

# 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%.

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## Executive Summary

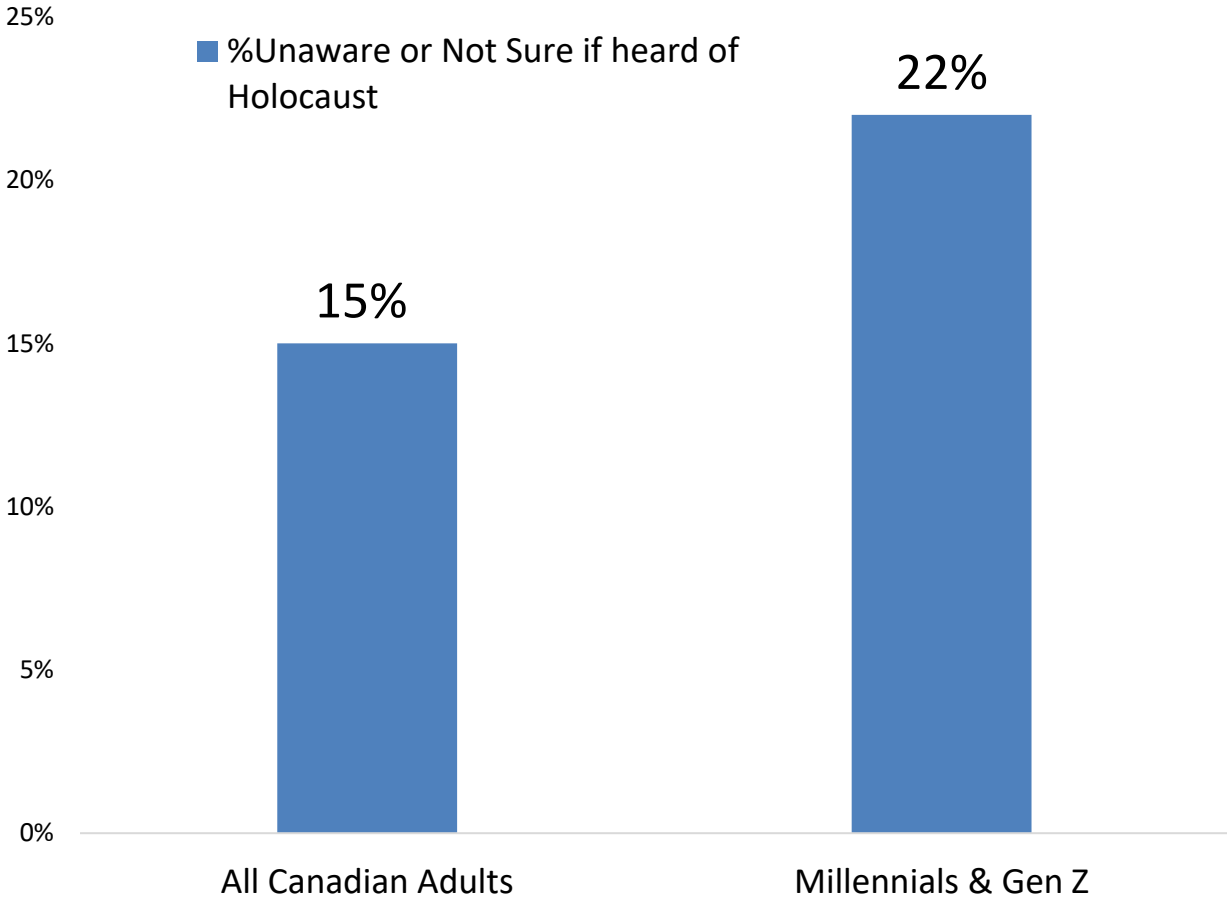
- While the findings from the survey are largely positive, our polling sheds light on some **critical gaps in general Holocaust awareness and detailed Holocaust knowledge**, specifically among **Millennials and Gen Z (aged 18-34)**, when it comes to:
  - Knowledge of how many Jews were murdered during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

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# General Holocaust Awareness

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

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

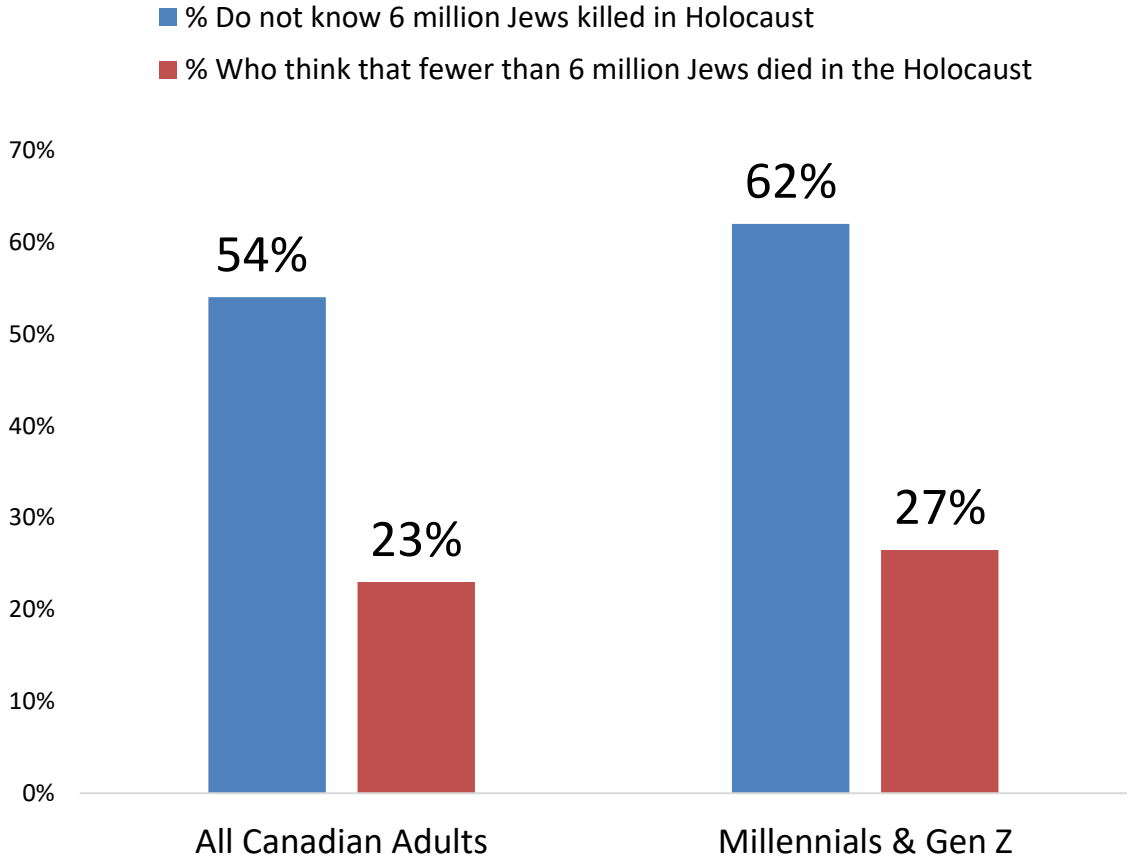


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## Detailed Holocaust Knowledge – Number of Jews Killed

- **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.

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

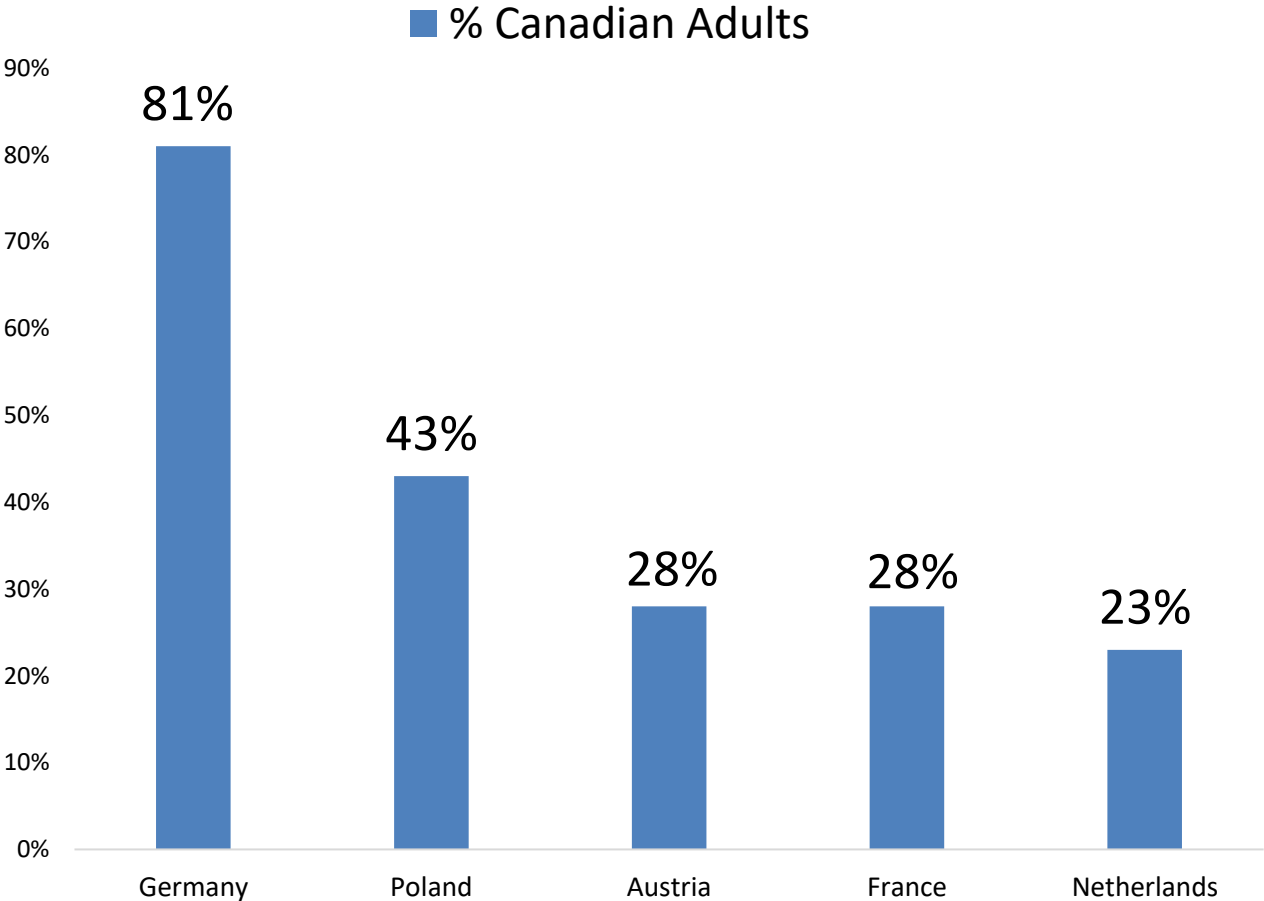


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## Detailed Holocaust Knowledge – Location of Holocaust

- 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.

**Chart 3. Showing % of all Canadian adults who know of countries where the Holocaust occurred**

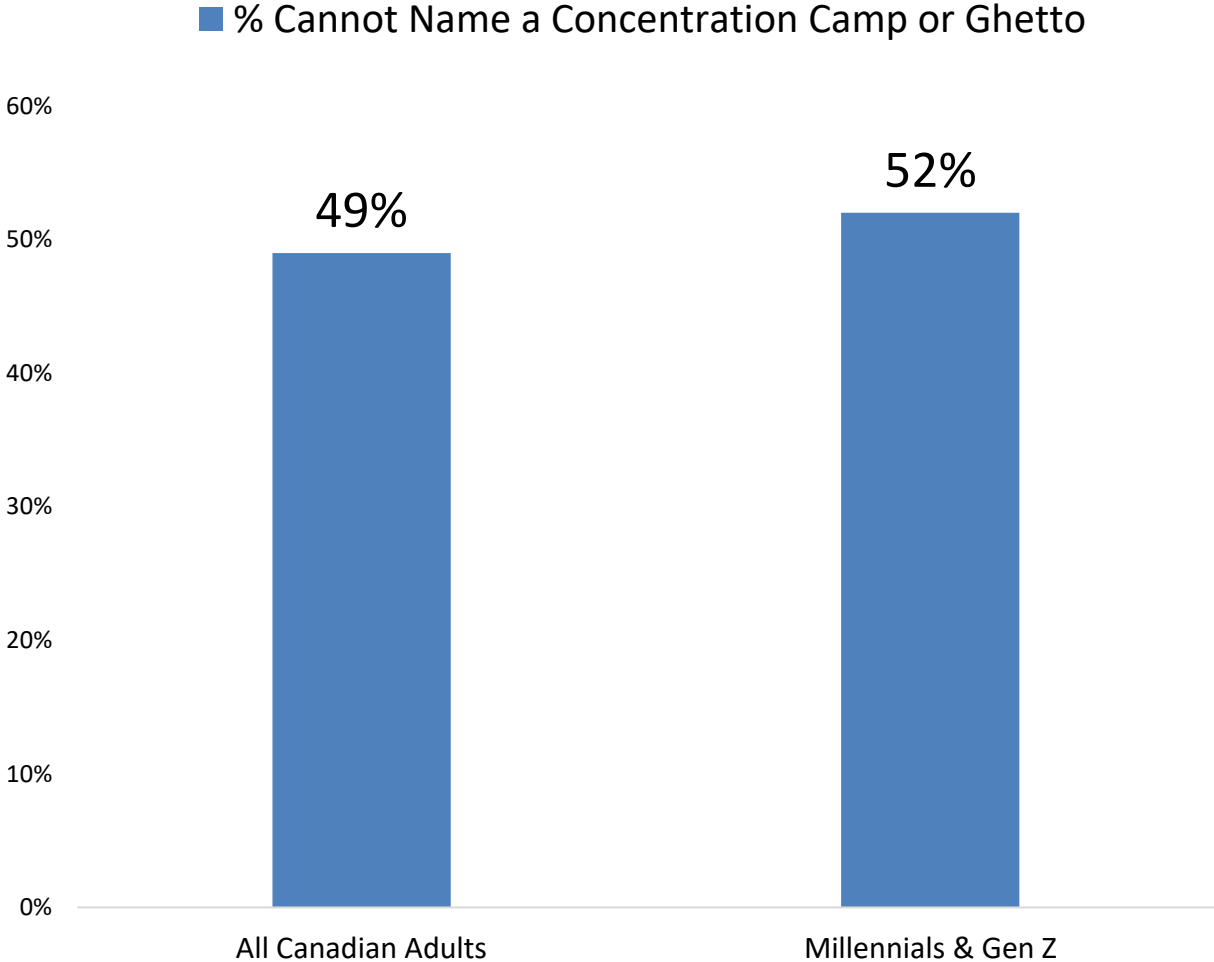


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## Detailed Holocaust Knowledge – Camps and Ghettos

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

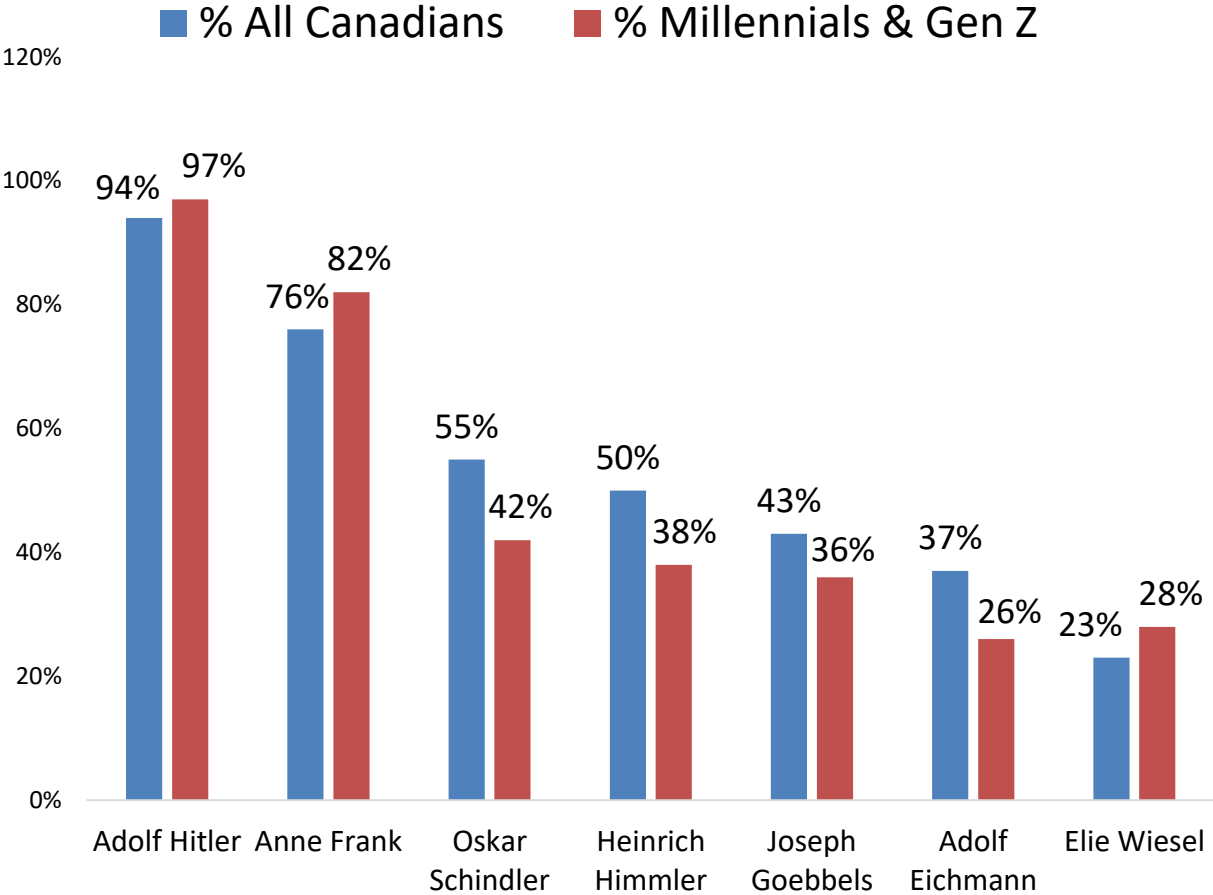
**Chart 4. Showing % of all Canadian Adults & Millennials and Gen Z Who Cannot Name a Nazi Camp or Ghetto**



# 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, there is limited familiarity with key Nazi perpetrators like Himmler, Goebbels, and Eichmann as well as with the survivor icon Elie Wiesel.

**Chart 5. 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 one-third of Canadians believe Canada had an open immigration policy for any Jewish refugee, 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**

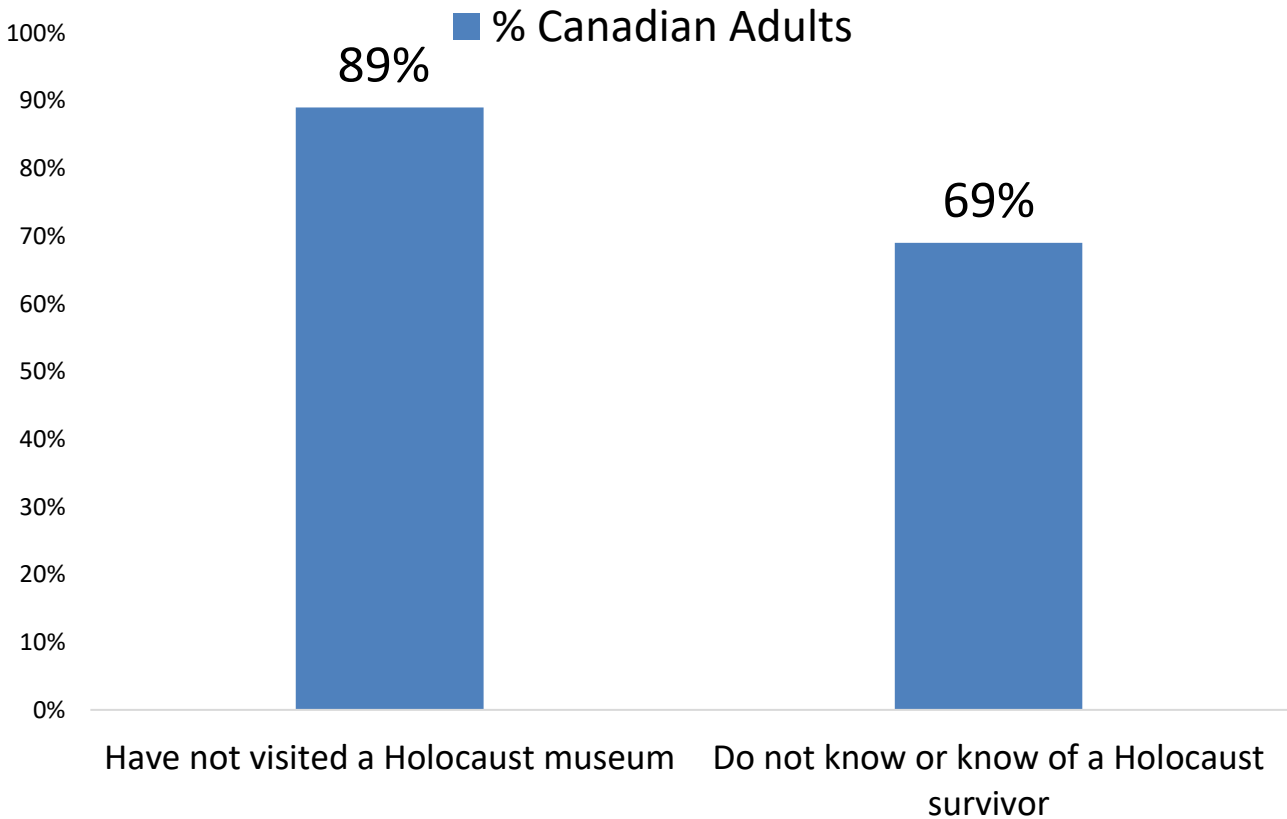
Statements	% Agree
Canada had an open immigration policy	<b>32%</b>
Canada only allowed in war orphans	<b>12%</b>
Canada had closed borders	<b>19%</b>
Not sure	<b>37%</b>

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## Personal Connection to Holocaust

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

**Chart 6. Lack of personal connection to the Holocaust**  
Showing % of all Canadians





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## 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>	<b>57%</b>

## Holocaust Education

- Despite concerning gaps in awareness, there are encouraging findings in the Azrieli Foundation survey.
- In particular, there is a **desire for Holocaust education** 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	<b>82%</b>	<b>82%</b>
It is important to keep teaching about the Holocaust so it doesn't happen again	<b>85%</b>	<b>79%</b>

## Holocaust Education Quality

- In terms of education quality in Canada, there is clear room for improvement 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 Quality  
Showing % of all Canadian Adults & Millennials and Gen Z**

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

## Neo-Nazism: Canada vs. US

- Canadians clearly view their country in a more positive light than the United States when it comes to the prevalence of neo-Nazis.
- By a 30-point margin, Canadians are more likely to believe that there are a 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.

<b>Table 5. Neo-Nazism in Canada vs. US            Showing % of all Canadians &amp; Millennials and Gen Z</b>		
Statement	% All Canadians	% Millennials & Gen Z
There are a great deal/ many neo-Nazis in Canada today	17%	15%
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 one-quarter (27%) believe something like the Holocaust could happen in Canada.

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-Nazism Showing % of all Canadian Adults	
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 there is antisemitism in Canada today – 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	<b>57%</b>	<b>45%</b>

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

**Chart 7. Tolerance of Neo-Nazi Views**  
By Level of Holocaust Awareness

