

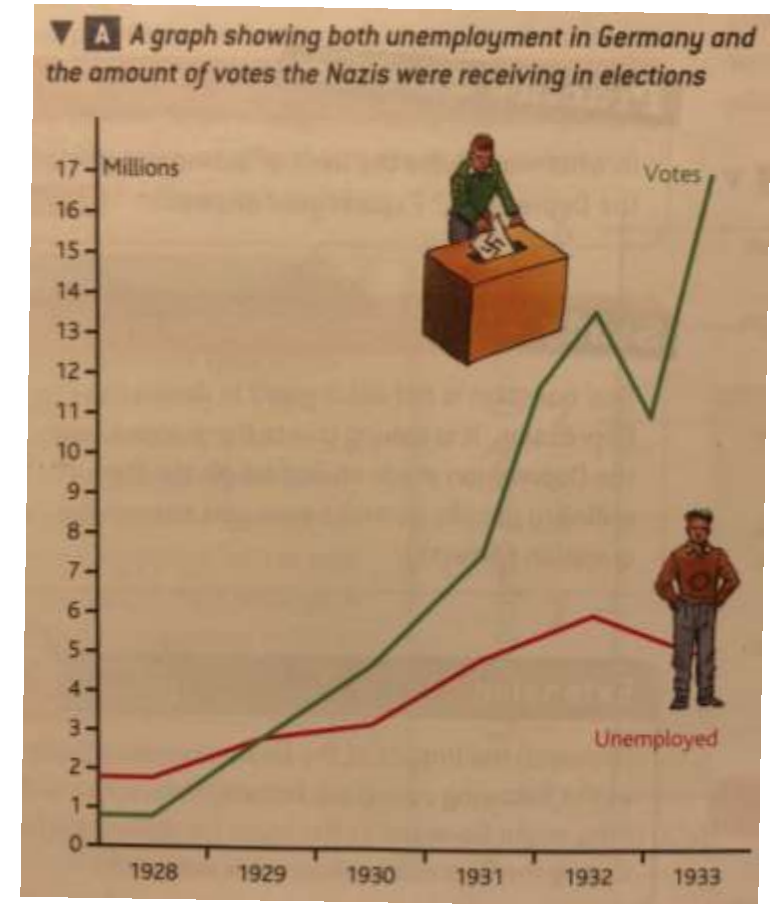
Factor One: The Depression

The Depression hit Germany particularly hard. Businesses collapsed, unemployment soared, and banks closed, but all of this helped Hitler.

Those voters who had ignored him throughout the latter half 1920s because life was good, were now listening.

The Nazis continued repeating their core beliefs: blaming the Treaty of Versailles, blaming the Jews for the economic problems and promising Germany would be reborn as a powerful country.

The same message as before but now the German people were desperate for someone to save them and change things.



Factor Two: The Failure of Weimar Democracy

Given the way that Weimar democracy was set up the Reichstag had many different parties all wanting to change things to their own beliefs. With so many different opinions, the members of the Reichstag argued a lot and achieved very little. This meant the Weimar republic was unable to solve the country's economic problems leaving the people of Germany in worsening conditions. To make matters worse the Chancellors at the time struggled to accomplish anything and had to rely on the use of 'emergency powers' to run the country.

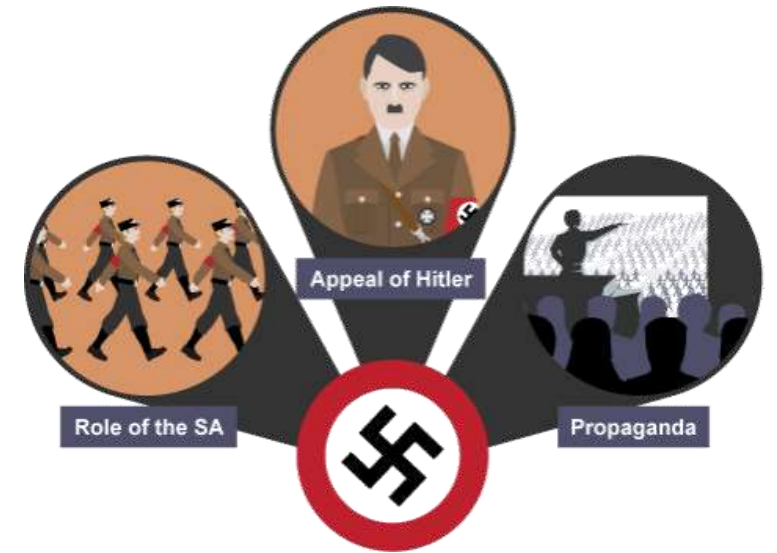
Chancellor Brüning attempted to gain more power by holding more elections but they failed to produce a large enough victory for any one party and the elections gave Hitler the opportunity to exploit the fears of German people to gain more and more votes.

For many ordinary Germans this complicated, argumentative and slow-acting form of government was just not working and they disliked it. Many yearned for the more simplistic times of one leader making all the decisions and others decided to vote for more extreme parties.

Factor Three: Hitler's Appeal

Hitler himself was also a key part in increasing the Nazi Party's popularity. He was very charismatic and could make people believe that he could be trusted to make Germany a great nation again.

His speeches were always powerful and inspiring to ordinary Germans which meant his appearances were often filled with thousands of eager listeners who were filled with hope; something they had been missing since the Wall Street Crash and Depression. His use of modern technology of planes and radio also showed him as a man in touch with modern Germany and reflected the German people's desire to be superior.



Factor Four: Fear!



1917 saw a Communist revolution in Russia and the Communist Party took control of all businesses and farms. This inspired other communist parties across Europe with the Communist Party becoming more popular in Germany too.

This scared many people in Germany. Middle and upper-class Germans, particularly businessmen and landowners feared that a Communist government in Germany would do the same as their Russian counterparts. Communists didn't believe in religious institutions neither, so this worried many religious people too.

From the beginning, Hitler had promised that if elected he would fight communism and remove it from Germany. He sent out his own private army (The Stormtroopers, SA) to fight communist gangs. The SA, numbering 400,000 by 1932, were also used by Hitler to intimidate other parties and voters into supporting him, while also defending Nazi Party rallies and meetings.

This all created an atmosphere of fear and worry among German people who were searching for someone to restore order to Germany. Something Hitler vowed he would do.