

# HOLOCAUST AWARENESS POLL

## JULY 2019

- CLIENT:** Auckland Holocaust Memorial Trust
- POLL DATES:** Mon 15 to Tuesday 30 July 2019. The median response was collected on Tue 23 July 2019.
- TARGET POPULATION:** New Zealand residents aged 18 or older.
- SAMPLE POPULATION:** New Zealand residents aged 18 or older who are contactable on a landline or mobile phone.
- SAMPLE SIZE:** 1,000 respondents agreed to participate.
- SAMPLE SELECTION:** A random selection of 15,000 nationwide phone numbers.
- WEIGHTING:** The results are weighted to reflect the overall voting adult population in terms of gender, age, and area.
- SAMPLE ERROR:** Based on this sample of 1,000 respondents, the maximum sampling error (for a result of 50%) is +/- 3.1%, at the 95% confidence level.
- CODE COMPLIANCE:** This poll was conducted in accordance with the Research Association New Zealand Code of Practice and the International Chamber of Commerce/European Society for Opinion and Market Research Code on Market and Social Research.

**How much would you say you know about the Holocaust? Nothing, a little bit, a reasonable amount or a lot?**

		Count	Col %
Holocaust Knowledge	Nothing	20	2%
	A little bit	273	27%
	A reasonable amount	280	28%
	A lot	150	15%
	Unsure/refuse	287	28%
	Total	1008	100%

Only 15% of respondents said they know a lot about the Holocaust and 43% said they know a reasonable amount or a lot. 28% were unsure how much they knew and 27% said they only know a little.

		Gender	
		Female	Male
		Col %	Col %
Holocaust Knowledge	Nothing	2%	2%
	A little bit	30%	24%
	A reasonable amount	25%	31%
	A lot	13%	17%
	Unsure/refuse	31%	26%
	Total	100%	100%

48% of men say they know a reasonable amount or a lot compared to 38% of women.

		Age Group			
		18-30	31-45	46-60	61+
		Col %	Col %	Col %	Col %
Holocaust Knowledge	Nothing	4%	1%	2%	1%
	A little bit	50%	32%	15%	13%
	A reasonable amount	14%	26%	33%	37%
	A lot	4%	15%	20%	20%
	Unsure/refuse	29%	25%	30%	29%
	Total	100%	100%	100%	100%

Only 18% of those aged under 30 say they know a reasonable amount or a lot about the Holocaust compared to 57% of those aged over 60.

		Area Type		
		Metro	Provincial	Rural
		Col %	Col %	Col %
Holocaust Knowledge	Nothing	2%	1%	2%
	A little bit	28%	24%	28%
	A reasonable amount	23%	34%	31%
	A lot	17%	12%	12%
	Unsure/refuse	29%	30%	27%
	Total	100%	100%	100%

		Deprivation Decile		
		Deciles 1 - 3	Deciles 4 - 7	Deciles 8 - 10
		Col %	Col %	Col %
Holocaust Knowledge	Nothing	2%	2%	2%
	A little bit	24%	31%	20%
	A reasonable amount	32%	25%	30%
	A lot	16%	14%	16%
	Unsure/refuse	26%	29%	32%
	Total	100%	100%	100%

Respondents in the least deprived areas (deciles 1 to 3) were more likely to say they know a reasonable amount or a lot about the Holocaust at 48% compared to 39% in medium deprived areas.

		Probed Party Vote (All Voters)				
		National	Labour	NZ First	Green	Undecided
		Col %	Col %	Col %	Col %	Col %
Holocaust Knowledge	Nothing	1%	4%	4%	0%	0%
	A little bit	26%	31%	16%	20%	19%
	A reasonable amount	31%	27%	31%	42%	17%
	A lot	13%	16%	11%	27%	16%
	Unsure/refuse	29%	23%	38%	11%	48%
	Total	100%	100%	100%	100%	100%

Those saying they know a reasonable amount or a lot about the Holocaust by party support is National 44%, Labour 43%, NZ First 42% and Greens 69%.

## Do you think the Holocaust was a myth or has been exaggerated?

		Count	Col %
Was Holocaust a myth or exaggerated	Yes	42	4%
	No	660	65%
	Unsure/refuse	308	30%
	Total	1010	100%

4% of respondents think the Holocaust is a myth or has been exaggerated. 65% do not and 30% are unsure if it has been exaggerated or a myth.

		Gender	
		Female	Male
		Col %	Col %
Was Holocaust a myth or exaggerated	Yes	3%	6%
	No	65%	65%
	Unsure/refuse	32%	29%
	Total	100%	100%

Men are more likely to think the Holocaust is a myth or has been exaggerated.

		Age Group			
		18-30	31-45	46-60	61+
		Col %	Col %	Col %	Col %
Was Holocaust a myth or exaggerated	Yes	3%	2%	4%	7%
	No	63%	71%	65%	64%
	Unsure/refuse	34%	27%	31%	30%
	Total	100%	100%	100%	100%

Those aged over 60 are more likely to think the Holocaust is a myth or has been exaggerated.

		Area Type		
		Metro	Provincial	Rural
		Col %	Col %	Col %
Was Holocaust a myth or exaggerated	Yes	4%	5%	2%
	No	64%	64%	70%
	Unsure/refuse	31%	31%	28%
	Total	100%	100%	100%

		Deprivation Decile		
		Deciles 1 - 3	Deciles 4 - 7	Deciles 8 - 10
		Col %	Col %	Col %
Was Holocaust a myth or exaggerated	Yes	6%	3%	6%
	No	65%	67%	60%
	Unsure/refuse	29%	30%	34%
	Total	100%	100%	100%

		Probed Party Vote (All Voters)				
		National	Labour	NZ First	Green	Undecided
		Col %	Col %	Col %	Col %	Col %
Was Holocaust a myth or exaggerated	Yes	5%	3%	2%	0%	1%
	No	65%	72%	56%	84%	50%
	Unsure/refuse	30%	25%	42%	16%	49%
	Total	100%	100%	100%	100%	100%

Green Party supporters were least likely to think the Holocaust is a myth or has been exaggerated.

**Approximately how many Jews were killed in Europe during the Holocaust? Was it one hundred thousand, six hundred thousand, one million, two million or six million?**

		Count	Col %
How many Jews killed in Holocaust?	100,000	28	3%
	600,000	36	4%
	1,000,000	61	6%
	2,000,000	74	7%
	6,000,000	435	43%
	Unsure/refuse	376	37%
	Total	1010	100%

Only 43% of respondents correctly knew, from multi-choice options, that approximately six million Jews were killed in the Holocaust. 20% thought it was less than that and 37% were unsure.

		Gender	
		Female	Male
		Col %	Col %
How many Jews killed in Holocaust?	100,000	3%	3%
	600,000	4%	3%
	1,000,000	9%	3%
	2,000,000	7%	7%
	6,000,000	37%	50%
	Unsure/refuse	40%	34%
	Total	100%	100%

Women were less likely to know the number of Jews killed in the Holocaust.

		Age Group			
		18-30	31-45	46-60	61+
		Col %	Col %	Col %	Col %
How many Jews killed in Holocaust?	100,000	6%	2%	1%	1%
	600,000	6%	3%	3%	2%
	1,000,000	9%	6%	5%	4%
	2,000,000	7%	8%	5%	9%
	6,000,000	32%	48%	49%	44%
	Unsure/refuse	40%	32%	37%	39%
	Total	100%	100%	100%	100%

Only 32% of those aged under 30 knew the number of Jews killed in the Holocaust.

		Area Type		
		Metro	Provincial	Rural
		Col %	Col %	Col %
How many Jews killed in Holocaust?	100,000	5%	0%	1%
	600,000	3%	3%	5%
	1,000,000	7%	5%	6%
	2,000,000	7%	7%	7%
	6,000,000	39%	52%	42%
	Unsure/refuse	39%	33%	39%
	Total	100%	100%	100%

		Deprivation Decile		
		Deciles 1 - 3	Deciles 4 - 7	Deciles 8 - 10
		Col %	Col %	Col %
How many Jews killed in Holocaust?	100,000	4%	3%	0%
	600,000	3%	3%	6%
	1,000,000	5%	7%	5%
	2,000,000	7%	9%	3%
	6,000,000	46%	41%	46%
	Unsure/refuse	36%	37%	40%
	Total	100%	100%	100%

		Probed Party Vote (All Voters)				
		National	Labour	NZ First	Green	Undecided
		Col %	Col %	Col %	Col %	Col %
How many Jews killed in Holocaust?	100,000	1%	5%	4%	11%	0%
	600,000	5%	2%	0%	8%	3%
	1,000,000	3%	10%	3%	10%	2%
	2,000,000	9%	7%	5%	5%	6%
	6,000,000	43%	45%	45%	51%	32%
	Unsure/refuse	39%	31%	43%	14%	56%
	Total	100%	100%	100%	100%	100%

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