

Majority of Canadians believe we need to keep the memory of the Holocaust alive but nearly one in six Canadians express views that could be anti-Semitic

July Survey Summary

submitted by Nanos to Simon Wiesenthal Center, August 2018
(Submission 2018-1243)



Summary

Nearly four in five Canadians say that we need to keep the memory of the Holocaust alive

A comfortable majority of Canadians hold in their personal opinions that we need to keep the memory of the Holocaust alive. Overall, Canadians most often think that Jewish people in Canada have the right amount of influence in Canada, but nearly one in six Canadians express views that could be anti-Semitic.

- **Nearly eight in ten Canadians believe that we need to keep the memory of the Holocaust alive, but over one in ten believe that Jewish people talk too much about the Holocaust** – When asked what statement best reflects their personal opinion, nearly eight in ten Canadians believe that we need to keep the memory of the Holocaust alive (78%), while just over one in ten believe that Jewish people talk too much about the Holocaust (12%). Eleven per cent are unsure.
- **Canadians most often believe that Jewish people in Canada hold the right amount of influence in the business world, but nearly one in six say they hold too much influence** – When asked what level of influence Jewish people in Canada hold in the business world, nearly half of Canadians say the right amount of influence (47%), fifteen per cent say too much influence and three per cent say too little influence. Thirty-five per cent are unsure.
- **Canadians most often believe that Jewish people in Canada hold the right amount of influence in international finance markets, but more than one in ten believe they hold too much influence** – When asked what level of influence Jewish people in Canada hold in international financial markets, over four in ten Canadians say the right amount of influence (44%), more than one in ten say too much influence (15%) and three per cent of Canadians say too little influence (3%). Thirty-nine per cent are unsure.

Summary

Nearly one in six
Canadians have
views that could
be anti-Semitic

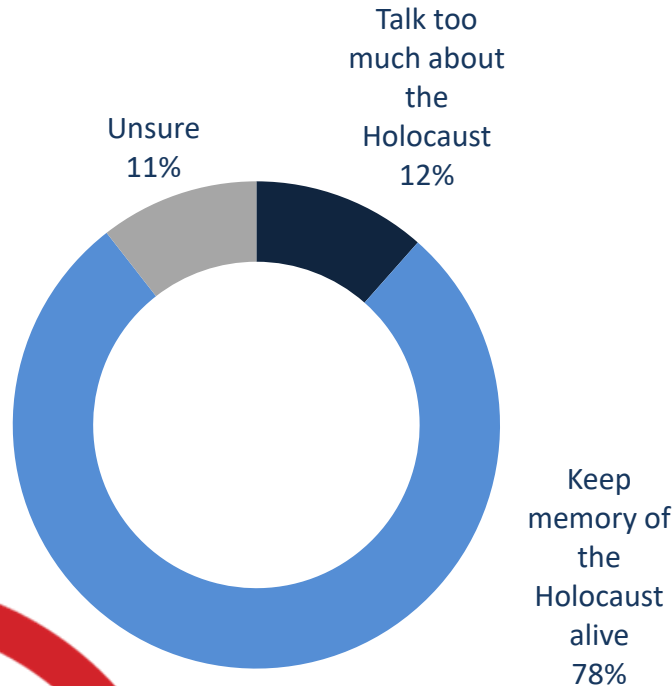
- **Canadians most often believe that Jewish people hold the right amount of influence in the Canadian government, but over one in ten believe they hold too much influence** – When asked what level of influence Jewish people in Canada hold in the Canadian government, over four in ten Canadians say the right amount of influence (43%), one in ten say too much influence (13%) and six per cent say too little influence. Thirty-eight per cent of respondents are unsure.
- **Canadians most often believe that Jewish people hold the right amount of influence in the global media, but nearly one in six believe they hold too much influence** – When asked what level of influence Jewish people in Canada hold in the global media, two in five Canadians say that they hold the right amount of influence (42%), 15 per cent say too much influence and five per cent say too little influence. Thirty-eight per cent of respondents are unsure.
- **Canadians most often believe that Jewish people have the right amount of influence in global affairs, but nearly two in ten believe they hold too much influence** – When asked what level of influence Jewish people in Canada hold in global affairs, two in five Canadians say that they hold the right amount of influence (41%), nearly two in ten say too much influence (18%) and six per cent say too little influence. Thirty-six per cent of respondents are unsure.

These observations are based on a hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, conducted between July 30th and August 5th, 2018 as part of an omnibus survey. The margin of error for a random survey of 1,000 Canadians is ± 3.1 per centage points, 19 times out of 20.

This study was commissioned by the Simon Wiesenthal Center and the research was conducted by Nanos Research.

Opinion on remembering the Holocaust

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 5th, 2018, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Keep the memory of the Holocaust alive	Talk too much about the Holocaust
Atlantic (n=100)	92.7%	3.5%
Quebec (n=250)	72.6%	17.0%
Ontario (n=300)	78.3%	11.7%
Prairies (n=200)	78.1%	8.3%
British Columbia (n=150)	76.2%	11.6%
Male (n=508)	73.1%	16.1%
Female (n=492)	82.6%	7.1%
18 to 34 (n=192)	79.2%	9.7%
35 to 54 (n=349)	73.9%	14.8%
55 plus (n=459)	80.6%	9.9%

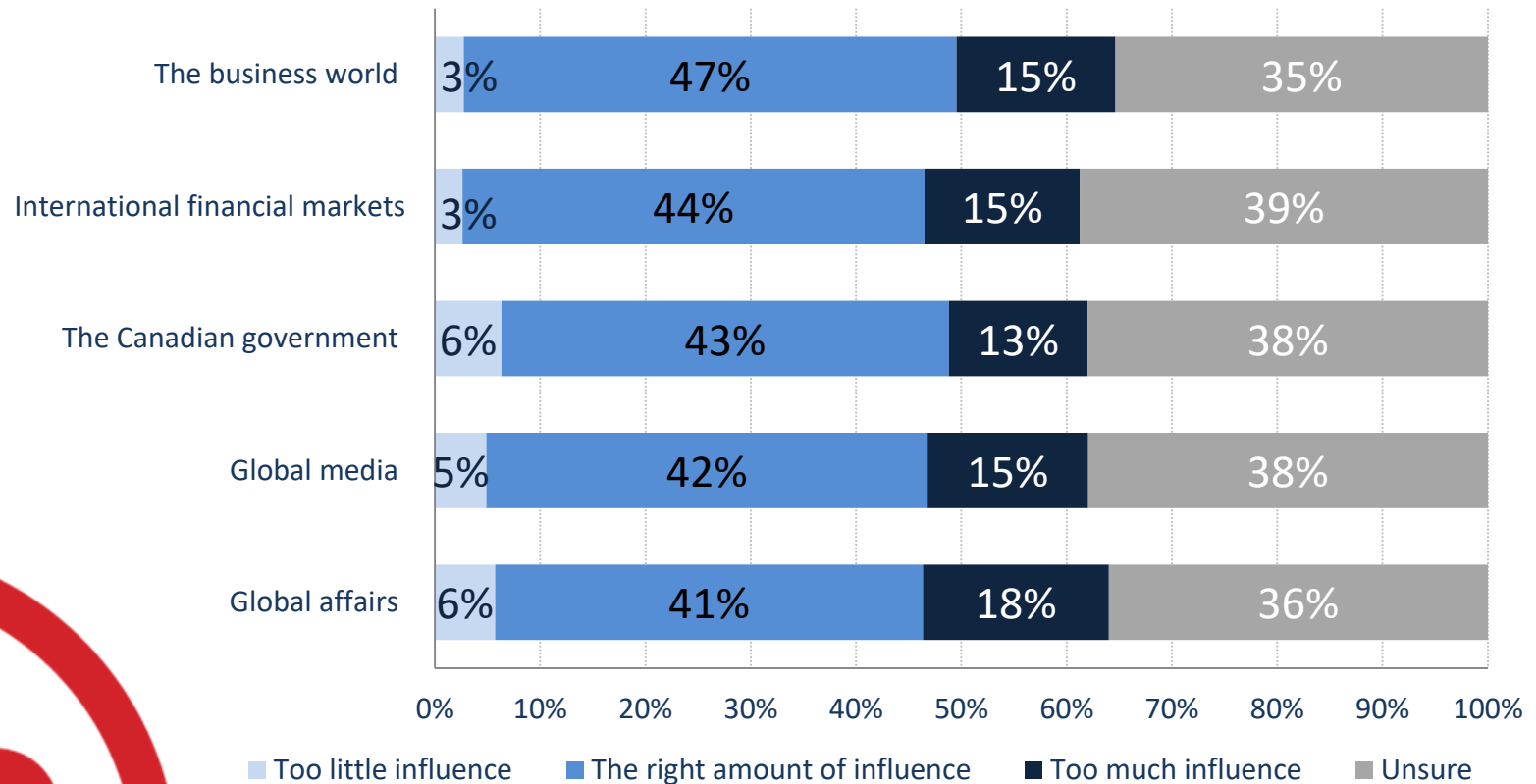
***Weighted to the true population proportion**

***Note: Charts may not add up to 100 due to rounding**

QUESTION – Some people say that [ROTATE] Jews talk too much about the Holocaust, others say we need to keep the memory of the Holocaust alive. Which of these two views, if either, best reflects your personal opinion?

Level of influence of Jewish people in Canada

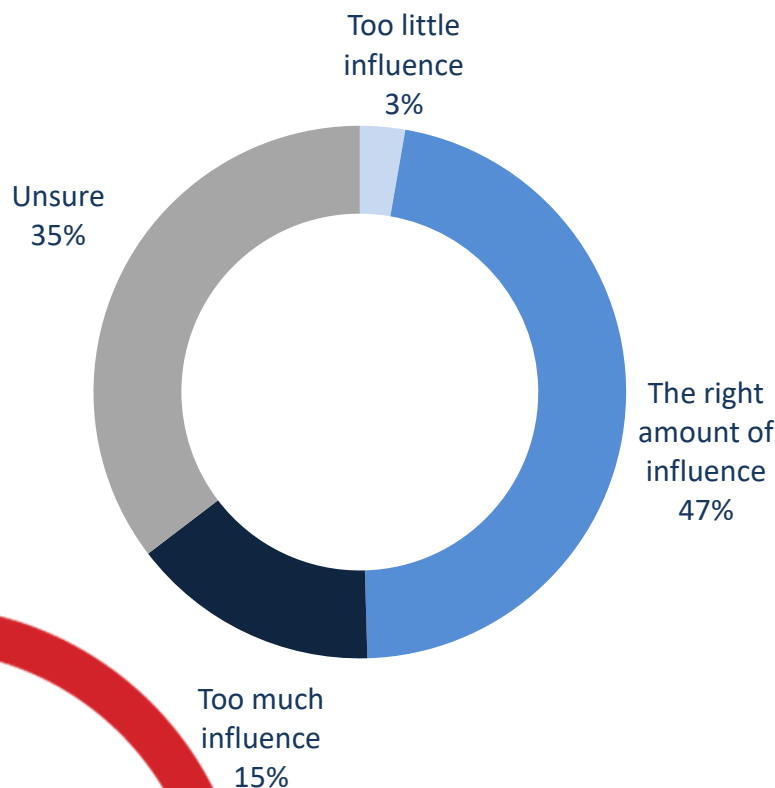
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 5th, 2018, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



*Note: Charts may not add up to 100 due to rounding

Views of Jewish people's influence in the business world

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 5th, 2018, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	The right amount of influence	Too much influence
Atlantic (n=100)	46.2%	8.6%
Quebec (n=250)	50.8%	23.4%
Ontario (n=300)	47.1%	14.1%
Prairies (n=200)	47.3%	11.5%
British Columbia (n=150)	39.3%	12.3%
Male (n=508)	47.5%	18.8%
Female (n=492)	46.1%	11.5%
18 to 34 (n=192)	46.4%	11.1%
35 to 54 (n=349)	38.5%	17.5%
55 plus (n=459)	54.3%	15.7%

***Weighted to the true population proportion**

***Note: Charts may not add up to 100 due to rounding**

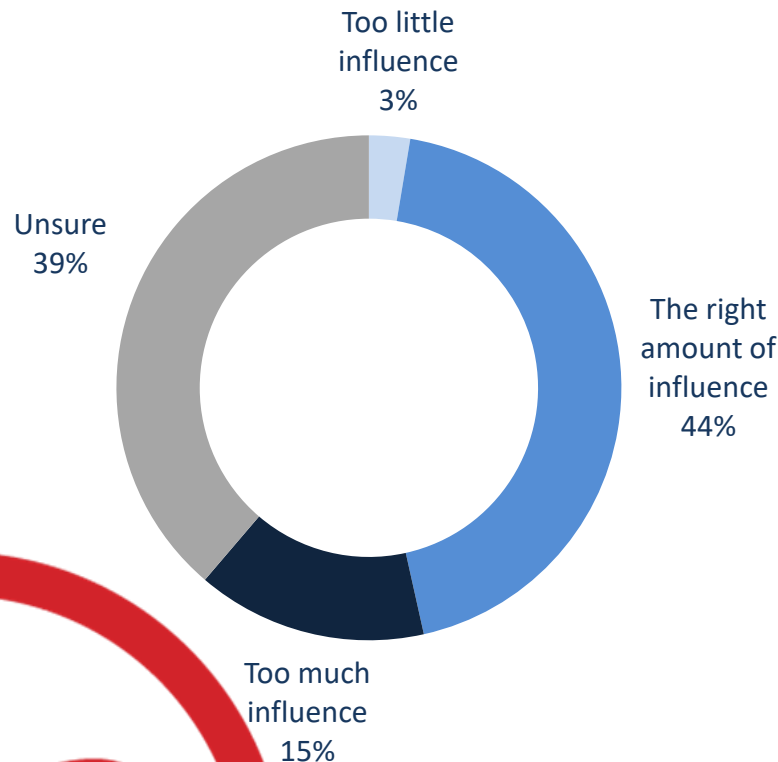
QUESTION – Would you say that Jewish people in Canada have too little, the right amount or too much influence in the following areas: [RANDOMIZE]

The business world

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Views of Jewish people's influence in international financial markets

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 5th, 2018, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	The right amount of influence	Too much influence
Atlantic (n=100)	44.2%	7.5%
Quebec (n=250)	44.6%	23.4%
Ontario (n=300)	45.6%	13.2%
Prairies (n=200)	45.2%	11.0%
British Columbia (n=150)	37.4%	13.2%
Male (n=508)	44.8%	19.3%
Female (n=492)	43.0%	10.4%
18 to 34 (n=192)	41.8%	13.1%
35 to 54 (n=349)	36.4%	16.6%
55 plus (n=459)	51.9%	14.3%

***Weighted to the true population proportion**

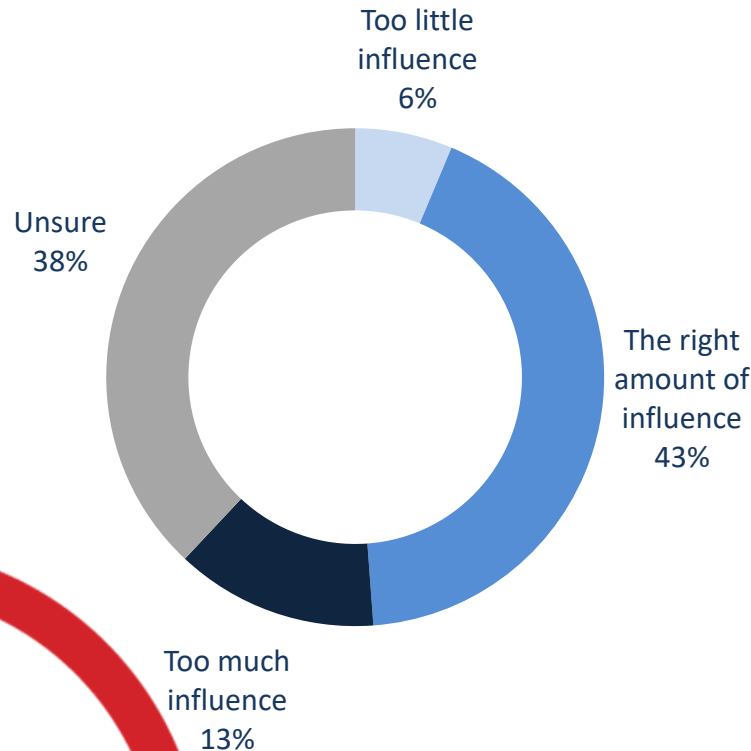
***Note: Charts may not add up to 100 due to rounding**

QUESTION – Would you say that Jewish people in Canada have too little, the right amount or too much influence in the following areas: [RANDOMIZE]

International financial markets

Views of Jewish people's influence in the Canadian government

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 5th, 2018, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	The right amount of influence	Too much influence
Atlantic (n=100)	43.0%	9.9%
Quebec (n=250)	42.7%	23.8%
Ontario (n=300)	45.1%	8.6%
Prairies (n=200)	41.6%	8.9%
British Columbia (n=150)	38.0%	12.4%
Male (n=508)	43.7%	17.5%
Female (n=492)	41.4%	9.0%
18 to 34 (n=192)	40.4%	11.4%
35 to 54 (n=349)	33.8%	16.1%
55 plus (n=459)	51.6%	11.8%

***Weighted to the true population proportion**

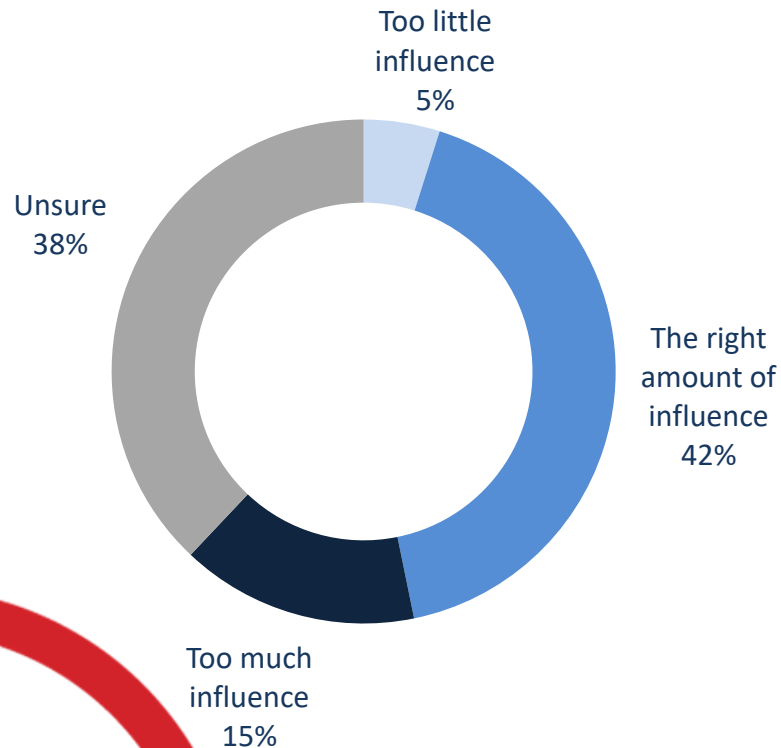
***Note: Charts may not add up to 100 due to rounding**

QUESTION – Would you say that Jewish people in Canada have too little, the right amount or too much influence in the following areas: [RANDOMIZE]

The Canadian government

Views of Jewish people's influence in global media

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 5th, 2018, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	The right amount of influence	Too much influence
Atlantic (n=100)	41.7%	10.2%
Quebec (n=250)	44.1%	19.2%
Ontario (n=300)	43.0%	13.6%
Prairies (n=200)	43.5%	12.0%
British Columbia (n=150)	34.0%	19.7%
Male (n=508)	43.7%	19.4%
Female (n=492)	40.2%	11.3%
18 to 34 (n=192)	43.0%	12.0%
35 to 54 (n=349)	33.6%	18.1%
55 plus (n=459)	48.4%	15.0%

***Weighted to the true population proportion**

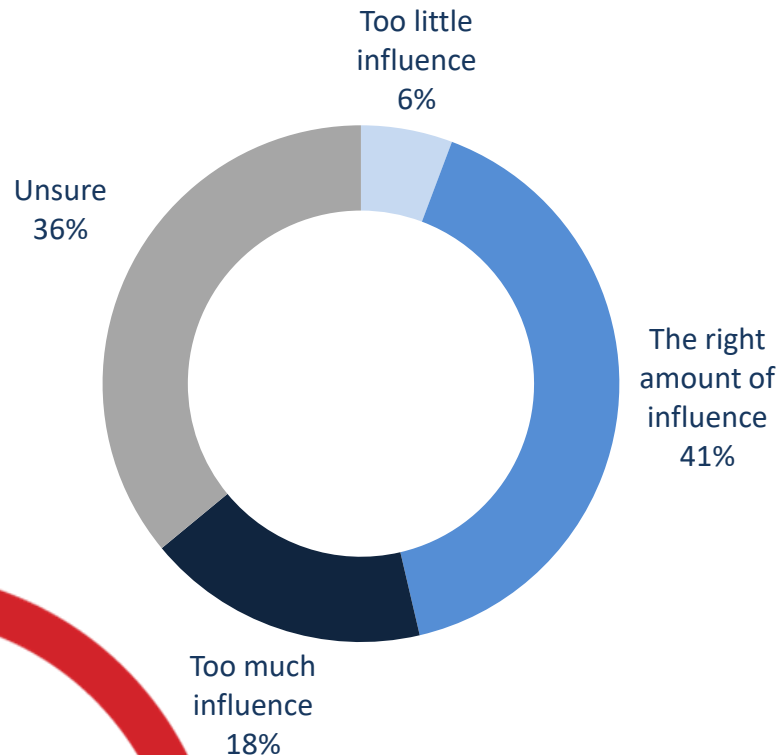
***Note: Charts may not add up to 100 due to rounding**

QUESTION – Would you say that Jewish people in Canada have too little, the right amount or too much influence in the following areas: [RANDOMIZE]

Global media

Views of Jewish people's influence in global affairs

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 5th, 2018, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



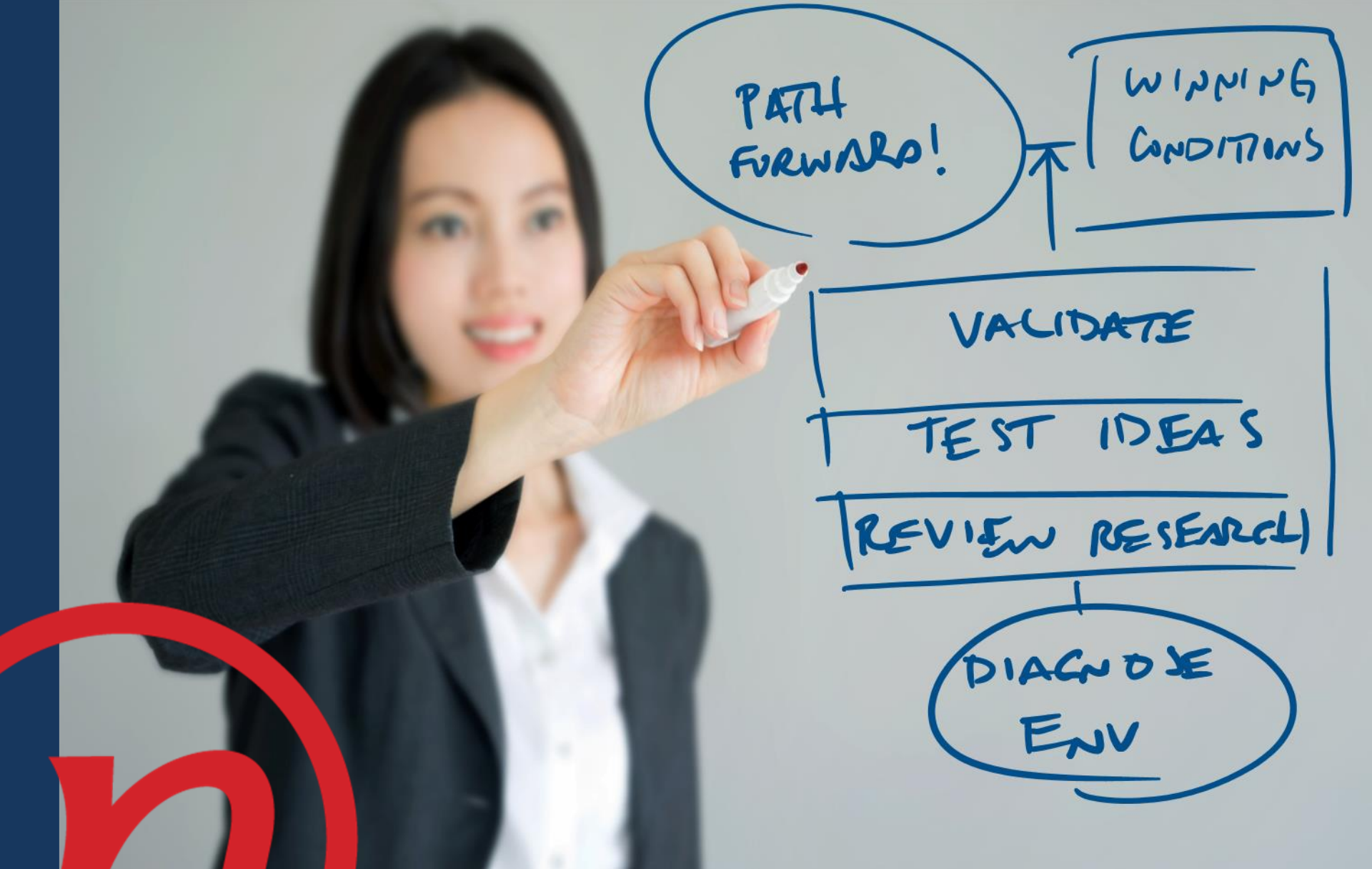
Subgroups	The right amount of influence	Too much influence
Atlantic (n=100)	42.0%	12.0%
Quebec (n=250)	40.9%	27.8%
Ontario (n=300)	43.5%	12.7%
Prairies (n=200)	40.7%	11.2%
British Columbia (n=150)	33.4%	23.2%
Male (n=508)	42.6%	22.0%
Female (n=492)	38.7%	13.5%
18 to 34 (n=192)	39.6%	16.7%
35 to 54 (n=349)	33.4%	19.0%
55 plus (n=459)	47.6%	17.2%

***Weighted to the true population proportion**

***Note: Charts may not add up to 100 due to rounding**

QUESTION – Would you say that Jewish people in Canada have too little, the right amount or too much influence in the following areas: [RANDOMIZE]

Global affairs



Methodology

Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between July 30th to August 5th, 2018 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals were randomly called using random digit dialling with a maximum of five call backs.

The margin of error for a random survey of 1,000 Canadians is ± 3.1 per centage points, 19 times out of 20.

The research was commissioned by the Simon Wiesenthal Center and was conducted by Nanos Research.

Note: Charts may not add up to 100 due to rounding.



Technical Note

Element	Description	Element	Description
Organization who commissioned the research	The Simon Wiesenthal Center	Weighting of Data	The results were weighted by age and gender using the latest Census information (2016) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Final Sample Size	1000 Randomly selected individuals.	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Margin of Error	±3.1 per centage points, 19 times out of 20.	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines could not participate.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Stratification	By age and gender using the latest Census information (2016) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic (n=100) Canada were marginally oversampled to allow for a minimum regional sample.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Estimated Response Rate	Nine per cent, consistent with industry norms.
Demographics (Captured)	Atlantic (n=100) Canada, Quebec (n=250), Ontario (n=300), Prairies (n=200), British Columbia (n=150); Men and Women; 18 years and older. Six digit postal code was used to validate geography.	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct	Question Content	This was module five of an omnibus survey. Previous modules were about top national issue of concern, NATO/Russia and carbon tax, Trudeau and asylum seekers, personal spending, and Canadian dairy farmers.
Number of Calls	Maximum of five call backs.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	Survey Company	Nanos Research
Field Dates	July 30 th to August 5 th , 2018.	Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.
Language of Survey	The survey was conducted in both English and French.		
Standards	This report meets the standards set forth by the MRIA which can be found here: https://mria-arim.ca/polling		

About Nanos

Nanos is one of North America's most trusted research and strategy organizations. Our team of professionals is regularly called upon by senior executives to deliver superior intelligence and market advantage whether it be helping to chart a path forward, managing a reputation or brand risk or understanding the trends that drive success. Services range from traditional telephone surveys, through to elite in-depth interviews, online research and focus groups. Nanos clients range from Fortune 500 companies through to leading advocacy groups interested in understanding and shaping the public landscape. Whether it is understanding your brand or reputation, customer needs and satisfaction, engaging employees or testing new ads or products, Nanos provides insight you can trust.



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Tabulations

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			Region						Gender		Age		
			Canada 2018-07	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Some people say that [ROTATE] Jews talk too much about the Holocaust, others say we need to keep the memory of the Holocaust alive. Which of these two views, if either, best reflects your opinion?	Total	Unwgt N	1000	100	250	300	200	150	508	492	192	349	459
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Talk too much about the Holocaust	%	11.5	3.5	17.0	11.7	8.3	11.6	16.1	7.1	9.7	14.8	9.9
	Keep memory of the Holocaust alive	%	77.9	92.7	72.6	78.3	78.1	76.2	73.1	82.6	79.2	73.9	80.6
	Unsure	%	10.5	3.8	10.5	10.0	13.6	12.2	10.7	10.3	11.1	11.3	9.5

Would you say that Jewish people in Canada have too little, the right amount or too much influence in the following areas: [RANDOMIZE]

			Region						Gender		Age		
			Canada 2018-07	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - The business world	Total	Unwgt N	1000	100	250	300	200	150	508	492	192	349	459
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Too little influence	%	2.7	3.1	2.3	2.8	2.7	3.2	3.2	2.3	4.0	1.4	3.0
	The right amount of influence	%	46.8	46.2	50.8	47.1	47.3	39.3	47.5	46.1	46.4	38.5	54.3
	Too much influence	%	15.1	8.6	23.4	14.1	11.5	12.3	18.8	11.5	11.1	17.5	15.7
	Unsure	%	35.4	42.1	23.6	35.9	38.6	45.2	30.5	40.1	38.4	42.6	27.0

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between July 30th and August 5th, 2018. The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

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Would you say that Jewish people in Canada have too little, the right amount or too much influence in the following areas: [RANDOMIZE]

			Region						Gender		Age		
			Canada 2018-07	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - International financial markets	Total	Unwgt N	1000	100	250	300	200	150	508	492	192	349	459
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Too little influence	%	2.6	1.8	2.3	2.8	3.2	2.7	2.8	2.5	4.0	1.6	2.5
	The right amount of influence	%	43.9	44.2	44.6	45.6	45.2	37.4	44.8	43.0	41.8	36.4	51.9
	Too much influence	%	14.7	7.5	23.4	13.2	11.0	13.2	19.3	10.4	13.1	16.6	14.3
	Unsure	%	38.8	46.5	29.7	38.4	40.7	46.7	33.1	44.2	41.1	45.3	31.4

Would you say that Jewish people in Canada have too little, the right amount or too much influence in the following areas: [RANDOMIZE]

			Region						Gender		Age		
			Canada 2018-07	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - The Canadian government	Total	Unwgt N	1000	100	250	300	200	150	508	492	192	349	459
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Too little influence	%	6.3	3.7	3.3	6.9	10.6	6.3	7.1	5.5	8.4	6.1	5.1
	The right amount of influence	%	42.5	43.0	42.7	45.1	41.6	38.0	43.7	41.4	40.4	33.8	51.6
	Too much influence	%	13.2	9.9	23.8	8.6	8.9	12.4	17.5	9.0	11.4	16.1	11.8
	Unsure	%	38.0	43.4	30.2	39.4	39.0	43.3	31.8	44.0	39.8	44.0	31.5

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Would you say that Jewish people in Canada have too little, the right amount or too much influence in the following areas: [RANDOMIZE]

			Region						Gender		Age		
			Canada 2018-07	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Global media	Total	Unwgt N	1000	100	250	300	200	150	508	492	192	349	459
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Too little influence	%	4.9	3.9	4.1	5.8	5.3	4.6	4.4	5.3	5.3	4.8	4.7
	The right amount of influence	%	41.9	41.7	44.1	43.0	43.5	34.0	43.7	40.2	43.0	33.6	48.4
	Too much influence	%	15.2	10.2	19.2	13.6	12.0	19.7	19.4	11.3	12.0	18.1	15.0
	Unsure	%	38.0	44.2	32.6	37.6	39.3	41.7	32.5	43.2	39.7	43.5	32.0

Would you say that Jewish people in Canada have too little, the right amount or too much influence in the following areas: [RANDOMIZE]

			Region						Gender		Age		
			Canada 2018-07	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Global affairs	Total	Unwgt N	1000	100	250	300	200	150	508	492	192	349	459
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Too little influence	%	5.7	3.9	2.9	7.2	7.9	5.9	6.0	5.5	6.3	5.0	6.0
	The right amount of influence	%	40.6	42.0	40.9	43.5	40.7	33.4	42.6	38.7	39.6	33.4	47.6
	Too much influence	%	17.7	12.0	27.8	12.7	11.2	23.2	22.0	13.5	16.7	19.0	17.2
	Unsure	%	36.0	42.1	28.5	36.6	40.2	37.6	29.4	42.4	37.5	42.5	29.3

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between July 30th and August 5th, 2018. The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

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