SCHOEN CONSULTING

The Azrieli Foundation in partnership with the **Conference on Jewish Material Claims Against Germany (Claims Conference)** commissioned **Schoen Consulting** to conduct a comprehensive national study of Holocaust knowledge and awareness in Canada. Schoen Consulting conducted 1,100 interviews with Canadian adults aged 18 and over between September 1 – 9, 2018. The margin of error for all respondents is +/- 3%.

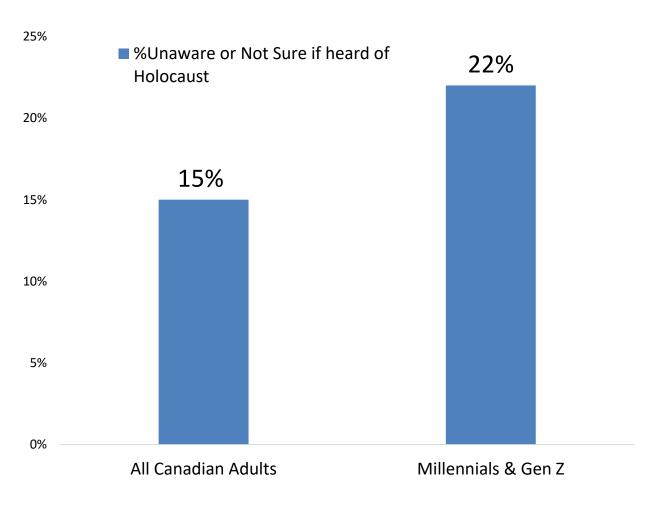
Executive Summary

- While the findings from the survey are largely positive, our polling sheds light on some critical gaps in general Holocaust awareness and detailed Holocaust knowledge, specifically among Millennials and Gen Z (aged 18-34), when it comes to:
 - \circ $\,$ Knowledge of how many Jews were murdered during the Holocaust;
 - Ability to name one of the 40,000 camps or ghettos;
 - \circ $\,$ Comprehensive understanding of where the Holocaust occurred; and
 - Familiarity with key Holocaust figures.
- Moreover, findings show a substantial <u>lack of personal connections to the</u> <u>Holocaust</u> – as most Canadians have <u>never visited a Holocaust museum, nor do</u> they know someone else who has, and they don't know or know of a survivor.
- Additionally, we see a <u>clear correlation</u> between <u>awareness/knowledge about</u> <u>the Holocaust and likelihood to reject neo-Nazism/antisemitism</u> – underscoring the importance of Holocaust education.
- Interestingly, few Canadians believe there are many <u>neo-Nazis in Canada today</u>, while nearly half think there are many in the United States.
- There is a <u>broad consensus about the importance of Holocaust education</u> <u>among Canadians overall</u>, and among Millennials and Gen Z, and there is a desire to <u>improve the quality of education currently being offered</u> across all age cohorts.

General Holocaust Awareness

- The Holocaust Knowledge and Awareness Study found that <u>gaps in general</u> <u>Holocaust awareness</u> exist in Canada today.
- 15 percent of Canadian adults and <u>over one-fifth of Millennials and Gen Z</u>
 (22%) <u>haven't heard</u> or <u>are not sure if they have heard of the Holocaust</u>.

<u>Chart 1</u>. Holocaust Awareness Showing % of all Canadian Adults & Millennials and Gen Z who are not sure if they have heard of the Holocaust

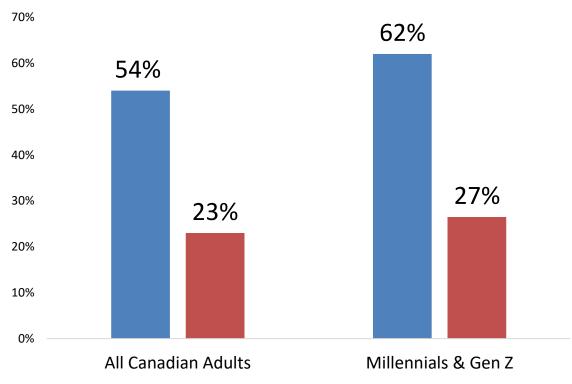


Detailed Holocaust Knowledge – Number of Jews Killed

More than half of all Canadians (54%) and nearly two-thirds of Millennials and Gen Z (62%) do not know that 6 million Jews were killed during the Holocaust – and approximately one-quarter think that 2 million Jews or fewer were killed.

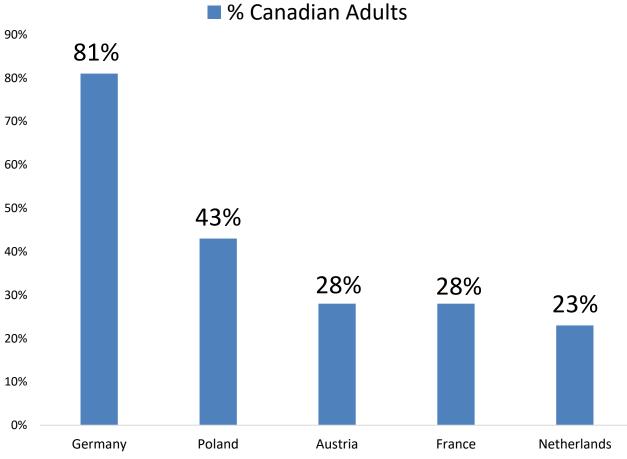
<u>Chart 2</u>. Showing % of All Canadian Adults & Millennials and Gen Z who do not know that 6 million Jews were killed during the Holocaust

% Do not know 6 million Jews killed in Holocaust
 % Who think that fewer than 6 million Jews died in the Holocaust



Detailed Holocaust Knowledge – Location of Holocaust

- Most Canadian adults (81%) know that the Holocaust occurred in Germany, yet just 43% of all respondents identified Poland—where 90% of the Jewish population was killed—as a country where the Holocaust occurred.
- Only 28% of Canadians could identify Austria and France as countries in which the Holocaust took place. Even fewer (23%) could identify the Netherlands, a country the Canadian army largely helped liberate.



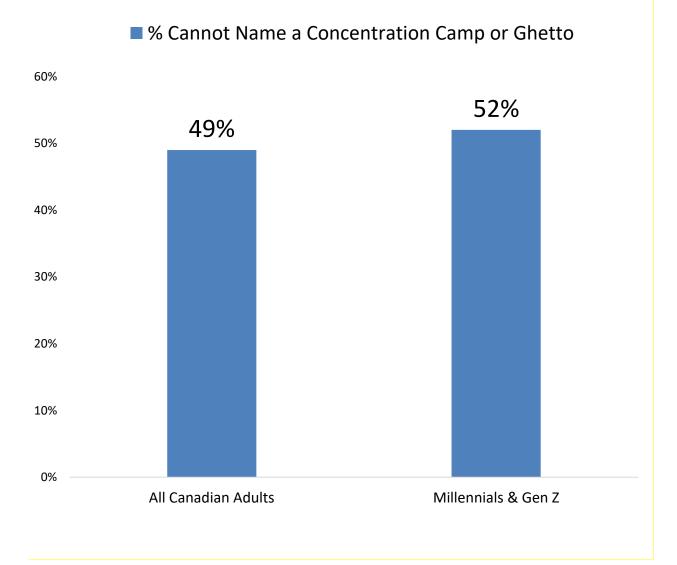
who know of countries where the Holocaust occurred

Chart 3. Showing % of all Canadian adults

Detailed Holocaust Knowledge – Camps and Ghettos

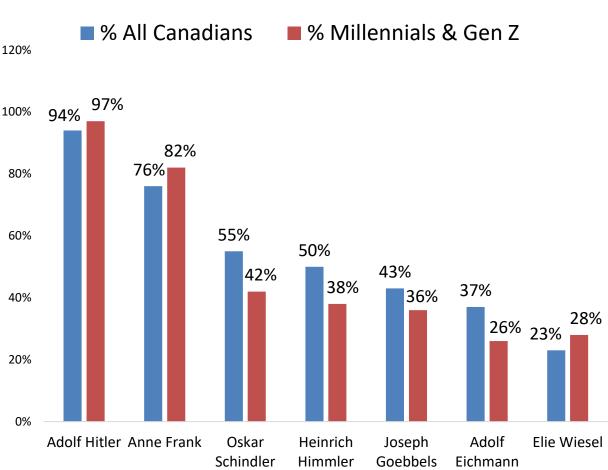
 Overall, <u>almost half</u> of all Canadian adults (49%) and 52% of Millennials and Gen Z <u>cannot name one</u> of the over 40,000 Nazi camps—such as Auschwitz and ghettos in Europe during the Holocaust.

<u>Chart 4</u>. Showing % of all Canadian Adults & Millennials and Gen Z Who Cannot Name a Nazi Camp or Ghetto



Detailed Holocaust Knowledge – Key Holocaust Figures

 And while there is broad familiarity with Holocaust figures like Hitler, Anne Frank, and Oskar Schindler among all Canadians, Millennials, and Gen Z alike, <u>there is limited familiarity with key Nazi perpetrators like Himmler,</u> Goebbels, and Eichmann as well as with the survivor icon Elie Wiesel.



<u>Chart 5</u>. Familiarity with key Holocaust figures Showing % of all Canadians & Millennials and Gen Z

Detailed Holocaust Knowledge – Canada's Immigration Policy

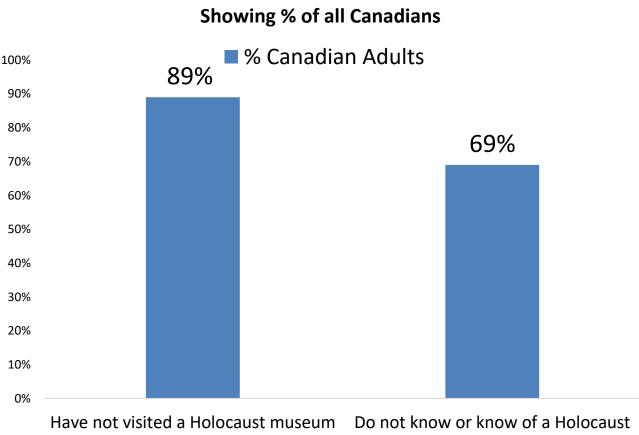
- There is a striking lack of awareness of Canada's virtually closed border/ "None is too many" policy regarding Jewish refugees during the Holocaust.
- A full <u>one-third of Canadians believe Canada had an open immigration</u> <u>policy for any Jewish refugee</u>, while a plurality (37%) do not know what Canada's immigration policy was.

Table 1. Perceptions of Canada's Immigration Policy during the Holocaust Showing % of all Canadian Adults	
Statements	% Agree
Canada had an open immigration policy	32%
Canada only allowed in war orphans	12%
Canada had closed borders	19%
Not sure	37%

Personal Connection to Holocaust

- Moreover, findings show a substantial <u>lack of personal connections to the</u> <u>Holocaust</u>.
- Most Canadians (89%) have not visited a Holocaust museum and nearly 7in-10 (69%) do not know or know of a Holocaust survivor.
- Just 28% of those who <u>have visited a Holocaust museum</u> visited one <u>in</u> <u>Canada</u>.

<u>Chart 6</u>. Lack of personal connection to the Holocaust



survivor

Holocaust Perceptions

 We found that nearly 6-in-10 Canadians (57%) say fewer people seem to care about the Holocaust as much as they used to.

Table 2. Holocaust Perceptions Showing % of all Canadian Adults	
Statement	% Agree
<i>"Fewer people seem to care about the Holocaust as much as they used to"</i>	57%

Holocaust Education

- Despite concerning gaps in awareness, there are encouraging findings in the Azrieli Foundation survey.
- In particular, there is a <u>desire for Holocaust education</u> among all Canadians, as well as among Millennials and Gen Z.
- A substantial majority of Canadian adults (82%) believe all students should learn about the Holocaust in school and 85% say it is important to keep teaching about the Holocaust so it does not happen again.

Table 3. Holocaust Education Perceptions Showing % of all Canadian Adults & Millennials and Gen Z

Statement	% Canadian Adults	% Millennials & Gen Z
All students should learn about the Holocaust while at school	82%	82%
It is important to keep teaching about the Holocaust so it doesn't happen again	85%	79%

Holocaust Education Quality

- In terms of education quality in Canada, there is <u>clear room for</u> <u>improvement</u> in the quality of Holocaust curriculum.
- A plurality of all Canadians (43%) and a majority of Millennials and Gen Z (55%) agree that lessons about the Holocaust are mostly historically accurate but could be better.

Table 4. Perceptions of Holocaust Education QualityShowing % of all Canadian Adults & Millennials and Gen Z

Statements	% All Canadians	% Millennials & Gen Z
Lessons about the Holocaust are mostly historically accurate, <u>but</u> could be better	43%	55%

Neo-Nazism: Canada vs. US

- Canadians clearly <u>view their country in a more positive light than the United</u> States when it comes to the prevalence of neo-Nazis.
- By a 30-point margin, <u>Canadians are more likely to believe that there are a</u> great deal/many neo-Nazis in the US as opposed to in Canada.
- Millennials and Gen Z are slightly less likely to believe that there are a great deal/many neo-Nazis in Canada today.

Table 5. Neo-Nazism in Canada vs. US Showing % of all Canadians & Millennials and Gen Z		
Statement	% All Canadians	% Millennials & Gen Z
There are a great deal/ many neo- Nazis in Canada today		
There are a great deal/many neo- Nazis in the US today	47 %	45%

Belief That The Holocaust Could Happen Again: Canada vs. Western Democracies

 Meanwhile, while nearly half of Canadians think that something like the Holocaust could happen in other Western democracies today, only <u>one-</u> <u>quarter (27%) believe something like the Holocaust could happen in</u> <u>Canada.</u>

Table 6. Belief that the Holocaust Could Happen Again Showing % of all Canadian Adults	
Statement	% Canadian Adults
Something like the Holocaust could happen in Canada today	27%
Something like the Holocaust could happen in other Western democracies today	48%

 Among all Canadian adults, the percentage that believe people should be allowed to use Nazi slogans or symbols in Canada today is 8%; and 9% think that it is acceptable to hold neo-Nazi views.

Table 7. Perceptions of neo-NazisShowing % of all Canadian Adult	
People should be allowed to use Nazi slogans or symbols	8%
It is acceptable for an individual to hold neo- Nazi views	9%

Perceptions of Antisemitism in Canada Today

- Concerning trends exist when it comes to antisemitism in Canada today.
- A majority (57%) of Canadians believe <u>there is antisemitism in Canada today</u> although Millennials and Gen Z have a slightly different view when it comes to antisemitism in Canada.

Table 8. Antisemitism in Canada Today Showing % of all Canadian adults & Millennials and Gen Z		
Statement	% All Canadians	% Millennials & Gen Z
There is antisemitism in Canada today	57%	45%

 And the less Canadians know about the Holocaust, the more likely they are to tolerate neo-Nazism – <u>underscoring the importance of Holocaust education.</u>

