching about the Holocaust so it does not happen again.

| Table 3. Holocaust Education | |
|---|-------------|
| Statement | % US Adults |
| All students should learn about the Holocaust while at school | 93% |
| It is important to keep teaching about the Holocaust so it doesn't happen again | 80% |

In terms of education quality, a majority of Americans (52%) agree that lessons about the Holocaust are mostly historically accurate but could be better.

| Table 4. Perceptions of Holocaust Education | |
|--|---------|
| Statements | % Agree |
| Lessons about the Holocaust are mostly historically accurate, <u>but could be better</u> | 52% |
| Lessons about the Holocaust are completely historically accurate | 24% |
| Lessons about the Holocaust are historically inaccurate | 7% |

The survey also found that problematic trends persist. The survey also found that more than 70 years after the Holocaust, **there is a broad perception that antisemitism and Neo-Nazism persist – even here in the United States.**

Approximately two-thirds (68%) of Americans believe **there is antisemitism in the United States today** and a combined majority (51%) of Americans believe there are **a great deal (17%) or many (34%) Neo-Nazis in the United States today.**

| Table 5. Antisemitism & Neo-Nazism in the US Today | |
|---|--------------------|
| Statement | % US Adults |
| There is antisemitism in the US today | 68% |
| There are many Neo-Nazis in the US | 34% |
| There are a great deal of Neo-Nazis in the US | 17% |

The survey also found that a small subset of the U.S. adult population believe that **people should be allowed to use Nazi slogans or symbols in the United States today (15%)** and it is **acceptable to hold neo-Nazi views (11%).**

| Table 6. Perceptions of Neo-Nazism in the US Today | |
|---|--------------------|
| Statement | % US Adults |
| People should be allowed to use Nazi slogans or symbols | 15% |
| It is acceptable for an individual to hold Neo-Nazi views | 11% |