

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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