


Comfortable majority of Canadians say young people today are less aware of the Holocaust and its lessons now compared to the past

Survey | Summary | Confidential | Draft

Conducted by Nanos for Simon Wiesenthal, March 2020
Submission 2020-1595



SUMMARY




Nearly two in three Canadians say that young people today are less aware of the Holocaust and its lessons compared to the past

A comfortable majority of Canadians believe that young people today are less aware of the Holocaust and its lessons now compared to the past. Over nine in ten Canadians say it is important or somewhat important to teach young people about discrimination and the Holocaust. Canadians are most likely to say that young people today are not taught enough in our school system about discrimination or the Holocaust.

- **Canadians are most likely to say young people today are not taught enough in our school system about discrimination** – Nearly one in two (48%) Canadians say young people today are not taught enough in our school system about discrimination including racism and anti-Semitism, while just under three in ten (29%) say they are taught the right amount and one in ten (10%) say they are taught too much about discrimination. Thirteen per cent are unsure. Women (56%) are more likely than men (39%) to say young people are not taught enough about discrimination.
- **Canadians are twice as likely to say young people today are not taught enough about the Holocaust than say they are taught the right amount** – Over one in two Canadians (54%) say young people today are not taught enough about the Holocaust, while one in four (26%) say they are taught enough and four per cent say they are taught too much about discrimination. Sixteen per cent are unsure.
- **Women and older Canadians are most likely to say young people today are not taught enough about the Holocaust** - Women (62%) are more likely than men (46%), and older Canadians (64% of those 55 plus) are more likely than younger Canadians (45% of those 18 to 34 years old) to say young people today are not taught enough about the Holocaust.
- **A majority of Canadians say that young people today are less aware of the Holocaust and its lessons compared to the past** – Close to two in three (64%) Canadians say they believe that young people today are less aware of the Holocaust and its lessons now compared to the past, while just under two in ten (18%) say they believe young people are as aware and under one in ten (nine per cent) say they believe young people are more aware. Nine per cent are unsure. Older Canadians (69% of those 55 plus) are more likely than younger Canadians (57% of those 18 to 34 years old) to say young people today are less aware of the Holocaust and its lessons compared to the past.

SUMMARY



Over nine in ten
Canadians say it
is important or
somewhat
important to
teach young
people about
discrimination

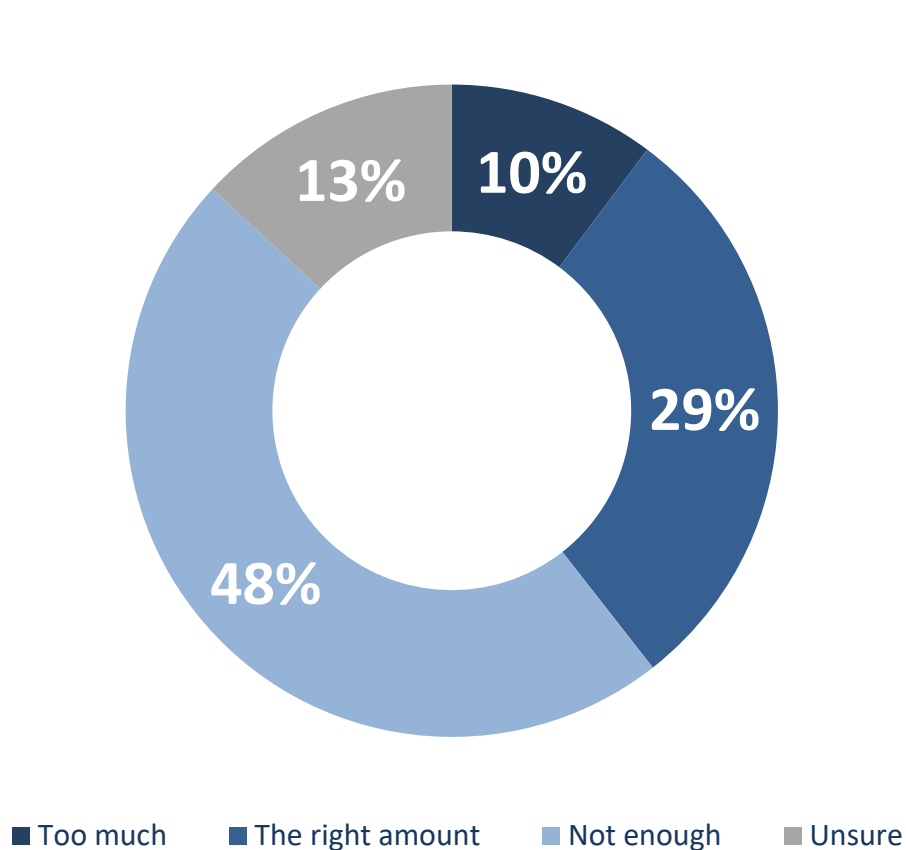
- **Over nine in ten Canadians say it is important or somewhat important to teach young people about discrimination** – Over nine in ten Canadians say it is important (77%) or somewhat important (17%) to teach young people about discrimination including racism and anti-Semitism, while under one in ten say it is not important (two per cent) or somewhat not important (three per cent). One per cent are unsure. Women reported a higher intensity of importance (84% important; 12% somewhat important) compared to men (69% important; 23% somewhat important).
- **More than nine in ten Canadians say it is important or somewhat important to teach young people about the Holocaust** – Over nine in ten Canadians say it is important (63%) or somewhat important (30%) teach young people about the Holocaust, while under one in ten say it is not important (three per cent) or somewhat not important (four per cent). One per cent are unsure. Women reported a higher intensity of importance (72% important; 23% somewhat important) compared to men (54% important; 37% somewhat important). Residents of the Prairies reported a higher intensity of importance (73% important; 23% somewhat important) while residents of Quebec reported a lower intensity of importance (43% important, 45% somewhat important).

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,008 Canadians, 18 years of age or older, between February 29th to March 3rd, 2020 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada.

The margin of error for this survey is ± 3.1 percentage points, 19 times out of 20.

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

Education on discrimination in schools

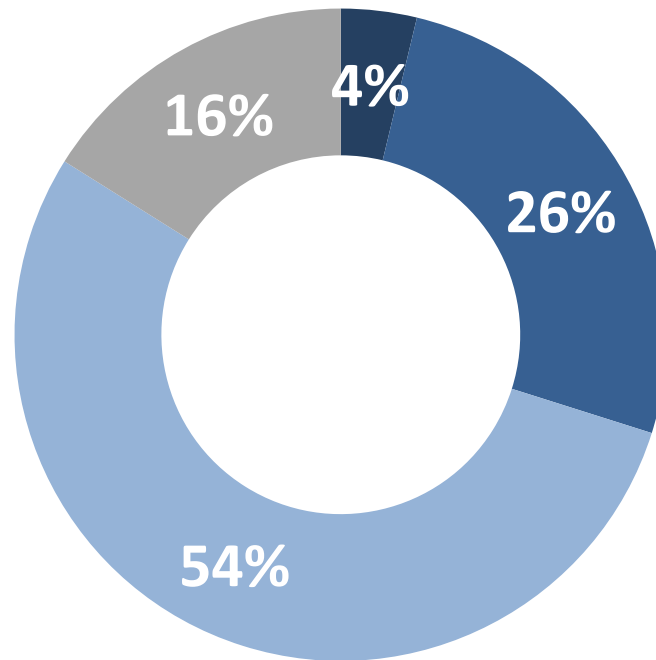


	Not enough
Atlantic (n=100)	51.1%
Quebec (n=248)	50.5%
Ontario (n=314)	45.2%
Prairies (n=195)	48.6%
British Columbia (n=151)	45.2%
Male (n=518)	38.7%
Female (n=490)	55.9%
18 to 34 (n=318)	46.8%
35 to 54 (n=306)	44.4%
55 plus (n=384)	50.6%

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

QUESTION – Do you think that young people today are taught too much, the right amount or not enough in our school system about discrimination including racism and anti-semitism?

Education of Holocaust in schools



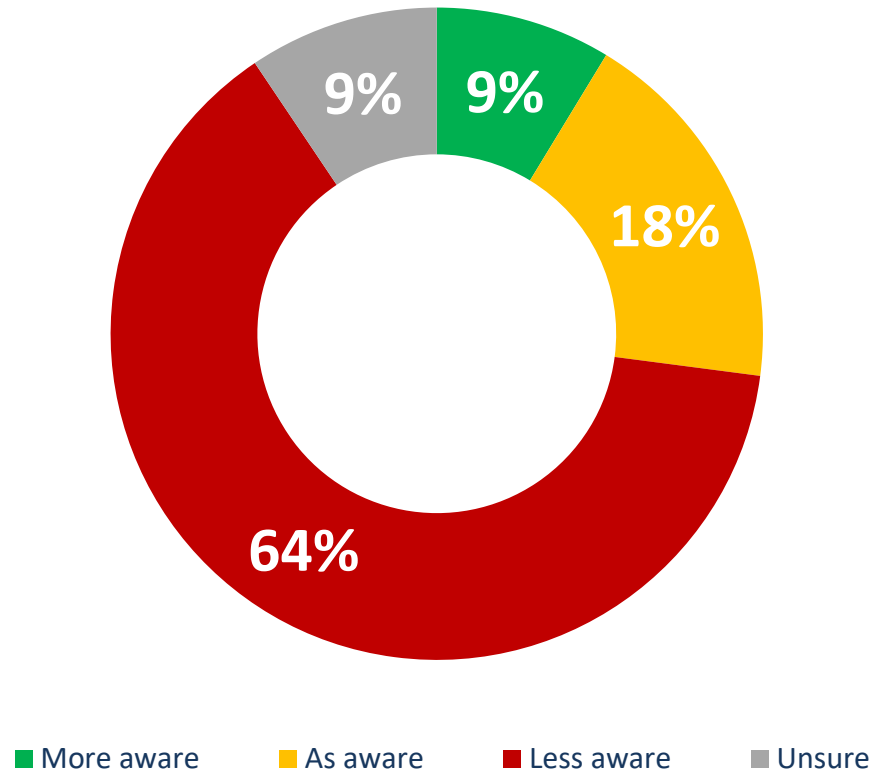
■ Too much ■ The right amount ■ Not enough ■ Unsure

	Not enough
Atlantic (n=100)	55.4%
Quebec (n=248)	58.4%
Ontario (n=314)	48.9%
Prairies (n=195)	59.2%
British Columbia (n=151)	53.4%
Male (n=518)	46.0%
Female (n=490)	61.8%
18 to 34 (n=318)	44.8%
35 to 54 (n=306)	50.1%
55 plus (n=384)	64.1%

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

QUESTION – Do you think that young people today are taught too much, the right amount or not enough about the Holocaust?

Holocaust awareness among youth

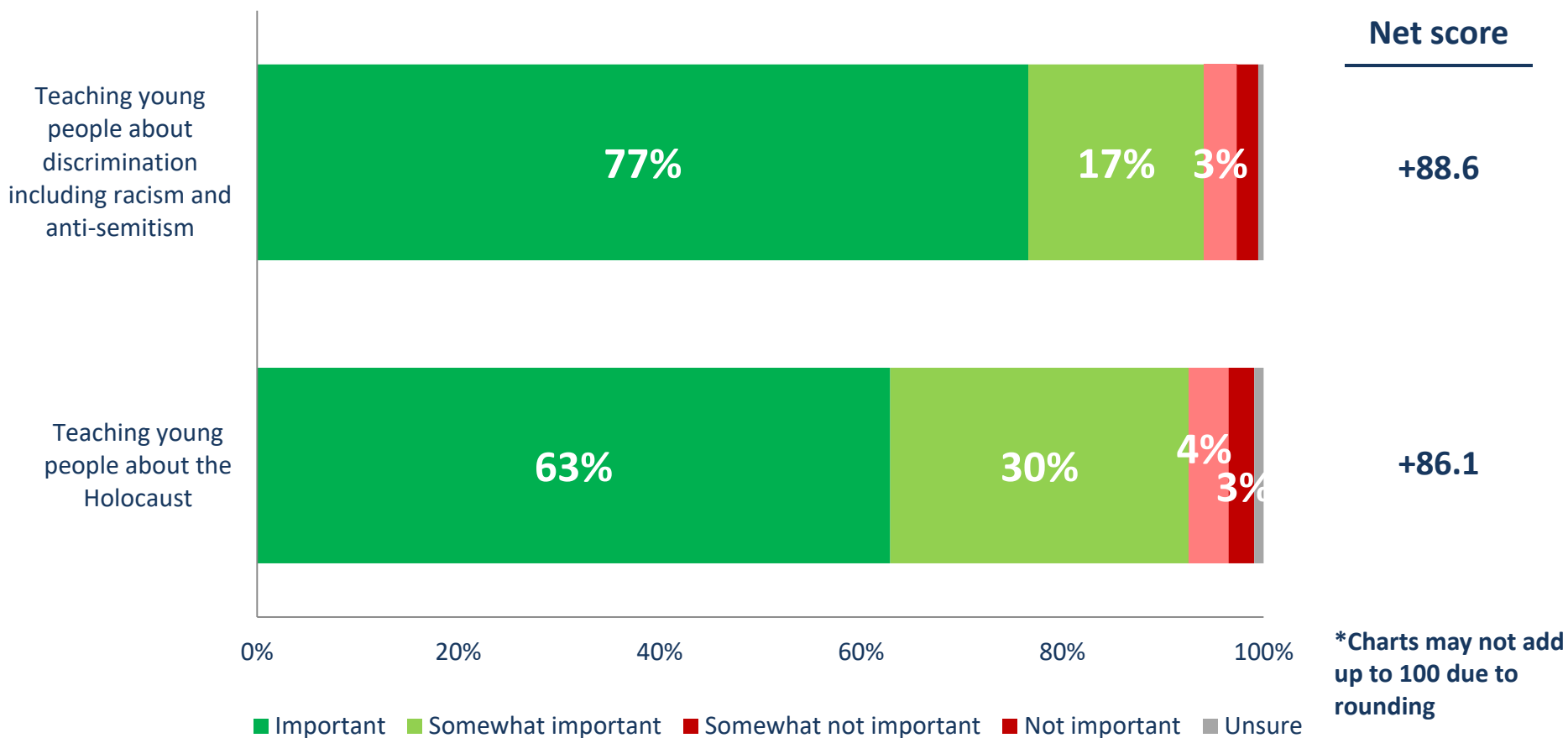


	Less aware
Atlantic (n=100)	61.8%
Quebec (n=248)	58.3%
Ontario (n=314)	62.9%
Prairies (n=195)	73.3%
British Columbia (n=151)	61.9%
Male (n=518)	61.8%
Female (n=490)	65.2%
18 to 34 (n=318)	57.4%
35 to 54 (n=306)	62.3%
55 plus (n=384)	68.9%

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

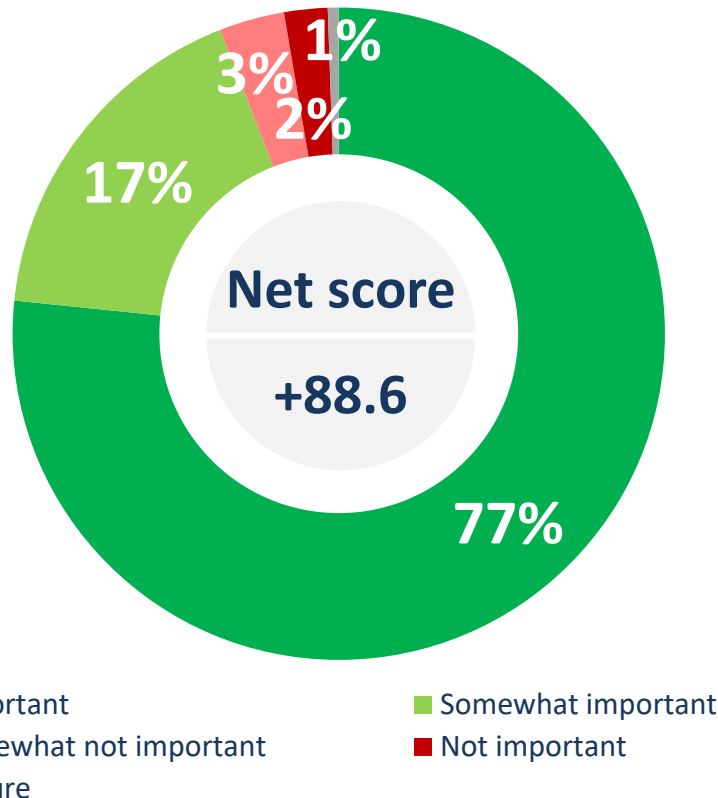
QUESTION – Do you believe that young people today are more aware, as aware or less aware of the Holocaust and its lessons now compared to the past?

Importance of teaching young people about discrimination and the Holocaust



QUESTION – Are the following important, somewhat important, somewhat not important or not important?

Importance of teaching young people about discrimination



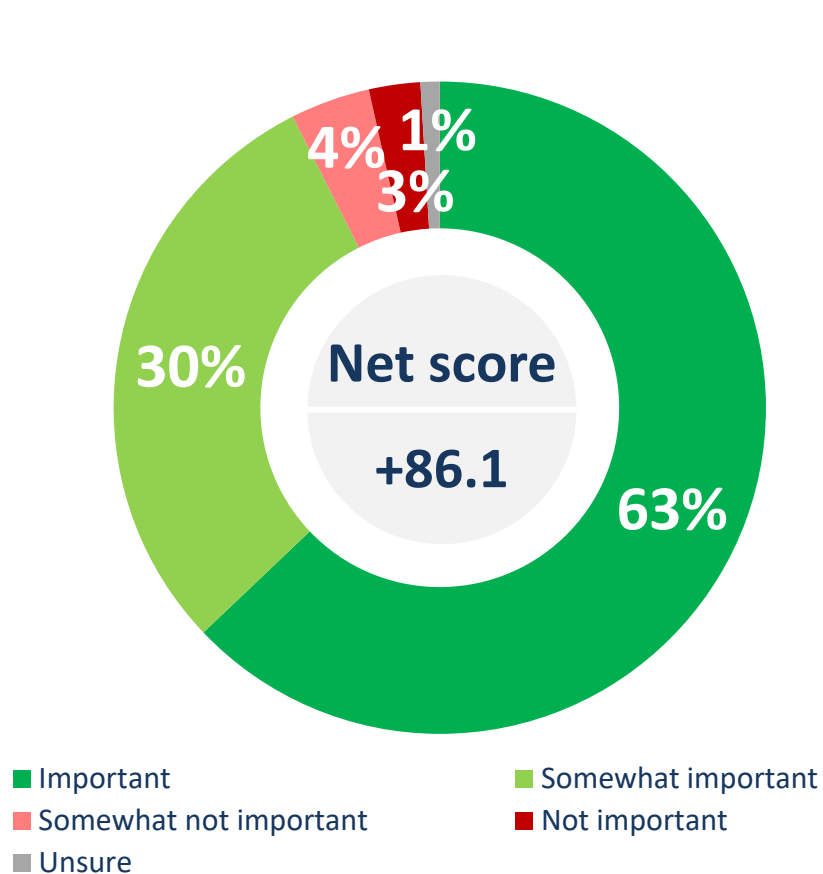
	Important/ somewhat important
Atlantic (n=100)	98.1%
Quebec (n=248)	94.0%
Ontario (n=314)	94.7%
Prairies (n=195)	92.2%
British Columbia (n=151)	93.0%
Male (n=518)	91.7%
Female (n=490)	96.3%
18 to 34 (n=318)	90.7%
35 to 54 (n=306)	95.0%
55 plus (n=384)	95.6%

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

QUESTION – Are the following important, somewhat important, somewhat not important or not important?
 [RANDOMIZE]

Teaching young people about discrimination including racism and anti-semitism.

Importance of teaching young people about the Holocaust



	Important/ somewhat important
Atlantic (n=100)	96.7%
Quebec (n=248)	87.9%
Ontario (n=314)	93.1%
Prairies (n=195)	96.0%
British Columbia (n=151)	92.3%
Male (n=518)	90.8%
Female (n=490)	94.3%
18 to 34 (n=318)	92.8%
35 to 54 (n=306)	92.5%
55 plus (n=384)	92.4%

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

QUESTION – Are the following important, somewhat important, somewhat not important or not important?

Teaching young people about the Holocaust.

METHODOLOGY



Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,008 Canadians, 18 years of age or older, between February 29th and March 3rd, 2020 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 this survey is ± 3.1 percentage 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
Research sponsor	The Simon Wiesenthal Center
Population and Final Sample Size	1,008 Randomly selected individuals.
Source of Sample	Dynata
Type of Sample	Probability
Margin of Error	±3.1 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online
Number of Calls	Maximum of five call backs.
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	February 29 th to March 3 rd , 2020.
Language of Survey	The survey was conducted in both English and French.
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/

Element	Description
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
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. *Confirm if applicable
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
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 Canada were marginally oversampled to allow for a minimum regional sample.
Estimated Response Rate	11 percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	This was module five of an omnibus survey. Previous content included questions about indigenous relations, Conservative party leadership, Canada's resources, priorities for the Government, and healthcare.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Research/Data Collection Supplier	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com .

ABOUT NANOS



nanos dimap analytika



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This international joint venture between [dimap](#) and [Nanos](#) brings together top research and data experts from North American and Europe to deliver exceptional data intelligence to clients. The team offers data intelligence services ranging from demographic and sentiment microtargeting; consumer sentiment identification and decision conversion; and, data analytics and profiling for consumer persuasion.

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2020-1595 – Simon Wiesenthal – STAT SHEET

Our next few questions are about our education system.

			Region						Gender		Age		
			Canada 2020-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Do you think that young people today are taught too much, the right amount or not enough in our school system about discrimination including racism and anti-semitism?	Total	Unwgt N	1008	100	248	314	195	151	518	490	318	306	384
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Too much	%	10.2	6.9	7.0	11.2	13.7	10.0	15.2	5.4	12.5	10.1	8.8
	The right amount	%	29.2	27.5	32.1	30.3	24.6	27.9	32.5	26.1	28.6	33.9	25.5
	Not enough	%	47.5	51.1	50.5	45.2	48.6	45.2	38.7	55.9	46.8	44.4	50.6
	Unsure	%	13.1	14.5	10.3	13.3	13.1	16.9	13.6	12.6	12.2	11.6	15.2

			Region						Gender		Age		
			Canada 2020-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - As you may know, six million Jews were murdered in the Holocaust during the 1930s and 1940s. Do you think that young people today are taught too much, the right amount or not enough about the Holocaust?	Total	Unwgt N	1008	100	248	314	195	151	518	490	318	306	384
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Too much	%	3.8	0.9	3.1	4.6	2.5	5.6	5.3	2.2	4.4	3.9	3.2
	The right amount	%	26.1	28.2	25.7	29.4	22.3	21.6	30.8	21.6	34.4	30.3	16.6
	Not enough	%	54.0	55.4	58.4	48.9	59.2	53.4	46.0	61.8	44.8	50.1	64.1
	Unsure	%	16.1	15.4	12.8	17.1	16.1	19.4	17.9	14.3	16.5	15.7	16.1

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			Region						Gender		Age		
			Canada 2020-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Do you believe that young people today are more aware, as aware or less aware of the Holocaust and its lessons now compared to the past?	Total	Unwgt N	1008	100	248	314	195	151	518	490	318	306	384
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	More aware	%	8.7	14.4	10.0	9.2	4.2	8.2	10.1	7.4	10.5	9.8	6.5
	As aware	%	18.4	16.0	24.7	18.1	14.3	14.8	18.5	18.3	22.4	18.6	15.4
	Less aware	%	63.5	61.8	58.3	62.9	73.3	61.9	61.8	65.2	57.4	62.3	68.9
	Unsure	%	9.4	7.9	7.0	9.8	8.2	15.1	9.7	9.1	9.7	9.4	9.3

Question - Are the following important, somewhat important, somewhat not important or not important? [RANDOMIZE]

			Region						Gender		Age		
			Canada 2020-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Teaching young people about discrimination including racism and anti-semitism	Total	Unwgt N	1008	100	248	314	195	151	518	490	318	306	384
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Important	%	76.6	79.1	71.6	79.3	75.0	78.8	68.8	84.1	74.2	75.8	79.1
	Somewhat important	%	17.4	18.9	22.4	15.4	17.2	14.2	22.9	12.2	16.6	19.2	16.5
	Somewhat not important	%	3.2	1.3	4.1	2.9	4.0	2.8	4.6	1.9	6.4	2.0	2.1
	Not important	%	2.2	0.0	0.8	2.5	3.5	3.0	3.5	0.9	1.3	2.8	2.2
	Unsure	%	0.5	0.7	1.1	0.0	0.3	1.3	0.2	0.9	1.6	0.1	0.2

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2020-1595 – Simon Wiesenthal – STAT SHEET

Question - Are the following important, somewhat important, somewhat not important or not important? [RANDOMIZE]

			Region						Gender		Age		
			Canada 2020-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Teaching young people about the Holocaust	Total	Unwgt N	1008	100	248	314	195	151	518	490	318	306	384
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Important	%	62.9	67.4	42.6	66.7	73.1	71.1	53.8	71.6	61.6	59.0	67.3
	Somewhat important	%	29.7	29.3	45.3	26.4	22.9	21.2	36.9	22.7	31.2	33.5	25.1
	Somewhat not important	%	4.0	1.7	8.4	4.0	0.8	1.5	4.3	3.6	3.4	3.4	4.9
	Not important	%	2.5	0.9	2.2	2.5	2.9	3.7	3.8	1.4	2.6	2.6	2.5
	Unsure	%	0.9	0.7	1.5	0.4	0.3	2.5	1.1	0.8	1.3	1.5	0.2

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,008 Canadians, 18 years of age or older, between February 29th and March 3rd, 2020. The margin of error this survey is ± 3.1 percentage points, 19 times out of 20.

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