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## DETAILED METHODOLOGY – Canadian Holocaust Study

The Canadian Holocaust Knowledge & Awareness Study was conducted by Schoen Consulting via landline, cell, and online, with a **total of N=1,100 interviews** between September 1-8, 2018.

- **N=360 interviews** were conducted by **landline**
- **N=360 interviews** were conducted by **cell phone**
- **N=380 interviews** were conducted **online**.

### Our Telephone Polling Methodology

Our landline and cell phone interviews were conducted via **random digit dialing (RDD)**.

We use **RDD** to select a random digit sample of both landline and cellphone numbers in all Canadian Provinces.

**RDD** uses **random generation of the last two digits of telephone numbers** selected on the basis of the area code, telephone exchange and bank number. The number of telephone numbers randomly sampled from within a given province is **proportional to that province's share of telephone numbers in Canada**.

Our landline sample is designed to **ensure representation of both listed and unlisted numbers and be geographically representative**.

Our **cellphone sample** is designed to be representative both geographically and by large and small wireless carriers.

### Our Online Polling Methodology

Our online sample was recruited from our **online panel comprising tens of millions of people throughout the world**.

Online panels are assembled because they represent the total universe of potential respondents. Individuals agree to participate not knowing what potential surveys will be about.

The respondents are selected for participation from an online sample stream, which is a consistently managed, diverse, and large frame comprised of proprietary panels totaling tens of millions of people throughout the world.

Panelists are recruited from thousands of websites through an approach that is designed to optimize the probability that the online sample reflects the overall composition of the online population. Individuals opt in to participation, and then multiple, rigorous quality controls and checks assess people to determine whether they are eligible to continue on to become a panelist.

To minimize the risk of bias, we use a three-stage randomization process in matching a participant with a survey they are likely to be able to complete.

<b>Procedure for Recruitment of Respondents</b>	
<b>1</b>	<b>Participants are randomly selected from our panels to be invited to take a survey and these participants are combined with others entering our sampling platform after responding to online messaging.</b>
<b>2</b>	<b>These individuals are randomly selected to answer a set of profiling questions, which are methodologically correct questions, never affirmation questions.</b>
<b>3</b>	<b>Participants are then matched with a survey they are likely to be able to take, using a further element of randomization.</b>

By using this recruitment strategy and allowing random panel members to opt-in for participation, the panel becomes a representative sample of the Canadian population, but there is no particular bias or set of interests that members of the panel might have.

### **English & French Survey Versions**

The Holocaust Knowledge and Awareness study was conducted in both English and French. Respondents were asked what their primary language is and which language they would like to take the survey in at the beginning of the survey. Approximately 20 percent of the sample (N=224 respondents) took the survey in French – reflecting the percentage of primary French speakers in Canada.