

The 2020 U.S. Millennial and Gen Z Holocaust Knowledge & Awareness Survey was conducted with a total sample of N=11,000 Americans between the ages of 18-39.

Our NATIONAL SURVEY ANALYSIS presents our findings from our nationally representative survey of N=1,000 Millennials and Gen Z across the United States.

Our STATE-BY-STATE ANALYSIS (featured below) presents our findings from oversamples of N=200 Millennials and Gen Z in each of the 50 states (a total of N=10,000 interviews). Each state oversample was weighted to ensure the oversample is demographically representative of the 18-39 population of the state overall.

State-by-State Executive Summary

Schoen Cooperman Research conducted interviews with a total of 11,000 Millennials and Gen Z (age 18-39) across the United States. This document provides a summary of the findings from our state-specific oversamples of N=200 in each of the 50 states (N=10,000 interviews in total), as well as a more detailed look at key indicators of Holocaust knowledge and awareness across the states.

As part of our analysis we calculated a **Holocaust Knowledge Score** to compare levels of knowledge and awareness in each state relative to one another. The **Holocaust Knowledge Score** is equivalent to the percentage of respondents (age 18-39) in each state who meet the following criteria: **1) Have "Definitely heard about the Holocaust" AND 2) Can name at least one concentration camp, death camp, or ghetto AND 3) Know that 6 million Jews were killed in the Holocaust.**

Our executive summary of findings is outlined as follows:

- I. State-Level Findings: Holocaust Knowledge Ranking: Top 10 & Bottom 10**
- II. State-Level Findings: Key Differences in Specific Holocaust Knowledge**
- III. Appendix: Full 50 State Holocaust Awareness Rankings**

I. State-Level Findings: Holocaust Knowledge Scores

In our study of Holocaust knowledge and awareness among Millennials and Gen Z in the U.S., Schoen Cooperman Research interviewed 200 adults ages 18-39 in each of the 50 states.

Using our findings, we calculated “Holocaust Knowledge Scores” for each state, using the percentage of Millennials and Gen Z in each state who met **all three of the following Holocaust knowledge criteria**:

Table 1. Three Criteria Used to Codify “Holocaust Knowledgeable” Millennials/Gen Z

1)	Have "Definitely heard about the Holocaust" AND
2)	Can name at least one concentration camp, death camp, or ghetto AND
3)	Know that 6 million Jews were killed in the Holocaust

Based on the above factors, each state was assigned a Holocaust Knowledge Score. From there, we identified the top 10 and bottom 10 states in terms of Holocaust knowledge – listed on the following two pages.

Top 10 States

Our study revealed that Wisconsin is the state with the highest percentage of Holocaust knowledge among respondents – with 42 percent of Millennials and Gen Z meeting all three criteria for Holocaust knowledge.

**Table 2. Holocaust Knowledge Score Rankings
Showing Top 10 States by Holocaust Knowledge Score**

State	Holocaust Knowledge Score
1. Wisconsin	42%
2. Minnesota	37%
3. Massachusetts	35%
4. Maine	32%
5. Kansas	31%
5. Nebraska	31%
5. Pennsylvania	31%
8. Idaho	29%
8. Iowa	29%
8. Montana	29%

Looking at the states in the Bottom 10, Arkansas recorded the lowest Holocaust Knowledge Score, with less than 2-in-10 (17 percent) of Millennials and Gen Z meeting the Holocaust knowledge criteria.

Table 3. Holocaust Knowledge Score Rankings Showing Bottom 10 States by Holocaust Knowledge Score	
State	Holocaust Knowledge Score
41. Alaska	22%
41. Delaware	22%
41. Maryland	22%
41. New York	22%
45. Georgia	21%
45. Hawaii	21%
45. Louisiana	21%
48. Florida	20%
49. Mississippi	18%
50. Arkansas	17%

II. State-Level Findings: Key Differences in Specific Holocaust Knowledge

In addition to calculating a Holocaust Knowledge Score for each state, we ranked states by key questions that speak to specific topic areas of Holocaust knowledge, perceptions of Holocaust education, and antisemitism. We chose seven metrics, three of which are positive, indicating either a high level of Holocaust knowledge or support for Holocaust education.

The positive metrics we used are:

Table 4. State-level Findings: Key Differences on Positive Metrics

Positive Metrics Summarized:	
1)	Have definitely heard about the Holocaust
2)	Know that 6 million Jews were killed in the Holocaust
3)	Believe Holocaust education should be compulsory in school

Additionally, we will present state-by-state comparisons on four negative metrics that we used to either compare Holocaust knowledge and awareness levels or show prevalence of Holocaust denial.

Table 5. State-Level Findings: Key Differences on Negative Metrics

Negative Metrics Summarized:

1)	Not knowing what Auschwitz was
2)	Not being able to name a Nazi camp or ghetto
3)	Believing the Holocaust is a myth or has been exaggerated
4)	Believing Jews were responsible for the Holocaust

Holocaust Awareness

While many states had a high percentage of Millennials and Gen Z who had seen or heard of the Holocaust, North Dakota (84 percent) had the highest percentage of Millennials and Gen Z who reported they had “definitely heard about the Holocaust.”

The “Top 10” features Midwestern, Western and Northeastern states; no Southern states made the list.

**Table 6. Specific Holocaust Knowledge
Top 10 States by % That “Definitely Heard About the Holocaust”**

State	% U.S. Millennials and Gen Z
1. North Dakota	84%
1. West Virginia	84%
3. Massachusetts	83%
3. Minnesota	83%
3. New Hampshire	83%
6. Maine	82%
6. Nebraska	82%
6. Wisconsin	82%
6. Wyoming	82%
10. Indiana	81%

Perceptions About the Number of Jews Killed

Wisconsin, the state with the highest overall Holocaust Knowledge Score, also had the highest percentage (53 percent) of Millennials and Gen Z that knew 6 million Jews were killed in the Holocaust. In only two states, Wisconsin and Massachusetts, did at least half of Millennials and Gen Z know this crucial Holocaust fact.

Table 7. Specific Holocaust Knowledge Top 10 States by % that “Know 6 Million Jews Were Killed”	
State	% U.S. Millennials and Gen Z
1. Wisconsin	53%
2. Massachusetts	50%
3. Minnesota	47%
4. Nevada	46%
5. Nebraska	44%
5. New Mexico	44%
7. Colorado	43%
7. North Carolina	43%
7. Utah	43%
10. New Jersey	42%
10. South Carolina	42%
10. North Dakota	42%
10. Washington	42%

Belief That Holocaust Education Should Be Compulsory

Minnesota is the state with the highest percentage of Millennials and Gen Z (72 percent) who believe Holocaust education should be compulsory in school.

**Table 8. Specific Holocaust Knowledge
Top 10 States by % That “Believe Holocaust Education Should Be
Compulsory in School”**

State	% U.S. Millennials and Gen Z
1. Minnesota	72%
2. Missouri	71%
3. Wisconsin	70%
3. Massachusetts	70%
3. Wyoming	70%
6. New Hampshire	69%
7. Nebraska	68%
7. Michigan	68%
9. Pennsylvania	67%
9. Kansas	67%

Unfamiliarity With Auschwitz

Alarming, at least half of Millennials and Gen Z in three states—Mississippi (56 percent), California (53 percent), and Florida (50 percent)—could not identify Auschwitz as a concentration camp, death camp, or forced labor camp during the Holocaust.

**Table 9. Specific Holocaust Knowledge
Top 10 States by % That Do NOT Know What Auschwitz Was**

State	% U.S. Millennials and Gen Z
1. Mississippi	56%
2. California	53%
3. Florida	50%
4. Maryland	49%
5. Georgia	48%
5. Louisiana	48%
7. Texas	47%
8. Hawaii	46%
9. Alabama	44%
9. Illinois	44%

Lack of Knowledge of Nazi Camps and Ghettos

In Mississippi, 6-in-10 Millennials and Gen Z were unable to name a single concentration camp, death camp, or ghetto, the highest percentage in the nation. New York only slightly trailed, with 58 percent of Millennials and Gen Z unable to name a concentration camp, death camp, or ghetto.

**Table 10. Specific Holocaust Knowledge
Top 10 States by % That Could NOT Name
a Single Concentration Camp, Death Camp, or Ghetto**

State	% U.S. Millennials and Gen Z
1. Mississippi	60%
2. New York	58%
3. South Carolina	57%
4. Arkansas	56%
5. Maryland	55%
5. Texas	55%
5. Hawaii	55%
8. Illinois	54%
8. Alaska	54%
10. Tennessee	52%

Holocaust Denial

Crucially, respondents were asked about Holocaust denial – specifically whether the Holocaust is either a myth or the number of Jews killed has been exaggerated. Five of the 10 states with the highest percentage of Millennials and Gen Z who believe this form of Holocaust denial are New York, Indiana, California, Florida and Georgia.

**Table 11. Specific Holocaust Knowledge
Showing Top 10 States by % That Believe the Holocaust is a
Myth or Has Been Exaggerated**

State	% U.S. Millennials and Gen Z
1. New York	28%
2. Indiana	22%
3. California	21%
3. Florida	21%
5. Georgia	20%
6. Texas	18%
6. Massachusetts	18%
8. Illinois	16%
8. Alaska	16%
8. Louisiana	16%

Belief Jews Were Responsible for the Holocaust

Concerningly, respondents were asked about the cause of the Holocaust – specifically who caused it. Four of the 10 states with the highest percentage of Millennials and Gen Z who believe this are New York, Louisiana, Montana, and Tennessee.

**Table 12. Specific Holocaust Knowledge
Showing Top 10 States by % That Believe
Jews Caused the Holocaust**

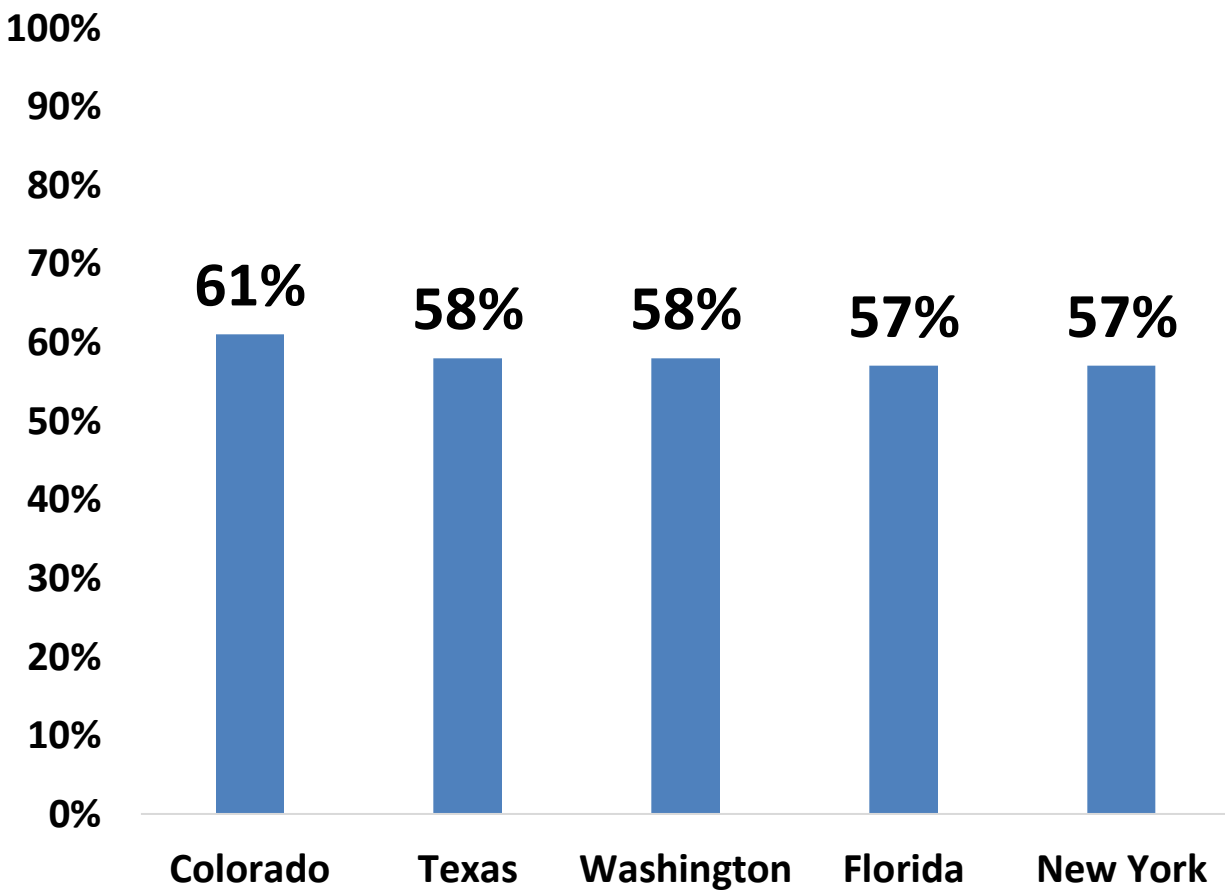
State	% U.S. Millennials and Gen Z
1. New York	19%
2. Louisiana	16%
2. Montana	16%
2. Tennessee	16%
5. Arizona	15%
5. Connecticut	15%
5. Georgia	15%
5. Nevada	15%
5. New Mexico	15%
10. Maine	14%
10. Michigan	14%

Holocaust Denial on Social Media: National results revealed approximately half (49 percent) of U.S. Millennials and Gen Z have seen Holocaust denial or distortion posts on social media or elsewhere online, while state data reveals in some states more than 50% of respondents reported having seen denial or distortion on social media or elsewhere online.

Chart 1. Showing Top Five States by % Having Seen Holocaust Denial or Distortion on Social Media or Elsewhere Online

Showing % of US Millennials and Gen Z

■ % US Millennials & Gen Z



III. Appendix: All 50 States Holocaust Knowledge Scores

**Table 13. Holocaust Knowledge Score Rankings
Showing All 50 States by Holocaust Knowledge Scores**

State	Holocaust Knowledge Score
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4. Maine	32%
5. Kansas	31%
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5. Pennsylvania	31%
8. Idaho	29%
8. Iowa	29%
8. Montana	29%
8. North Dakota	29%
8. Vermont	29%
8. Virginia	29%
8. Wyoming	29%
15. Colorado	28%
15. New Jersey	28%

15. New Mexico	28%
15. South Dakota	28%
15. Utah	28%
20. Indiana	27%
20. Kentucky	27%
20. Michigan	27%
20. Oregon	27%
20. South Carolina	27%
25. Connecticut	26%
25. Nevada	26%
25. New Hampshire	26%
28. California	25%
28. North Carolina	25%
28. Washington	25%
28. West Virginia	25%
32. Alabama	24%
32. Missouri	24%
32. Ohio	24%
32. Oklahoma	24%
32. Rhode Island	24%
32. Tennessee	24%

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38. Illinois	23%
38. Texas	23%
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41. Maryland	22%
41. New York	22%
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