

METHODS

Sachs Media in collaboration with the Holocaust Education Resource Center (HERC) conducted a nationwide survey of 850 American adults on April 20, 2022, with a margin of error of +/- 3.4% at the 95% confidence level. Results are representative of American adults in terms of age, race and ethnicity, gender, income, and region.

TOP FINDINGS

Awareness of main Holocaust facts

- 1 in 10 (10%) Americans believe that the Holocaust had many historical details altered such as the number of Jews killed being exaggerated, or was a myth
- 1 in 3 (34%) don't know that 6 million Jews were killed during the Holocaust
- More than 1 in 3 (37%) don't know that more than 60% of European Jews were killed in the Holocaust
- 1 in 5 (21%) don't know that the Holocaust happened in World War II, and 1 in 4 (25%) can't identify what Auschwitz was

Beliefs about role of Jews in and after Holocaust

- 1 in 4 (24%) believe that Jews have used the Holocaust to advance their agendas or goals in at least one area, including political affairs (16%), finance and business (14%), or media (11%)
- 1 in 6 (18%) believe that Jews are at least partially responsible for what happened to them during the Holocaust

Current climate and looking to the future

- 4 in 10 (41%) have seen Nazi symbols in their community or on social media in the past 5 years
- 8 in 10 (80%) believe "something like the Holocaust could happen again" leaving 1 in 5 (20%) who don't agree
- 93% believe it is important to continue teaching about the Holocaust, in part so that it doesn't happen again

DATA TABLES

Which describes your perception of the Holocaust?	
The historical depiction of the Holocaust is accurate	87%
The numbers of deaths in the Holocaust are at least somewhat exaggerated	6%
The Holocaust is at least partially a myth, with many historical details altered	3%
The Holocaust didn't happen	1%
N/A - I don't know what the Holocaust is	3%

How many Jews do you believe were killed during the Holocaust?	
6 million	66%
Doesn't know (NET)	34%
<i>'Don't know</i>	18%
<i>'Fewer than 1 million</i>	2%
<i>'1 million</i>	2%
<i>'2 million</i>	3%
<i>'3 million</i>	4%
<i>'4 million</i>	3%
<i>'5 million</i>	3%

In what war did the Holocaust occur?	
World War II	79%
World War I	7%
Korean War	1%
Vietnam War	1%
Not sure	12%

True or False: Auschwitz was a refugee camp where Jews went to flee persecution by Nazis	
True	13%
False	75%
Not sure	12%

True or False: More than 60% of European Jews were killed in the Holocaust	
True	62%
False	5%
Not sure	32%

Do you agree or disagree: “Something like the Holocaust could happen again.”	
AGREE (NET)	80%
<i>'Strongly agree</i>	46%
<i>'Somewhat agree</i>	34%
Neutral	11%
<i>'Somewhat disagree</i>	6%
<i>'Strongly disagree</i>	3%
DISAGREE (NET)	9%

How much responsibility do Jews themselves hold for what happened to them during the Holocaust?	
Jews at least partially responsible (NET)	18%
<i>'Jews are FULLY responsible for what happened to them</i>	2%
<i>'Jews are MOSTLY responsible for what happened to them</i>	4%
<i>'Jews are only SLIGHTLY responsible for what happened to them</i>	12%
Jews are NOT AT ALL responsible for what happened to them	82%

Have you seen Nazi symbols in YOUR community or on social media in the past 5 years?	
Yes	41%
No	59%

Do you believe it is important to continue teaching about the Holocaust, in part so that it doesn't happen again?	
Yes	93%
No	7%

Do you believe Jews have used the Holocaust to advance their agendas or goals in any of the following areas? Select all that apply	
Finance and business or Media or Political affairs (NET)	24%
<i>'Finance and business</i>	14%
<i>'Media</i>	11%
<i>'Political affairs</i>	16%
None of these	68%