



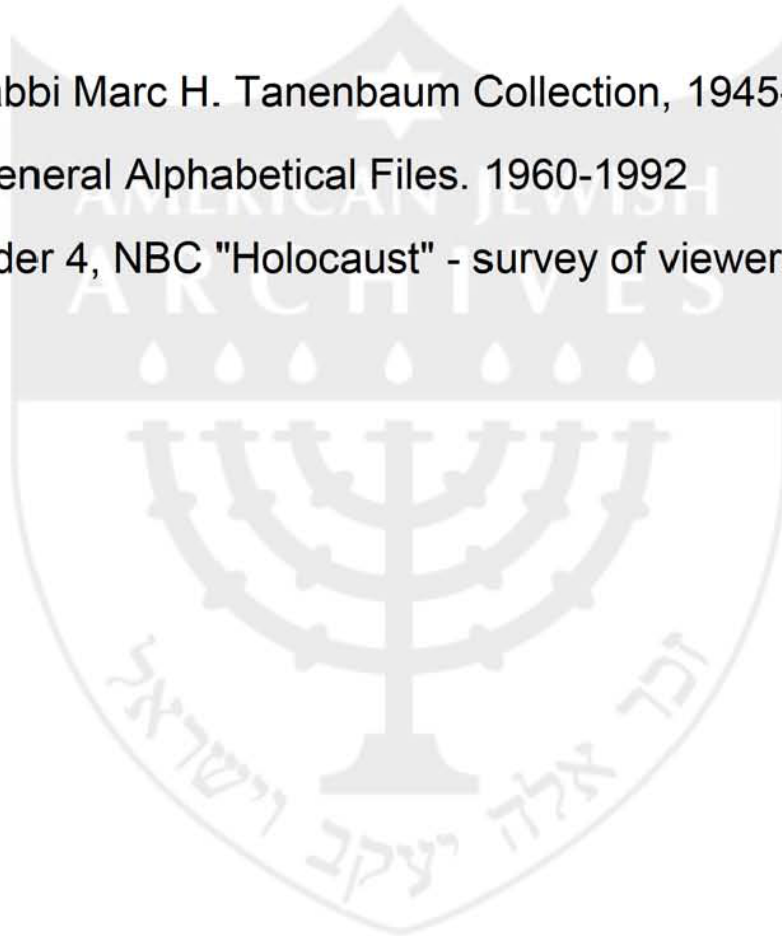
THE JACOB RADER MARCUS CENTER OF THE  
AMERICAN JEWISH ARCHIVES

*Preserving American Jewish History*

MS-603: Rabbi Marc H. Tanenbaum Collection, 1945-1992.

Series E: General Alphabetical Files. 1960-1992

Box 86, Folder 4, NBC "Holocaust" - survey of viewers, 1978.



June 20, 1978

Bertram H. Gold

Geraldine Rosenfield

NBC Holocaust program

We thought you'd be interested in the Holocaust program reactions presented at Monday's staff forum by Alfred Vogel, vice-president of Response Analysis. After reading the report, if you have no further use for it, please return to me.

We also have a number of copies of the complete methodological report, containing 298 tables and weighing over three pounds. If you want to see a copy, please let me know.

GR:rg

cc: Selma Hirsh  
Ira Silverman  
/ Marc Tanenbaum

NBC'S "HOLOCAUST" PROGRAM

A NATIONWIDE STUDY  
AMONG VIEWERS AND NONVIEWERS

AMERICAN JEWISH  
ARCHIVES

PREPARED FOR  
THE AMERICAN JEWISH COMMITTEE

RESPONSE ANALYSIS CORPORATION  
PRINCETON, NEW JERSEY

JUNE 1978

## RESEARCH PROCEDURES

### 1. PURPOSE: MEASURE IMPACT OF "HOLOCAUST."

#### QUESTIONNAIRE:

- ⊙ DEVELOPED BY RESPONSE ANALYSIS WITH HELP OF AJC
- ⊙ TWO FORMS -- ONE FOR VIEWERS, OTHER FOR NONVIEWERS
  - ATTITUDINAL QUESTIONS SAME ON BOTH
  - VIEWER HAS SOME PROGRAM-SPECIFIC QUESTIONS

### 2. SAMPLE: AMERICAN JEWISH

- ⊙ NATIONWIDE TELEPHONE PROBABILITY SAMPLE
- ⊙ ADULTS 18 YEARS OF AGE OR OLDER
- ⊙ VIEWER DEFINED AS PERSON WHO WATCHED MORE THAN AN HOUR
- ⊙ 411 INTERVIEWS WITH BOTH GROUPS -- 822 ALTOGETHER
- ⊙ GOAL WAS TO GET ABOUT 400 OF EACH

### 3. INTERVIEWING:

- ⊙ MAY 4 TO MAY 11, 1978
- ⊙ CENTRALIZED WATS FACILITY
- ⊙ PERSONAL TRAINING AND MONITORING BY RESPONSE ANALYSIS REPRESENTATIVE
- ⊙ INITIAL PLUS THREE CALLBACKS
- ⊙ SPECIAL FOLLOWUP ON REFUSALS AND TERMINATIONS

4. WEIGHTING

- PURPOSE -- TO RESTORE PROPORTIONALITY TO THE DATA
- IN THIS STUDY, WEIGHTS USED TO WEIGHT UP
  - NONVIEWERS (WHO ARE ACTUALLY 55% OF SAMPLE)
  - LESS WELL EDUCATED PEOPLE (HIGH SCHOOL OR LESS)

5. TOLERANCES OF MARGINS OF ERROR DUE TO SAMPLING VARIABILITY ALONE:

800	2% TO 4%
400	3% TO 5%
200	4% TO 7%

ON COMPARING RESULTS, TOLERANCES ARE IN ORDER OF:

800 x 400	4% TO 6%
400 x 400	4% TO 7%

6. ALL FIGURES ARE PERCENTAGES.

7. TABLES ADD EITHER DOWN OR ACROSS TO 100% UNLESS THERE ARE MULTIPLE RESPONSES TO THE QUESTION. WHERE APPLICABLE, THIS WILL BE NOTED.



AMERICAN JEWISH  
ARCHIVES

VIEWING BEHAVIOR AND  
KNOWLEDGE OF THE "HOLOCAUST"

זכר אלה יעקב וישראל

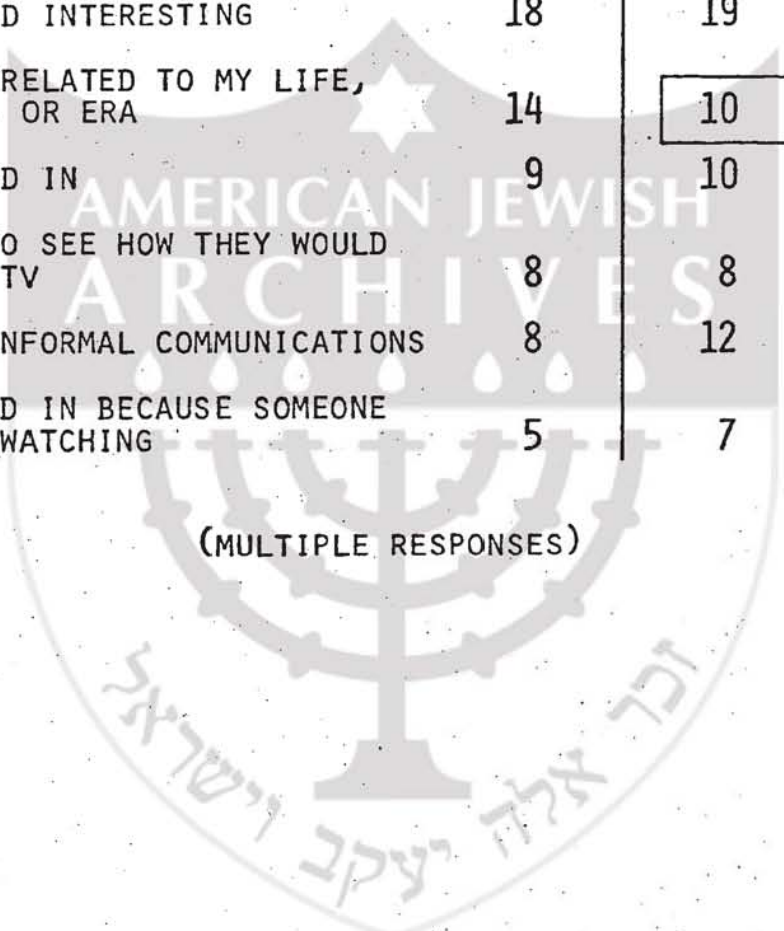
HOW MUCH OF PROGRAM DID VIEWERS WATCH

	<u>LITTLE</u> <u>(3</u> <u>HOURS</u> <u>OR</u> <u>LESS)</u>	<u>SOME</u> <u>(3¼ - 6)</u>	<u>MOST</u> <u>(6¼ - 9)</u>	<u>ALL</u> <u>(9½)</u>
ALL VIEWERS	24	24	24	28
<u>RELIGION</u>				
PROTESTANT	25	27	25	23
CATHOLIC	26	22	22	30
JEWISH	9	15	21	55
<u>POLITICAL PHILOSOPHY</u>				
LIBERAL	17	25	29	29
CONSERVATIVE	28	24	23	25
CHILDREN UNDER 18	28	25	22	25
NO CHILDREN UNDER 18	20	22	27	31
<u>AGE</u>				
18 - 29	31	26	24	19
30 - 44	23	23	26	28
45 - 59	20	26	22	32
60 OR MORE	22	24	25	29
<u>EDUCATION</u>				
HIGH SCHOOL OR LESS	27	24	21	28
SOME COLLEGE OR TECH.	21	27	34	18
COLLEGE GRADUATE	20	28	25	27

WHY DID YOU WATCH "HOLOCAUST"? (Q.4)

	VIEWERS	AGE		
		18-29	30-49	50 OR MORE
BECOME BETTER INFORMED ABOUT THE HISTORY OF THE ERA	33	37	39	23
THROUGH MEDIA CHANNELS	22	13	28	25
IT SOUNDED INTERESTING	18	19	15	20
DIRECTLY RELATED TO MY LIFE, RELIGION, OR ERA	14	10	9	24
JUST TUNED IN	9	10	8	9
WATCHED TO SEE HOW THEY WOULD DO IT ON TV	8	8	8	9
THROUGH INFORMAL COMMUNICATIONS	8	12	10	2
GOT SUCKED IN BECAUSE SOMEONE ELSE WAS WATCHING	5	7	5	2

(MULTIPLE RESPONSES)





WHY DIDN'T YOU WATCH THE  
PROGRAM (OR NOT EVERY NIGHT)? (qs. 5 & 2)

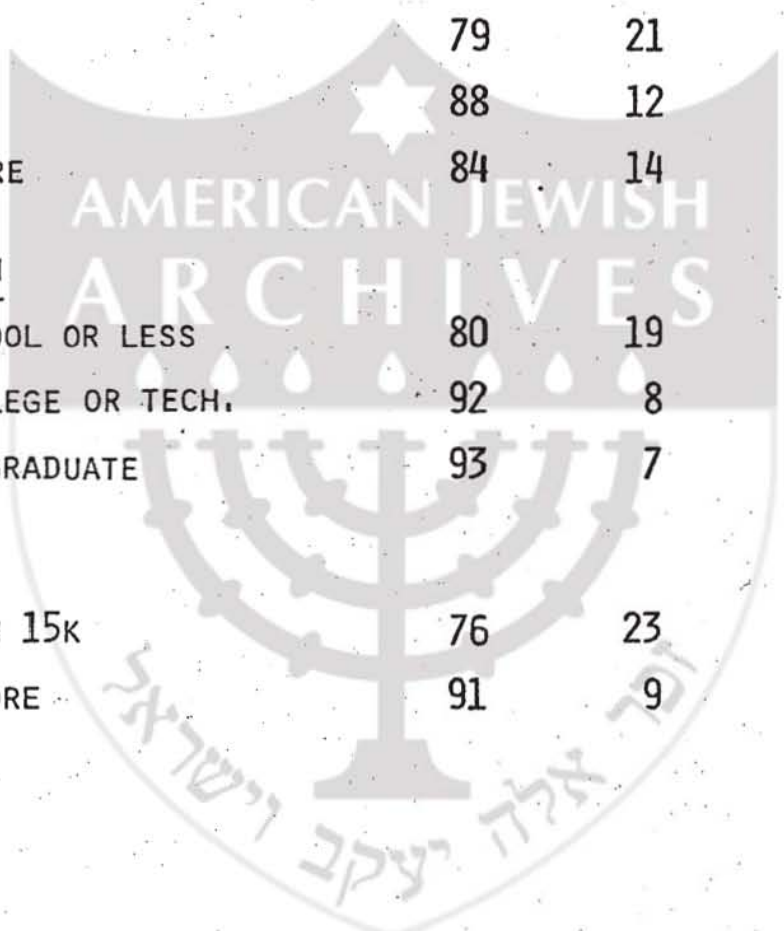
	<u>NONVIEWERS</u>	<u>VIEWERS*</u>
UNABLE TO	45	63
DON'T WATCH MUCH TV	14	3
NOT INTERESTED	10	7
TOO SAD OR DEPRESSING	9	5
DON'T LIKE VIOLENCE	9	3
WATCHED OTHER PROGRAM	8	7
DIDN'T KNOW IT WAS ON	6	7
DON'T LIKE SERIAL PROGRAMS	6	0
DIDN'T WANT TO BE REMINDED OF "HOLOCAUST"	4	1
NO ANSWER	1	9

(MULTIPLE RESPONSES)

\* WHO DIDN'T WATCH IT EVERY NIGHT.

BEFORE WATCHING HAD YOU READ OR HEARD ABOUT THE PROGRAM? (Q. 5)

	READ OR HEARD ABOUT IT	JUST TUNED IN	NOT SURE/ DON'T KNOW
ALL VIEWERS	84	15	1
<u>AGE</u>			
18 - 29	79	21	0
30 - 49	88	12	0
50 OR MORE	84	14	2
<u>EDUCATION</u>			
HIGH SCHOOL OR LESS	80	19	1
SOME COLLEGE OR TECH.	92	8	0
COLLEGE GRADUATE	93	7	0
<u>INCOME</u>			
LESS THAN 15K	76	23	1
15K OR MORE	91	9	0



WHERE DID YOU LEARN ABOUT THE PROGRAM? (Q.6)

	VIEWERS*	AGE		
		18-29	30-49	50 OR MORE
ARTICLES IN TV SECTION	49	32	54	61
SAW TV PREVIEWS/PUBLICITY	29	37	27	26
SAW IT IN TV GUIDE OR SCHEDULE	21	22	20	18
FRIENDS, NEIGHBORS, BUSINESS ASSOCIATES	11	16	7	13
MAGAZINE ARTICLES	8	9	9	7
FAMILY MEMBERS	2	2	4	0
DISCUSSED IN SCHOOL, CHURCH, SYNAGOGUE	2	2	2	2
NOT SURE/DON'T KNOW	2	0	2	3

(MULTIPLE RESPONSES)

\*BASE -- THOSE WHO READ OR HEARD ABOUT PROGRAM IN ADVANCE

WHEN DID YOU LEARN WHAT YOU KNOW ABOUT THE PROGRAM? (Q. 3)

	<u>NONVIEWERS*</u>
BEFORE SHOWN ON TV	71
DURING	17
AFTER	15

(MULTIPLE RESPONSES)

HOW DID YOU LEARN WHAT YOU KNOW? (Q. 4)

	<u>NONVIEWERS*</u>
MAGAZINES OR NEWSPAPERS	43
FRIENDS, NEIGHBORS, BUSINESS ASSOCIATES	26
SAW PUBLICITY, PREVIEWS ON TV	21
PAPERBACK	7
TV GUIDE/SCHEDULE	6
WIFE, HUSBAND, OR OTHER RELATIVES	2
MY CHILDREN	1

(MULTIPLE RESPONSES)

\*BASE = NONVIEWERS WHO KNOW SOMETHING ABOUT THE PROGRAM (256)

HOW WELL INFORMED ABOUT THE HOLOCAUST  
WERE YOU BEFORE WATCHING THE PROGRAM? (Q. 15)

	<u>WELL INFORMED</u>	<u>FAIRLY WELL</u>	<u>NOT VERY OR POORLY</u>	<u>NO OPINION</u>
VIEWERS	35	44	20	1
<u>AGE</u>				
18 - 29	20	49	30	1
30 - 49	41	44	15	0
50 OR MORE	46	39	13	2

HOW WELL INFORMED ARE YOU ABOUT THE HOLOCAUST? (Q. 12)

	<u>WELL INFORMED</u>	<u>FAIRLY WELL</u>	<u>NOT VERY OR POORLY</u>	<u>NO OPINION</u>
NONVIEWERS	19	43	37	1
<u>AGE</u>				
18 - 29	12	42	46	0
30 - 49	19	46	34	1
50 OR MORE	24	44	31	1



II  
AMERICAN JEWISH  
ARCHIVES  
(VIEWERS ONLY)

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WHAT ARE THE MAIN IDEAS  
OR IMPRESSIONS THAT THE PROGRAM LEFT WITH YOU? (q. 8)

	<u>VIEWERS</u>
HORROR, SENSELESSNESS	27
LEARNED LESSON -- DON'T LET IT HAPPEN AGAIN.	19
SYMPATHY WITH VICTIMS	11
HARD TO UNDERSTAND HOW SOMETHING LIKE THIS COULD HAPPEN	10
LOT OF VIOLENCE, BRUTALITY	7
HISTORY OF WHAT TOOK PLACE	7
NEGATIVE FEELINGS ABOUT NAZIS	6
WHY JEWS DIDN'T FIGHT BACK	4
LITERARY OR HISTORICAL CRITICISM (WATERED DOWN, INACCURATE)	3
INDIFFERENCE OF OTHER NATIONS	2
MORE APPRECIATIVE OF OUR FREEDOMS, DEMOCRACY, WAY OF LIFE	2
NO ANSWER	11

(MULTIPLE RESPONSES)

ANY PARTS OF THE "HOLOCAUST" PROGRAM THAT WERE DISTURBING? (Q. 9)

	<u>YES</u>	<u>TOOK PROGRAM IN STRIDE</u>	<u>NO OPINION/ NO ANSWER</u>
ALL VIEWERS	46	51	3
<u>ATTEND SERVICES</u>			
FOUR OR MORE TIMES A MONTH	54	43	3
LESS THAN FOUR TIMES	38	59	3
<u>SEX</u>			
FEMALE	57	41	2
MALE	35	62	3

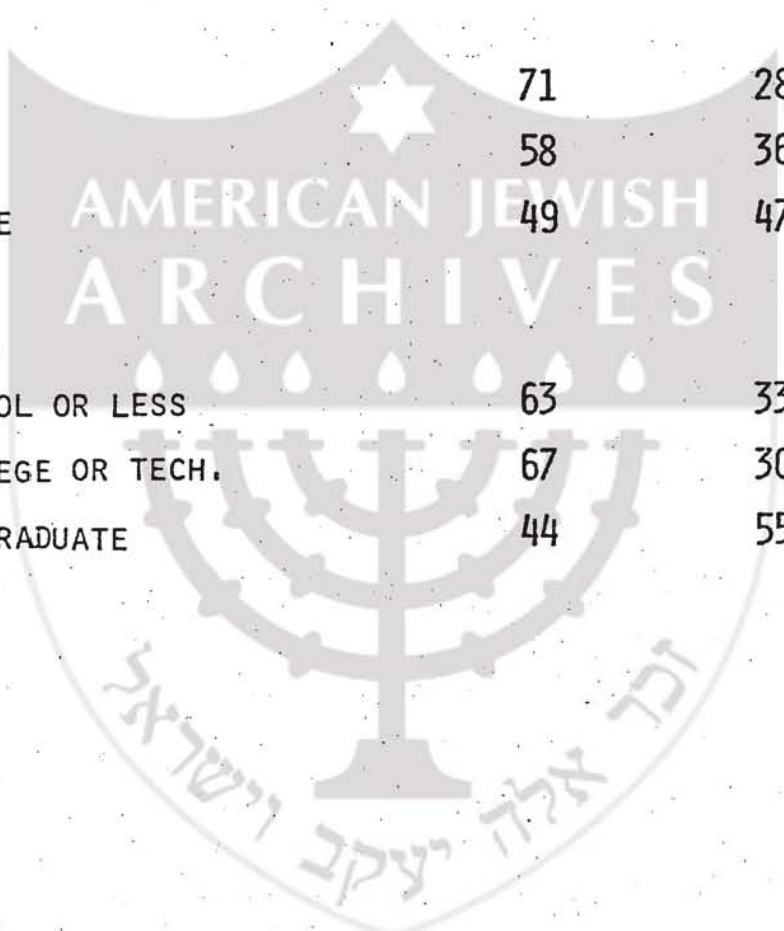




DID PROGRAM HELP YOU UNDERSTAND ANY BETTER

WHAT HITLER'S TREATMENT OF JEWS WAS ALL ABOUT? (Q. 16)

	<u>YES UNDERSTOOD BETTER</u>	<u>DIDN'T ADD ANYTHING</u>	<u>NOT SURE/ DON'T KNOW</u>
ALL VIEWERS	60	36	4
<u>AGE</u>			
18 - 29	71	28	1
30 - 49	58	36	6
50 OR MORE	49	47	4
<u>EDUCATION</u>			
HIGH SCHOOL OR LESS	63	33	4
SOME COLLEGE OR TECH.	67	30	3
COLLEGE GRADUATE	44	55	1



DO YOU THINK THE PROGRAM GAVE AN ACCURATE  
PICTURE OF THE NAZIS' TREATMENT OF THE JEWS? (Q. 17)

	<u>ACCURATE</u>	<u>INACCURATE</u>	<u>NOT SURE/ NO OPINION</u>
ALL VIEWERS	75	10	15
<u>AGE</u>			
18 - 29	77	9	14
30 - 49	76	9	15
50 OR MORE	71	11	18
<u>EDUCATION</u>			
HIGH SCHOOL OR LESS	75	9	16
SOME COLLEGE OR TECH.	81	6	13
COLLEGE GRADUATE	76	12	12

WERE YOUR FEELINGS ABOUT THE NAZIS AFFECTED  
BY WATCHING "HOLOCAUST"? (Q. 21)

	<u>YES</u>	<u>NO</u>	<u>NOT SURE/NO OPINION</u>
ALL VIEWERS	29	62	9
<u>AGE</u>			
18 - 29	37	53	10
30 - 49	30	65	5
50 OR MORE	21	66	13



IN WHAT WAYS? (IF AFFECTED) (Q. 22A)

WHY DO YOU SAY THAT? (IF NOT AFFECTED) (Q. 22B)

	<u>AFFECTED</u>	<u>NOT AFFECTED</u>
STRENGTHENED OR REVEALED ANTI-NAZI, OR PRO-JEWISH FEELINGS	91	47
ANTI-SEMITIC OR PRO-NAZI FEELINGS	5	7
INDETERMINATE (FEELINGS HAVEN'T CHANGED)	2	32
OTHER	1	7
DON'T KNOW/NO ANSWER	1	7



WERE YOUR FEELINGS ABOUT JEWS AFFECTED BY WATCHING  
"HOLOCAUST"? (Q. 23)

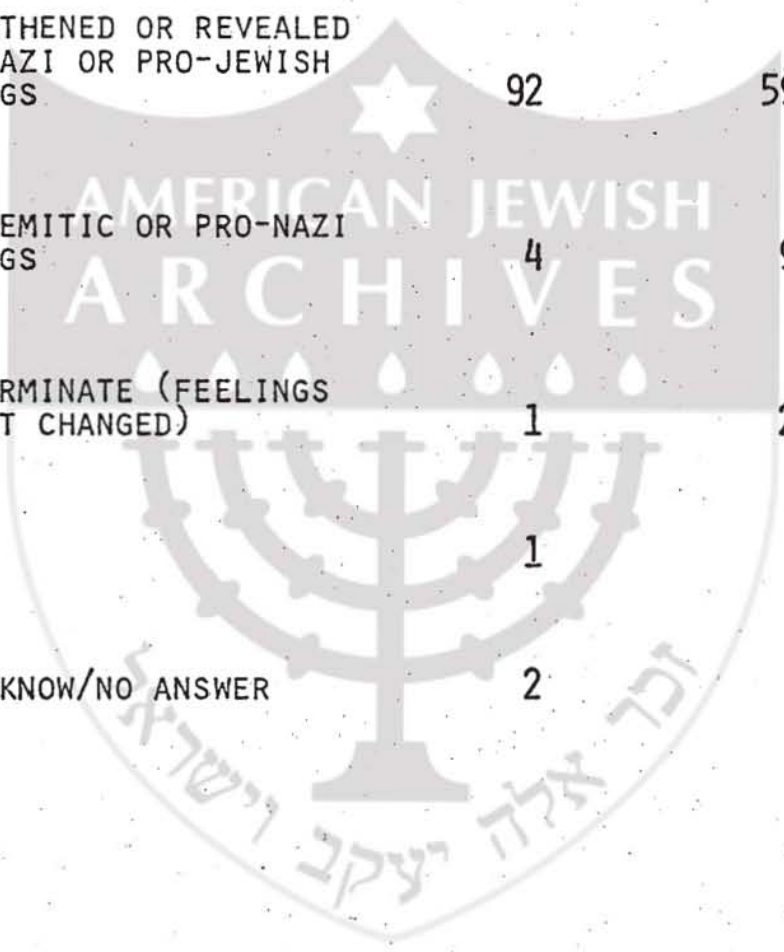
	<u>YES</u>	<u>NO</u>	<u>NOT SURE/ NO OPINION</u>
ALL VIEWERS	39	55	6
<u>AGE</u>			
18 - 29	42	51	7
30 - 49	41	55	4
50 OR MORE	32	60	8

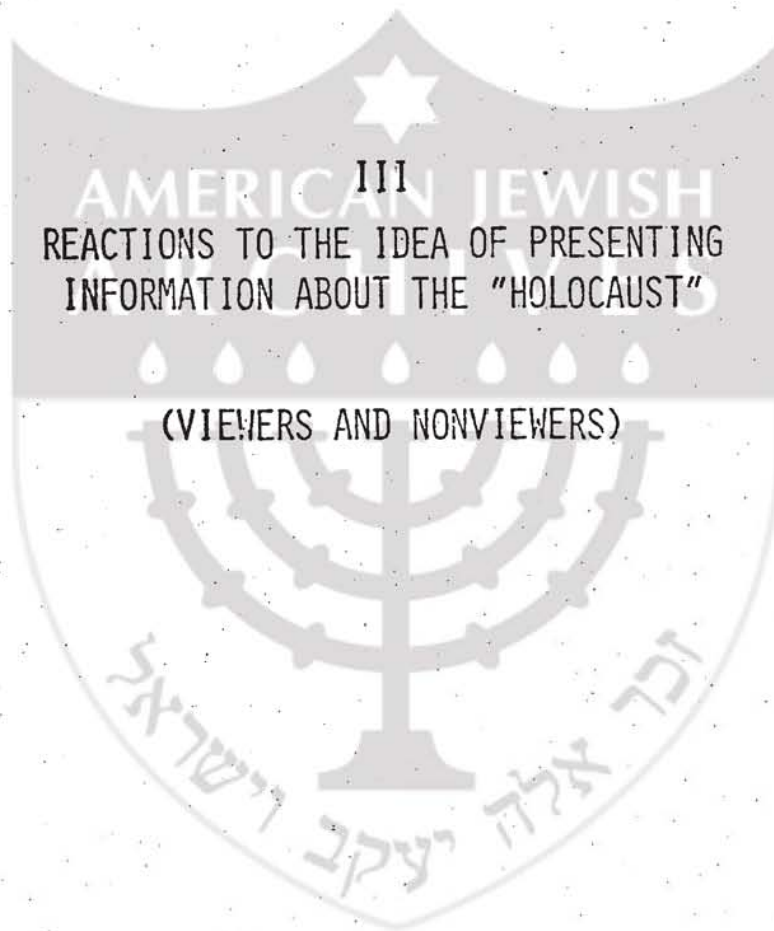


IN WHAT WAYS? (IF AFFECTED) (Q. 24A)

WHY DO YOU SAY THAT? (IF NOT AFFECTED) (Q. 24B)

	<u>AFFECTED</u>	<u>NOT AFFECTED</u>
STRENGTHENED OR REVEALED ANTI-NAZI OR PRO-JEWISH FEELINGS	92	59
ANTI-SEMITIC OR PRO-NAZI FEELINGS	4	9
INDETERMINATE (FEELINGS HAVEN'T CHANGED)	1	24
OTHER	1	3
DON'T KNOW/NO ANSWER	2	5





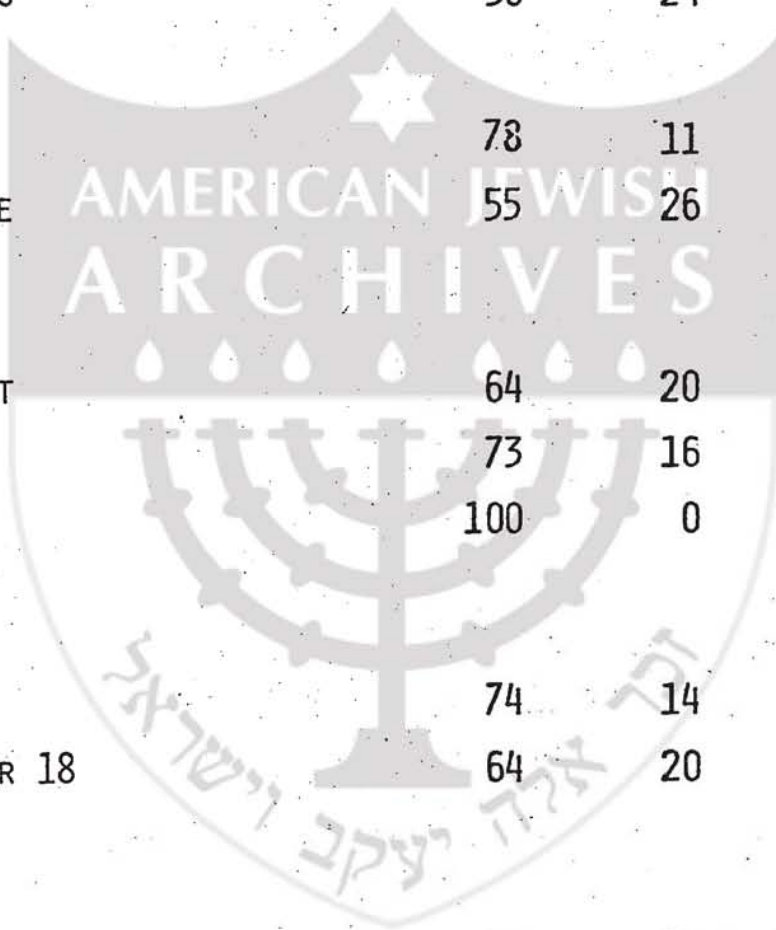
111  
AMERICAN JEWISH  
REACTIONS TO THE IDEA OF PRESENTING  
INFORMATION ABOUT THE "HOLOCAUST"

(VIEWERS AND NONVIEWERS)

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IS A PROGRAM LIKE "HOLOCAUST" A GOOD OR  
BAD IDEA TO SHOW ON TV? (Q.10 & 7)

	<u>GOOD</u>	<u>NOT GOOD</u>	<u>NOT SURE/ NO OPINION</u>
ALL RESPONDENTS	68	18	14
VIEWERS	83	9	8
NONVIEWERS	56	24	20
<u>AGE</u>			
18 - 29	78	11	11
60 OR MORE	55	26	19
<u>RELIGION</u>			
PROTESTANT	64	20	16
CATHOLIC	73	16	11
JEWISH	100	0	0
<u>CHILDREN</u>			
UNDER 18	74	14	12
NONE UNDER 18	64	20	16
<u>SEX</u>			
FEMALE	63	21	16
MALE	73	14	13





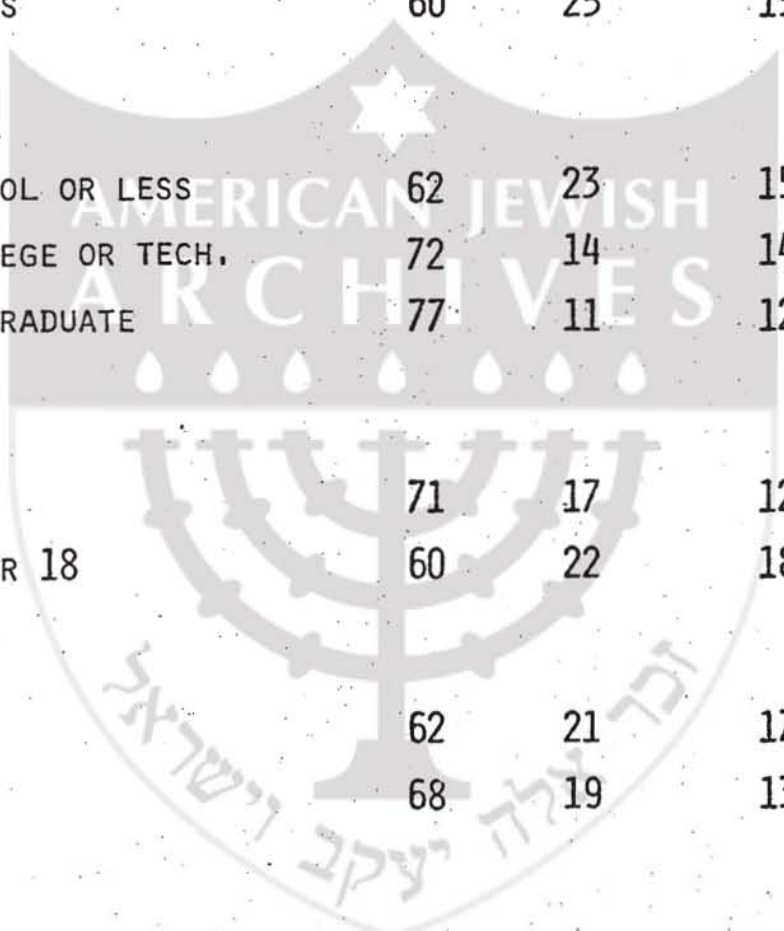
WHY DO YOU FEEL THAT WAY ABOUT IT? (Q. 11 & 8)

<u>SAY GOOD IDEA</u>	<u>ALL RESPONDENTS</u>	<u>VIEWERS</u>	<u>NONVIEWERS</u>
MAKE PEOPLE AWARE OF WHAT COULD HAPPEN	83	84	81
TEACH CHILDREN	8	10	6
GENERAL APPROVAL	5	3	8
GREATER APPRECIATION OF OUR WAY OF LIFE	1	2	1
OTHER	1	*	1
NO OPINION	2	1	3
<u>SAY POOR IDEA</u>			
CAN'T CHANGE THE PAST	49	46	49
TOO MUCH VIOLENCE ON TV NOW	17	11	19
MIGHT PUT IDEAS IN PEOPLE'S HEADS	13	16	12
BAD FOR CHILDREN TO SEE THIS VIOLENCE	11	20	9
OTHER	9	7	9
NO OPINION	1	0	2

\*LESS THAN ½ OF 1%.

IS IT A GOOD IDEA TO TEACH CHILDREN  
ABOUT THINGS LIKE THE NAZIS DID? (Q. 12 & 9)

	<u>GOOD IDEA</u>	<u>NOT GOOD</u>	<u>NOT SURE/ NO OPINION</u>
ALL RESPONDENTS	65	20	15
VIEWERS	71	14	15
NONVIEWERS	60	25	15
<u>EDUCATION</u>			
HIGH SCHOOL OR LESS	62	23	15
SOME COLLEGE OR TECH.	72	14	14
COLLEGE GRADUATE	77	11	12
<u>CHILDREN</u>			
UNDER 18	71	17	12
NONE UNDER 18	60	22	18
<u>SEX</u>			
FEMALE	62	21	17
MALE	68	19	13

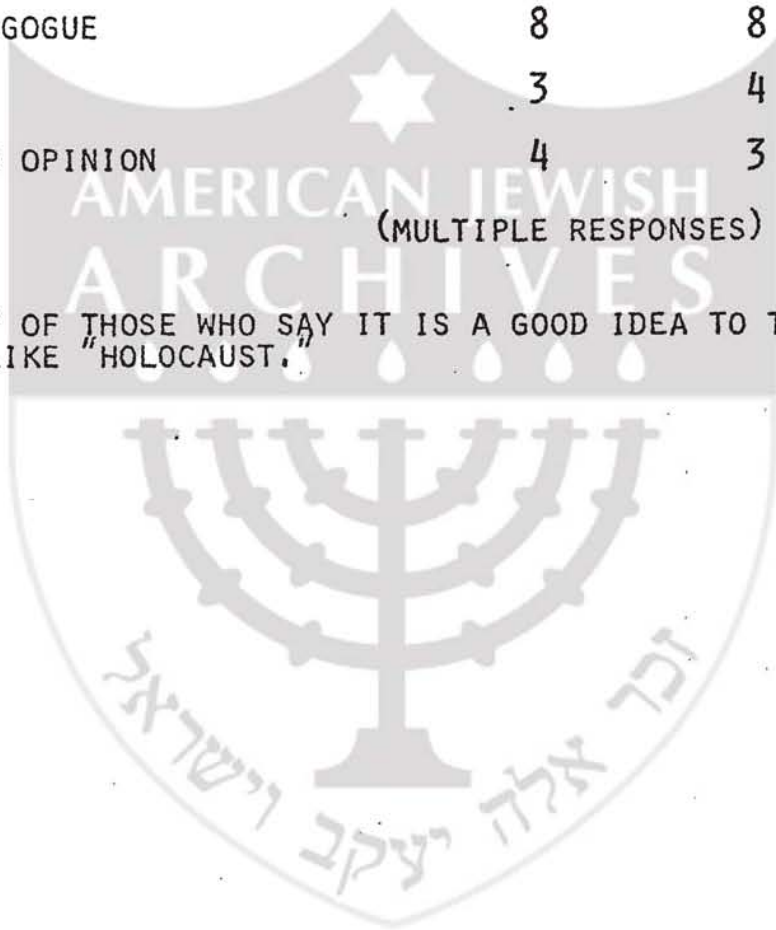


WHERE DO YOU THINK CHILDREN SHOULD BE  
TAUGHT ABOUT THINGS LIKE THIS?\* (Q. 14 & 11)

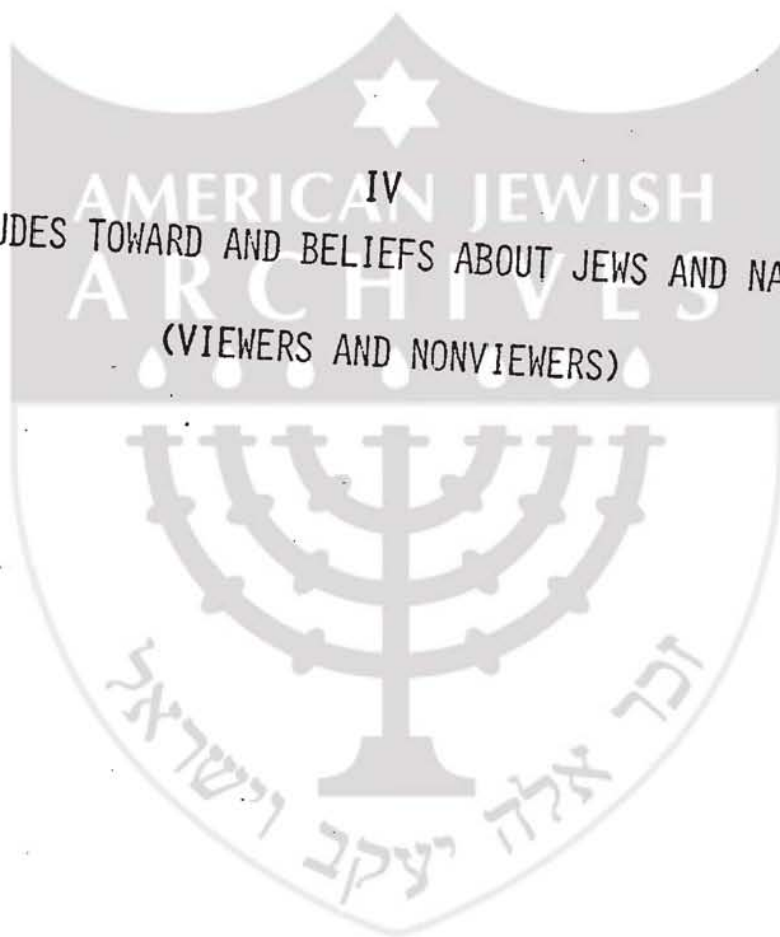
	<u>ALL RESPONDENTS</u>	<u>VIEWERS</u>	<u>NONVIEWERS</u>
SCHOOL	76	76	76
HOME	46	52	40
ON TV	10	12	7
CHURCH/SYNAGOGUE	8	8	8
OTHER	3	4	3
NOT SURE/NO OPINION	4	3	4

(MULTIPLE RESPONSES)

\*ASKED ONLY OF THOSE WHO SAY IT IS A GOOD IDEA TO TEACH ABOUT SUBJECTS LIKE "HOLOCAUST."

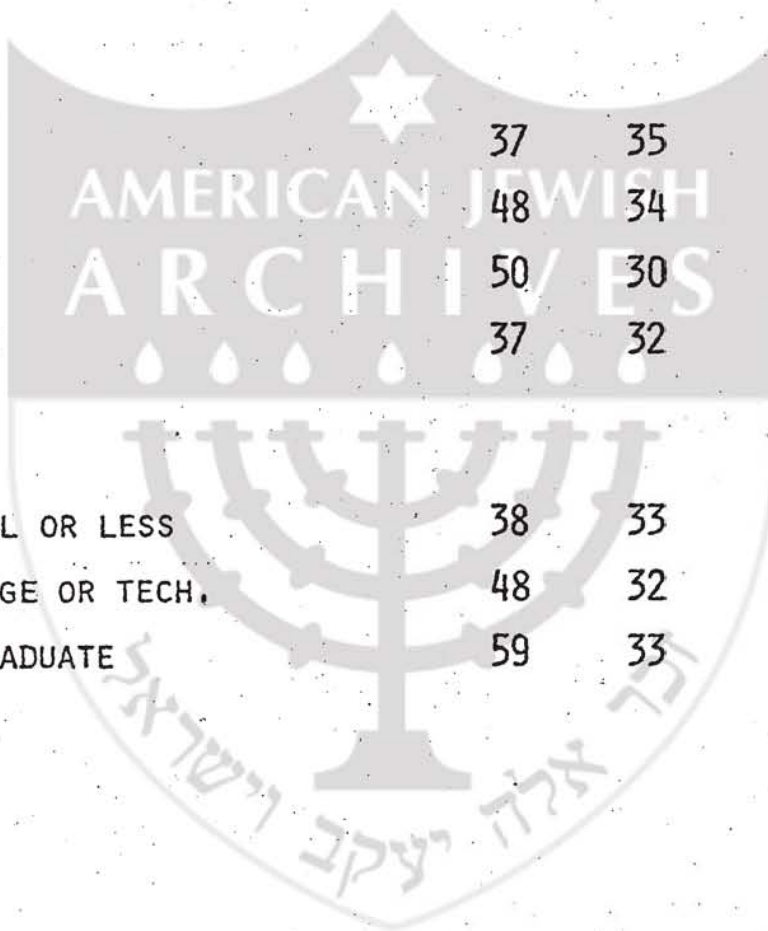


IV  
AMERICAN JEWISH  
ARCHIVES  
ATTITUDES TOWARD AND BELIEFS ABOUT JEWS AND NAZISM  
(VIEWERS AND NONVIEWERS)



DID NAZIS TREAT OTHER PEOPLE  
THE WAY THEY DID JEWS? (Q. 19 & 13)

	<u>YES</u>	<u>NO</u>	<u>NOT SURE/NO OPINION</u>
ALL RESPONDENTS	42	33	25
VIEWERS	46	34	20
NONVIEWERS	40	32	28
<u>AGE</u>			
18 - 29	37	35	28
30 - 44	48	34	18
45 - 59	50	30	20
60 OR MORE	37	32	31
<u>EDUCATION</u>			
HIGH SCHOOL OR LESS	38	33	29
SOME COLLEGE OR TECH.	48	32	20
COLLEGE GRADUATE	59	33	8



CAN YOU NAME OTHER PEOPLE THE NAZIS TREATED LIKE THE JEWS?\*

(Q. 20 & 14)

	<u>ALL RESPONDENTS</u>	<u>VIEWERS</u>	<u>NONVIEWERS</u>
EASTERN EUROPEANS	34	41	29
ACTIVE OPPONENTS	18	22	16
CHRISTIANS AND OTHER RELIGIOUS PEOPLE	13	14	12
INFERIOR PEOPLE (MENTAL DEFICIENCIES, SENILE)	12	16	9
ANYONE WHO INTERFERED	9	10	9
WESTERN EUROPEANS	7	6	7
SOME GERMANS	7	8	6
GYPSIES	4	9	**
JEWISH SYMPATHIZERS	2	2	3
DON'T KNOW/NO ANSWER	20	12	27

(MULTIPLE RESPONSES)

\*ONLY THOSE SAYING NAZIS TREATED OTHERS LIKE JEWS.

\*\*LESS THAN ½ OF 1%.

DO YOU THINK THE PERSECUTION OF JEWS  
WAS THEIR FAULT? (Q. 25 & 15)

	<u>MOSTLY OR PARTLY THEIR FAULT</u>	<u>NOT AT ALL</u>	<u>NO OPINION/ NO ANSWER</u>
ALL RESPONDENTS	20	57	23
VIEWERS	24	61	15
NONVIEWERS	17	55	28

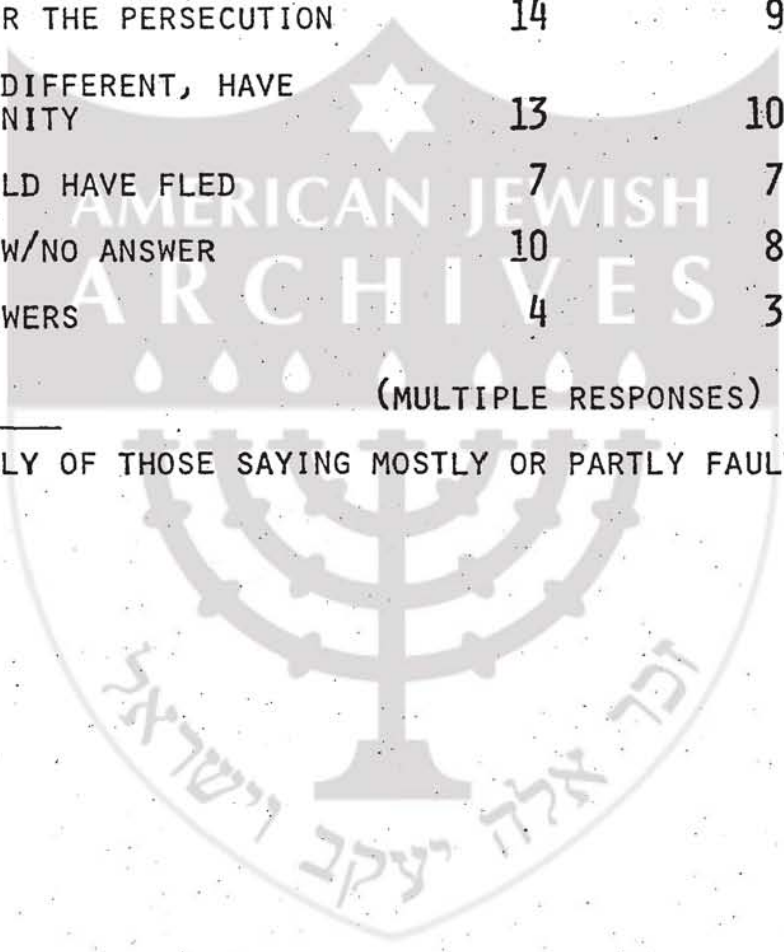


WHY DO YOU FEEL THAT WAY?\* (Q. 26 & 16)

	<u>ALL RESPONDENTS</u>	<u>VIEWERS</u>	<u>NONVIEWERS</u>
JEW'S DIDN'T REBEL, FIGHT HARD ENOUGH	35	47	22
JEW'S ARE POWERFUL, TOO MUCH ECONOMIC CONTROL	22	23	21
THERE MUST HAVE BEEN A REASON FOR THE PERSECUTION	14	9	19
JEW'S ARE DIFFERENT, HAVE OWN COMMUNITY	13	10	15
JEW'S SHOULD HAVE FLED	7	7	7
DON'T KNOW/NO ANSWER	10	8	13
OTHER ANSWERS	4	3	6

(MULTIPLE RESPONSES)

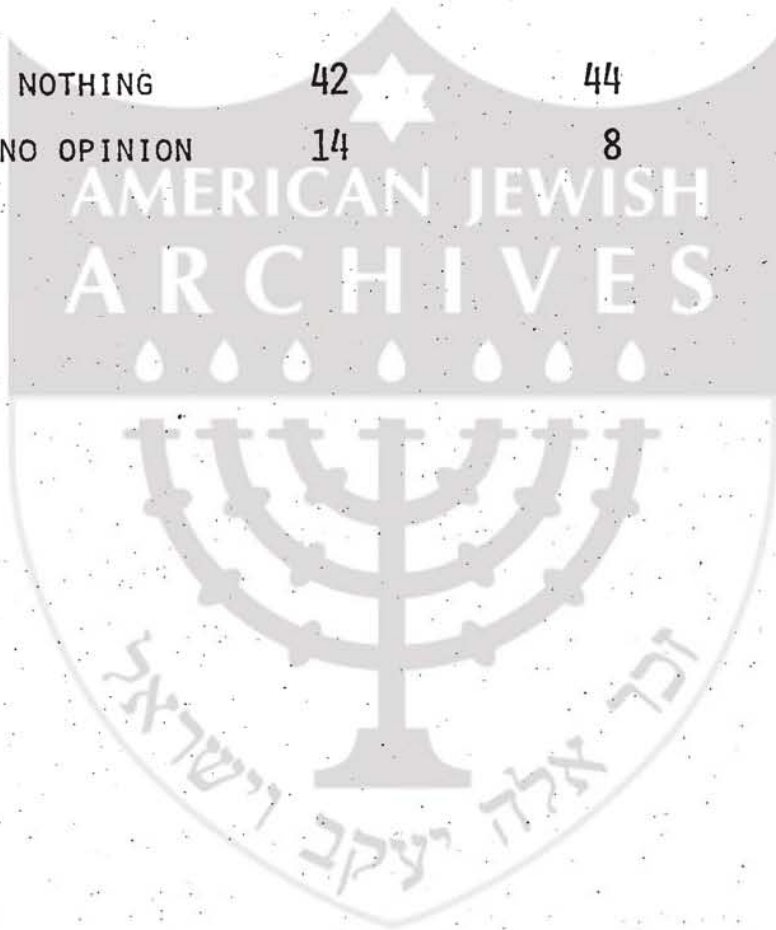
\*ASKED ONLY OF THOSE SAYING MOSTLY OR PARTLY FAULT OF JEWS.





TO WHAT EXTENT DID MOST GERMANS KNOW  
WHAT NAZIS WERE DOING TO JEWS? (q. 27 & 17)

	<u>ALL RESPONDENTS</u>	<u>VIEWERS</u>	<u>NONVIEWERS</u>
A LOT	14	14	14
SOMETHING	30	34	28
	} 44	} 48	} 42
LITTLE OR NOTHING	42	44	40
NOT SURE/NO OPINION	14	8	18



WHAT DID MOST GERMANS DO ABOUT THIS SITUATION?\* (Q. 28A & 18A)

	<u>A LOT OR SOMETHING</u>	<u>LITTLE OR NOTHING</u>	<u>NOT SURE/ NO OPINION</u>
ALL RESPONDENTS	10	81	9
VIEWERS	10	85	5
NONVIEWERS	11	77	12

COULD MOST GERMANS HAVE DONE MORE? (Q. 28B & 18B)

	<u>YES</u>	<u>NO</u>	<u>NOT SURE/ NO OPINION</u>	<u>NO ANSWER</u>
ALL RESPONDENTS	50	31	16	3
VIEWERS	47	33	14	6
NONVIEWERS	53	29	18	**

\*ASKED ONLY OF THOSE SAYING MOST GERMANS KNEW A LOT OR SOMETHING ABOUT WHAT NAZIS WERE DOING.

\*\*LESS THAN ½ OF 1%.

DO JEWS HAVE TOO MUCH POWER IN THIS COUNTRY? (Q. 29 & 19)

	<u>YES</u>	<u>NO</u>	<u>NOT SURE/NO OPINION</u>
ALL RESPONDENTS	13	63	24
VIEWERS	12	68	20
NONVIEWERS	13	60	27

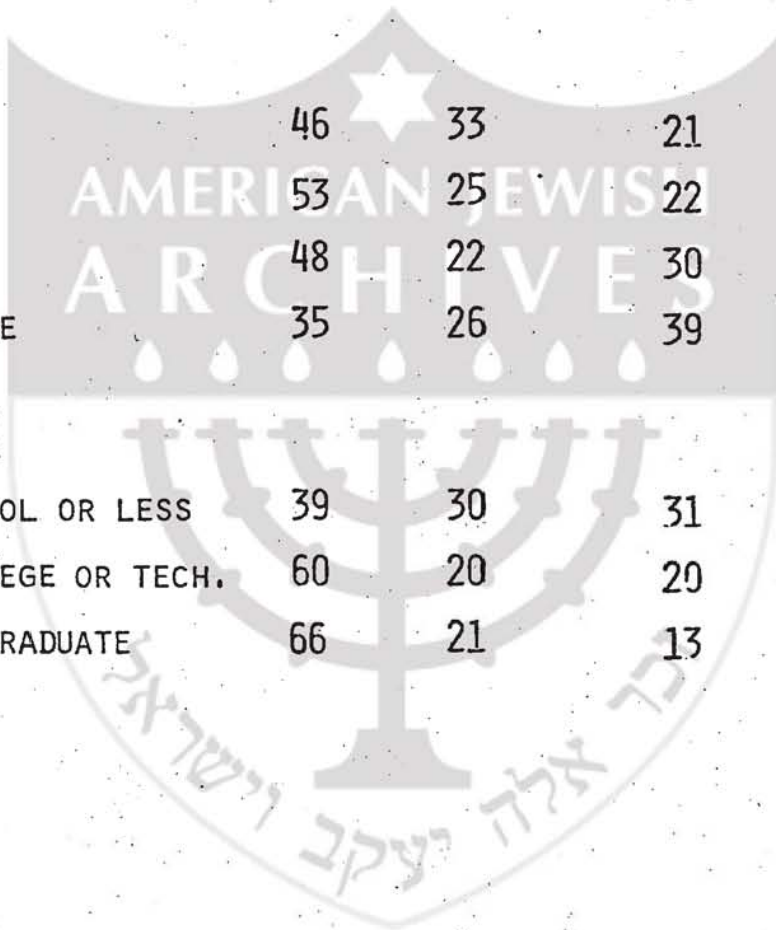
HOW MANY PEOPLE IN THE U.S. WOULD THINK  
IT WAS ALL RIGHT TO PERSECUTE THE JEWS? (Q. 30 & 20)

	<u>MOST OR LARGE NUMBER</u>	<u>SMALL NUMBER</u>	<u>NOBODY</u>	<u>NOT SURE/ NO OPINION</u>
ALL RESPONDENTS	4	53	31	12
VIEWERS	4	58	26	12
NONVIEWERS	3	50	34	13



ARE THERE ANY COUNTRIES OR GOVERNMENTS  
IN WORLD TODAY SIMILAR TO NAZI GERMANY? (q.31 & 21)

	<u>YES</u>	<u>NO</u>	<u>NOT SURE/ NO OPINION</u>
ALL RESPONDENTS	46	27	27
VIEWERS	53	25	22
NONVIEWERS	41	28	31
<u>AGE</u>			
18 - 29	46	33	21
30 - 44	53	25	22
45 - 49	48	22	30
50 OR MORE	35	26	39
<u>EDUCATION</u>			
HIGH SCHOOL OR LESS	39	30	31
SOME COLLEGE OR TECH.	60	20	20
COLLEGE GRADUATE	66	21	13



WHICH COUNTRIES ARE SIMILAR TO  
NAZI GERMANY?\* (Q. 32 & 22)

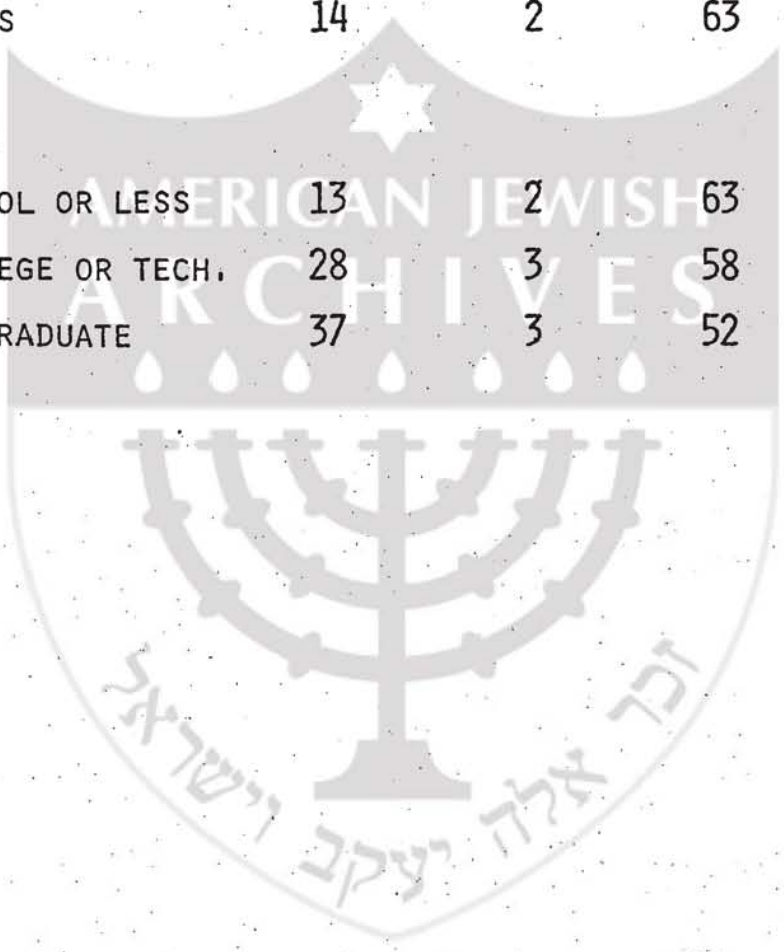
	<u>ALL RESPONDENTS</u>	<u>VIEWERS</u>	<u>NONVIEWERS</u>
COMMUNIST COUNTRIES	56	60	52
UGANDA	17	19	15
OTHER (AFRICA, PHILLIPINES)	15	18	12
LATIN AMERICA	6	6	5
SOUTH AFRICA	5	6	4
WESTERN DEMOCRACIES	4	3	4
ARAB COUNTRIES	3	4	2
U. S. A.	1	1	1
ISRAEL	1	0	2
DON'T KNOW	16	9	23

(MULTIPLE RESPONSES)

\*ASKED OF THOSE SAYING THERE ARE COUNTRIES SIMILAR TO NAZI GERMANY.

VIEWS ON CURRENT SITUATION IN MIDDLE EAST (Q. 33 & 23)

	SYMPATHIZE MORE WITH:		COMPLETELY NEUTRAL	NO OPINION
	ISRAELIS	ARABS		
ALL RESPONDENTS	19	2	61	18
VIEWERS	25	3	57	15
NONVIEWERS	14	2	63	21
<u>EDUCATION</u>				
HIGH SCHOOL OR LESS	13	2	63	22
SOME COLLEGE OR TECH.	28	3	58	11
COLLEGE GRADUATE	37	3	52	8



IS IT SENSIBLE FOR JEWS IN ISRAELI TO BELIEVE THAT,  
BECAUSE OF WHAT HAPPENED IN WORLD WAR II, THEY CANNOT  
DEPEND ON OTHERS TO PROTECT THEM? (Q. 34 & 24)

	<u>SENSIBLE</u>	<u>THEY ARE MISTAKEN</u>	<u>NO OPINION/ NO ANSWER</u>
ALL RESPONDENTS	33	45	22
VIEWERS	36	46	18
NONVIEWERS	30	44	26
<u>EDUCATION</u>			
HIGH SCHOOL GRAD	27	49	24
SOME COLLEGE	40	44	16
COLLEGE GRAD	52	32	16



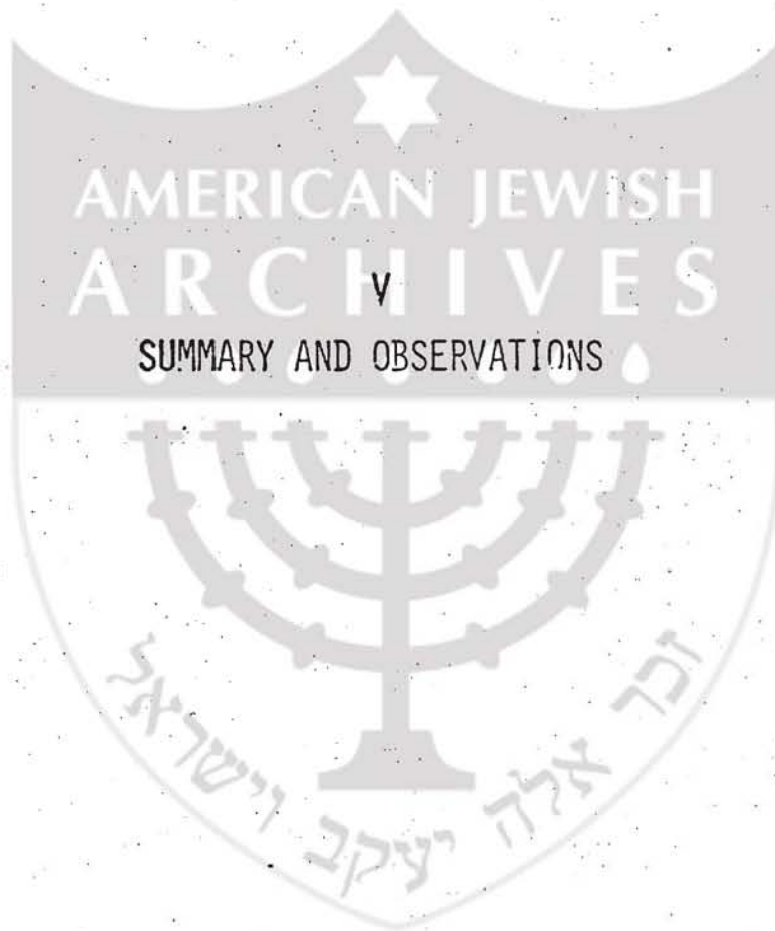
MOST AMERICAN JEWS SUPPORT ISRAEL.

IS THIS SENSIBLE? (Q. 35 & 25)

	<u>GOOD SENSE</u>	<u>SOME SENSE</u>	<u>NOT MUCH SENSE</u>	<u>NOT SURE/ NO OPINION</u>
ALL RESPONDENTS	44	29	11	16
VIEWERS	52	28	8	12
NONVIEWERS	39	29	13	19
<u>EDUCATION</u>				
HIGH SCHOOL OR LESS	41	28	13	18
SOME COLLEGE OR TECH.	52	32	7	9
COLLEGE GRADUATE	54	31	5	10







## VIEWING BEHAVIOR

- ⑥ YOUNG PEOPLE (29 OR UNDER) LESS LIKELY TO BE IN AUDIENCE THAN OLDER PEOPLE
- ⑥ LIBERALS MORE LIKELY TO WATCH THAN CONSERVATIVES
- SOME INDICATION THAT SELF-SELECTION AT WORK
- ⑥ LARGE MAJORITY OF VIEWERS AND NONVIEWERS HAD HEARD OF PROGRAM AHEAD OF TIME
- MASS MEDIA SEEMED EFFECTIVE
- ⑥ VIEWERS FELT BETTER INFORMED ABOUT "HOLOCAUST" BEFOREHAND THAN NONVIEWERS
- INDICATION THAT OLD RESEARCH CLICHÉ AT WORK: PEOPLE YOU MOST WANT TO BE IN AUDIENCE ARE LEAST LIKELY TO BE THERE.

## IMPRESSIONS OF THE PROGRAM

- ⑥ COMMUNICATED A SENSE OF HORROR AND SENSELESSNESS.
- ALSO, LESSON NOT TO LET IT HAPPEN AGAIN.
- ⑥ INCREASED VIEWERS' UNDERSTANDING OF WHAT PERSECUTION WAS ALL ABOUT.
- ⑥ MOST VIEWERS THOUGHT PROGRAM WAS ACCURATE PORTRAYAL.
- ⑥ THOUGH MOST VIEWERS SAY THEIR VIEWS OF NAZIS AND JEWS WERE NOT AFFECTED BY THE PROGRAM, THIS DOESN'T MEAN OPINIONS WEREN'T SENSITIZED.
- PROGRAM DID REMIND PEOPLE OF THEIR FEELINGS -- MADE THEM EXPERIENCE THEM AGAIN.

REACTIONS TO IDEA OF USING "HOLOCAUST" AS EDUCATIONAL SHOW

- ⑥ MOST VIEWERS AND NONVIEWERS THINK IT'S A GOOD IDEA TO SHOW A PROGRAM LIKE THIS ON TV.

ESPECIALLY TRUE OF PEOPLE WITH CHILDREN UNDER 18 AT HOME.

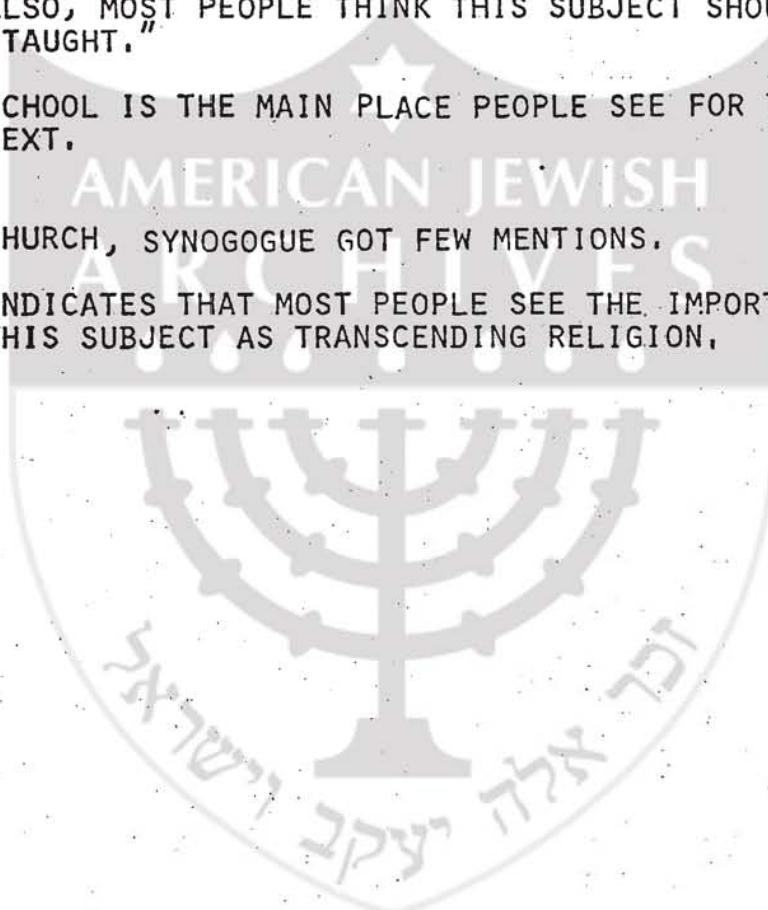
REASON -- NEED TO MAKE PEOPLE AWARE OF WHAT COULD HAPPEN.

- ⑥ ALSO, MOST PEOPLE THINK THIS SUBJECT SHOULD BE "TAUGHT."

SCHOOL IS THE MAIN PLACE PEOPLE SEE FOR THIS; HOME NEXT.

- ⑥ CHURCH, SYNOGOGUE GOT FEW MENTIONS.

INDICATES THAT MOST PEOPLE SEE THE IMPORTANCE OF THIS SUBJECT AS TRANSCENDING RELIGION,



ATTITUDES ABOUT JEWS AND NAZISM

- ⑥ LESS THAN HALF BELIEVE HITLER TREATED OTHERS LIKE JEWS.

A LARGE NUMBER "NOT SURE."

EASTERN EUROPEANS MENTIONED MOST AS SIMILAR VICTIMS.

- ⑥ MOST PEOPLE DON'T THINK PERSECUTION OF JEWS WAS THEIR FAULT.

AMONG THOSE WHO DO, CHIEF REASONS ARE:

- JEWS DIDN'T FIGHT HARD ENOUGH.
- THEY HAD TOO MUCH POWER.

- ⑥ PEOPLE ARE DIVIDED ON HOW MUCH GERMANS KNEW ABOUT THE PERSECUTION.

- YET MANY AGREE GERMANS DID LITTLE OR NOTHING.
- MANY THINK GERMANS COULD HAVE DONE MORE.

- ⑥ FEW THINK JEWS HAVE TOO MUCH POWER IN U.S. OR THAT LARGE NUMBERS OF PEOPLE WOULD THINK IT WAS ALL RIGHT TO PERSECUTE THEM.

- ⑥ MANY SEE COMMUNIST COUNTRIES AS A LOT LIKE NAZI GERMANY.

- VIEWERS ESPECIALLY.

- ⑥ MOST PEOPLE ADOPT AIR OF NEUTRALITY ON MIDDLE EAST.

- OF THOSE WHO TAKE SIDES, MOST SIDE WITH ISRAEL.
- VIEWERS MORE SYMPATHETIC TO ISRAEL THAN NONVIEWERS.

- ⑥ ONLY A THIRD THINK IT'S SENSIBLE FOR ISRAELIS NOT TO TRUST OTHERS TO PROTECT THEM.

- ALMOST HALF THINK THIS IS A MISTAKE.
- COLLEGE GRADS MOST APT TO REGARD ISRAELI ATTITUDE AS SENSIBLE.

- ⑥ MOST PEOPLE SEE SOME SENSE IN AMERICAN JEWISH SUPPORT OF ISRAEL.

- VIEWERS ESPECIALLY.
- NEARLY ALL WHO HAVE SOME EDUCATION BEYOND HIGH SCHOOL.