



Nevada Governor's Advisory Council on Education Relating to the Holocaust: The State of Genocide Awareness and Antisemitism in Nevada

May 2024

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Governor's Advisory Council on Education Relating to the Holocaust

NRS 233G.010 “Council” defined. As used in this chapter, unless the context otherwise requires, “Council” means the Governor’s Advisory Council on Education Relating to the Holocaust.

NRS 233G.040 Duties. The Council shall:

1. Develop programs for the education of children and adults in issues relating to the Holocaust, make reports and advise public and private bodies throughout the State on matters relevant to education concerning the Holocaust.
2. Develop programs to raise money for the use of the Council in carrying out its duties. Any money raised by the Council pursuant to this subsection must be accounted for separately in the State General Fund and is authorized for expenditure by the Council in carrying out its duties.

www.nvholocaustcouncil.org

Project Goals

Discover

- The level of knowledge about the Holocaust and other genocides
- Prevalence of antisemitism
- Prevalence of Holocaust Denial

1

Identify

- Subtle AND overt manifestations of these attitudes and ideas across Nevada
- Do our respondents harbor these attitudes? How much do they know about the Holocaust and other genocides?
- What do they see in their communities? Online?

2

Analyze

- Overall prevalence of antisemitism, knowledge of genocide/Holocaust, and Holocaust denial/minimization
- Find key demographics who might see more hate or ignorance than other groups
- Get ahead of trends

3

Topics

- ❖ Antisemitism: Nevadans see it too often
- ❖ The story gets worse: troubling trends in Holocaust denial
- ❖ Complacency won't work: low knowledge in younger demographics
- ❖ Insights and takeaways

Presented by...

Elliot Malin
Chair

**Governor's Advisory Council on Education Relating to
the Holocaust**

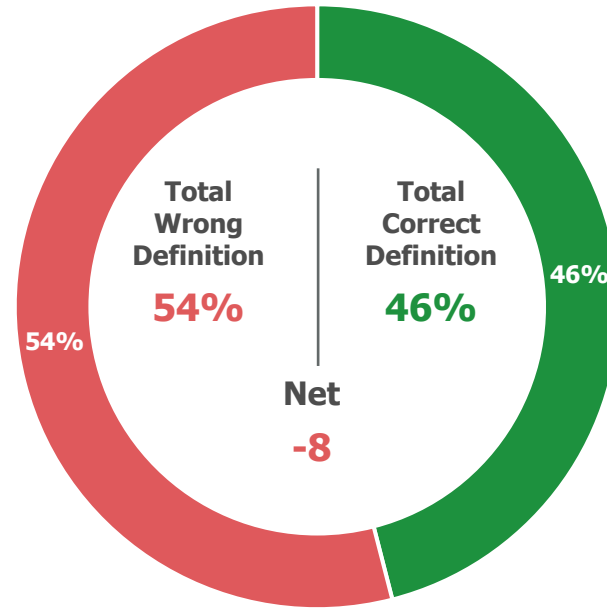
**Antisemitism: Nevadans see
it too often.**

Early in the survey, we gave respondents the chance to define "antisemitism" in their own words.

Roughly half failed to define the term accurately.

Nevadans Have Trouble Defining Antisemitism

■ Accurate definition ■ Incorrect or didn't know



Q) What, in your understanding, does the word "antisemitism" mean? If you don't know, you can say so. Sample Size: Nevada Registered Voters (N= 1406). † Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding.

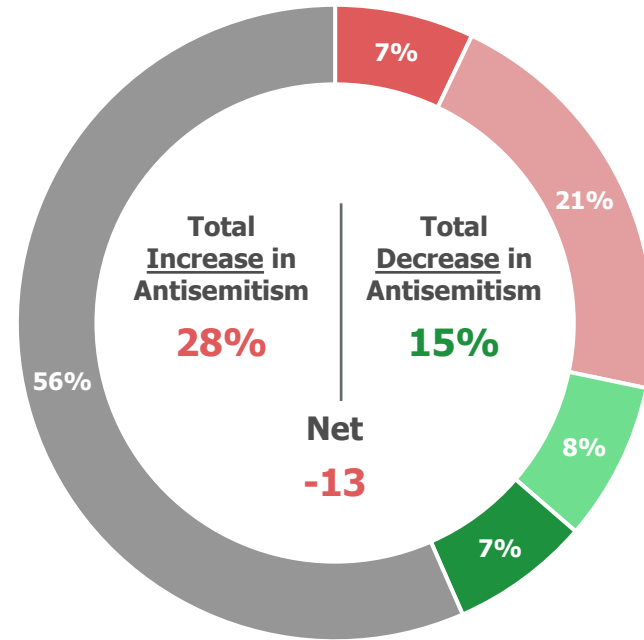
So, we gave them a simple definition:

"Prejudice against Jewish people".

With this aid, Nevadans reported seeing antisemitism more frequently.

Shifts in Antisemitism

- Increasing greatly
- Increasing somewhat
- Decreasing somewhat
- Decreasing greatly
- Not sure/No change



Q) Do you think antisemitism -- that is, prejudice against Jewish people -- is increasing, decreasing, or staying about the same in Nevada? Sample Size: Nevada Registered Voters (N= 1406). † Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding.

When we gave people specific examples, the numbers were more alarming.

Three in ten said they'd seen a Nazi symbol in their community

NPI INSIGHT:
61% of Jewish respondents, 44% of parents to children under 18, and 43% of 18–34-year-olds reported seeing/hearing of a Nazi Symbol appearing in their communities.

30%

Have seen or heard of a Nazi symbol appearing in their community

**The situation is worse
online**

**39% have seen
someone make jokes
about The Holocaust in
online communities**

**33% had seen or heard
of a Nazi symbol in
their OWN online
communities**

**And the demographics
are more troubling...**



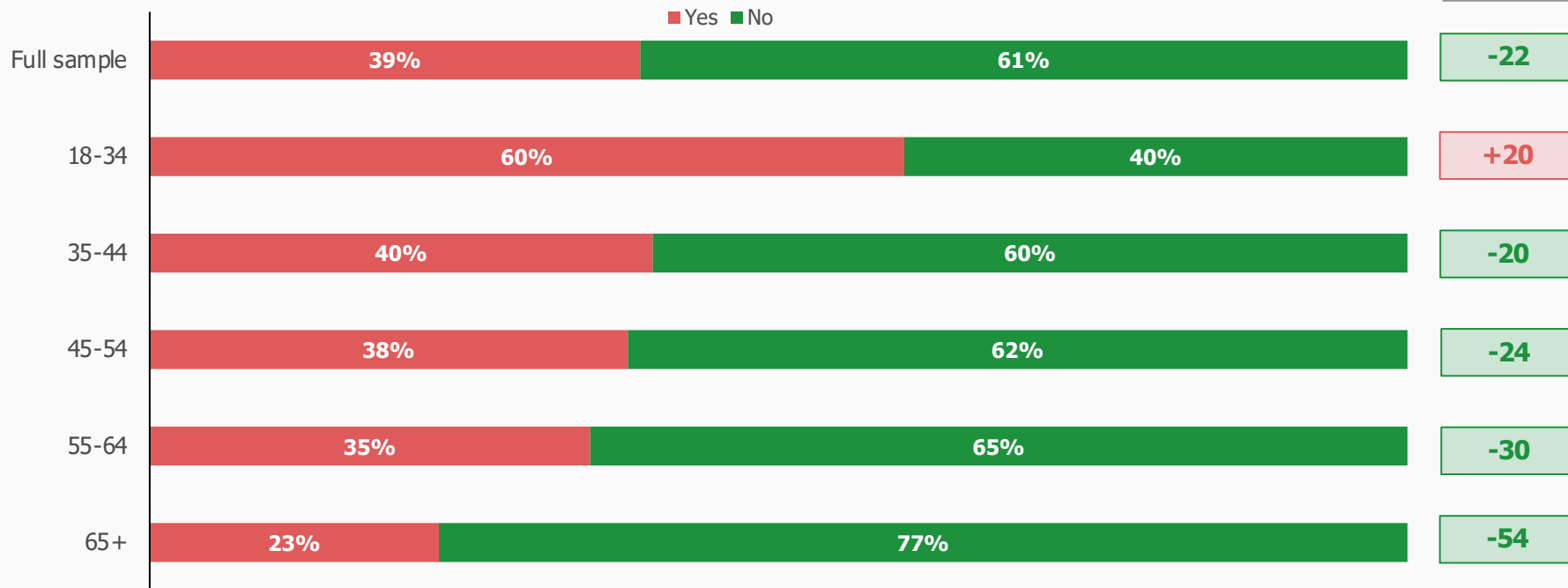
39%

Have seen a Nazi symbol in their ONLINE communities

Q) Have you heard or seen a Nazi symbol on social media or in one of your online communities?
Sample Size: Nevada Registered Voters (N= 1406).

Over HALF – six in ten – of Nevadans age 18-34 say they've seen someone make jokes or make light of the Holocaust in their online communities.

Have You Seen a Holocaust Jokes Online by Age



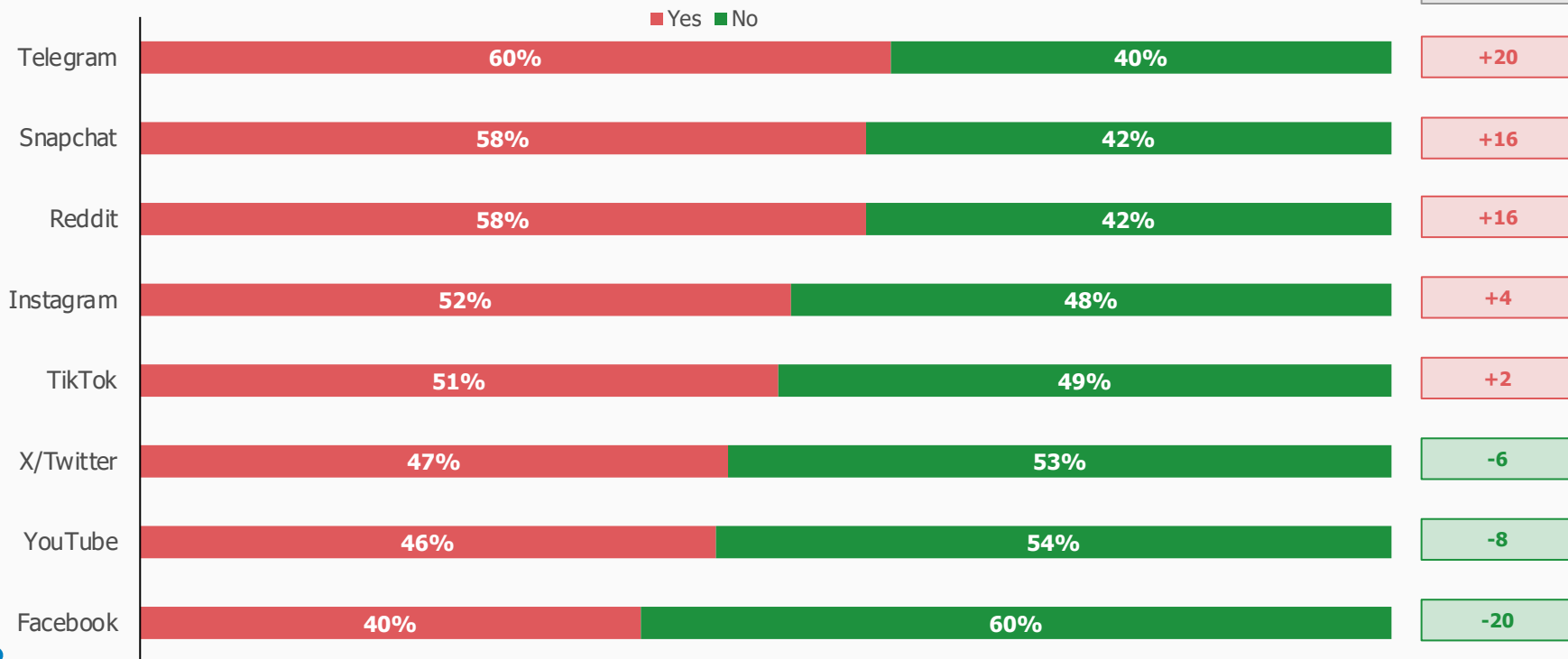
Q) Have you heard or seen someone make jokes about the Holocaust or make light of it on the internet, on social media, or in other online communities? Sample

Size: Nevada Registered Voters (N= 1406).

† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding.

Daily social media users – especially on Telegram – report seeing jokes about the Holocaust online.

Holocaust Jokes by Daily Social Media Use



Q) Have you heard or seen someone make jokes about the Holocaust or make light of it on the internet, on social media, or in other online communities? Sample

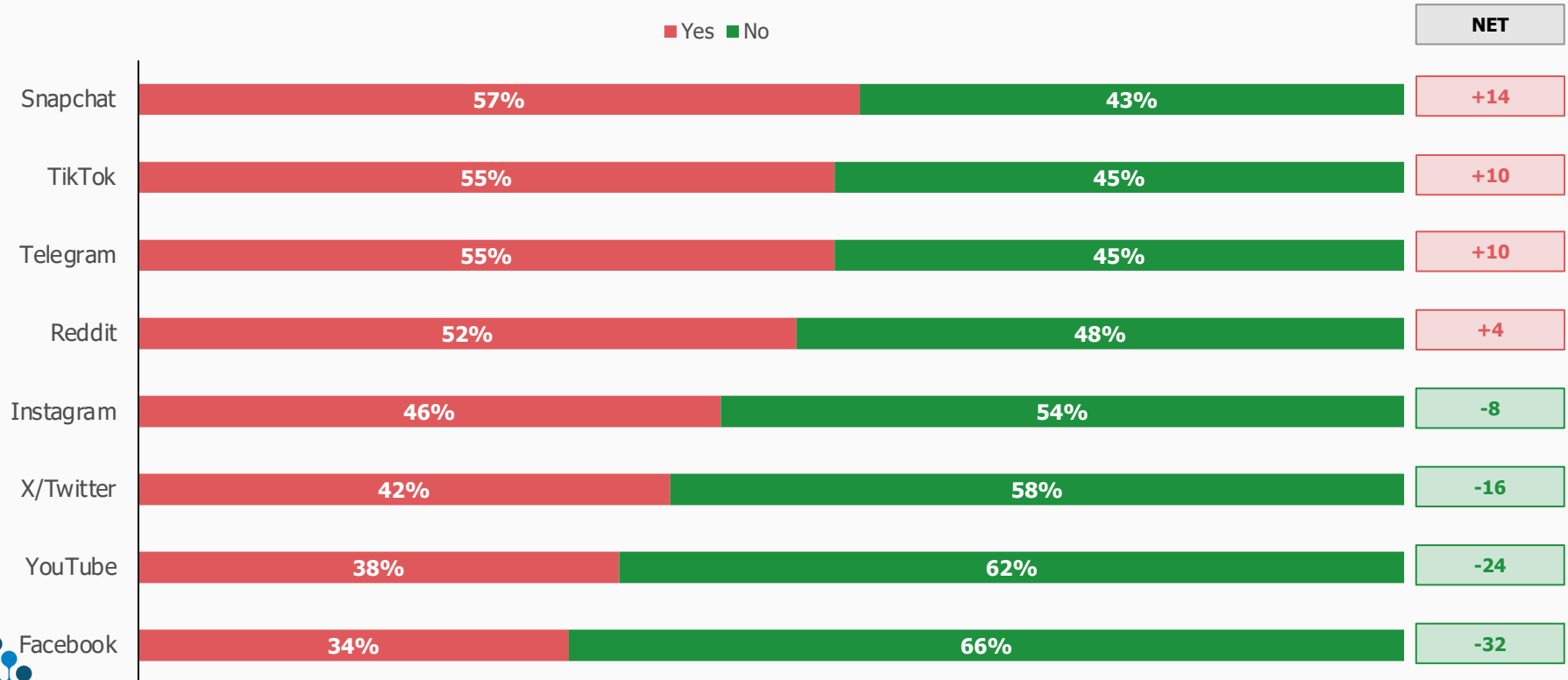
Size: Nevada Registered Voters (N= 1406).

† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding.

The same pattern appears with Nazi symbols: frequent social media users report seeing them often – especially Snapchat and Telegram users.

Nazi Symbols by Daily Social Media Use

■ Yes ■ No



Q) Have you heard or seen someone make jokes about the Holocaust or make light of it on the internet, on social media, or in other online communities? Sample Size: Nevada Registered Voters (N= 1406).† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding.

Takeaways:

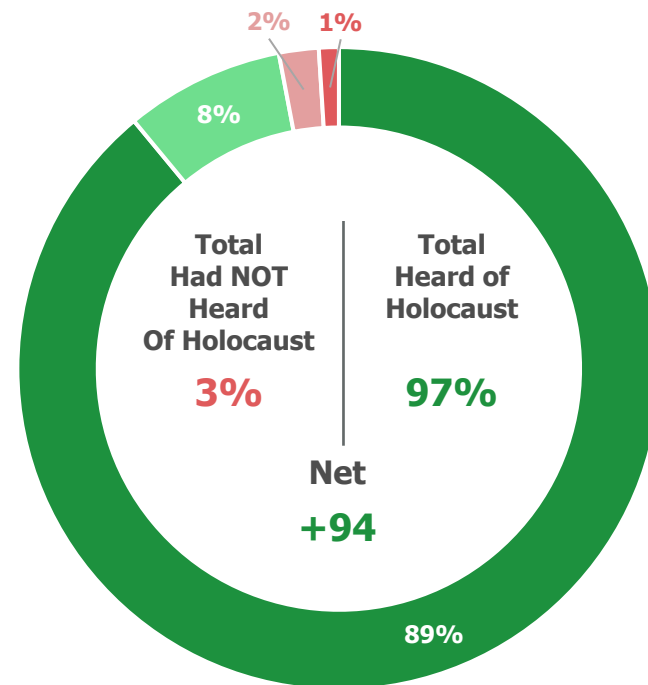
- Most Nevadans cannot define antisemitism. Only 11% will say antisemitism is a problem when asked directly.
 - BUT, the more we defined antisemitism and asked people about specifics, the more antisemitism was reported.
- 1/3 of respondents report seeing or hearing about a Nazi symbol in their community
 - 33% have seen a symbol online, and 39% have seen a joke online – most common among younger people and among users of some popular social media platforms.

**The story gets worse: Troubling trends in
Holocaust denial.**

Most Nevadans had heard of the Holocaust prior to this survey.

Have you heard of the Holocaust?

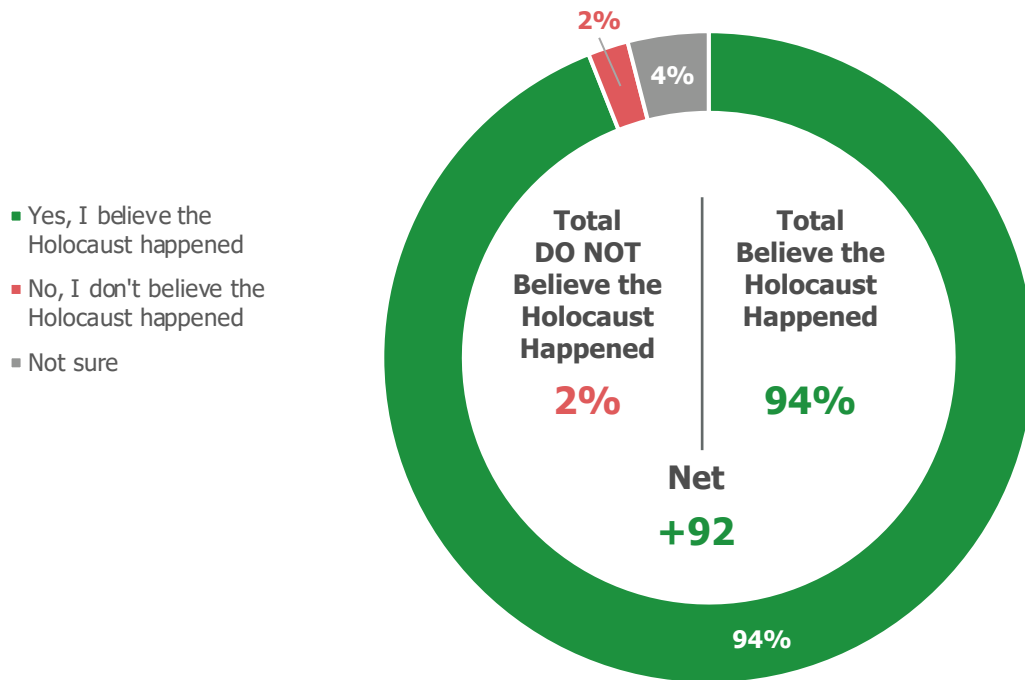
- Yes, I've definitely heard about the Holocaust
- Yes, I think I've heard about the Holocaust
- No, I don't think I've heard about the Holocaust
- No, I definitely have not heard about the Holocaust



Q) Have you heard of the Holocaust before? Sample Size: Nevada Registered Voters (N= 1406). †
Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding.

And 94% of respondents believe the Holocaust occurred.

Do you believe the Holocaust happened?

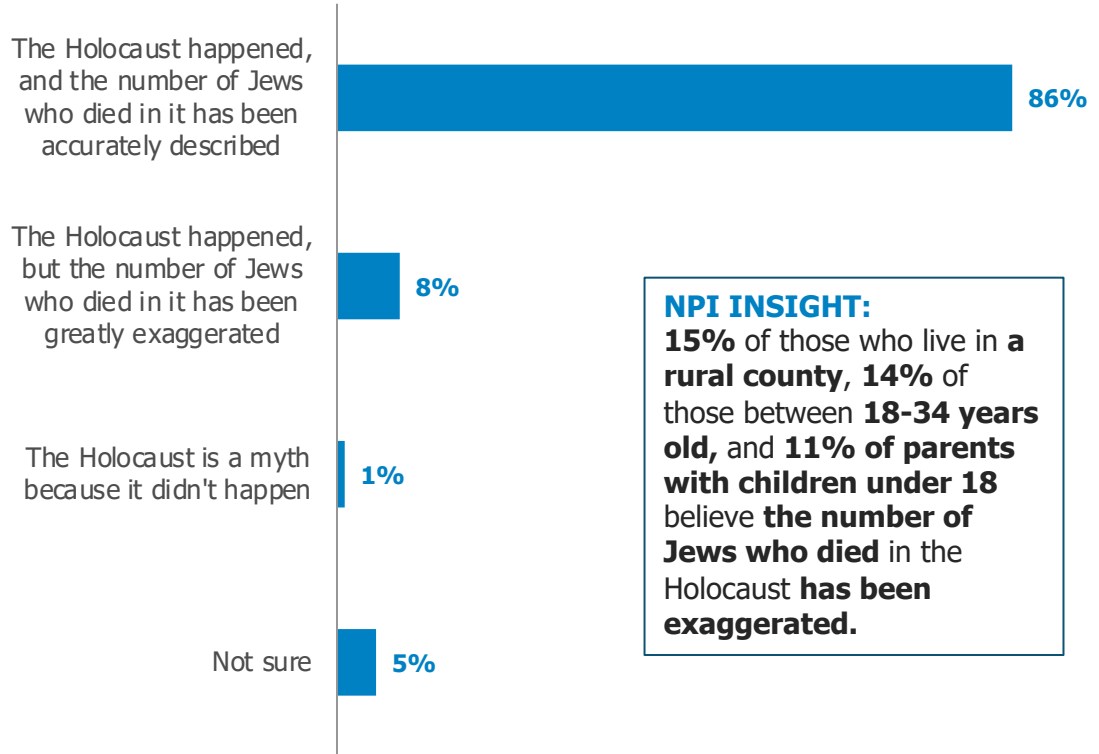


Q) Some people believe the Holocaust did not happen. Do you believe the Holocaust happened? Sample Size: Nevada Registered Voters (N= 1406). † Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding.

But that's where the good news ends.

Almost 1 in 10 Nevadans think the Holocaust is a "myth" or that the number who died has been "greatly exaggerated"

Respondents' Views of the Holocaust Death Count



Q) Which of the following statements comes closest to your views about the Holocaust in Europe in World War II? Sample Size: Nevada Registered Voters (N= 1406). † Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding.

Only 37% of Nevadans accurately selected the number of Jews who were killed in the Holocaust – of the remaining, 36% were unsure.

Nevadans' Beliefs About Holocaust Deaths

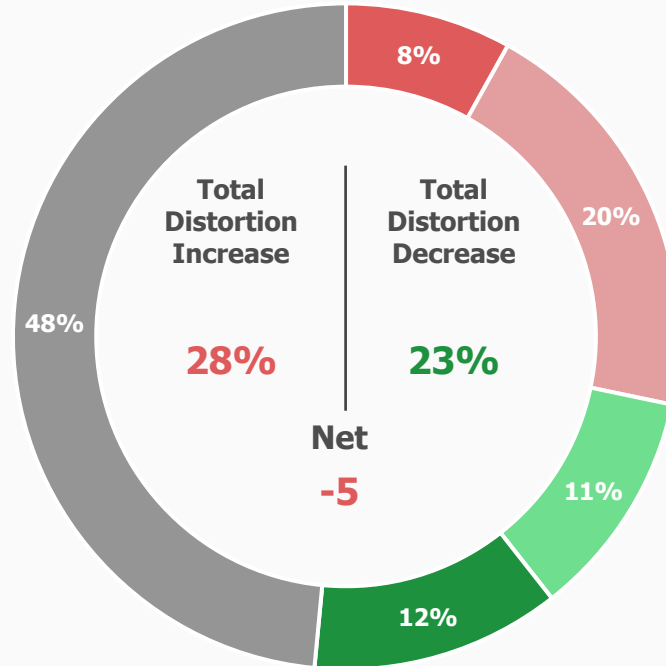


**Distortion and denial
regarding the Holocaust
is increasing in Nevada.**

More Nevadans say Holocaust denial is INCREASING.

Holocaust Distortion According to Nevadans

- Much more common
- Somewhat more common
- Somewhat less common
- Much less common
- Not sure/No change



NPI INSIGHT:

Over one-third (35%) of those who are a **parent to a child under the age of 18** are seeing an **increase** in Holocaust denial.

Denial is **INCREASING** in public settings.

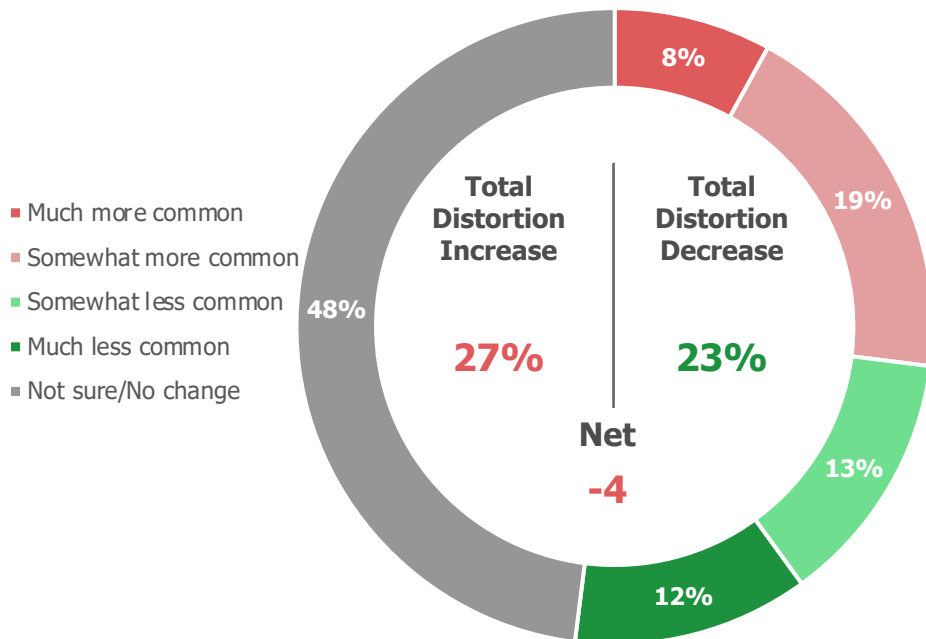
- 34% of those who are parents to a child under the age of 18 say it has increased.

NPI INSIGHT:

When people hold fringe beliefs – such as Holocaust denial – they often fear social stigma and stay silent in public.

This rise is cause for concern. It suggests Holocaust deniers/distorters may be feeling emboldened.

Holocaust Distortion/Denial in Work/School Settings.



Q) In public settings -- such as school or work where you may not know everyone personally -- has Holocaust denial or distortion become more or less common in recent years? Sample Size: Nevada Registered Voters (N= 1406). † Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding.

One in seven Nevada voters know someone who does not believe the Holocaust happened. For some demographics, that number is higher.

26%

18-34 year olds

19%

Non-White/Non-Hispanics

14%

**Know someone who does NOT believe the Holocaust happened
OR attempts to minimize the casualties.**

28%

Rural Counties

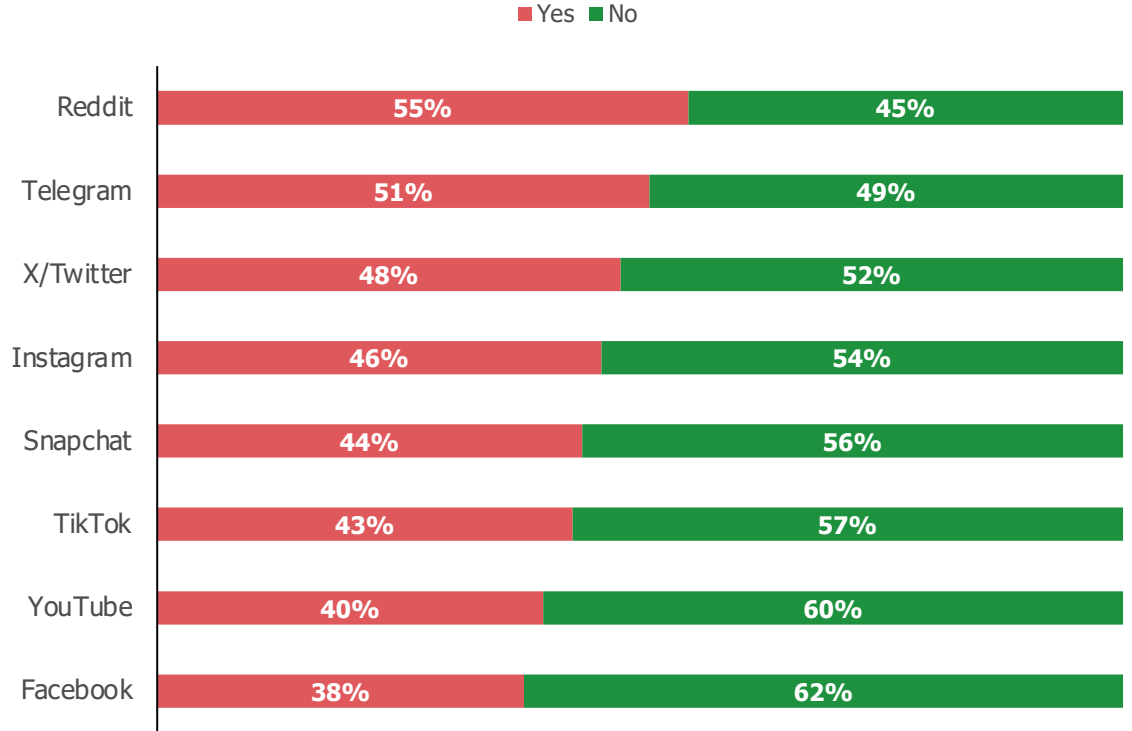
24%

Parents w/child under 18

37%

of Nevadans have seen Holocaust denial on the internet – this is highest among Reddit and Telegram daily users.

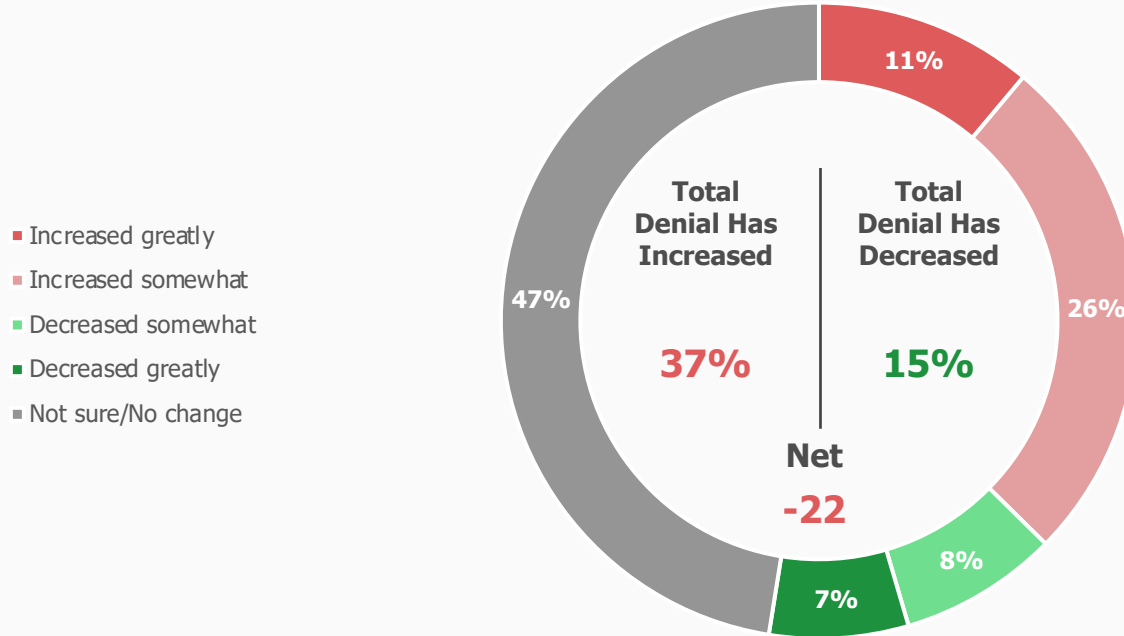
Daily Social Media Usage by Those Who Have Seen Holocaust Denial Online.



Q) Have you seen Holocaust denial or distortion on social media or elsewhere online? Sample Size: Nevada Registered Voters (N= 1406). † Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding.

One-third of respondents say online Holocaust denial has increased.

Has ONLINE Holocaust Denial Increased?

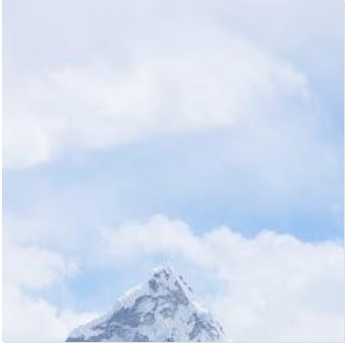


NPI INSIGHT: The internet is an equal opportunity platform – including for people who spread hate.

Young Nevadans – the most online generation – are exposed to an unacceptable amount of online hate.

Takeaways:

- Most respondents personally believed the holocaust occurred, but there are signs of a lack of knowledge, especially, since only one-third of Nevadans correctly knew the actual death-toll figure
 - Many Nevadans report increases in Holocaust denial or distortion in their communities; even higher in online settings
- **14% of respondents report knowing someone who engages in Holocaust denial/distortion**
 - Frequent social media users – many of whom are young – see distortion/denial frequently.



**Complacency won't work:
low knowledge – especially among young
demographics**

- **Groups with low awareness:**
 - **14% of 18–34-year-olds & 35-44-year-olds**
 - 19% of people with a high school level education
 - 17% of those in a rural county
 - 15% of non-white/non-Hispanic people.

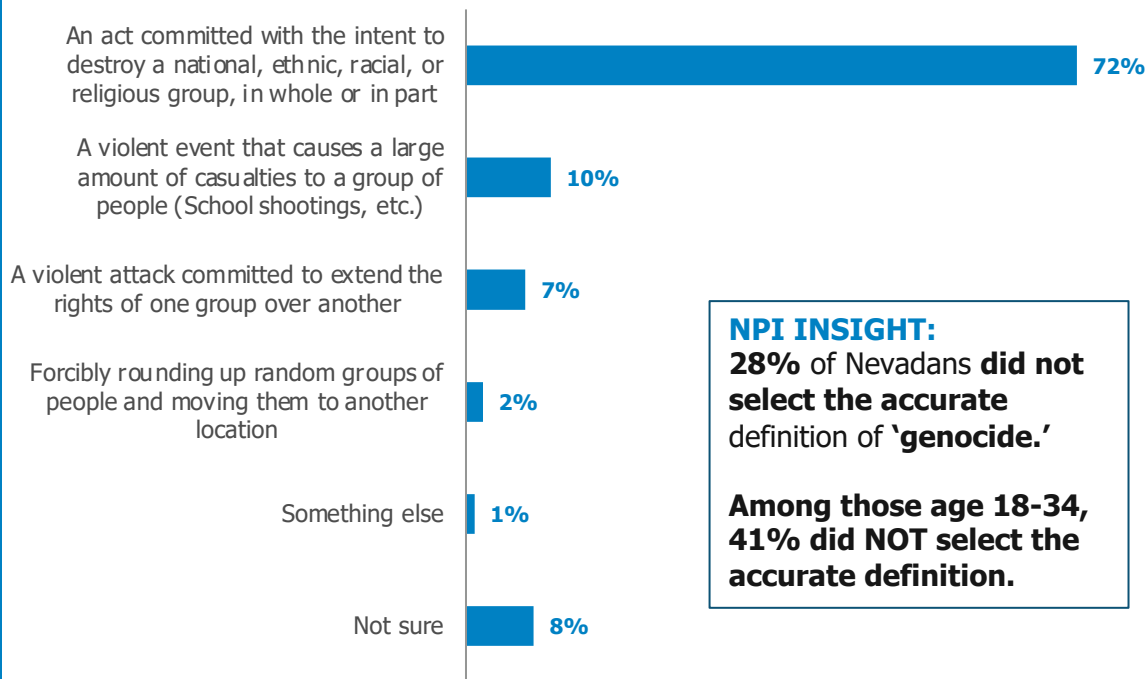
10%

Had not heard the term 'genocide' prior to the survey.

Q) Have you heard the term genocide before today? Sample Size: Nevada Registered Voters (N=1406).

“An act committed with the intent to destroy a national, ethnic, racial, or religious group, in whole or in part”

Definition of Genocide



NPI INSIGHT:
28% of Nevadans did not select the accurate definition of 'genocide.'

Among those age 18-34, 41% did NOT select the accurate definition.

Q) In your opinion, which of the following definitions best fits the term genocide? Sample Size: Nevada Registered Voters (N= 1406). † Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding.

Nearly three in ten respondents could NOT name a genocide. Numbers are worse among key demographics – young, parents, lower formal education level, and rural.

39%

18–34-year-olds

30%

Has Children Under 18

28%

Could NOT name a single genocide in an open-ended question

46%

Rural Counties

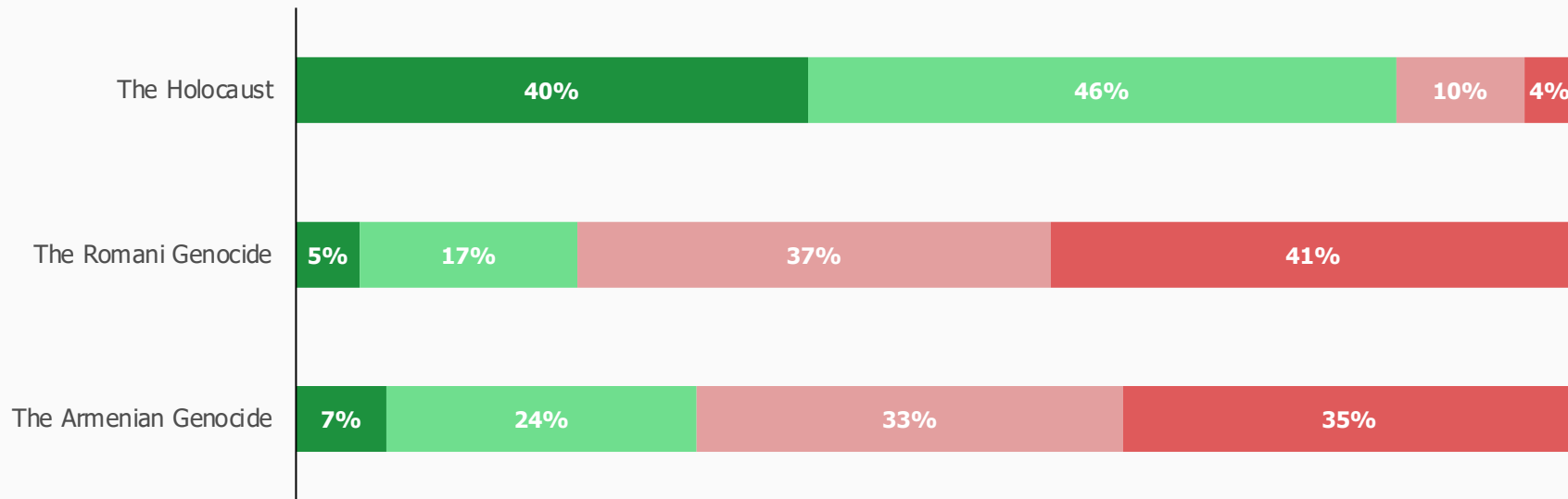
41%

High School Level Education

The most recognizable genocide was the Holocaust: but even then, 14% of respondents said they were not (or not very) knowledgeable.

Genocide Knowledge

■ Very knowledgeable ■ Somewhat knowledgeable ■ Not very knowledgeable ■ Not knowledgeable at all



Roughly one in six Nevadans failed to name a cause of the Holocaust.

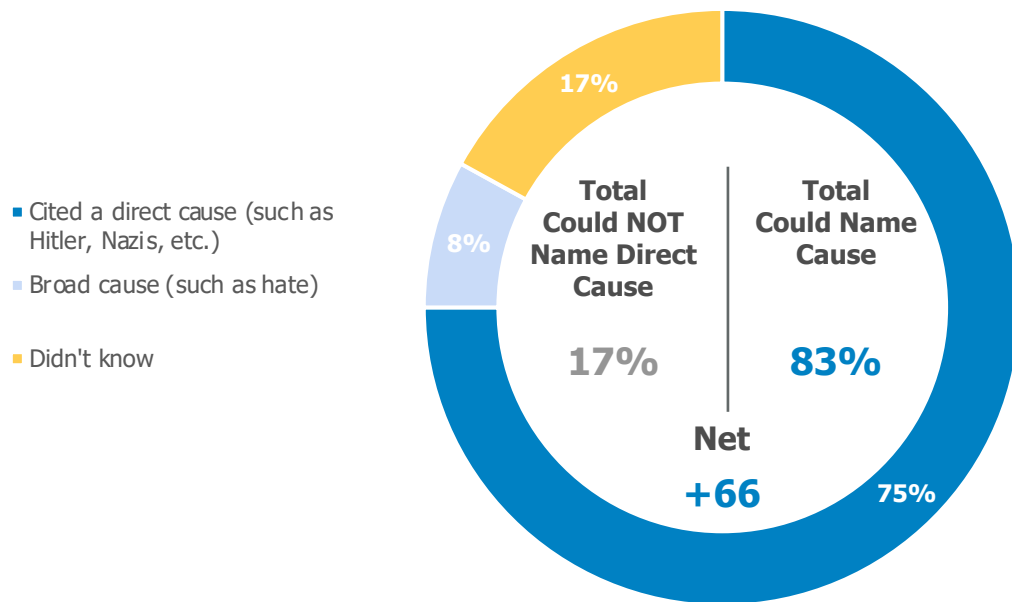
We allowed answers as simple as "hate" or "Hitler"

This is a troubling number.

Among those 18-34, 27% failed to name a direct cause (e.g., Hitler) OR an indirect cause (e.g., hate)



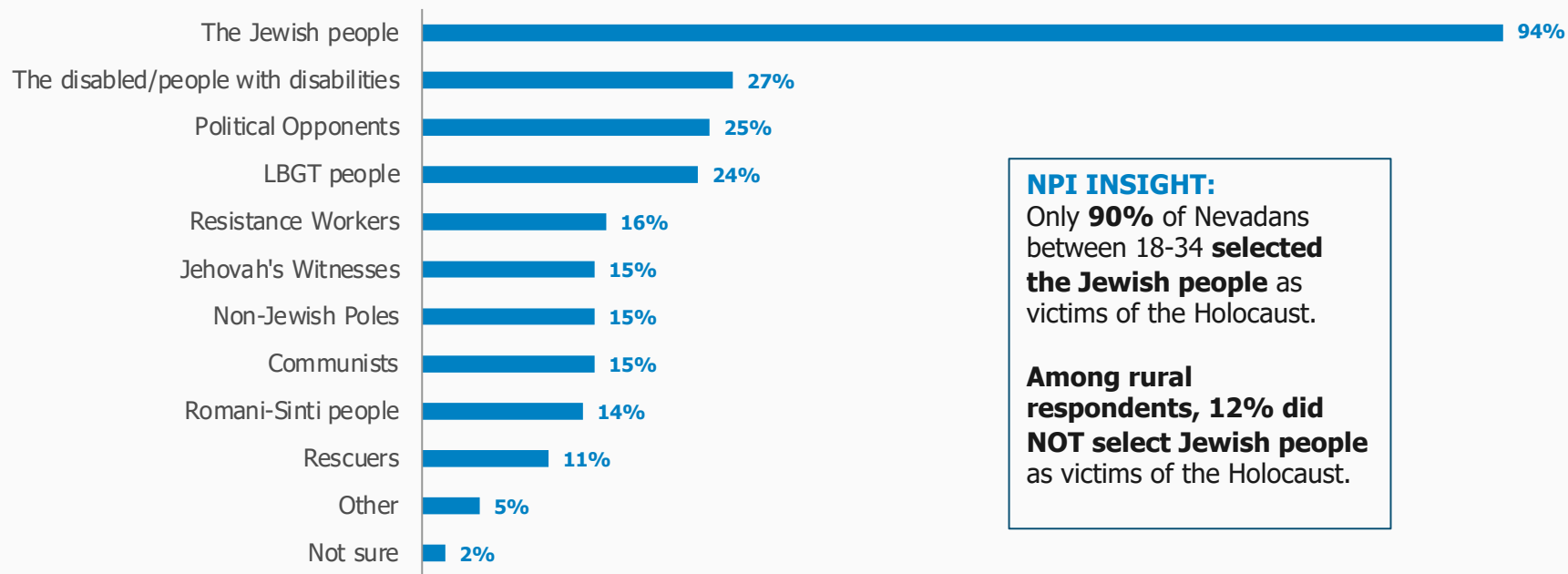
Who Caused the Holocaust?



Q) Who or what do you think caused the Holocaust? Sample Size: Those Who Had Heard of the Holocaust BEFORE the Survey (N= 1372). † Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding.

When asked to identify who the victims of the Holocaust were – Jewish people were most likely to be selected; however, younger Nevadans were less likely to select Jewish people than other age demographics.

Who Were the Victims of the Holocaust? (Full Sample)



NPI INSIGHT:

Only **90%** of Nevadans between 18-34 **selected the Jewish people** as victims of the Holocaust.

Among rural respondents, 12% did NOT select Jewish people as victims of the Holocaust.

Nearly half of Nevadans did NOT name a camp/ghetto associated with the Holocaust.

53%

18–34-year-olds

56%

Has Children Under 18

47%

FAILED to name a camp/ghetto associated with the Holocaust.

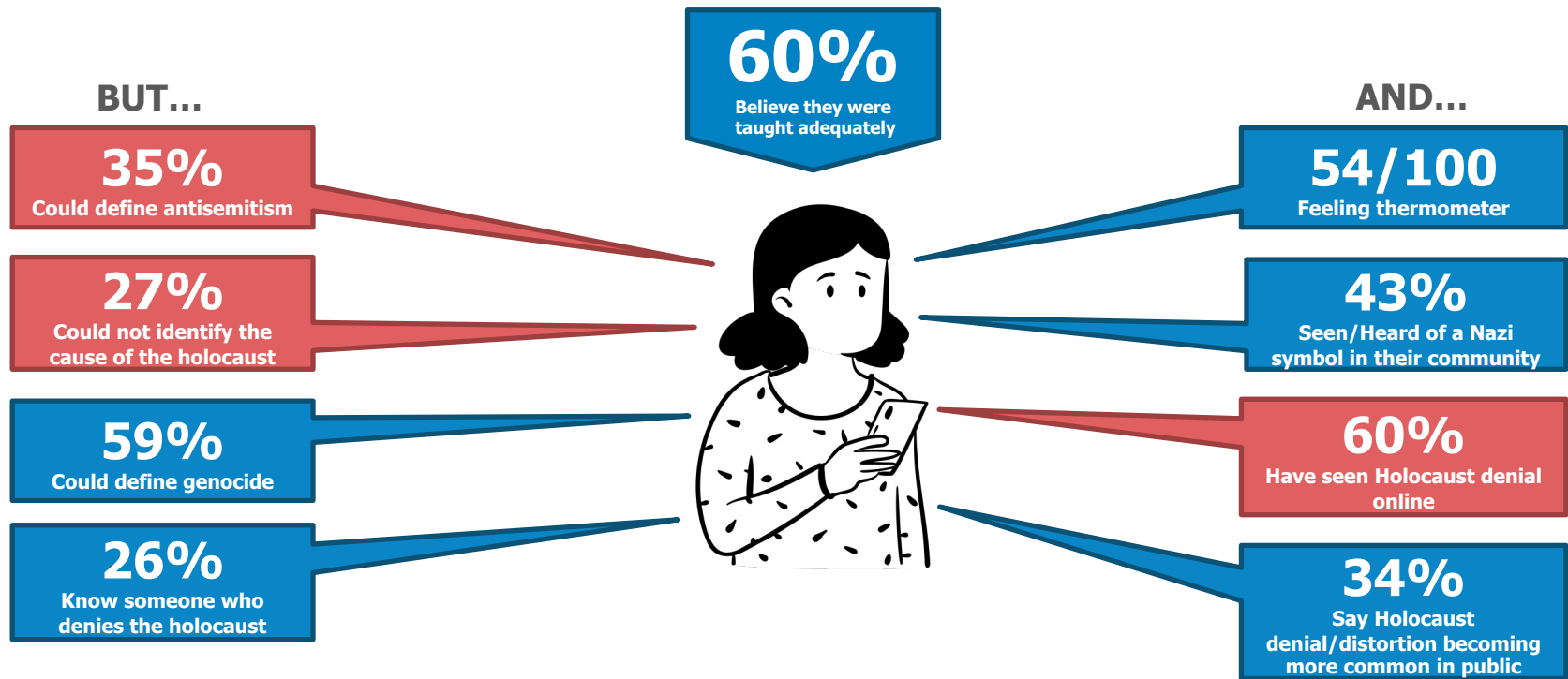
59%

Rural Counties

64%

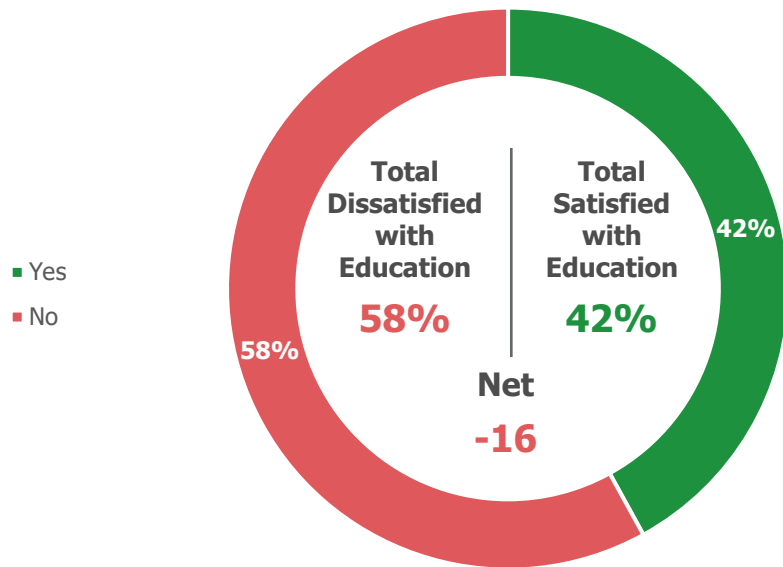
High School Level Education

BIG PICTURE: tough numbers, especially among young voters (age 18-34)

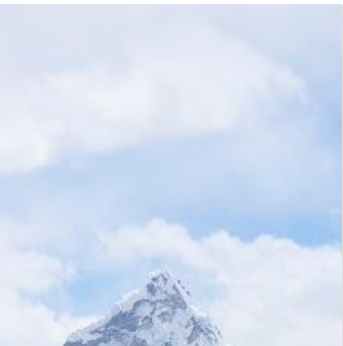


No relief from the next generation: Parents with children under 18 say their kids are NOT being taught about the Holocaust adequately.

Do You Believe Your Child Has Been Taught About the Holocaust Adequately?



Q) Do you believe your child's school adequately teaches/taught them about the Holocaust? Sample Size: Parent (N=875)
† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding.



Key Takeaways

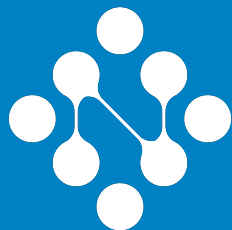
- Holocaust knowledge is low – especially among younger Nevadans
 - Younger Nevadans REPORT high knowledge of the Holocaust – but many can't name causes, specific camps or other central pieces of information.
- This may get worse over time.
 - Parents with children under 18 report dissatisfaction with Holocaust education.
 - On multiple measures of Holocaust awareness, parents of the next generation don't score especially well.

Insights and Takeaways

Actionable Insights:

- Across measures of Holocaust denial/distortion, genocide knowledge and related areas, Nevadans don't meet the ideal standard. **But young Nevada voters fare especially poorly.**
 - **Time won't solve this problem.** Parents of children under 18 also reported worry about their kids. **If no action is taken, the next generation – beyond Gen Z – could have even lower awareness.**
- Action must be taken now to help young Nevadans understand genocide, antisemitism and the Holocaust.
 - **These voters are telling us they see all these forms of hate in their daily lives. The smart course of action: believe them, and act now.**





NOBLE

PREDICTIVE INSIGHTS

Thank You

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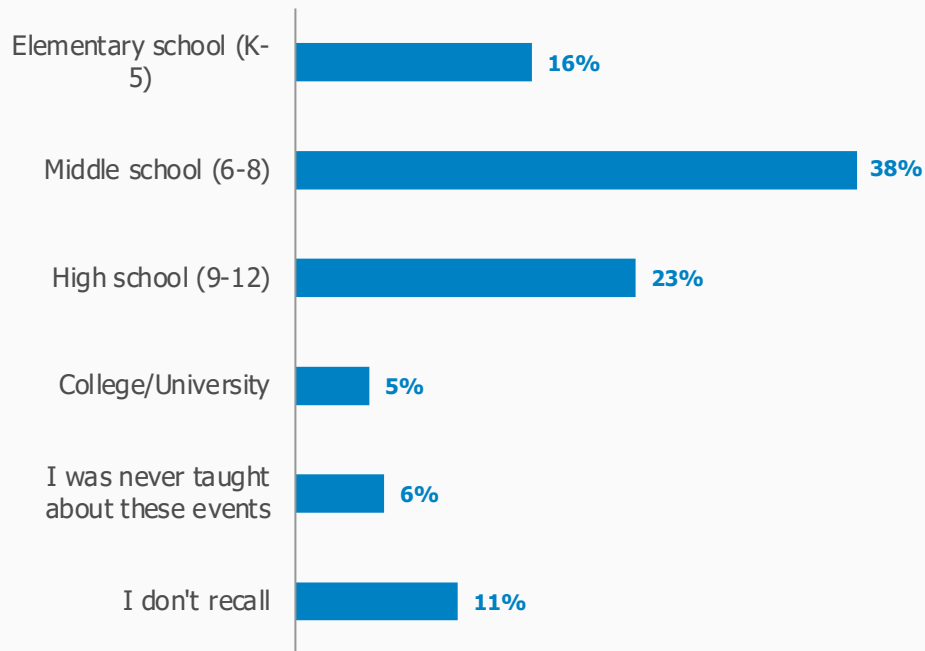
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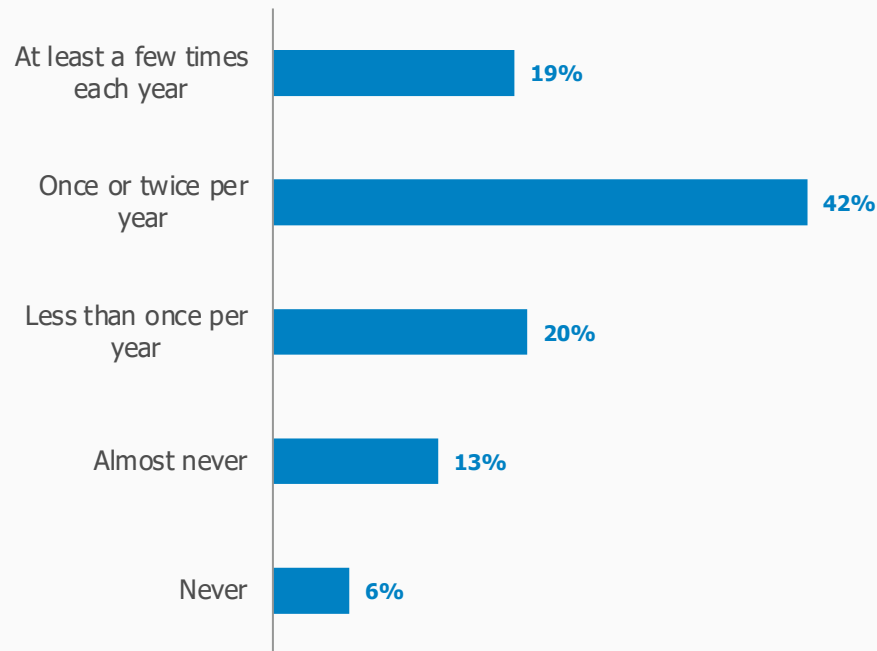
Appendix

Teaching about the Holocaust started early enough (often in middle school). BUT it wasn't frequent.

What Grade Did You FIRST Learn About the Holocaust?



How Often Did You Learn About the Holocaust in School?



Q) At what grade do you recall first being taught about genocides, such as the Holocaust? (n = 1406 registered voters)

Q) Throughout your grade school and high school education, how often were you taught about genocides, such as the Holocaust? (n = 1406)

† Note: Some numbers (on the chart or elsewhere) may not appear to be totaled correctly. This is due to rounding.

Methodology

Research Methodology

Methodology: This poll was conducted by Noble Predictive Insights from March 22-29, 2024, and surveyed Nevada registered voters via opt-in online panel and text-to-online SMS message in English and Spanish. The sample included 1,406 registered voters. The sample demographics were weighted to accurately reflect the registered voter population by gender, region, age, party affiliation, race/ethnicity, and education according to recent voter file data, the Nevada Secretary of State's Office, and Census data. The Margin of error was +/- 2.6%

*Numbers may not total 100% due to rounding.

Education	
High School or Less	35%
Some College	38%
College Graduate	18%
Post-Graduate	10%

Region	
Clark	70%
Washoe	16%
Rural	14%

Party Affiliation	
Democrat	31%
Independent	29%
Republican	40%

Ethnicity Combined	
White, non-Hispanic	58%
Hispanic/Latino	22%
Other	20%

Gender	
Male	47%
Female	52%
Other	1%

Age	
18-34	25%
35-44	16%
45-54	17%
55-64	17%
65+	26%